

Index to Television Digest, 1949 (Volume 5)

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Supplements Published During 1949 For Full-Service Subscribers

Directories

Quarterly TV Directories of Jan. 1, April 1, July 1, Oct. 1; with weekly Addenda reporting current FCC decisions, applications, etc.
AM Directory No. 3 of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Note: Consolidated with FM Directory as of Jan. 1, 1950.

Numbered Supplements

No. 56A: Personnel List of the FCC (Feb. 16).
No. 12C: Consulting Engineers Specializing in Radio (March 15)
No. 61B: TV Receiving Set Shipments by Areas, 1947-48 (March 5)
No. 63: FCC Views on Present and Future Status of Television (Feb. 26). Note: Question-and-answer replies to Senator Johnson.
No. 64: FCC's Proposed VHF-UHF Rules and Standards (July 11).
No. 65: Present and Proposed VHF Allocations by Channels (July 23).
No. 66: Amendments and Corrections to FCC Proposed VHF-UHF Rules, Standards and Allocations (July 30 & Sept. 1).
No. 67, 67A, 67B, 67C, 67D, 67E: Appearances Filed for Hearing on Proposed TV Allocations (Aug. 27, Sept. 3, Sept. 17, Sept. 24, Oct. 1, Oct. 8).
No. 68: DuMont's Suggested VHF-UHF Allocation Plan (Sept. 1).
No. 69: Proposed New Rules Clarifying Ban on Separate Operation of Aural and Video Transmitters (Dec. 14).

Special Supplements

Reprints of Zenith "Obsolescence" Ads (March 12).
Decibel conversion table (Sept. 24).
Trends in Broadcasting and Impact of Television (Text of FCC Chairman Coy's Address before NAB, Chicago (April 16).
Full Text of RCA Color Proposal (Aug. 27).
"The Riddle of FM"—Reprint from 'New York Times' (Dec. 31)

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NEXT NEW STATIONS & NEW MARKETS: No TV Addenda this week, because New Year's Day debuts of Los Angeles' KTTV and Houston's KLEE-TV (making it 51 stations in regular scheduled operation as 1949 begins) are the only new items worth recording -- and these are treated fully, rate cards and all, in TV Directory No. 6 now in the mails. Next week, we begin new series of weekly TV Addenda (blue sheets) to enable our full-service subscribers to keep this directory up-to-the-minute with current FCC decisions, changes, applications, etc.

Just because the directory shows 73 CPs for new stations still outstanding, don't assume all these will get going in 1949. There's many a slip: intentional or unintentional delays, forfeitures for cause, voluntary dropouts. There's even a CP still on books for Channel No. 1 (Riverside, Cal.), though that channel is no longer available to TV and no other is in sight for that area (unless it be uhf later).

We're conducting new survey, hope to be able soon to publish new calendar of proposed starting dates of such CP holders as have plans. For present, only reasonably certain new starters in January are: WDTV, Pittsburgh, Jan. 11; WOIC, Washington, Jan. 16; KNBH, Los Angeles, Jan. 16; ABC's KECA-TV, Los Angeles, and KGO-TV, San Francisco, dates not set. Probable February-March starters: WICU, Erie, Pa.; WLWC, Columbus; WLWD and WHIO-TV, Dayton; WAGA-TV, Atlanta; WJAR-TV, Providence; WCPO-TV, Cincinnati; WKY-TV, Oklahoma City; WGAL-TV, Lancaster, Pa. All last group, save Atlanta and Cincinnati, mean opening up of new TV markets.

STATUS AND STATURE OF TV—1949: Facts and forecasts for 1949 -- the statistics adduced largely from data contained in Jan. 1 edition of our quarterly TV Directory No. 6: Television Rates & Factbook, now in the mails to subscribers:

(a) As of Jan. 1, 1949, exactly 51 commercial TV stations operating on more or less regular schedules in 29 metropolitan areas embracing 17,565,000 families within 40-mi. radius. During January, 5 new stations due to start (2 more in Los Angeles, one each in Washington, San Francisco, Pittsburgh). Only new market among them is Pittsburgh, which will bring total markets to 30.

(b) Of 73 CPs outstanding on Jan. 1, none subject to FCC's freeze, construction is under way or definitive plans set for only a few dozen -- and it's a good guess not many more than 50 will start during 1949. Only Hartford (ranking 20th) among nation's top 25 market areas is without a TV station or CP grant thus far. Among top 50, only Denver, 26th; Scranton-Wilkes-Barre, 30th; Springfield-Holyoke, 32nd; Akron, 35th; Youngstown, 36th; Worcester, 41st; Allentown-Bethlehem-Easton, 43rd; Lowell-Haverhill-Lawrence, 45th.

(c) Exactly 310 applications for new TV stations pending -- most frozen so stiff they can't even go to usual competitive hearings. Even if FCC thaws freeze by spring, don't expect many of these to get CPs before summer or fall, if then, due to hearing delays. And seldom does any grantee get on air in less than year after grant, often 2 years or more.

(d) FCC policy respecting uhf channels to make way for more stations will be resolved during 1949 -- but only preliminary steps will be taken by industry to get going on them. A few stations may take the air, but number of uhf transmitters and receivers in 1949 will continue negligible. Simple fact is that occupants of the 12

available vhf channels are in favored positions; these are to TV what clear channels and better placed regionals are to AM. The uhf come-latelys, except in uhf-only cities, will face much the same commercial handicaps that local and daytime AMs and nearly all FMs do.

(e) Some 90 manufacturers engaged in turning out more than 250 models of TV receivers (Vol. 4:52), though handful of big-name companies dominate market by far. As in early days of radio, some marginal companies will fold or be absorbed. At end of 1948, total sets produced, postwar, is well over 1,000,000. RMA cumulative figure to Dec. 1 was 890,700 (Vol. 4:51) -- and this excludes production of one of the Big 4 set makers and scores of little ones. It's fair guess that at least a million TV sets are already in use in homes and public places; best predictions are 2,000,000 more in 1949 (Vol. 4:52).

(f) Film and production companies syndicating program material to TV stations total 319, not counting governmental and industrial film sources -- all listed with names and addresses and types of service offered in Part VII of TV Directory No. 6. Catalogs of firms providing them may be consulted in our offices.

We might cite many more facts and figures, rehashing what we've covered in previous Newsletters -- but suffice to leave off now, assuring you that succeeding issues will faithfully report and evaluate 1949's developments and trends, week by week. To our friends and subscribers, whose patronage and welcome suggestions have enabled us to continue this service into its fifth successful year...our best for a Happy and Prosperous New Year.

PRICES OF 'POOR MAN'S MAGIC CARPET': Said the Wall Street Journal, in a Dec. 29 review of TV manufacturing and selling by Joseph M. Guilfoyle: "Television receiver prices will start moving earthward in 1949." Seen as bringing about a "recession of TV prices" and forcing 10-in. models "below \$300 by midyear" are these factors:

1. RCA's new 16-in. models starting at \$475 (Vol. 4:52), and its combination 10-in. TV-radio table model due in June at around \$400. These are regarded as serious competitors of its 10-in., at \$325 to \$395, to say nothing of rival models.

2. Unit costs lowered by production techniques learned during last year of swiftly-expanded production. "As efficiency improves the savings will be passed on to the buyer."

3. Increased competition impelling the set makers to pare profit margins in order to reduce prices to the consumer.

Unnamed manufacturers are quoted as basis for the article, which refers to TV as the "poor man's magic carpet." Curious about Mr. Guilfoyle's sources, we inquired among some of the big boys of the business, who denied responsibility -- but who did admit there may be small cuts here and there in the mass lines (maybe \$25 or \$30) but foresaw no really big reductions. "How can we do it," one of biggest said, "when a TV set takes 4 times the materials and labor that a radio set does, when the labor market certainly isn't going down, and when components are becoming more expensive and harder to get? Unless, of course, we cheapen our product."

No one went along on idea 16-in. will as seriously affect the 10 and 12-in. market as some think (Vol. 4:52), especially since so few 16-in. metal-coned tubes will be available. Bruno-New York's Irving Sarnoff, biggest RCA distributor, issued denial 16-in. will force down price of RCA's 10-in., notably its \$325 table model. Only other major maker of that size is DuMont, with its 15-in. units (table model Stratford, \$695) -- and it has indicated no present intention of mass-producing or pricing down its deluxe lines, which it markets as the "Cadillacs" of TV.

On the other hand, Admiral's Ross Siragusa is quoted in Jan. 3 Time Magazine as saying current high prices can't hold: "The honeymoon is over..." Admiral announced it would put out 10-in. console with radio-phonograph at \$399, will follow up with cheaper models down the line. Time article, incidentally, contains interesting personality sidelights on the 42-year-old Siragusa, whose claim of third place in TV volume (after RCA and Philco) now seems to be pretty well substantiated.

New Year assurances from Dr. Allen B. DuMont, one of the real pioneers of TV: "One thing is certain. No obsolescence of present TV receivers is yet in sight. Existing operation standards have been set for years to come. Refinements in transmitting equipment and operation during the past year have proved that current receivers are capable of still greater pictorial quality." As for picture tubes: "Direct-viewing reception continues as the popular choice because of its brighter, more detailed and all-around more pleasing images. The 12, 15 and 20-in. picture tubes will be the popular sizes of 1949, with production advances and economies permitting the larger-tube sets to come within reach of the average household budget . . . While practical progress has been scored in the metal-type tube during recent months, I believe the glass-type will still constitute the bulk of the picture tubes used during the next year at least. . . ."

Note of caution from GE's Dr. W. R. G. Baker, electronics v.p., in year-end statement: "Despite the impact of TV, both AM and FM radio will continue to offer their great services to the public and will not be supplanted by TV . . . the phonograph and record will continue to play a big part in American entertainment and education. They will be sold in substantial volume and represent big business by any standard, except in comparison with TV. Industry research indicates a market for over 7,000,000 radio receivers of all types. This business will flow to manufacturers, distributors and dealers who are not completely dazzled by the glamour of TV and who realize that the radio and the phonograph supply a service that is not replaced by TV."

Year-end estimate of TV by *Time Magazine*, Jan. 3: "In one year, TV's formless, planless growth has caused seismic-like cracks in the foundations of . . . radio, movies, sports and book publishing. Everything about U. S. television is big—including its losses. Not one TV station is yet in the black. NBC operates its television network at an estimated loss of \$13,000 a day. But with all its imponderables, U. S. television continues to snowball ahead at the rate of 1,000 sets installed every 24 hours." Correct—except *Time* writer forgot to say 1,000 sets per day in New York City area alone.

Executive director Bill Bailey leaves FMA job with his staff this week, amid charges and counter-charges of "breach of faith," etc. He plans to open broadcast management consultant practice in Washington Feb. 1, specializing in FM, TV, FX. His proposed successor, a newspaperman, awaits approval of FMA board; new man's job will be primarily publicity, selling FM to public, advertisers, manufacturers, agencies—rather than to broadcasters. Latter was considered first phase of FMA's job.

Board named by NAB president Justin Miller to consider possible reorganization of NAB structure along "functional" lines (Vol. 4:46), taking into account TV, FM, FX, etc.: Clair McCollough, WGAL, Lancaster, Pa., chairman; Paul Morency, WTIC, Hartford; John Meagher, KYSM, Mankato, Minn.; Henry Slavick, WMC, Memphis; Everett Dillard, KOZY, Kansas City.

Despite FCC's Paramount-DuMont decision (Vol. 4:51), 100% Paramount-owned Gulf Theaters, applicant for Tampa, 50%-owned Tri-States, applicant for Des Moines, say they have no intention of dismissing—or permitting FCC to exclude them—not without hearings, anyhow.

Frank Folsom moves into RCA president's office in New York Jan. 3, Joe Wilson assuming RCA Victor reins at Camden. Chairman Sarnoff leaves shortly for several months in Europe.

Our new AM Directory No. 3, revised to Jan. 1, 1949, will be in the mails to you next week. It's again a loose-leaf edition, with opposite pages in blank for making additions, changes, etc., during the year. This week's FCC actions, reported herewith in "AM Addenda For Week Ending Dec. 31," will be included in new Directory which supersedes all previous AM Directories and addenda. AM Directory Addenda 3-A, dated Jan. 8, will begin new weekly reports of current FCC decisions, applications, etc.

Income-expense estimates of broadcasting industry for 1948, as issued Dec. 30 by NAB Research: Gross time sales \$398,600,000, up 6.5% from 1947—national networks accounting for \$133,461,000, up 4.5%; regional networks \$7,714,000, up 10%; national spot \$100,739,000, up 10%; local retail \$156,646,000, up 6%. Industry's operating expenses, due to wage increases and costs of FM and TV, will more than offset nearly \$25,000,000 revenue increase. Station expenses alone, for instance, increased from \$212,200,000 in 1947 to \$233,200,000 in 1948.

President Truman said TV played important role in recent campaign in areas it covered, indicated awareness of its still-limited status when he added he was sorry it didn't cover more of the country. He made remark at press conference Thursday when questioned by a radio reporter. His first rejoinder, amidst laughter, was to ask the reporter whether he was looking for a "plug." Note: There are several TV sets in the White House, and the Truman family are known to be fans.

CBS-TV announces 9 more "primary affiliates" — WBNT, Columbus, due to start next June; KSL-TV, Salt Lake City, due sometime next spring; KFDM-TV, Fresno, Cal., no building plans announced yet; WHIO-TV, Dayton, due Feb. or March; WICU, Erie, Pa., due Feb. 1; and the now-operating WAVE-TV, Louisville; KSD-TV, St. Louis; KOB-TV, Albuquerque; WHEN, Syracuse—making 28 in all. (NBC claims 25, ABC 19). Most are non-exclusive, non-interconnected. President Frank Stanton, in year-end statement, says: "Our present plans call for a Transcontinental TV Network to serve more than 80 cities within the next 3 years."

Sizeup of evolution of NBC into "third dynasty," as seen by *Variety*: First, the Deac Aylesworth regime. Then the Chicago "dynasty" topped by Niles Trammell, Frank Mullen, Sid Strotz, Harry Kopf, Chick Showerman, et al. Now the "Washington dynasty" with "ex-FCC chairman Charles R. Denny as the pivotal operator, although Trammell . . . continues as Boss Man." Also included in Washington group are Carleton Smith, TV chief, and David Adams, Denny aide.

Add little ironies of TV: CBS-TV Sales issues first notices to advertisers of changes in basic night rates of Milwaukee's WTMJ-TV and St. Louis' KSD-TV (both from \$250 to \$300), effective Jan. 1 when it figures 13,300 TV sets in Milwaukee, 18,000 in St. Louis. Both are also NBC-TV outlets (take from ABC, too), and AMs of both are exclusive NBC.

"Television is a going business as 1949 begins," is theme adopted for CBS's next TV Clinic in New York City Jan. 21-23, to which it has invited top executives of its affiliated stations. Says TV v. p. Jack Van Volkenburg, "TV is living up to forecasts that it is destined to become the greatest form of mass communication ever devised."

FCC is asking public for reports on WNBT-WNBW synchronization (Vol. 4:46-52). But some engineers are a little dubious about value of such reports, since even an engineer can't always be sure about what's causing what interference.

Still the best "census of TV" available is NBC Research's monthly count, for it jibes well with known RMA production and shipment figures plus reasonable projections to embrace non-RMA. Here's the Dec. 1 count, showing TV sets installed and number of families within 40-mi. service area (.5 Mv):

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	370,000
Baltimore	3	732,000	30,000
Boston	2	1,175,000	32,900
Philadelphia	3	1,184,000	95,000
Richmond	1	130,000	4,600
Schenectady	1	258,000	11,800
Washington	3	691,000	24,500
New Haven	1	557,000	11,000
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	8,000
Chicago	4	1,438,000	48,000
Cleveland	2	695,000	18,500
Detroit	3	839,000	22,000
Milwaukee	1	327,000	11,300
St. Louis	1	474,000	14,000
Toledo	1	241,000	4,500
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	200
Atlanta	1	233,000	4,200
Cincinnati	1	384,000	10,000
Fort Worth	1	269,000	2,000
Dallas (a)	-	277,000	2,500
Los Angeles	4(b)	1,372,000	60,700
Louisville	1	188,000	2,300
Memphis	1	177,000	1,100
Minneapolis-St. Paul	1	333,000	8,300
New Orleans	1(c)	225,000	1,500
Salt Lake City	1	93,000	1,200
San Francisco	1(d)	825,000	1,500
Seattle	1	307,000	1,500
Syracuse	1(e)	199,000	100
<i>Stations Not Yet Operating</i>			
Dayton	1	291,000	1,100
Erie	1	112,000	200
Houston	1(f)	217,000	200
Indianapolis	-	281,000	200
Pittsburgh	1(g)	742,000	2,500
Providence	-	1,011,000	3,500
San Diego	-	113,000	200
Others	-	-	52,900
TOTAL	-	-	864,000

(a) Included in coverage of Ft. Worth station. (b) One more station Jan. 1, 1949, two others shortly thereafter. (c) Started Dec. 18. (d) Started Dec. 25. (e) Started Dec. 1. (f) Starts Jan. 1. (g) Starts Jan. 11.

Sales and sales promotion activities of telecasters: Los Angeles' KFI-TV will devote nightly *Shop, Look & Listen* program for month, starting Jan. 12, to 22 advertisers paying special rate of \$25 per participation. It's an experiment to test TV pulling power: each sponsor agrees to allow KFI-TV to control presentation of products, advertise only products producing measurable response, make results available to KFI-TV . . . Yankee's WNAC is conducting 10-week AM series in cooperation with local Electric Institute, Sun., 1:30-1:45 p.m., featuring leading TV distributors and dealers, discussing TV in general . . . Andrea Radio sponsoring *Camera Headlines*, newsphoto feature, on New York's WABD . . . WCAU-TV and WCAU still doing big job selling movie exhibitors on radio-TV promotion; for RKO's "Joan of Arc" 27 AM and 3 TV spots were used, Dec. 18-24. WCAU-TV also announces total of 450 more TV spots sold in mid-Dec. to such sponsors as Emerson Radio, Dr. Locke Shoes, Celomat lenses, Yankee Maid products, American Stores, Allied Florists Assn. . . Pittsburgh's WDTV, opening Jan. 11, has sold Telenews-INS newsreel daily to Kaufman dept. stores, weekly to Duquesne Brewery.

Engineering commissioner George Sterling is back from Mexico City until Jan. 7 or 8, but FCC still awaits report of Ad Hoc committee, probably late in January (Vol. 4:49,50), before considering action on vhf freeze, uhf.

Reshuffling of some network TV sponsor schedules will be occasioned by new coaxial time-sharing plan (see story this issue), but meanwhile NBC-East on Jan. 3 begins *The Colgate Theater*, Mon., 9-9:30 p.m.; Chevrolet Detroit office same day takes over sponsorship from Local Chevrolet Dealers Assn. of *Chevrolet Tele-Theater*, Mon., 8-8:30 p.m.; Philco sponsors New Year's Eve telecast, 11:45 p.m. to 12:15 a.m., on ABC-East, including Times Square celebrations, Broadway stars, etc.; Hamilton Watch's *New Year's Eve Party* on NBC-East is to run 11:30 p.m. to 12:05 a.m. Admiral's *Welcome Aboard* moves to full NBC network sometime soon, full hour in lieu of present Sun., 7:30-8 p.m., with Sid Caesar as m.c.

December Hooperatings of TV shows in New York area keep Milton Berle's *Texaco Star Theater* (WNBT) far and away in top place, 78.9, but Arthur Godfrey's Talent Scouts (WCBS-TV) fulfills hit promise (Vol. 4:51) by taking second place, 55.2. Then come *Toast of the Town*, WCBS-TV, 50.6; *We, the People*, WCBS-TV, 47.8; *Amateur Hour*, WABD, 33.9; *Chevrolet Tele-Theater*, WNBT, 28.1; *Kraft Television Theater*, WNBT, 28; *Bigelow Show*, WNBT, 27.5; *Break the Bank*, WJZ-TV, 24.6; *Small Fry*, WABD, 24.3. The Pulse Inc., for same period, rates top 3 same, puts others in this order: *Amateur Hour*, *Small Fry*, *We the People*, *Kraft Theater*, basketball, *Winner Take All*, *Howdy Doody*.

Sad word for Jack Benny is due soon from Internal Revenue Bureau, say current reports. Story is that Bureau considers he sold personal services rather than real property, thus must pay 77% personal income tax on \$4,000,000 he received for moving to CBS from NBC, rather than capital gains 25%. Apparently, Amos 'n Andy are safe, their \$2,000,000 sale to CBS ruled transfer of a show, not personal services. Other NBC big timers reported considering such deals as Benny's may be affected by Bureau ruling.

Add predictions: Pioneer set maker Frank Andrea, adding up claims of various manufacturers, concludes 1949 production will run 2,250,000 to 3,500,000 sets, 1950 will see 5,000,000. His own company turned out 5,000 this year, is scheduled for 25,000 next.

Philadelphia bars featuring TV are in for rough time, since City Council went State one better—putting 5% gross receipts tax into effect Jan. 1 (Vol. 4:47). State tax is \$120-a-year; city tax is expected to average \$500 for each of some 2,000 bars. City's Retail Liquor Dealers Assn. is still fighting, preparing amendment to amusement tax ordinance for submission to Council's finance committee.

Comr. E. M. Webster opens hearings on Richards' stations (KMPC, WJR, WGAR) in Los Angeles Feb. 21; it's fact-finding probe into alleged slanting of news on KMPC. Ex-Senator Burton Wheeler and Louis G. Caldwell head Richards-Mullen legalists.

Personnel notes: Frank Headley elected president of National Assn of Radio Station Representatives, succeeding Paul Raymer; Adam Young Jr., v.p. . . Harry R. Lubeke, Don Lee technical TV chief, chosen head of Academy of Television Arts & Sciences, vice Charles R. Brown . . . Roy C. Witmer, ex-NBC sales v.p., inactive lately due to illness, has resigned . . . Harry Plotkin now permanent, no longer acting, asst. general counsel of FCC in charge of Broadcast Division; Max Goldman named to like job in Litigation and Administration Division; Bernard Strassburg, chief of rate branch, Common Carrier Division . . . Edward P. Roden, from Chicago's WBKB, now program manager of WHEN, Syracuse . . . MBS shifts Robert Schmid, station relations v.p., to newly created post of program sales v.p.; Earl Johnson, engineering chief, to station relations director.

RECTANGULAR TUBE & 16-in. MARKET: That rectangular-shaped TV picture tube whispered about in the trade turns out to be a development of Kimble Glass (Owens-Illinois) as well as of Pittsburgh Plate Glass (Vol. 4:50). But Kimble hasn't decided definitely yet whether to emphasize round or rectangular bulbs in its new line of 16-in. glass bulbs soon to be offered in competition with RCA's metal-coned job. Actually, 16-in. glass tube can be used in same sets as metal-coned, which will be in short supply anyhow, so a ready market for Kimble product is foreseen. Kimble says its 16-in. is quite different from 15-in. which Corning makes for DuMont.

Meanwhile, though they're saying nothing yet, Sylvania, GE, Rauland and Philco (Lansdale) are all preparing for 16-in. metal-coned tube production of their own -- but first awaiting popular reaction to first models of sets containing them to be introduced by RCA next month (Vol. 4:50). On its part, RCA is converting recently purchased Farnsworth sub-factory at Marion, Ind. entirely to production of metal-coned tubes; its planners foresee 16-in. making chief inroads on 12-in.

DECEMBER OUTPUT UP 50,000 OR MORE: Looks like December TV production will leap 50,000 or more over November's 122,304 (Vol. 4:51) -- thanks to spiraling production schedules and a 5-week month. RMA auditors haven't released figures yet, but first week alone is reliably estimated at 36,000 to 38,000. Indications are pretty clear that final-month figure will hover around 175,000, despite holidays. If it does, it means cumulative RMA total very close to 900,000 for whole of 1948 -- better than anyone estimated. And that doesn't count non-RMA, kits, etc., which we've usually estimated at 10% more. Add 1946 and 1947 RMA total (185,047), and it's clear TV enters New Year with record of having produced well over 1,000,000 units postwar.

STILL SHAPELESS NETWORK STRUCTURES: Despite their frequent publicity releases about newly signed "non-interconnected" or "full primary" or "secondary" or whatnot kinds of station affiliations, the TV networks really will be bunched into One Big Network structure as things stand Jan. 11 when present East-Midwest segments are hooked up. For as yet there's only one coaxial to link them. They must share that link under a system of allocations decided upon this week (see below).

The fact is that few TV stations not network-owned are affiliating with any network exclusively. Thus, sponsors and agencies face necessity of lining up custom-built hookups for particular periods, according to coaxial availabilities. No wonder the pressure's on to syndicate off-kinescope film recordings, a la radio transcriptions! NBC currently offers 4 such shows sponsored, 8 sustaining; CBS, one sponsored, 12 sustaining; DuMont, one sponsored, 6-8 sustaining.

Except for NBC's reasonably well integrated 7-station Eastern hookup (with 2 stations NBC-owned, several taking programs from rival networks), there's really no such thing yet as competitive TV networks in the sense that they exist in AM -- claims of their station relations departments to the contrary notwithstanding. If proof is needed, look at their rate cards, which are nothing more than the sums of rates of such locally available stations as will clear time -- usually quite willingly to the first comer with good programs, particularly if they're commercials.

Perhaps it's just as well that most stations will "affiliate" with anyone who can supply good programs, especially commercial. For in TV today the show's the thing wherewith to build "circulation." Indeed, the healthiest thing about today's telecasting is the keen competition for more and better programs, and the eager efforts of the rival networks' sales forces.

Note: It's altogether possible that entirely new lineups of TV networks, not necessarily paralleling AM affiliates, will eventually develop. Especially in light of fact that so few cities stand to get as many as 3 or 4 stations in the near future. This fluid and still-indeterminate network TV structure is probably one of real reasons why 20th Century-Fox, with its enormous financial and production resources, is still so eager to get its foot into the TV door early -- via purchase of ABC (Vol. 4:48,49) or otherwise.

* * * *

Reluctantly, but bowing graciously, executives of ABC, CBS, DuMont, NBC and WPIX accepted AT&T's "Solomon decision" of Dec. 29 whereby they'll divide use of

single coaxial circuit linking East-Midwest segmentary hookups after Jan. 11 (see map, TV Directory No. 6). "Remarkably good job," one of them called decision, though no one got all time wanted or needed. Indeed, though weekday strip commitments can be made to advertisers (except after 8 p.m.), during first half of 1949 they'll all have to sweat out a Sunday schedule that leaves much to be desired. This is how they'll divide Sundays: 3-5 p.m., NBC; 5-5:30, WPIX; 5:30-6, NBC; 6:30-7, ABC; 7-7:30, CBS; 7:30-8, ABC and DuMont alternate weeks; 8-9, ABC and DuMont alternate weeks; 9-10, CBS and NBC alternate; 10-11, rotated in half-hour blocks among those stations off cable 8-10 p.m.

Weekday schedules vary each day, though it's even-Steven for 4 networks 8-10 p.m., and NBC holds its Tuesday night Texaco Star Theater time (8-9). WPIX gets one of choice 8-9 p.m. periods per week, plans hooking up with sister Chicago Tribune station WGN-TV and others. Balm offered all of them was Long Line Dept.'s assurance it will push hard for additional channels before end of June (Vol. 4:51).

SKOURAS SEES ONE BIG INDUSTRY: From Spyros Skouras, president of 20th Century-Fox, Radio Executives Club of New York Thursday heard: That TV will change entire pattern of the entertainment world, eventually fusing with radio and the movies (which heretofore have gotten along very well together, aided one another) into One Big Entertainment Industry. That he believes in a free system of home TV, but if Government permits system of toll collections for entertainment in the home, the whole concept of such an industry may change. He didn't say he was for or against such a "gadget" system (like Zenith's Phonevision) of collecting fees for programs -- but the inference was pretty clear that he didn't look forward to it. For he foresaw 50-60,-000,000 persons who now seldom go to the movies having their interest in movies whetted by TV promotion, and attending theaters interconnected for receiving special events programs via TV on big (and more satisfactory) screens. And he assured exhibitors their grosses would be several times what they are today. Though he called TV "the ultimate development in the amusement world," he ridiculed the idea that TV will mean the eventual destruction of movies and radio. Hubbell Robinson, chairman of panel, forecast "new money coming into TV," challenged dominance of broadcasters in the field, said an "ownership and management revolution" was coming in TV.

GAROD GIMMICK & OTHER TRADE NOTES: Garod's new "Tele-Zoom" TV receiver looks like an ingenious bit of "technical insurance" -- has round screen, just like Zenith's, but viewer has choice of either circular or rectangular picture by flipping switch at end of cord. Thus Garod really covers both flanks, to weather any struggle over picture shapes (Vol. 4:51). Models are 10, 12, 15-in., priced same as before (see TV Directory No. 6); deliveries begin Jan. 15. Other news of the TV trade:

"Exciting new developments in TV" are promised by Philco to its distributors, who hold next sales conventions in Palm Beach, Fla., Jan. 5-9, in Santa Barbara, Cal., Jan. 13-14; public won't see new models before Jan. 19...Emerson, which now says its 1949 TV production will be 200,000 units, holds its big distributors' showings in New York's Waldorf-Astoria Jan. 5, in Chicago's Stevens Hotel Jan. 7...GE's Dr. W. R. G. Baker says Electronics Park plant at Syracuse is now producing at rate of 200,000 TV sets a year, forecasts total industry TV sales of 1,600,000 to 2,000,000 sets in 1949, retail volume exceeding \$650,000,000, market for other radios running an additional \$450,000,000.

Avco v.p. Ray Cosgrove, in year-end statement, says Crosley has expanded facilities for TV production to 10,000 per month...Magnavox also is following Capehart and Howard idea (Vol. 4:49,52), putting out 2 new radio-phono models with space for TV installation at option of customer...Stromberg-Carlson, one of few quoting installation as part of price of TV set, henceforth will price and advertise the set, excise and installation separately, as do most others...Starrett has changed its address to 601 W. 26th St., New York City, which is also address of Tele-King...DuMont is building \$500,000 addition to its Air Cruisers plant, Clifton, N.J., making nearly 100,000 more sq. ft. available for tube-making facilities...Stewart-Warner has separated its radio-TV operations into an autonomous division, to be called Stewart-Warner Electric, headed by v.p. Samuel Insull Jr.

MARTIN CODEL'S

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January 8, 1949

STATUS OF AM-FM-TV AS OF JAN. 1: Your 1949 AM Directory is now in the mails, and Addenda 3-A herewith begins new series of weekly addenda reporting current FCC decisions, applications, etc. and designed to keep your directory file up-to-the-minute. New AM Directory, like last year's, is in loose-leaf format, with opposite pages blank for notations, runs 106 pages in listing all North American stations by States, cities, frequencies, call letters. It also lists all applications, by States and frequencies, pending as of Jan. 1, 1949.

The Jan. 1, 1949 AM Directory No. 3 discloses 2,131 U.S. stations -- 1,864 licensed (operating), 267 CPs (authorized for construction). This is 170 more than end-of-1947's 1,961, which compared with 1,579 at end of 1946 (Vol. 4:1). Applications pending Jan. 1 totaled 723, of which 471 are for new stations. Also listed: Canada's 144 AMs, Mexico's 268 (29 in Mexico City alone), Cuba's 95 (30 in Havana), and all other North American AM stations party to NARBA: In Newfoundland, Bahamas, Bermuda, Haiti, Dominican Republic.

Note: FM count at start of 1949 was 212 licensed, 764 CPs and CGs, 85 applications pending -- and 687 of these are now on the air, most of them still under STAs. All these FMs are included in FM Directory No. 2, dated Oct. 1, and subsequent weekly addenda. TV count at start of 1949 was 51 on the air, 73 CPs, 310 applications pending -- all detailed in our Jan. 1, 1949 TV Directory No. 6.

THE NEW COAXIAL & HOW TV HOOKS UP: When AT&T opens East-Midwest coaxial link next Tuesday night, Jan. 11, it will pay \$6,000 or more as first sponsor on all of the 32 stations in 14 TV cities being linked into one big hookup for the "golden spike" occasion. It's also furnishing the coaxial free for "showcase" segments allotted to each of the 4 networks (WPIX dropped out Thursday). Big show starts at 9:30, continues to 11:15. AT&T takes first 15-20 minutes (at full card rates), starting with roll call of the cities. Then FCC chairman Wayne Coy, AT&T's president LeRoy Wilson and presidents of the 4 networks speak; the Mayor of New York greets the Mayor of Chicago, and AT&T runs off film titled "Story of Network Television." Thereafter each network gets 15 minutes, CBS leading off with Arthur Godfrey feature, DuMont next with Ted Steele revue, NBC with Milton Berle, ABC with playwright Marc Connelly in New York introducing mystery play originating in Chicago.

Despite their keen competitiveness, amounting sometimes to bitter combativeness, the networks are joining this One Big Network, perforce. Until next summer, there's only this "single track" link available between their East-Midwest segments. Meanwhile, public gets benefit of excellence of combined showmanship, each putting best foot forward, and trade gets another chance to show people why they should buy TV sets. Similarly, as they did during last summer's political conventions, the networks must pool for Jan. 20 Truman inauguration; 34 stations in 15 metropolitan areas embracing some 40,000,000 people are set to be linked for that event.

* * * *

How the networks must submerge their precious identities, in light of scarcity of networking facilities, is manifested in fact that Admiral's new "Friday Night Frolic", revue with Sid Caesar, starting Jan. 28, will be carried simultaneously

on both NBC and DuMont networks, Fridays, 8-9 p.m. -- total of 24 stations in 16 cities. It will also be film-transcribed for showing on 16 stations in 14 non-interconnected cities. It was an NBC-sold show, but DuMont held needed coaxial time allotment, so joint sponsorship was arranged.

Lots more juggling of times, due to coaxial allocations (Vol. 5:1), is inevitable -- only slightly alleviated by fact that New York News WPIX gave up its coaxial times this week because of high costs involved. It had planned to link with Chicago Tribune's WGN-TV (which has tied up with CBS-TV), said it was withdrawing only until more circuits become available. This augurs new intramural rivalry if and when Mutual ever gets into TV swim, for WGN is one of pillars of MBS; WOR, New York, with a TV now building, is also a major MBS stockholder; and WOR's Washington WOIC, like WGN-TV, has also linked with CBS-TV.

* * * *

Foregoing facts warrant repetition of significant statement we published last week: "It's altogether possible that entirely new lineups of TV networks, not necessarily paralleling AM affiliates, will eventually develop. Especially in light of fact that so few cities stand to get as many as 3 or 4 stations in the near future." In that connection, there's also significance in this trend in TV observed by management consultant Richard W. Hubbell:

"New money is coming into TV. New blood is entering the field, bringing with it new perspective and fresh approaches. The dominance of standard radio broadcasting in TV is being challenged. Some of the most impressive new TV projects have been organized by men who have made their millions in the oil business, in the cattle business, in the hotel business, in motion picture distribution, in show business, in publishing, and in diversified manufacturing enterprises. We predict that the influx of new money, typified by these people, will bring about an ownership and management revolution in broadcasting in the next 18 months to 2 years."

Note: Of the 51 TV stations now on the air, 10 are not in AM broadcasting; of the 73 CPs, 12; of the 311 pending applicants, 112.

A COMMON SENSE LOOK AT TV STOCKS: Investment counseling isn't our dish. Rather, we purport to do no more than report, digest, interpret current trends and developments in the TV arts and industry. But once in awhile, almost as a surcease from financial statements and investment house reports, someone comes along with some plain horse sense about the market -- obvious stuff, to be sure, but so obvious that the average citizen hasn't bothered. Such a statement, by one of the keenest analysts we know, an ex-govt. official of high rank, was written recently to a prospective investor in TV stocks, currently the cynosure of the stock exchanges. He didn't intend it for publication, so we'll withhold his identity:

"In a burgeoning industry such as television, a reshuffling of competitive position from time to time appears inevitable. As the industry expands, some companies which now look like favorable investment media may lose ground; while others, with less to commend them at present, may forge ahead. Where the situation is so dynamic and the rate of scientific progress so rapid, the choice of an issue for investment presents a complex problem. In many instances the talk of evaluating earnings potentialities is further complicated by the combination of TV with other electronic and non-electronic lines. Some of these lines may strengthen, others may dilute, the results achieved in TV. Hence, a comprehensive study of companies in the TV field would involve a survey of various allied fields -- radio, phonographs, wire recorders, refrigerators, home freezers, hearing aids, molded plastic products, telephone equipment, fluorescent lamps, etc. Perhaps the most important element in this type of picture is the quality of management. The need for sound and efficient planning -- short-term and long-term -- is paramount..."

In a word, don't merely be lured by the fabulous promises of TV. Study well your companies, their lines, their structures, their managements and their position in the field before investing.

Gear shift for phonographs? Fat's in the fire for keeps now, with RCA due to break details of its 45 rpm record player next week—and CBS, this week end, putting out its 7-in. LP record. Three-cornered record player race (standard 78, CBS's 33½, RCA's 45 rpm) adds up to one obvious conclusion: Manufacturers can't very well combine all speeds in one changer. There's already talk about dual speed player for 78 and 33½, with separate unit for 45. Big question is why RCA chose speed different from CBS's heavily plugged and fairly well-established 12-in. 33½? RCA claims 45 rpm better all around technically, says that's that—and offers to prove it when it discloses technical details next week. Meanwhile, Columbia Record Inc. president Frank K. White lists as present users of CBS's LP: Admiral, Crosley, Farnsworth, GE, Majestic, Magnavox, Philco, Stewart-Warner, Stromberg, V-M Corp., Webster-Chicago, Westinghouse, Wilcox-Gay, Zenith.

Stratovision is technically ripe for commercialization, Westinghouse announced this week. Experiments will continue, but company is satisfied that major thesis is proved—system's practicality. What Westinghouse really wants and needs now is demand from public and encouragement from FCC to justify continued heavy development costs and tied-up manpower. The rural coverage Westinghouse claims it can achieve has been, and will be, powerful argument before FCC during uhf proceedings. Stratocasts on Channel No. 6 originated from camera and slides right in plane Thursday as it flew over Baltimore, Washington, northern Virginia. Reports of Washington reception weren't too favorable, but FCC monitoring station at Laurel, Md., in open country, received good picture.

FCC clamped down on FM stations it deems halfhearted, denying requests of 3 that they be allowed to operate with fewer than minimum 6 hours daily: KWK-FM, St. Louis; WENY-FM, Elmira, N. Y.; WDHL-FM, Olean, N. Y. It called particular attention to those which have profitable AM operations and duplicate all the way, seeing no financial hardship there. Stations having a rough fiscal time will get more sympathetic FCC ear.

Philco did \$270,000,000 business in 1948, up \$44,000,000 from previous high in 1947 and thrice greater than best prewar year. As 1949 began, company's net worth rose to \$51,000,000, as compared to \$15,800,000 in 1940. In TV alone, Philco this year expects to turn out 600,000 units, do \$100,000,000 business. These were highlights of president Wm. Balderston's talk to 1,200 eastern distributors at Palm Beach convention this week.

TV transmitting apparatus sales had become very nice business before freeze hit Sept. 30; RMA reports 1948 third quarter sales of \$5,256,465, compared with \$4,959,922 for all first half. Third quarter AM and FM equipment sold for \$2,694,845. But government remains biggest customer—spending \$21,936,129, or 64% of RMA sales. Total sales for 9 months was \$111,228,411.

First changes in top RCA assignments resulting from elevation of Frank Folsom to RCA presidency include election of Rear Admiral Walter A. Buck, U.S.N. (retired) as RCA Victor operating v.p. under executive v.p. Joe Wilson; Joseph H. McConnell moved from v.p. and general attorney at Camden to RCA v.p. in charge of finance in New York; Charles R. Denny, NBC executive v.p., named to NBC board.

TV synchronization tieup of Detroit's WWJ-TV and Cleveland's WNBK (Vol. 4:46-52) is expected next week. When hookup is operating and WWJ-TV is on full power with new antenna (hoped for in week or so), synchronizing will be tested to its limit since cities are only 90 mi. apart and system's proponents recommend 150-mi. co-channel spacing be minimum.

Here's a good deal for someone planning new AM, FM or TV construction: *Detroit News'* WWJ recently bought three 400-ft. Blaw-Knox SGN towers for new antenna array, then abandoned projected \$300,000 directional AM project in order to concentrate on WWJ-TV for which it already has entirely suitable site and tower. Since buying the 3 towers, which are still in packing cases, their list has gone up 10%. Chance for a good bargain here; write WWJ manager Harry Bannister.

Transcripts of Dick Hubbell's TV seminar, "Straight Facts from Top Brass," conducted before Radio Executives Club of New York last week, are available, in limited quantity—and well worth reading. Talks include those by *Baltimore Sun's* E. K. Jett, NBC's Carleton Smith, 20th Century-Fox's Spyros Skouras. Write Richard W. Hubbell, 118 East 40th St., New York 16, N. Y. Note: In our Vol. 5:1 digest of the meeting, we inadvertently referred to "Hubbell Robinson" as moderator of the seminar; that well-known radio gent was in Las Vegas getting married at that particular time, so our apologies are due both Dick Hubbell and CBS's Hub Robinson.

DuMont is seeking to line up network outlets on East Coast as well as in Midwest for its daytime programs—East-Midwest link being readily available during daylight hours. Plans are to feed daytime affiliates at periods from 10 a.m. to 1:30 p.m. on cooperative basis. DuMont feels many stations are spending considerable sums merely putting daytime test patterns on, and this plan can result in income for such stations.

Warner Brothers, reasonably confident now of getting KLAC-TV, Los Angeles (Vol. 4:52), through president Harry M. Warner tells trade press this week it will enter TV film production field, stressing educational, novelty and vaudeville subjects. Details of new syndicate setup not disclosed yet—but it's significant Warners follows lead of 20th Century-Fox, which has no TV stations of own yet, in accepting TV stations as film customers; that Paramount, with 2 stations, doesn't yet release to TV.

Lay public heard about "polycasting" (Vol. 4:49) for first time Tuesday when sponsor consulting engineer Raymond A. Wilmotte told New York Society of Security Analysts it might prove the answer to national, competitive TV service. System is method of covering metropolitan market with number of low-powered uhf stations (using FM to overcome co-channel and adjacent channel interference) instead of single big, high-powered outlet.

Katz Agency appointed rep for new WHIO-TV, Dayton (see story this issue); its AM rep continues Hollingbery. In our recent recapitulation of TV station reps, we inadvertently omitted Adam Young Jr. Co. for KLAC-TV, Los Angeles.

Democratic members of reorganized Senate Interstate & Foreign Commerce Committee, in charge of radio legislation: Johnson, Colo., chairman; McFarland, Ariz.; Magnuson, Wash.; Myers, Pa.; McMahan, Conn.; and new members O'Connor, Md.; Johnson, Tex.; Kefauver, Tenn.

All FM low-band (44-50 mc) emissions ceased Dec. 31, per FCC order, except those of Maj. Armstrong's Alpine (N. J.) station. He appealed to U. S. Court of Appeals at last minute, got stay order permitting continued operation until appeal is considered during February session.

Trans-Lux theaters' switch from newsreels to feature pictures in Washington and Philadelphia is attributed to fear of TV, ventures *Variety*. Along that line, you may recall our "Every Home a Newsreel Theater" (Vol. 3:44).

Biggest foregathering of the technical radio clan, annual convention of IRE, has been set for March 7-10 in New York's Hotel Commodore and Grand Central Palace.

TV sponsorship notes: Chesterfield buys *Arthur Godfrey & His Friends* on 10 CBS-TV stations (5 in Midwest), starting Jan. 12, Wed., 8-9 p.m.; this is in addition to his simulcast on CBS-TV for Lipton's, Mon., 8:30-9 p.m. . . . NBC-East joins NBC-Midwest Jan. 12 for RCA's *Kukla, Fran & Ollie Show*, Mon. thru Fri., 7-7:30 p.m., EST, originating at WBKB, Chicago . . . Bruno-New York, RCA distributor, budgets \$1,000,000 for local advertising in 1949, including radio-TV, placed thru Arnold Cohan Corp., but with RCA's agency, J. Walter Thompson Co., retained as consultant; Edward Stahl, Cohan account executive . . . Ranger Joe Cereals takes one-min. spots on WPTZ, Philadelphia, preceding NBC's *Howdy Doody* show Fri. . . Among interesting new accounts on WTMJ-TV, Milwaukee: Trubilt Trailers Co., Milwaukee Co. (investments), John P. Hanser Soap Co., Wisconsin Telephone Co., United Coal & Dock Co., Stark Candy Co. (Snirkle bars), York-Wagner (ice cubes) . . . WCBS-TV, New York, on Jan. 13 carries *Winner Take All* under Local Chevrolet Dealers Assn Inc. sponsorship, Thu., 8:30-9 p.m.

NBC plans for Swift show (Thu., 8:30-9 p.m., with Lanny Ross as m.c.) now include kinescope recording of live New York origination, then feeding program to Midwest network out of Chicago's WNBQ same day and time following week. On Jan. 13, whole show will originate live from Chicago, and, eastbound coaxial cable being easily available, will be fed live to entire 14-station East-Midwest network. NBC plans to originate Swift show in Chicago as often as possible; in fact, is thinking about moving several programs to Chicago to overcome paucity of westbound coaxial time.

"The Goldbergs," which ran 17 years on AM, returns after 2 years via CBS-TV, not yet sponsored—Thu., 8-8:30 p.m. Author Gertrude Berg is again cast as Mollie. Also on sustaining buildup, Cincinnati's WLWT carried first TV appearance of Andre Kostelanetz with symphony orchestra Jan. 5, repeats April 17; WLWT also covering other Cincinnati Symphony concerts.

First Canadian hotel TV installations go into Cardy chain: Toronto's King Edward, Niagara Falls' General Brock, Hamilton's Royal Connaught, Windsor's Prince Edward hotels. All are border cities now receiving U. S. signals. First sets (Canadian GE's model C-810) go into hotels' public rooms, later this year into private rooms. Canadian GE model C-810 (see TV Directory No. 6, Part 8) is being manufactured in limited quantities for estimated 1,200,000 Canadians in range of U. S. stations.

American public doesn't think so highly of radio as it once did. That's one of major conclusions of U of Chicago's National Opinion Research Center 1947 survey of radio listening just published in *Radio Listening in America* (Prentice-Hall, \$2.50). Book is by Columbia U's Paul F. Lazarsfeld and Patricia L. Kendall. It shows 14% of people surveyed think radio is doing "excellent" job, whereas 28% felt that way in 1945. Great part of book is discussion of radio's critics, who they are and what their complaint is, plus recommendations for operators in meeting specific criticisms.

"New Advances in Printed Circuits," is an excellent 73-page reference book just issued. Some of it is out of date, since it comprises proceedings of symposium under aegis of Aeronautical Board and Bureau of Standards, Oct. 15, 1947. Write Government Printing Office, Washington 25, D. C. Price: 40 cents.

If you want to read what a savvy, business reporter (but not a radio industry expert) has to say about Chicago Furniture Mart and TV sets displayed there, by all means read T. A. Wise's story in Jan. 6 *Wall Street Journal*.

Personnel notes from the trade: RCA's Brig. Gen. David Sarnoff sails Jan. 8 on *Queen Mary* for month or more in Europe . . . J. F. Walsh promoted to sales manager of Westinghouse Home Radio Division, succeeding E. G. Herrmann, resigned . . . Palmer M. Craig named director of engineering, electronics dept., Philco, with Sterling C. Spielman named chief engineer for TV receivers, Luke E. Closson chief engineer for home radios . . . Terry P. Cunningham promoted to director of advertising and sales promotion by Sylvania . . . K. H. Lippitt leaves staff of Washington consultant George Davis to become chief engineer of Technical Appliance Corp., Sherburne, N. Y., specializing in "Taco" TV-FM antennas . . . C. J. Burnside, with Westinghouse radio-electronics 24 years, quits to start consultant service in Baltimore, Westinghouse his first client . . . Robert J. Erlichman succeeds Ben Rice as sales manager of Tele-King.

Personnel notes about telecasters: Charles C. (Bud) Barry won't take over ABC Pacific Coast v.p., after all, becomes v.p. in charge of TV, succeeded as program v.p. by J. Donald Wilson; Ernest Lee Jahncke Jr. named v.p. for radio-TV stations . . . William Burke (Skeets) Miller named NBC night TV manager . . . A. J. (Tony) LaFrano promoted to director of operations for all Don Lee AM, FM and TV . . . Robert Jamieson upped to DuMont Network traffic manager . . . Roy Passman becomes operations manager, Jack Rayel daytime program manager of WABD, New York . . . J. R. Duncan quits as chief engineer of WLWT, Cincinnati, hasn't disclosed plans . . . Charles Spence named sales and promotion manager of KTTV, Los Angeles.

Personable Ed Sellers, ex-AP radio editor in Washington, is new FMA executive director, taking place of Bill Bailey who left last week after intramural squabble (Vol. 5:1). Tex Faught, whose New York public relations outfit works for FM inventor Maj. Armstrong, will act as consultant to FMA. First plans call for New York FM sales clinic in spring. Repercussions of Bailey's departure were dropouts of several members and resignation of treasurer Tom McNulty, WMCP, Baltimore.

Late sports flashes: In Baltimore, telecasting of Colts' grid and Bullets' basketball games ceased Jan. 6 by edict of R. C. (Jake) Embry, president of both clubs, himself a veteran broadcast executive (WBAL, WITH). He says ban will be lifted if attendance drop is proved no fault of TV. In Minneapolis, Millers' baseball club sees no adverse effect on attendance, has agreed again to telecasts next season on KSTP-TV (except Sundays and holidays). But St. Paul Saints remain adamant in refusing to telecast, though it has signed again with WMIN for broadcasts. Officials of National Collegiate Athletic Assn. in San Francisco this week heard that 80% of football fans surveyed said they preferred to watch games via TV.

Latest technical book on FM is 409-page *Frequency Modulation* by Nathan Marchand, now consultant to NYU Cardiological Dept., formerly senior engineer for Federal Telecommunications Labs. Publisher is Murray Hill Books, Inc., 232 Madison Ave., N. Y. (\$5).

Tighter allocation of radio spectrum, through closer control of frequencies, is one promise of Bureau of Standards new atomic clock based on vibration rate of atoms in ammonium molecule. Accuracy of clock is 1 in 20 million, with potentiality of 1 in 1 billion or more.

REL's new 920-960 mc FM relay equipment employs 5-watt transmitter and Serrasoid modulator, sells for \$3,950, f.o.b. factory; deliveries begin in February.

FM-only table model by Zenith is reported due soon; company is said to have passed 1,000-per-day FM production in November.

TV INTO PITTSBURGH, DAYTON, MIAMI: Only TV outlet in nation's 8th market, located at strategic way-point on new coaxial, DuMont's Pittsburgh WDTV begins regular operation Tuesday (Jan. 11) with rosier commercial prospects of any new station we know. It's able to feed off all the networks, operates in one of radio's best sponsor towns, taps what trade calls one of "hottest" TV set markets in America (Vol. 4:50). It may hit the black first year of operation. If it does, it will be first to do that -- though we're informed Houston's KLEE-TV started Jan. 1 with \$200,000 worth of business already on its books; New Haven's WNHC-TV recently told us (Vol. 4:52) it would be out of red by mid-January; and St. Paul's KSTP-TV expects to be operating in black, including depreciation, before end of this month. Indeed, KSTP's Stanley Hubbard writes: "In my opinion, TV earnings will be 10 times greater than we ever hoped to have in connection with AM operation."

Pittsburgh's WDTV is No. 52 station in the land. Next come NBC's Los Angeles KNBH and Bamberger's Washington WOIC, both set for Jan. 16. Latter began testing this week, will join big East-Midwest coaxial inaugural show Jan. 11. It becomes CBS-TV outlet. (For rates and data of WDTV and WOIC, see TV Directory No. 6.)

Also ready to test is Dayton's WHIO-TV, which beat its own anticipated starting time, got STA for Jan. 15, has sold local spots on daily test patterns, also sold sponsorship (to RCA) of 4 Golden Gloves shows. But WHIO-TV won't formally go on regular schedule until Feb. 23. Gov. Cox station thus beats gun on Crosley's WLWD, also readying for tests. Resources of Cox radio and newspapers (he has just bought and merged Journal and Herald, already owns News) are being thrown by radio director Leonard Reinsch into TV "circulation" buildup, already well started with some 1,100 sets installed for reception of Cincinnati's WLWT.

There's good prospect, too, that Miami's WTVJ will get going by month's end, for Comr. Walker's hearing report proposes to rescind revocation order and grant application for transfer to Wolfson-Meyer (Wometco) theater interests (Vol. 4:44). FCC is expected to make this final after usual 20 days. Station is all ready to go.

This week brought first new application in many weeks -- filed for Channel 8 in Springfield, Ill. by Springfield-Decatur business group including WTAX-WSOY interests (see TV Addenda 6-A herewith). And FCC laid ghost of hopes it might wink at CP holders who would "coast along" on their CPs without construction progress until freeze ends. In letter to WSAZ, Huntington, W. Va., which asked opinion (Vol. 4:46), it said public interest "requires that TV permittees comply diligently with terms of their CP or surrender them...Commission will not accept as an excuse for failure to diligently proceed with construction the fact that the permittee may feel uncertainty due to pending proceedings affecting TV."

REASSURANCES FOR WORRY WARTS: You, too, have probably heard folks say that TV sets in the home are "dangerous" for various reasons. To get the facts, we consulted authorities about the most common apprehensions, and here's what they say:

1. Eyestrain: Dr. Benjamin Roncs, distinguished Washington ophthalmologist, associate of the late great Dr. William H. Wilmer, says only thing you can get from watching TV, if you watch long enough, is a pair of tired eyes.

TV cannot produce eye defects or diseases, says Dr. Roncs.

How soon will eyes tire? Dr. Roncs believes the following factors, truisms regarding vision in general, are no less applicable to watching TV: the better a person's vision, the steadier the picture, the clearer the image, the smaller the difference between picture and room brightness -- the less likelihood of fatigue. He points out, too, that fatigue is a highly subjective thing. One man's mild discomfort may be another man's pain.

Other interesting angles: One notices fatigue much more quickly when watching something uninteresting. People who don't use their eyes for close work may have vision defects but be unaware of them; these defects may manifest themselves by causing fatigue during sustained viewing. This agrees with report by Dr. Thaddeus R. Murroughs, chairman of American Optometric Assn's research committee: "The asthenopia [eye fatigue] does not seem to be caused by any refractive condition, or to any fault in the manufacturing of the television set, but it seems to be an in-

herent defect in certain individuals who also experience discomfort in viewing even motion pictures."

In a word, TV isn't at all dangerous to the eyes. Principal question, then, is how long one can watch without fatigue. Recent survey by Advertest Research, New Brunswick, N.J., found 57% of viewers saying they felt eyestrain -- but 40% of them admitted they were troubled only after more than 3 hours of continuous viewing.

2. X-Rays: We consulted Bell Labs' Ralph Bown, GE's C. G. Fick, RCA's E. W. Engstrom and K. A. Chittick. Summary of their testimony: (1) Direct view tubes, which use 10-12,000 volts, give off no X-rays. (2) Projection tubes in home sets, with 25-30,000 volts, give off some soft X-rays immediately in front of the tube face. But fact is that projection tube isn't viewed directly, is enclosed in metal "optical barrel" which prevents rays from getting out of receiver. (3) Large-screen projection tubes, employing around 100,000 volts, can give off dangerous amounts of X-rays, but can be effectively shielded with lead plates, etc.

3. Tube breakage: This is a rare occurrence outside tube factories. We've never heard of any injury in the home from implosions of high vacuum picture tubes -- and tube makers, set makers and servicemen say the same thing.

UHF GAINS ANOTHER ENTHUSIAST: Another TV engineering authority has been converted to uhf. He says that, propagation-wise, a 1-kw transmitter can provide many cities with a satisfactory TV service. At the moment, we are not at liberty to identify him, but we can vouch for his impartiality and high qualifications.

On assignment from a major TV manufacturer, he checked RCA's 504-510 mc (3.75 ERP) emissions in Washington (Vol. 4:37, et seq). In all, 54 locations were tested and good picture was obtained as far out as 21.6 mi., farthest point tried. One series of measurements showed that 17 out of 19 points on a rough circle 6-8 mi. from transmitter had very good picture, absolutely free of ghosts; other 2 points were no good. Receiver was a standard 10-in. set equipped with experimental converter, fed from 3 types of antennas on 30-ft. pole. At his home, he tried both low-loss and ordinary 75-ft. transmission lines, reports that observers could detect no difference in picture quality, though signal was lower with ordinary lines.

He pooh-poohs idea that megawatts of power are needed to give a useful service. It's true, he agrees, that even 1-kw uhf transmitters aren't available. He maintains, however, that commercialization and cash on the barrelhead will stimulate their development in a hurry, once FCC lays down its policy.

Dr. Allen DuMont looks for emergence of uhf in 1949 -- says so in year-end statement last week. He realizes that engineering of uhf is no easy job, but says: "...whatever technical developments may be required are more than justified by the increased 'elbow room' to be gained in the very crowded ether." For example, he suggests it may sometimes be necessary to put RF head of receiver right at antenna to minimize line losses. His draft of vhf and uhf recommendations is now being circulated among members of RMA "cooperation" committee (Vol. 4:52), then goes to FCC.

THE GLASS BULB MAKERS BUSY, TOO: No great fear of competition from metallic picture tubes is apparent in Owens-Illinois announcement this week that its Kimble Division next month will reopen Columbus plant, formerly used for making glass building blocks, in order to expand output of 10, 12½ and 16-in. all-glass bulbs. Virtually duplicating present Toledo facilities, new plant begins operation April 1, goes into full-scale production May 1, will have capacity said to be up to 6,000,000 units per year. Also in glass blank field, Corning cut prices of 10-in. bulbs from \$7.50 to \$7; 12-in., from \$12.50 to \$11.50; 12½-in., from \$14 to \$12.60. Corning's 7-in. remain at \$2.25, 15-in. at \$25, all latter going to DuMont. These cuts don't quite make up for last October's increases, which the processors absorbed, so not much change in ultimate set costs is anticipated. Actually, high prices of tubes (RCA's metal 16-in. sells to other set makers at \$49.50, whereas DuMont's glass 15-in. costs them around \$70) are attributable mainly to complex and expensive tube-making processes -- and there's no indication yet the tube makers are ready to reduce prices. Incidentally, RCA has begun quota deliveries from Lancaster of metal-coned 16-in., distributor price set at \$54, suggested dealer price \$63.50.

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SHAFU OVER INDIANAPOLIS' WUTV: Indicative of "get tough" attitude toward laggard holders of CPs for TV, also manifested in letter to WSAZ, Huntington, W. Va. (Vol. 5:2), FCC this week denied equipment test extension request filed by Indianapolis' big Wm. H. Block Co. dept. store, holding CP since November, 1946. Company recently was cited for delaying its WUTV (Vol. 4:50), yet asked for permission to continue 20-month composite equipment tests pending answer to citation. At same time, FCC was informed it hadn't meant to ask for commercial STA as of Jan. 31 (Vol. 4:50), merely was thinking about it. Internal policy dissension, it's understood, is behind failure to proceed, but officials told us Friday they hope to hold onto CP, though expect to go to hearing. However, it now looks like "curtains" for this CP unless and until they satisfy FCC they mean business. It also looks like Indianapolis TV market won't open up until WFBM-TV gets going; it's aiming for March tests.

DAYTIME TV IN THE NETWORK JIGSAW: Even before coaxial hookup of East-Midwest TV segments was a day old, another noteworthy stride was being taken by TV -- daytime network programming. It's a step somewhat obscured by current scramble of the rival networks for commercial vantage and their quest for big-name sponsor shows to fill their respective night time allocations on the cable. But, having proved profitable on such stations as New York's WABD and Philadelphia's WCAU-TV, daytime programs appear to be "headed network" -- to compete with soap serials, etc. for popular attention just as certainly as TV competes with radio during evening hours. Whither the trend will lead, whether daytime audiences will be big enough, respond faithfully enough to pay off for sponsors, your guess is as good as anybody else's. Here are the salient facts:

DuMont, which started daytime vogue on its WABD last November (Vol. 4:39-49), began morning after Jan. 11 "golden spike" ceremonies to pipe 4½ hours per day from WABD to its own stations in Washington (WTTG) and Pittsburgh (WDTV) and 5 other affiliates: WNHC-TV, New Haven; WAAM, Baltimore; WEWS, Cleveland; WJBK-TV, Detroit; WGN-TV, Chicago. Programs are offered for local cooperative sponsorship. It's a 10-day trial, which DuMont thinks will click because WABD's daytime schedule, starting at 7 a.m., is already paying off. If it does click, other stations, whether or not "affiliated", will be offered the shows.

DuMont's Mon.-Fri. daytime schedule includes: 10-10:30 a.m., Johnny Olson Rumpus Room; 10:30-11 a.m., Welcome Neighbor, with Johnny Woods; 11-12 noon, Stan Shaw, disc jockey; 12-12:15 p.m., Amanda, singer; 12:15-12:30 p.m., Sidewalks of New York, remote interviews; 12:30-12:45 p.m., Camera Headlines, news; 12:45-1 p.m., Ruth Winchell, songs; 1-1:30 p.m., Okay Mother, with Dennis James. After an hour's break, schedule picks up with: 2:30-3 p.m., Inside Photoplay, Hollywood news with Wendy Barrie; 3-3:15 p.m., Needle Shop, sewing-knitting; 3:15-3:30, Vincent Lopez.

CBS started some daytime programming same day, offering its New York WCBS-TV sustaining shows: 1-1:30 p.m., Mon.-Thu., Warren Hull's Musical Show; 1:30-2 p.m., Mon., Tue., Thu., Fri., Vanity Fair, women's fashions, etc.; 1:30-2 p.m., Wed., Dione Lucas Cooking School. WCBS-TV's only commercial daytime thus far is This Is The Missus, sponsored by Bab-0, 1-1:30 p.m., Thu.

NBC has no present plans for daytime network shows, though its New York key

WNBT on Feb. 1 starts its telecast day at 3 p.m., soon plans to start at noon; in fact, has children's simulcast set to start Jan. 30, Sundays, 10:30-11:30 a.m. (see Sight & Sound note). Early in February the network initiates new educational program, Stop, Look & Learn, Mon.-Fri., 5-5:30 p.m., thus pushing its TV day half hour earlier than now (Howdy Doody runs 5:30-6, Mon.-Fri.). ABC also has no plans for daytime network feeds, but its New York WJZ-TV next month starts 11 a.m.-1 p.m., Mon.-Sat., housewives' show titled Market Melodies, 12 participating sponsors, which will have tieups with supermarkets on specials, will even place TV sets in big grocery stores for point-of-sale advertising.

* * * *

All 4 networks have scheduled originations out of Chicago, but ABC has more than all rest -- 7½ hours per week, or 12 of its 34 network shows. NBC has only its RCA-sponsored Kukla, Fran & Ollie, Mon-Fri., 7-7:30 p.m. EST. But NBC may have more coming up, what with top TV brass (executive v.p. Charles Denny, TV operations chief Carleton Smith, TV program manager Norman Blackburn) going to Chicago last Tuesday for possible 10-day stay with avowed purpose of lining up Midwest originations. CBS and DuMont say they'll have Chicago shows, but none set yet. There's trade talk about networks moving some New York shows to Chicago to take advantage of easier eastbound cable availabilities, but we know of no such plans yet.

All in all, it's a jigsaw puzzle of time availabilities and actual and potential sponsorships that network TV today presents -- with "hookups" rather than "networks" best describing the setups and with programs and commercials held out as bait to lure the stations into this or that hookup. Tuesday's "golden spike" affair, nevertheless, was of historic importance as milestone in meteoric progress of TV. Reception ranged from excellent to reasonably good all along the line. Critics and viewers weren't all kind to the "showcase" efforts of the networks, gave accolade mainly to Milton Berle-Harry Richman stint for NBC and snatches of Arthur Godfrey for CBS; glaring was imperfection of off-kinescope films of talks by DuMont's Dr. DuMont and ABC's Mark Woods, by comparison with live appearances of NBC's Trammell, CBS's Stanton. AT&T film on how TV networking is done was informative, bears repetition on stations for those who missed it.

Added note on TV programming: Critical raves went this week for superb job by star Jose Ferrer and cast in Philco TV Playhouse's presentation of "Cyrano" last Sunday night. It was TV at its dramatic best. Next great TV-covered event will be Thursday's (Jan. 20) inauguration of President Truman. It's estimated that pooled coverage of whole day's ceremonies (over 34 stations in 15 cities combined into one big network) will bring events within reach of one-fourth of nation's populace.

AT&T EASES INTERCONNECTION BAN: Not only remotes, but possibly "spurs" from contiguous areas into main-line AT&T coaxials and microwaves, may be encouraged as result of AT&T decision permitting interconnections with private intercity TV links under certain conditions. Already 3 such private "lines" exist, all via microwave: Philco's New York-Philadelphia, GE's New York-Schenectady, NBC's New York-Washington -- with others contemplating own links if Bell System can't or won't supply them.

AT&T filed amendments to existing TV tariffs Friday, revealing retreat from its absolute non-interconnection ban, subject of extensive FCC hearings (Vol. 4:49). Policy change is predicated on 2 conditions: (1) that telecaster use own circuits no longer than 3 months at a time, or (2) where AT&T doesn't plan to put in TV facilities within 12 months, it guarantees 3 years' use of privately-owned facilities -- even longer if by end of that time AT&T hasn't decided to put in its own circuits. Phone company also enlarged "video exchange" areas to encompass 25-mi. radius, thus permitting operators to use own pickup facilities instead of AT&T circuits where remote is beyond regular telephone exchange distance.

Tariff was also amended to provide time allocations on coaxial-microwave facilities on quarterly basis, in lieu of present 30 days. Proposed findings on AT&T's interconnection ban rule are due at FCC Jan. 31 from AT&T, DuMont, Philco, TBA, parties to recent hearing. Subject then comes up for Commission decision.

Sentiment of phonograph manufacturers and record makers was pretty well epitomized by an unnamed record maker, quoted in Jan. 12 *Wall Street Journal* after Monday's showing of RCA's 45 rpm record and player (Vol. 5:2): "We're going to see the biggest battle the record business has seen in many a year. For our part, we'll go on making conventional-type records while the two giants knock each other's brains out. When it becomes evident which way the decision is going, we'll be prepared to act accordingly." Meanwhile, on Friday, Columbia in $\frac{3}{4}$ -page *New York Times*' ad, offered LP player plus 2 LP 12-in. records for \$19.95 (the player alone had been selling for \$29.95; records are \$4.85 each). Earlier in the week Mercury Records, known for high-fidelity classical pressings, announced it would begin producing Columbia LP 7, 10 and 12-in. records—first to do so. Columbia's Edward Wallerstein, hitting at RCA, disclosed that 1,500,000 LP records and 500,000 players had been sold since their introduction last June (Vol. 4:25). RCA announced its 45 rpm records and players will be on market in April.

Western Electric would be divorced from AT&T, formed into 3 competing equipment companies, if Dept. of Justice's anti-trust suit filed in Newark Federal court Friday sticks. Govt. proposes one company comprise Chicago, St. Paul, Lincoln, Nebr., plants; another Kearney, Brooklyn, Staten Island, Baltimore, Buffalo plants; third, New York electronics and Philadelphia specialty shops. AT&T indicates it will fight case on grounds own equipment supply house saves phone users money. It's significant that WE recently got out of tube manufacturing (sold to Machlett) and is pulling out of broadcast equipment (may sell to Collins).

FCC panel plan is definitely in the works, will see commissioners divided into Broadcasting, Common Carrier and Special Services committees. Comr. Hyde will be chairman of Broadcast panel, with Comrs. Sterling and Hennock. Comrs. Walker, Webster and Jones will constitute Common Carrier and Special Services panels, with Walker chairman of former and Webster of latter. Chairman Coy will act as administrator. Plan is stymied on question of how much authority panels should have with respect to hearing oral arguments, exceptions, etc., and when cases should come before full Commission. Whether staff should be realigned is also being debated.

Ending vhf freeze needn't await acquisition of full uhf information—that's general agreement of JTAC planning session Thursday. As Chairman Phil Siling sees it, timing depends mainly on report of Ad Hoc Committee (Vol. 4:49,50), still hoped for around end of month. Tentative date for next JTAC meeting is Feb. 3. Meanwhile, on uhf front, Philco applied for 3 kw, 500 mc experimental station in Philadelphia.

Report on RCA's 500 mc TV experiment in Washington (Vol. 4:37, et seq.), by George H. Brown in December *RCA Review*, concludes: "... not too extravagant amounts of power at 500 mc will furnish a reasonable coverage over a limited area, without providing the large area coverage of the low channels." Same issue has description of developmental 1 kw broad-band 500-900 mc transmitter. And for honest-to-goodness engineering longhairs, "Electro-Optical Characteristics of Television Systems" by Otto H. Schade of Tube Dept.

AM superpower still bothers Sen. Johnson (D-Colo.), now chairman of Senate Interstate and Foreign Commerce Committee, who again introduced bill to limit AMs to 50 kw, permit duplication on clears. It's just about same as his bill, never acted on, of last session.

Farnsworth was in headlines of financial news this week when, after filing registration statement with SEC that its losses for 6 mo. ended Oct. 31, 1948 were \$3,100,000, New York Stock Exchange suspended trading for an hour Thursday to study this revision from previously reported \$724,719 loss. Also disclosed were plans to make public offering of 270,000 shares of \$1 par common stock through First Guardian Securities Corp., terms not yet announced, money to be used to pay past debts (including \$750,000 loan from RFC), and to reestablish company's credit position. SEC statement disclosed losses of approximately \$90,000 in fiscal year ended April 30, 1946; \$2,700,000 in 1947 fiscal year; \$4,700,000 in 12 mo. ended April 3, 1948; \$3,100,000 in 6 mo. ended Oct. 31, 1948. Gross sales for 6 mo. ended Oct. 31, 1948 were given as \$6,147,298. Partly blamed for its troubles was "trade resistance from unsatisfactory performance of first TV model the corporation introduced," but it was stated that improved models are now being accepted favorably and plans are under way to enter lower priced field.

New York Stock Exchange reported Jan. 12 that 3 top ABC executives sold substantial stockholdings in network during December: Mark Woods, president, sold 30,500 shares of common, still holds 6,500; Robert Kintner, executive v.p., sold 17,300, now holds 16,000; N. Nicholas Priaux, v.p. and treas., sold 4,000, now holds 1,000. Sales were said to be connected in no way with recent negotiations for purchase of ABC by 20th Century-Fox (Vol. 4:48,49), though revelation of talks did have effect of pushing stock to new records in last 2 months.

Despite costly TV's drain on their exchequers, the big networks didn't do too badly in 1948, judging from grosses available and calculated. ABC announced \$44,301,754 gross for 1948 vs. \$43,548,057 for 1947. MBS announced \$22,769,464 in 1948 vs. \$22,372,210 in 1947. CBS figure isn't available but *Broadcasting* estimates it at \$61,550,000 for 1948 vs. \$59,250,964 actual for 1947. NBC doesn't give out figure, but same publication estimates \$69,270,000 for 1948 vs. \$65,756,517 actual for 1947. These are gross before agency, frequency discounts. NAB estimates their net sales, before agency discounts, ran \$133,461,000, up 4.5% from 1947; total industry ran \$398,600,000, up 6.5%.

Spot rep hearing before FCC (Vol. 4:49), closed this week and it's more apparent than ever that reps fear networks want to edge them out of lush TV business to come. Reps got Comr. Walker, presiding, to order networks to file affiliation contracts on grounds they would show "control." Only NBC and CBS contracts thus far filed, and they're only forms. All TV stations and their representatives are listed in Vol. 4:52.

Talk of FMA "rump" movement, coincidental with resignation of Bill Bailey as executive director of FMA, has simmered down. Sparkplug of movement, Graeme Zimmer, manager of FM-only WCSI, Columbus, Ind., called for Jan. 17 meeting in Chicago, then cancelled. He now feels disagreements with actions of FMA board should be thrashed out in orderly manner at next FMA national convention in fall.

FCC got knicked mere \$84,000 in President Truman's budget message (from last fiscal year's \$6,718,000 to new fiscal year's \$6,634,000). But silver lining seems to be Senate Bill S. 498 raising commissioners' salaries from present \$10,000 to \$17,500. Bill would also empower President to raise chairman's salary to \$20,000. Sentiment on Capitol Hill seems to favor move to pay high government officials higher salaries.

Raytheon reports net profit of \$680,048, equal to 39¢ per share, for 6 months ended Nov. 30, compared with loss of \$67,154 for same period last year.

New TV network sponsorships: On 14 NBC-TV stations, Mason Coconut Candy Bars, *Howdy Doody*, Wed., 5:45-6 p.m.; Chesterfield, *Chesterfield Supper Club* (Perry Como), Fri., 11-11:15 p.m. On 24 NBC-TV (including East network), Lucky Strike, *Your Show Time* (films of short stories), Fri., 9:30-10 p.m., starts Jan. 21. On 10 ABC-TV (plus 2 kine) Paris Garters, *Identify*, sports quiz, Mon., 9-9:15 p.m., starts Feb. 14. On 10 ABC-TV (plus 10 kine), Toy Guidance Council, *Hurray for Play*, Sun., 6-6:30 p.m., starts March 6. On 4 ABC-TV, Edelbrew Brewery, *Bowling Headlines*, Sun., 10:30-10:45 p.m., starts Feb. 13. On DuMont Network, DuMont Laboratories Inc. (TV sets), *Gus Edwards School Days* with Peter Donald, Tues., 9-9:30 p.m., starts Jan. 18; same sponsor, *Your Magic Window*, Thu., 9-9:30 p.m., starts Jan. 20.

TV station sponsorship notes: Philco buys new series of *Philco Telesports Digests*, 20-min. films on WCBS-TV, New York, and other stations . . . Alka-Seltzer starts new *Quiz Kids* show Jan. 25 on WNBQ, Chicago, Tue., 8-8:30 p.m. . . . Horn & Hardart restaurants start simulcasts of *Children's Hour* on WNBT-WNBC, New York, Sun., Jan. 30, 10:30-11:30 a.m. . . . Whelan Drug Stores starts comedy series *Hotel Broadway* on WABD, New York, Thu., 8:30-9 p.m. . . . Cameo Curtains Inc., after trial on Philadelphia's WFIL-TV, reported planning local TV spots, thru William Lawrence Sloan Agency, New York . . . Dept. stores continuing as big local TV sponsors: On Pittsburgh's WDTV, Kaufmann's; Houston's KLEE-TV, Joske's; Baltimore's WAAM, Hochschild, Kohn. First 2 are newsreels, latter is *Quiz Teen Time* simulcast with WFBR Sun., 6:30 p.m. . . . Ziplock Co. (watch straps) reports it will use TV stations, thru Moss Associates, New York; Ely Landau, TV director.

Chicago had 57,335 TV sets as of Dec. 1, which is 9,335 more than NBC Research's estimate (TV Directory No. 6). So says Chicago Electric Assn., which conducted survey to arrive at this census, intends to report totals monthly hereafter, as certified by local accounting firm to which local manufacturers, distributors and dealers will report. In Los Angeles, Southern California Electrical Appliance Assn. reports 79,640 sets as of Dec. 31, increase of 18,940 over NBC's Dec. 1 estimate. In San Francisco, Northern California Electrical Bureau estimates 3,500 TVs for bay area as of Jan. 1. And Buffalo's Niagara Electric Corp. puts city's figure same date at 9,952.

Two-reel short on Zenith's Phonevision was being shot this week at Audio Productions, Inc., New York, supervised by Zenith's public relations chief Ted Leitzell; indicates new drive to promote Comdr. McDonald's proposed pay-as-you-see system of telecasting first-run films. Anti-Phonevision NBC Friday night, on full TV network, televised recent (1946) first-run picture *Scandal in Paris*, starring George Sanders, Signe Arno, Carol Landis, Akim Tamiroff, first such picture released to TV by United Artists.

CBS will disclose TV plans for Jack Benny and Amos 'n Andy at its Jan. 21-23 TV Clinic, reports *Variety*, which then headlines Hollywood dispatch: "Benny Willing To Tackle Video, If It Can Afford Him." *Variety* also reports from Hollywood that Eddie Cantor is preparing to move to New York if his AM sponsor Pabst wants him to double in TV.

Network time billings of top agencies for 1948 are reported as follows: Dancer-Fitzgerald-Sample, \$20,985,510; J. Walter Thompson, \$10,399,023; Foote, Cone & Belding, \$9,474,328; BBDO, \$9,245,141; Young & Rubicam, \$8,814,207; Benton & Bowles, \$8,750,818; Compton, \$7,774,349; Wade, \$6,242,239; McCann-Erickson, \$5,279,824; Newell-Emmett, \$5,185,747; Duane Jones, \$5,075,384.

Hyphenated FM or TV call letters to identify affiliates of AM stations can be used only where FM or TV station is in same city as AM, FCC ordered this week. If licensee wants to identify his various facilities for different cities, he must change basic call letters. Five affected stations which must change (there may be more) include one TV (KMA, Shenandoah, Iowa, KMA-TV, Omaha); 4 FMs (WJLD, Bessemer, Ala., WJLD-FM, Birmingham; WEST, Easton, Pa., WEST-FM, Bethlehem; WHWL, Nanticoke, Pa., WHWL-FM, Scranton; KCSB, San Bernardino, Cal., KCSB-FM, Colton. Licensees must effect changes by July 1.

CBS's Washington setup will change little when *Washington Post* takes over control of WTOP (55%) upon consummation of sale of its WINX to William Banks, owner of Philadelphia's part-time WHAT. Washington v.p. Earl Gammons and staff will carry on as usual. WINX manager Jack Hayes becomes manager of WTOP; otherwise, station staffs remain unchanged for present. Banks gets AM-only for \$130,000 while WINX-FM becomes WTOP-FM—and CBS's conditional FM grant goes back to FCC. Post bought WINX (1340 kc, 250-w) for \$500,000 in 1944.

Transit FM will begin in Washington about Feb. 1, with initial installation of 20 Stromberg-Carlson receivers (\$175 installed). WWDC-FM and Capital Transit Co. expect eventually that 200 buses and streetcars will be equipped. WWDC-FM manager Ben Strouse says that no attempt to sell time has yet been made, but that he has few worries on that score. This week, also, installation of GE receivers was begun in the 58 buses of WM&A Motor Lines, to be served by WBUZ(FM), covering suburban Washington. Majority stockholder of both station and bus line is L. L. Altman.

Long-winded Scophony case (Vol. 1:17) is over, but engineers question whether it means much to TV anyway. Under terms of anti-trust consent judgment entered in New York this week, Paramount and General Precision Equipment Corp. must divest themselves of interest in Scophony Corp. of America, which in turn must license its patents to any applicant "at a reasonable royalty." Patents cover TV reception methods involving liquid-filled, crystal-vibrated tube, through which arc light is beamed, and the skiatron tube which was used during war to project radar pictures on wall. Says one engineer: "When I saw the system demonstrated in 1945, definition was about 200 lines and color was a dirty brown. If it hasn't improved since then, it will be no competition to present cathode ray tube system."

FM for video portion of TV signal, as well as aural, is being tried at FCC's Laurel, Md. laboratories. It's one approach to interference problems, having possibility of reducing co-channel and adjacent channel interference ratios. But lab chief E. W. Chapin makes it clear that system (tried on low band, 6 mc, closed circuit) is experiment, not proposal, aimed at solutions to interference. FM is also suggested for polycasting (Vol. 4:40, 5:2) system of many small uhf stations to cover an area.

Paramount's video transcription system will be operating at Los Angeles' KTLA within next week or so, will be used to film-record KTLA programs or those of other Los Angeles stations for advertisers on order. Before month is up, same system will be operating at Chicago's WBKB, where it will also be used for large-screen theater projection in Balaban & Katz's Chicago Theater.

General Motors will use TV for one-shot industrial movie filmed at GM's New York trade show next week. Will be carried on 10 CBS-TV stations Jan. 24, 9-9:30 p.m., plus dozen or more via kine recordings.

RCA holds sixth TV training course at Camden Jan. 17-21, has 75 station engineers enrolled.

TWO MORE TAKE AIR TO MAKE IT 54: This week end, Los Angeles gets its 6th TV station (equalled only by New York's 6), Washington gets its 4th (exceeded only by New York and Los Angeles, equalling Chicago) -- and the nation's total goes up to 54. Formal dedications of NBC's KNBH on Channel 4 in movie capital and Bamberger's WOIC on Channel 9 in nation's capital are both set for Jan. 16. They remain on regular schedules thenceforth, both reporting nice initial lineups of commercials.

NBC's Hollywood TV chief Hal Bock advises us accent will be on "well-produced, well-rehearsed studio programs [which] we hope will develop into the tops for TV...a tough assignment in a town where everyone regards himself as a production genius second to none." Looking to day Hollywood will be big TV production center, NBC says it has invested \$1,200,000 in KNBH plant and facilities, has TV payroll of 68, is starting with regular 3-hour daily schedule Sundays thru Thursdays.

From WOIC's manager Eugene Thomas, recent WOR sales chief and ex-president of New York Advertising Club, we hear station opens with excellent prospects: good signal assured by tests from 300-ft tower surmounting 410-ft elevation, highest in area; starts as full outlet of CBS-TV; nightly schedule to average at outset 4 hours from 6:30 p.m., except for silent Saturdays; starting commercials include 28 sponsors, 8 being network accounts. WOIC hasn't any downtown studios, but plant has already run nearly \$900,000. It has no AM affiliate, starts with payroll of 31.

ABC's Los Angeles KECA-TV and San Francisco KGO-TV appear to have struck construction snags, so it looks now like they won't get going until well into February, possibly March. KECA-TV transmitter is nearly ready for tests, but it's necessary to reconstruct most of old Vitagraph Studio properties recently purchased from Warner Bros. -- due to termites! And KGO-TV is reconstructing ballroom in old Sutro Mansion, site of both studios and transmitter. Since it's planned to concentrate on live programs, ABC won't begin commercial operation until studios are ready.

Aiming to start soon as its FCC troubles are over is Miami's WTVJ (see Vol. 5:2 and story this issue) -- with possibility of making it by end of month. Only other new stations and new markets reported in immediate offing: WHIO-TV, Dayton, about to test, formal debut set for Feb. 23. And WICU, Erie, Pa., so situated between Cleveland-Buffalo that it can tap the coaxial, aiming for Feb. 15 test patterns, March 15 linkup into coaxial.

THE LAGGARDS AND THE HOPEFULS: Of the 70 still-pending CPs for TV stations, none halted by FCC's freeze, it's apparent that a score or more have no construction plans whatsoever, though some have held CPs for several years. Some are stalling, making no bones about their intentions of sweating out more lucrative prospects for TV. All of which augurs, as in the case of Indianapolis' WUTV (see story, p. 1), more citations for undue delays -- certainly some bitterly competitive new applications for granted but unused facilities the moment the freeze ends. Based on our survey to date, we're inclined to lower our sights on TV construction for this year; indeed, to predict total operating stations at end of 1949 will be nearer 90 than 100.

Though road to commercial operation seemed cleared last week by Comr. Walker's report favoring lifting of revocation order and transfer of control (Vol. 5:2), Miami's WTVJ still has some hurdles to leap -- complications regarded serious enough to come to attention of full Commission, possibly next week. WTVJ apparently built 16.5 kw station on site other than that designated in CP, which called for 1.57 kw. It had asked for CP modification for higher power. But that runs counter to freeze policy. Otherwise, WTVJ is all set to turn on juice moment STA is issued.

Meredith Engineering Co., subsidiary of Meredith Publishing Co., has also bid for Raytheon's WRTB, Waltham, Mass., in opposition to CBS's offer of \$242,122 (Vol. 4:44). Big publishing house (Better Homes & Gardens, Successful Farming) explains that TV freeze makes acquisition of stations in desirable markets impossible except via purchase. Meanwhile, Raytheon said it will request permission to move station to Medford, into CBS's WEEI-FM plant, reports it can get CBS affiliation, asks extension of completion date. Further, it says it now has 5 kw transmitter testing, and (with CBS) asks for prompt action on request for commercial STA (Vol. 4:50). On Friday, FCC denied petition by Boston Metropolitan Television Co. that

CBS be made to withdraw its Boston TV application (Vol. 4:47) because CBS had 2 applications for the same city (one for purchase of WRTB; other for new TV).

Wm. Gleeson's KARO, Riverside, Cal., holder of anomolous CP for non-existent Channel 1, this week asked for STA on Channel 6, which FCC has proposed assigning to Santa Barbara (part 6, TV Directory No. 6). Although still in talk stage, looks like Gifford Phillips' application for Denver may be taken over by Wolfberg theater interests, joined by Mayor Quigg Newton and other local businessmen.

COMING, A SHORT AND STUBBY TUBE? Besides the 16-in. all-glass, the metal-coned and the rectangular-faced tubes reported on in these pages (Vol. 4:52, et seq), you're going to hear about a new and shorter tube of 16-in. or thereabouts that can be fitted into smaller cabinets. It's said to be much stubbier than RCA's metal-coned tube, which is 22 $\frac{1}{2}$ in. from face to socket, or even than 22-in. long, 60-degree angle, 16-in. glass bulb that Kimble has designed. The manufacturer, who must remain nameless, will tell no details. If such a tube really is feasible, it might conceivably wreak substantial changes in receiver design, make for more compact and cheaper cabinets.

Note: Weight also is regarded as factor in tubes, RCA's glass 10-in. (17 $\frac{1}{2}$ -in. long) weighing 10 lb., its metal-coned 16-in. 10 $\frac{1}{2}$ lb., whereas 15-in. glass weighs 28 lb. and new 16-in. glass bulbs are supposed to weigh 18-22 lbs. Nevertheless, the glass blank makers, also DuMont, insist they will eventually beat metal-coned tubes, price-wise.

Other stirrings in the TV picture tube field: While impact on market of 16-in. sets in \$500 range remains to be seen, their imminent emergence apparently has already discouraged some making of projection models; several of the biggest manufacturers won't touch projections, despite vast improvements that have been made in them, despite fact that their high prices offer better profit margins...Rauland, now owned by Zenith, was early experimenter with rectangular-faced tube (Vol. 5:1), but nobody expects Zenith to do much about it anytime soon in view of its preoccupation with its "porthole" models...National Union Radio Corp. is expanding TV tube manufacture, should soon be substantial producer...It won't be surprising to see Corning make 16-in. glass blanks in addition to the 15-in. it produces exclusively for DuMont; AP dispatch Friday said Corning has laid off about 250 employes at Charleroi, Pa. plant "because of slack demand for 12 $\frac{1}{2}$ -in bulbs."

NEWS & VIEWS FROM THE TV TRADE: Nothing static about this business of TV manufacture. Yet to the plethora of trade news items we rounded up in our Special Report last week (Vol. 5:2), there's not much new to add this week -- at least, not enough to mark any definitive trends. Only thing new on the price front worth recording this week is Hallicrafters' avowed reason for reducing 7-in. table models to new lows (Model T-54 from \$189.50 to \$139.50; Model 505 from \$199.50 to \$144.50):

Hallicrafters wants to "revitalize" 7-in. market, said president Wm. Halligan, because "sales of 7-in. sets had been slowing down since mid-December...and some dealers were starting to offer them in under-the-counter deals." He predicted all TV prices will come down from 1948 levels. Competitors, noting frequent buyer requests to turn in 7-in. for larger sizes ("little screens educate folks up to bigger and better TV"), are inclined to think Hallicrafters is unloading in preparation for new models. These, it's announced, will include larger tubes and incorporate dual focus device permitting viewer to enlarge pictures to full circular tube face at will -- like Garod's Tele-Zoom (Vol. 5:1). Other trade news of the week:

Hallicrafters reports that on Jan. 6 it turned out its 50,000th TV set... Also a big 7-in. producer, Motorola turned out 100,000 TVs during 1948, is now running 2 shifts on TV, preparing additional productive facilities...In recent recapitulation of predicted 1949 production of the majors (Vol. 4:52), we had DuMont down for 50,000 sets; figure probably will be nearer 150,000 -- and DuMont, making own tubes, isn't subject to vagaries of that market...Belmont-Raytheon is introducing master control TV system for public places that permits up to 10 viewing units to be fed from single master tuner; system is being introduced by Trans-Vue Corp., Chicago, will be demonstrated in Chicago's Hotel Morrison, Jan. 17-19.

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UPSURGING TV SPONSORSHIPS: Look over our compilation of current network sponsorships on Sight & Sound page, if you want proof of TV's commercial upsurge. Altogether, 48 accounts are buying more than 28 hours per week: On NBC 17 hours, 50 min.; CBS, 5¼ hours, plus varying sports and Ford Theater one hour monthly; DuMont, 3 hours; ABC, 2¼ hours. Plus quite a few film (kine) recordings of these shows placed on non-interconnected stations. Network TV sales departments are beehives these days, so foregoing scores will change daily henceforth -- they're only the beginning.

Size and calibre of the sponsors, a few new to radio, are eloquent testimony to a bandwagon trend, if not to an inevitable impact on radio sponsorships (NBC's Carleton Smith says 60% of its TV advertisers are not using AM). Latest Rorabaugh Report on station accounts puts 680 advertisers on 41 stations in 23 markets in early December; today there are 54 stations in 31 markets, so Rorabaugh figure obviously is on low side. Year ago, number of TV advertisers was negligible on networks (then almost entirely NBC) or on stations (then only 16 operating). It's estimated that 1948 saw somewhere near \$10 million spent on TV sponsor time and talent, that 1949 total will run at least \$25,000,000. Not much against broadcasting's estimated 1948 gross time sales of nearly \$400,000,000 (Vol. 5:1,3) -- but note rate of climb!

COY SEES 'UNFREEZING' APRIL-MAY: From FCC chairman Wayne Coy, delegates to CBS's TV Clinic in New York Friday heard this answer to inevitable query, When will the freeze end? It's particularly significant in that Coy still sticks, despite skepticism in many quarters, to at least outer limit of his 6-9 month "unfreezing" prediction, made when all TV processing was halted last September (Vol. 4:40). It's significant also because, though FCC hasn't yet taken up uhf at all (Vol. 4:51), Coy virtually promises adoption of uhf before year's end. Said he:

"We hope to unfreeze the processing of TV applications by April or early May. We also hope that before the year is out we will be able to provide for utilization of the uhf. This makes it likely that many pending applications for frequencies in the vhf will have to be shifted to uhf, and offers the hope that many applicants can start construction this year, especially in cities where no provisions have been made in the present band." He added that manufacturers can build sets for both vhf-uhf bands, so that we can receive as good reception as today, or better.

Theme of Friday's opening sessions of CBS's second annual TV Clinic for affiliates (attendance about 200, not all CP holders or even applicants yet) was president Frank Stanton's earnest exhortation that broadcasters get busy in TV. In effect, he urged: if you've got facilities, use them quickly. Don't wait -- keep ahead of competitors. Don't worry about freeze. The public wants today's TV, is buying sets as fast as they're made, and what the public wants it gets. Fasten your seat belts for rough weather during transition from AM to TV. But have plenty of faith. And, echoing phrase oft used in these pages, Stanton asserted: "Nothing short of war or a major economic crisis can halt the phenomenal rate of growth experienced by the TV industry in recent months."

As if to bear out CBS's intensely serious purposes in TV, it announced 15-year loan of \$5,000,000 at 3½% from Prudential Insurance Co. to build up cash reserves for TV expansion and operation. Stanton said CBS's purpose in building up

strong AM program structure is to maintain a preeminent place in AM so it can continue to provide money for building up TV. "Get going" tocsin was also sounded by Mr. Coy, who in addition threw out similar advice about FM. Said he to CP holders, "You've got your facilities, now use them."

CRACKING WHIP ON THE LAGGARDS: You can look for more TV grantees who have done little since getting their CPs to be put on FCC griddle. Only thing that has saved most of them thus far is overextended FCC staff. But those in charge say they know who haven't done much on construction, await only completion date extension requests before acting. Laggards without good reasons can expect to be cited, as were Maison Blanche's WRTV, New Orleans (Vol. 4:43) and Wm. Block Co.'s WUTV, Indianapolis (Vol. 4:50,5:3).

If there's any doubt FCC is getting tough, point was hammered home by this week's denial of Raytheon's extension of CP for WRTB, Waltham, also denied requested commercial STA. Hearing date was set for Feb. 2 in Washington (Examiner Hugh Hutchison). So no action appears to be in sight on CBS (Vol. 4:44) and Meredith (Vol.5:3) applications for purchase of WRTB until Commission decides whether Raytheon can have anything to sell, though CBS is making pitch on urgency of getting its network service into Boston area.

Commission may withdraw CP, throw channel into Boston pot in which 7 seek 2 presently frozen channels (see TV Directory No. 6). Paramount, one of applicants, wanted WRTB extension hearing made part of Boston comparative hearing, but FCC said no, though Comr. Jones voted Raytheon ought to compete with other Boston applicants.

Note: If we seem to be laboring our reports on laggards, bear in mind this isn't a mere crusade on our part; if those now on carpet, others to be cited, had heeded warnings, they would not be in their present predicaments -- with all the headaches, legal costs and risks of losing their franchises involved.

GE's 8½-in METAL-CONED TUBE: General Electric announces 8½-in. picture tube, metal-coned, capable of 39 sq. in. area (vs. 7-in. tube's normal 26 and 10-in. tube's normal 52 sq. in.) -- GE's bid for place in low-price market. First of size ever designed, cost of new tube, said tube division chief J. M. Lang, "will probably be no more than the present cost of 7-in. tube." Thus it's reasonable to assume receivers containing them won't cost more than present 7-in. lines (all under \$200). When sets will be out, when GE's Buffalo plant will make tube available to other set makers, company won't say yet. Nor are engineering details divulged, beyond fact it employs magnetic focusing and deflection. Meanwhile, GE is continuing full-scale production of 10, 12 and 16-in. tubes for own and customers' use, won't build any more projection receivers until it's satisfied improvements are in sight. Within 30 days, too, GE's new 10-in. table model priced "under \$300" (Vol. 5:2) will be released.

TV COVERS ITS FIRST INAUGURATION: TV's biggest and most elaborate "showcase" to date was Thursday's inauguration in Washington -- the swearing-in ceremony, President Truman's address, big parade, elaborate ball and Wednesday night's all-star gala adding up to top news and entertainment handled on magnificent scale by industry pool. Associated Press, reporting good reception generally in TV areas, estimated 10,000,000 saw this first presidential inauguration ever televised -- probably conservative since this means average of about 10 persons per set in use. By and large, popular and press verdict on TV coverage was favorable, only real criticism being too many cameras "flitted" to and fro too much during parade and some announcers engaged in too much small talk where camera pickups alone might have done better.

We saw actual swearing-in from radio-press-box on Capitol Hill, then hurried home to watch rest of event, with family and friends, on brand new 16-in. RCA, one of first in Washington. Pictures were of superb quality. No doubt about it -- and this is verdict of cross section of ages from 8 to 60: The larger direct-view image is The Thing. Like bigger cars, with more horsepower and more comforts, bigger pictures give superior satisfaction. On other hand, for smaller rooms, smaller groupings, there's also no doubt that the less costly 12, 10 and even 7-in. provide real satisfaction. They should, like smaller and cheaper cars, always command an important place in the TV scheme.

Maybe there's smoke where there's fire, but we can only go by what the principals say—and 20th Century-Fox's Spyros Skouras flatly labels as "false" the recurring reports that his ABC purchase deal is on again (Vol. 4:48, 49). Latest report, in *Advertising Age*, had film firm not only buying network but signing up president Mark Woods for 5 years at \$75,000 a year, executive v.p. Robert Kintner for same term at \$50,000. ABC topside also denies reports, says trade reporter evidently was confused by recent contracts with its managerial officers filed with SEC. Recent stock sales by ABC executives (Vol. 5:3), 25% budget cut for 1949 ABC network operations, added fuel to persistent rumor mill.

Rumored, too, also apparently without foundation, is sale of Paley interests in CBS to movie or other interests. But CBS's intentness on structural buildup, especially of TV, was manifested more than ever this week by (a) tenor of its TV Clinic for affiliates, (b) signing of Bing Crosby (away from ABC) as latest of stars to latch onto what *Variety* calls "Paley's Comet." Bing contracted for TV as well as AM, as did Jack Benny and Amos 'n Andy, though they're all still to be proved as TV personalities.

Further shakedown at Camden following Frank Folsom's departure to become RCA president sets up top-level RCA Victor triumverate under executive v.p. J. G. Wilson comprising: J. B. Elliott, v.p. in charge of Consumer Products Dept. (radios, records, etc.); L. W. Teegarden, v.p. in charge of Technical Products Dept. (transmitters, tubes, etc.); Walter A. Buck, operations v.p. (accounting, finances, etc.). More changes, mostly titular, are in prospect.

TV set output during December's first 2 weeks ran somewhat over 75,000, reliable industry sources indicate, so that our prediction of an RMA figure of 175,000 for 5-week month (Vol. 5:1) looks like it will stand easily. RMA final-month and 1948 calendar-year figures are due in week or so.

TV is booming in St. Louis, where dealers report they're currently 1,000 behind in orders. Against NBC's estimate of 14,000 sets in area as of Dec. 1 (Vol. 5:2), Union Electric Co. of Missouri puts figure as of Jan. 1 at 15,500 in homes, 2,000 in public places. In Washington, Television Circulation Committee puts Jan. 1 count at 30,500. [For other Jan. 1 figures, see Vol. 5:3.]

Rep. Lemke (R-N. D.) dropped two bills into Congressional hopper this week, both bearing on Maj. Armstrong's low-band FM fight: HR 856, to amend Communications Act to ease appeals to courts from such FCC actions as removal of FM from low band; HJ Res. 65, to assign 47-50 mc to FM for 5 years.

Lancaster's WGAL-TV, due on air in few months, will probably be synchro-linked (Vol. 4:46-5:2) with NBC's Washington WNBW, also on Channel 4, since it is only about 90 mi. away; it's about 130 mi. from New York's WNBT. Hookup of Cleveland's WNBK and Detroit's WWJ-TV is due in about a week.

Tropospheric tests with 507 mc, 375 kw peak radar pulses from NBC's Wardman Park Hotel site in Washington will begin shortly after grant of application filed by RCA this week. Emissions will be omnidirectional, from same antenna used for recent uhf tests (Vol. 4:37 et seq).

Reported in *Hollywood Daily Variety*: Los Angeles' KLAC being bought for \$450,000 by Ralph Atlass, principal owner of WIND, Chicago (as soon as Thackrey-Warner deal is finalized); MGM ready to sell its FM station KMGM for whatever it'll bring, write it off as a bad investment.

First 3-speed record player was demonstrated Tuesday in Chicago by Scott Radio Laboratories. Although sentiment at first was that it couldn't be done practically (Vol. 5:2,3), Scott expects to reach full production next month, offer unit to Scott set owners as replacement for existing turntables. Player has 2 pickup arms, one for conventional 78 rpm, other for Columbia's 33½ or RCA's 45 rpm. For latter, brass collar is placed over spindle to accommodate 1½-in. center holes. All LP records (both Columbia's and RCA's) must be played manually on Scott turntable; conventional records can be stacked.

"We are probably now closer to the profit side of the ledger than any station in the country," says director John Balaban of Chicago's WBKB. And he attributes it largely to station's new "Multiscope" device for showing weather reports, time, AP news tape, using only a projectionist—no studio, cameras or engineers. WBKB has sold 21 daytime hours each, weekly, to Philco and Kaiser-Frazer, is dickering for sale of 2 more hours daily to a third sponsor. DuMont and Philadelphia's WCAU-TV have done much the same sort of programming, selling spots during daytime. Balaban calls it "answer to a television operator's prayer [that] can put any station close to the break-even point."

Not yet grantees or applicants for TV, but their attendance indicating probability of applications, were these technicians among the 60 attending RCA's TV technical training seminar in Camden this week: J. W. Keller Jr., WKOK, Sunbury, Pa.; J. T. Hetland, WDAY, Fargo, N. D.; E. L. Markman, WSTC, Stamford, Conn.; D. G. Sinclair, KFVD, Fort Dodge, Ia.; G. W. Fordham, KFKU, Lawrence, Kan. CBC had contingent of 4, and Canada also registered W. J. Carter, CKLN, Windsor; C. Eastwood, CFRB, Toronto; Chester Beachill, CFRA, Ottawa; G. E. McCurdy, McCurdy Radio Inc., Toronto; George Cuthbert & J. L. Bateman, Famous Players Canadian Corp.

Sidelights on biggest TV event yet—Jan. 20 presidential inauguration: Public places and schools with TV sets, to say nothing of private homes, overflowed with viewers. New York's Paramount Theater, using large-screen TV, showed it to audience of about 3,600. Networks sent film recordings, edited, to their non-interconnected affiliates, who got it on air faster than newsreels could get to theaters—and with much more footage. AP and NBC claimed record in moving wirephoto to AP newspapers only 10-minutes after oath-taking, shooting picture off kinescope in Radio City.

Handy statistical analysis of 8 leading TV manufacturers, in tabular form and with usual brokerage house commentaries, is contained in Jan. 13 *Fortnightly Market and Business Survey* published by E. F. Hutton & Co., 61 Broadway, New York. Companies covered: Admiral, Avco, Emerson, Magnavox, Motorola, Philco, RCA, Zenith. Special analysis of Zenith, with emphasis on its TV prospects, is being distributed by Eastman, Dillon & Co., 15 Broad St., New York.

Zenith got turned down on request to continue operation of WEFM, Chicago, on 45.1 mc in old FM band. FCC said, in effect: "We've authorized no one, not even Maj. Armstrong, to continue low-band operation. Armstrong got his continuance (Vol. 5:2) from the courts, not us." Pre-sumption is that Zenith can seek similar authorization from court.

Television Fund Inc., first investment trust specializing in radio-TV-electronics stocks (Vol. 4:35,51) declared 10¢ dividend Jan. 13, payable Feb. 15 to holders of record Feb. 5. Net assets of the Fund, which started Sept. 8, now amount to \$1,010,384, president Tripp stated.

NETWORK TV SPONSORSHIPS

As of Jan. 21, 1948

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

NBC Sponsorships

RCA Victor Co., *Kukla, Fran & Ollie*, Mon.-Fri., 7-7:30 p.m., thru J. Walter Thompson (11). Originates in Chicago.

Camel Cigarettes, *Newsreel*, Mon.-Fri., 7:50-8 p.m., thru Wm. Esty (14).

Chevrolet, *Chevrolet on Broadway*, Mon., 8:30-9 p.m., thru Campbell-Ewald (7 plus 11 kine).

Colgate, *Colgate Theater*, Mon., 9-9:30 p.m., thru Wm Esty (7 plus 9 kine).

Firestone, *Americana*, Mon., 9:30-10 p.m., thru Sweeney & James (7 plus 7 kine).

Gillette, *boxing*, Mon., 10-11 p.m., thru Maxon (7).

Texas Co., *Texaco Star Theater*, Tue., 8-9 p.m., thru Kudner (14 plus 8 kine).

Proctor & Gamble, *I'd Like to See*, Tue., 9-9:30 p.m., thru J. Walter Thompson (7).

Motorola, *Believe It or Not*, Tue., 9:30-10 p.m., thru Gourfain-Cobb (7 plus 7 kine). Starts Feb. 15.

Mason Candy Bars, *Howdy Doody*, Wed., 5:45-6 p.m., thru Moore & Hamm (14).

Bates Fabrics, *Girl About Town*, Wed., 8-8:20 p.m., thru Sawyer (7 plus 7 kine).

Vick Chemical, *Picture This*, Wed., 8:20-8:30 p.m., thru Morse International (7).

Kraft Foods, *Television Theater*, Wed., 9-10 p.m., thru J. Walter Thompson (14).

Oldsmobile, *NBC Newsreel*, Wed., 10-10:15 p.m., P. B. Brother (8).

Cluett, Peabody & Co., *Arrow Show*, Thu., 8-8:30 p.m., thru Young & Rubicam (7 plus 7 kine).

Swift, *Lanny Ross Show*, Thu., 8:30-9 p.m., thru McCann-Erickson (7 plus 7 kine).

Gulf Oil, *Bob Smith Road Show*, Thu., 9-9:30 p.m., thru Young & Rubicam (7 plus 6 kine).

Bigelow-Sanford Carpet Co., *Bigelow Show*, Thu., 9:30-10 p.m., thru Young & Rubicam (14 plus 5 kine).

Unique Art Mfg. Co., *Howdy Doody*, Fri., 5:45-6 p.m., thru Moore & Hamm (6).

Admiral Radio, *Broadway Revue*, Fri., 8-9 p.m., thru Kudner (14 plus 7 kine not including DuMont). Starts Jan. 28.

Bonafide Mills, *Stop Me If You've Heard This One*, Fri., 9-9:30 p.m., thru S. L. Leon (7 plus 7 kine). Starts Jan. 28.

Lucky Strike Cigarettes, *Your Show Time*, Fri., 9:30-10 p.m., thru N. W. Ayer (7 plus 14 kine).

Gillette, *boxing*, Fri., 10-11 p.m., thru Maxon (14).

Chesterfield Cigarettes, *Supper Club*, Fri., 11-11:15 p.m., thru Newell-Emmett (11).

General Foods (Jello), *Author Meets Critics*, Sun., 8-8:30 p.m., thru Young & Rubicam (7 plus 7 kine).

General Foods (Maxwell House Coffee), *Meet the Press*, Sun., 8:30-9 p.m., thru Benton & Bowles (7 plus 7 kine).

Philco Corp., *Television Playhouse*, Sun., 9-10 p.m., thru Hutchins Adv. (14 plus 12 kine). Goes on alternate Sundays starting Jan. 23.

Disney Hats, *Review of the Week*, Sun., 10-10:30 p.m., thru Grey Adv. (11 plus 9 kine).

CBS Sponsorships

Lipton, *Arthur Godfrey Talent Scouts*, Mon., 8:30-9 p.m., thru Young & Rubicam (4).

Gulf Oil, *We the People*, Tues., 9-9:30 p.m., thru Young & Rubicam (4).

Chesterfield Cigarettes, *Godfrey & Friends*, Wed., 8-9 p.m., thru Lennen & Mitchell (9 plus 12 kine).

Ballantyne Beer, *Tournament of Champions* (boxing), Wed., 10-11 p.m. thru J. Walter Thompson (9).

Edgeworth Tobacco, *Sportsman's Quiz*, Fri., 7:10-7:15 p.m., thru Warwick & Legler (5).

General Electric, *Riddle Me This*, Sun., 8:30-9 p.m., BBD&O (5).

Emerson Radio, *Toast of the Town*, Sun., 9-10 p.m., thru Blaine-Thompson (7 plus 2 kine). Goes on alternate Sundays, began Jan. 16.

Barbasol, *Week in Review*, Sun. 10-10:15 p.m., Erwin Wasey (5).

Camel Cigarettes, *Madison Square* basketball, varying times, thru Wm. Esty (3).

Camel Cigarettes, *Golden Gloves* boxing, varying times, thru Wm. Esty. Originates in Chicago Feb. 25.

Ford, *Ford Theater*, Sun., 7:30-8:30 p.m., thru Kenyon & Eckhardt (4 plus 5 kine). Is presented once a month, usually second or third Sunday.

CBS also has sold *Dione Lucas Cooking Program* (now Thu., 7-7:25 p.m.) to French's Mustard and Scott Towels, thru J. Walter Thompson, to be fed live to 5 stations. Time not determined.

ABC Sponsorships

A. Stein & Co. (Paris garters), *Identify* (sports quiz), Mon., 9-9:15 p.m., thru Louis A. Smith & Co. (10 plus 2 kine). Starts Feb. 14.

Lionel Corp. (toy trains), *Tales of the Red Caboose*, Fri., 7:30-7:45 p.m., thru Reiss Adv. (4).

Bristol-Myers, *Break the Bank*, Fri., 9-9:30 p.m., thru Doherty, Clifford & Shenfield (11).

Toy Guidance Council (children's toys), *Hurray for Play*, Sun., 6-6:30 p.m. thru Reiss Adv. (10 plus 10 kine). Starts March 6.

Kellogg Co., *Singing Lady*, Sun., 6:30-7 p.m., thru N. W. Ayer (11). Starts Feb. 13.

Edelbrew Brewery, *Bowling Headlines*, Sun., 10:30-10:45 p.m. thru Gordon-Mottern (4). Starts Feb. 13.

DuMont Sponsorships

Allen B. DuMont Laboratories Inc., *Gus Edwards' School Days*, Tue., 9-9:30 p.m., thru Buchanan (16 plus 5 kine).

Allen B. DuMont Laboratories Inc., *Your Magic Window*, Thu., 9-9:30 p.m., thru Buchanan (16 plus 5 kine).

Admiral Radio, *Broadway Revue*, Fri., 8-9 p.m., thru Kudner (10 plus 7 kine not including NBC). Starts Jan. 28.

Old Gold Cigarettes, *Amateur Hour*, Sun., 7-8 p.m., thru Lennen & Mitchell (17 plus 2 kine).

Personnel notes: Dr. A. V. Astin, formerly asst. chief, named chief of Electronics Division, Bureau of Standards, succeeding late Harry Diamond . . . Bob Swezey, ex-Mutual v.p. and gen. mgr., becomes executive v.p. of WDSU and WDSU-TV, New Orleans, succeeding Fred Weber, also an ex-Mutual v.p., who sold his station interests recently to Edgar B. Stern family . . . Donald A. Norman promoted to asst. mgr. of WNBC-WNBT, New York, under Tom McFadden; John C. Warren named sales mgr.; Harvey Gannon, service-traffic mgr. . . Vincent A. Francis appointed ABC San Francisco sales mgr., including KGO and KGO-TV . . . RCA broadcast-TV sales names these new field representatives: Russell C. C. Dubois Jr., Cleveland; John W. Hillegas, Atlanta; Walter Varnum, Dallas; John P. Riley Jr., Seattle . . . R. W. Wassenburg promoted from sales to operations mgr. of KPIX, San Francisco . . . Helen M. Korday promoted from NBC employment manager to new post of TV personnel supervisor.

Nothing wrong with simulcasts of such "think" shows as *Town Meeting of the Air* (ABC), *American Forum* (MBS-WOIC), or such features as *We the People*, *Arthur Godfrey Talent Scouts* (CBS-TV) and *Chesterfield Supper Club* (NBC-TV)—yet they're relatively few thus far in TV, despite NBC's predicted "gradual fusion" (Vol. 4:7, 13). Washington's WOIC on Feb. 21 starts simulcasting Fulton Lewis' nightly MBS broadcasts, 7-7:15 EST. Latest ace AM commentator turning to TV is CBS's Quincy Howe, who will telecast nightly 7:30-7:45, starting Jan. 22.

Sponsor notes: Bigtime radio advertiser Proctor & Gamble, instead of leaning on its advertising dept., has set up subsidiary called Proctor & Gamble Productions Inc., \$1,000,000 Ohio corporation, to handle all radio-TV programs and movies . . . Goodall Fabrics is offering its re-tailers series of films and programs for local TV placements during spring-summer seasons; stores get program material free but they must pay for TV time . . . Kidder, Peabody & Co. (brokers) buys *Kieran's Kaleidoscope* films from International Tele-Film Productions for placement on Boston's WNAC-TV, Mondays, 7:30 p.m.; other sponsorships also being arranged . . . Goebel Beer signs Harry Heilmann to simulcast 1949 Detroit Tiger home games via WJZ-TV . . . Kelvinator sponsoring 20-game USC-UCLA basketball games on KLAC-TV in \$15,000 package deal.

For TV's Hall of Ignominy, we nominate: Edgar Bergen, for an incredibly bad performance at an otherwise top-hole Inaugural Gala program Wednesday, which brought the greatest array of talent ever to come before TV cameras. And Henry Wallace lieutenant, ex-New Deal trust-buster O. John Rogge, for ineffably bad manners and bad taste, touching on indecency, during appearance on *Author Meets Critics* last Sunday—the sort of sex stuff that doesn't belong on radio or TV, could get it into trouble, puts burden on monitor to do some quick cutting. For bad manners, offensive TV personality, left-winger Rogge is matched, in our book, by right-wing columnist George Sokolsky, heard also on *Author Meets Critics*.

TV's IMPACT ON RADIO & THE MOVIES: Let the oracles, the pundits and the wishful thinkers say what they will, these simple facts stand out as TV races through its fourth postwar year with every prospect of adding at least 2,000,000 more homes to the 1,000,000-plus already enjoying its service:

(a) Every TV viewer is one less listener to the present aural radio system (Vol. 4:7,12,36) -- with all that that portends for the \$400,000,000 business of broadcasting, to say nothing about the obvious changes already being wrought in radio set manufacturing and marketing.

(b) TV families go to movies less often (Vol. 4:24). TV's still relatively restricted service areas and the paucity of homes with TV sets have kept this from being felt as yet at the boxoffice -- but you don't need surveys, eloquent as they are, to point out the plain fact. Ask any TV family.

Only time will truly tell whither all this is leading, but right now it's causing the more farsighted among the broadcasters and motion picture folk plenty of concern. Like Mark Twain's weather, everybody's talking about it -- but it isn't quite true that nobody's doing anything about it.

On the broadcasters' part, all but 12 of the 54 presently operating TV stations are identified with broadcast station or network ownership (TV Directory No. 6); all but 13 of the 70 pending CPs; all but 112 of the 311 pending applications. In other words, though relatively few of the 2,131 AM stations authorized as of Jan. 1 (see our 1949 AM Directory) are in TV as yet, AM enterprisers are still the dominant factors in the field. And many more will take the plunge, once vhf freeze and uhf policy are resolved by FCC.

Among the theatrical fraternity, a mere handful of top movie moguls seem to be particularly concerned -- with only slight murmurs from the stage world (whose denizens are welcoming the new opportunities TV offers in drama and variety) or from the sports world (getting its share out of selling TV along with radio rights). Among lesser movie interests, chief activity is centered on how to produce and sell film subjects, old and new, to the still-infant TV industry, with its 4 little networks, its 54 stations, its prospective 90-100 by year's end -- nearly all operating deeply in red and affording a very narrow and not very lucrative syndication field. More than 300 firms, mostly small film owners and producers, already offer their wares to TV (see Part 7, TV Directory No. 6).

Among top movie producers, Paramount and Warner Bros. alone are in the telecasting swim (but only ankle-deep) by way of their scant holdings of stations and their large-screen theater TV experiments. Twentieth Century-Fox, seeking permissible limit of 5 stations and once proposing to buy up ABC (Vol. 4:48,49), is still on outside looking in, though also assiduously working on large-screen theater TV. As for organized producers, their MPA (Eric Johnston) has been less active in TV research and advice than the broadcasters' NAB, which at least has made a valiant stab at fact-finding with its Batson "reports on the visual broadcasting art."

Among the exhibitors, a handful are station grantees or applicants. Theatre Owners of America (Gael Sullivan) holds board meeting in Washington Jan. 26-27 to discuss theater TV, possible station ownerships. And then there's the peeping but persistent voice-in-the-wilderness of the Society of Motion Picture Engineers, whose TV Committee in current report once again warns producers, distributors and exhibitors to "get into TV before it's too late," plumps hard for theater TV, points out that in another year they won't be able to get into the spectrum.

LAWYERS TALK DOWN MULTIPLE RULE: Maybe they're thinking wishfully -- certainly there's nothing official yet to back them up, save logic of situation and tenor of questions from commissioners and FCC counsel at en banc hearing -- but some lawyers think FCC's intention to tighten its multiple ownership rule may have been a little shaken during Monday's oral arguments. Proposed rule would limit ownership by any one entity to 7 AM, 6 FM, 5 TV stations (Vol. 4:34). FM and TV limitations are already in effect. New rule also fixes graduated scale for less-than-control.

Idea is that high stakes involved in TV, especially foreseeable need of "selling" capital on going into smaller markets with uhf, may well encourage some

applicants to fight rule through courts and get decision on FCC's authority to fix arbitrary ownership limits. Not so many months ago, when FCC was begging for then reluctant vhf applicants, there was disposition among certain commissioners, now resigned, to lift 5-limit on TV. Even now, it's felt lawyers' arguments have sowed doubts in minds of several commissioners that rule can be sustained in courts.

Strongest objections came from multi-owners ABC, CBS, Paramount, Fort Industry. Principal arguments: (1) Communications Act gives FCC no authority to fix specific numbers; it's up to Congress or perhaps anti-trust division of Dept. of Justice. (2) Figures come out of the hat. Why 6 FMs, when more FMs can be built than AMs? How can figure be set for TV when we don't know how many of what kinds of stations will be quarried out of uhf? (3) Rule isn't likely to encourage expansion of new broadcasting services, e.g., it may take many uhf TV stations to render service comparable with that of vhf -- through satellites, polycasting, etc. (4) Setting date of Jan. 1, 1953 "to permit orderly disposition of interests" puts some applicants "under the gun." For example, if Paramount becomes divorced from its theater-owning subsidiaries, Paramount and theaters could all apply for maximum; but meanwhile all of its applications are being denied. Likewise, Chicago's WIND, an early applicant, said it had been in good position for TV grant without hearing, but FCC held up action pending Leslie Atlass' decision on dropping either minority ownership in WIND or his job with CBS -- so now it faces competitive hearing vs. CBS, Zenith, Chicago Sun-Times.

CBS made point of fact most of its profit came from ownership of AM stations, that it needs all of them to support costs of TV pioneering. Next step is filing of final briefs, by Jan. 31, then FCC decision.

NEWS NOTES ABOUT THE TV TRADE: Emerson has taken over manufacture of 3 Brunswick TV sets, for which it had been supplying chassis, has reduced their prices and will market them under its own name. They're all 10-in. models: Kensington console combination, cut from \$795 to \$599; Gascony consolette, from \$495 to \$399; Nanking consolette, from \$575 to \$449.50. Unconfirmed reports have it that Brunswick intends to concentrate on fine cabinets for other radio-TV manufacturers, though will continue 15-in. TVs in period furniture.

Other news notes of the TV trade: Observe how many of the big-name set producers are TV network sponsors (see listings in Sight & Sound. Notably absent: Crosley, Magnavox, Zenith...Philco's new set line, as unveiled in New York Jan. 19, was as we reported in Special Report (Vol. 5:2), except Model 1480 at \$850 is same as 12-in. console combination Model 1280, but is \$25 cheaper; 16-in. Philco model will be put on market next month...Hallicrafters has new 10-in. TV chassis, for custom or ham installations, priced at \$169.95 (less CR tube); \$8.50 more for 12-in. bracket; 10-in. tube retails around \$35, 12-in., \$75...DeWald announces 16-in. consolette with 27 tubes plus 3 rectifiers to sell for \$495, deliveries in next few weeks; DeWald's 10-in., at \$299.50, contains 22 tubes as against 29 in its \$375 model...Sonora filed voluntarily plan of reorganization in Chicago Federal district court Jan. 20 under Chapter XI of Bankruptcy Act, said creditor claims are approximately \$250,000 while company's net worth exceeds \$300,000 -- so will pay claims in full if plan is approved. President Gerl said 70% of 1949 production will be TV.

Corning Glass Works is now sampling tubemakers with 16-in. blank, weighing about 20 lb., produced by new semi-mechanized method, which it claims will be better and cheaper than metal-coned...Solotone Corp., 2281 W. Pico, Los Angeles, is another coin machine maker out with jukebox TV, shown at Chicago Coin Machine Show last week. It gives choice of all local TV programs, 4 radio programs or 10 records -- 6 minutes for 5 cents. TV units are placed about room, but audio is piped to individual seats or booths, so that all can see but only those who pay can hear...Industrial Television Inc., Clifton, N.J., is now producing multiple antenna systems for apartment houses, hotels, dealers, etc., licensed by Amy, Aceves & King...U.S. Television is reported cutting price of 12-in. consolette from \$524.95 to \$449.50; 15-in. combo console, from \$1,095 to \$895 (first cut was from \$1,495); UST says its \$625 consolette, which uses 15-in. glass or 16-in. metal tubes interchangeably, will reach market next week.

MARTIN CODEL'S

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

Television Digest

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January 29, 1949

ON BUSTING TV'S UNBORN TRUSTS: FCC's little coterie of bleeding hearts have come forth with a new trust-busting alarm: "Keep the motion picture industry out of TV!" On ground that U.S. Supreme Court anti-trust decision last May against producer ownership of theaters (Vol. 4:29) also raises question of producers' and exhibitors' qualifications for station ownership, they persuaded FCC this week to put on temporary license Paramount's WBKB, Chicago, and KTLA, Los Angeles, and DuMont's WABD, New York (because of Paramount's minority stockholdings in DuMont).

Innocent announcement merely says "pending examination of the qualifications of the licensees in the light of the decision of the Supreme Court in U.S. vs. Paramount Pictures Inc." Their point is that Communications Act (Sec. 311) gives FCC power to grant to or withhold radio licenses from anyone found guilty under anti-trust laws. It's explained this week's action was taken only because these particular licenses happened to come up for renewal at this time. Implication, though, is that all movie licensees and applicants may be involved. Indeed, one staffman was heard to remark, while the proposed ABC-Fox deal was in the news recently (Vol. 4: 48,49), that "it will never get by us."

So an FCC legal coterie, already under Congressional scrutiny, ever crying about staff shortages and overwork, ostensibly committed to FCC's policy of encouraging venture capital into TV, now hints if it does not threaten a "crusade" obviously as futile as its phoney but irritating anti-newspaper-ownership campaign of some years ago. Oddly enough, on same day this "examination" was ordered, FCC authorized wealthy Wometco chain movie interests to take over and operate Miami's WTVJ (see story, p. 3). And no one, save perhaps the zealots, believes that either the Truman Administration, or the FCC as now constituted, has any idea of discouraging free and natural flow of capital and know-how into the budding field of telecasting.

Note: If FCC legalists felt legally bound to "investigate" possible effect on radio of Supreme Court ruling in theater cases, it might just as well have been done quietly and without the open threat of a Damocles sword over licensees. Prone to be overlooked, too, is fact that 5-station limit rule, if it sticks, precludes remotest possibility of anybody's monopoly in TV.

COMPETITION—WITH NO HOLDS BARRED: Ever since color TV fracas was resolved by FCC early in 1947 (Supp. 49), little love has been lost between CBS and the RCA-NBC family. Today, with RCA-NBC well in the lead in TV, feelings are more intense than ever. Small wonder, what with CBS's raids on NBC's talent and RCA's foray into the LP record field with 45 rpm non-interchangeable with Columbia Records' 33 1/3 rpm.

It's a war of Titans, CBS drawing blood recently by winning away Jack Benny, Amos 'n' Andy, Red Skelton, Edgar Bergen -- and supposed to be setting its sights now for Bob Hope and Fibber McGee & Molly. To say nothing of taking Bing Crosby away from ABC. And, of course, getting several months' jump on RCA with its LP.

What next? Newly upped (from 5 to 50 kw) KFRE, Fresno, Cal. moves to CBS network Feb. 20 as its 24th maximum-power AM station -- weaned away from ABC. This may or may not augur further efforts on CBS's part to build up its AM (and TV) facilities at expense of its rivals. Meanwhile, at NBC, the accent is on TV -- and in this field CBS has long way to go to catch up. Young, smart, aggressive CBS top-

kicks aren't letting grass grow, though -- albeit for quite some time it looked as though they were in bad back seat position.

Now, listening to CBS executives at last week's TV Clinic for affiliates, in their intense enthusiasm and intensive plans for TV, they sounded for all the world like NBC's Frank Mullen of a year or so ago, even like RCA's David Sarnoff today -- only more so. They even gave out that CBS will go into daytime TV early this spring, starting telecasts at 8 a.m. -- a field in which DuMont has led way (Vol. 5:3). At meetings with broadcasters and advertisers and agencies through the week, CBS repeated the refrain: "TV is a highly practical advertising medium now." And to its broadcast affiliates: "Get going in TV -- quickly."

You can expect CBS's new big-name stars and other shows to go in for more and more simulcasting, a la Arthur Godfrey, We the People, etc. NBC made big splash year ago about simulcasts (Vol. 4:7), but fact remains its rivals are showing way in field of look-and/or-listen, on which eventual broadcast structure may largely rest.

ABC hasn't copped off as many TV program hits, or commercials, as its rivals -- but it's contentedly rubbing its hands over its foresight (which CBS didn't have) in getting TV outlets of its own in top 5 markets. But rumor won't down that it's "on the block," the trade journal Variety insisting "Ed Noble is anxious to sell." DuMont, of course, goes its own quiet and relatively modest way, confident the whole radio structure must come to TV, strongly entrenched on the profitable manufacturing side, owning 3 well-placed stations, turning deaf ear to all purchase offers.

Mutual is in anomolous position -- not yet in TV per se, but with 2 of its major stockholding interests having TV stations in New York (WPIX and the to-be-built WOR-TV), latter also having CBS-affiliated station in Washington (WOIC). In Chicago, another stockholder owns WGN-TV, in Boston still another owns WNAC-TV -- but these are also CBS-TV and DuMont affiliates. And Cleveland stockholder WHK is presently frozen out of TV because it moved too slow; while Don Lee's KTSL is too far away to cut any ice yet in the network picture. MBS talks about this "nucleus" -- but simple fact is that, with 4 other networks getting such a head start, MBS looks like a very poor fifth starter, if indeed there ever is room for a fifth.

Mergers of interests, if not property, may take place in ensuing years -- quite probable. Meanwhile, first-starter, first firm-believer NBC is still on top, with just about twice as many commercials as all others combined (Vol. 5:4) and with RCA pioneering, brand reputation, know-how and pocketbook staunchly back of it. But pace at which CBS is going to build up talent-program structure for TV as well as AM, ease with which it raised \$5,000,000 Prudential loan for expansion (Vol. 5:4), its history of live-wire activity, all betoken continued intense competition. And with no holds barred, apparently -- even the possibility CBS may yet have its brand name on TV sets of its own manufacture.

TV's 'AWESOME APPETITE' FOR FILMS: Mostly small fry by Hollywood standards, but convinced their product is vital to TV station operation, some 200 film producers and distributors met in New York's Hotel Biltmore Monday under auspices of Televiser Magazine, complained irritably that the TV industry seems to regard them as step-children, yet stood ready to feed TV's awesome appetite for program material. Only dozen or so station folk were registered, attendees being largely from New York. Chief points discussed: (1) Film suppliers are still sweating out contract legalities, via their National Television Film Council. (2) Educating stations about sheer mechanics of smooth film handling and distribution is important task at hand. (3) New, fresh productions cost too much to be amortized by mere 50-odd station in 30-odd markets at prices they will now pay. (4) Local stations must continue to look to films for easier programming, greater returns, since they haven't live-program resources of national networks, from which they'd get meager payments anyhow. (5) Film folk will continue to supply stations with film they can afford -- good and bad. Note: Further attesting TV's voracious appetite for film, CBS's Wm. Paley is quoted from Hollywood as estimating that TV in few years will provide market for 5,000 hours of film annually, whereas Hollywood's current total yearly output of features, westerns and shorts runs something less than 650 hours.

It's still mystery why FCC is doing nothing about filling post of chief engineer, vacant ever since George Sterling was elevated to commissionership year ago—especially now that chairman Wayne Coy is firmly in saddle with Truman Administration. There's no plan to promote from ranks, so Commission might at least "put finger" on some outstandingly qualified engineer—perhaps Don Fink, editor of *Electronics*; Lloyd Berkner, now with Carnegie Institute; Ralph Clark, ex-Ring & Clark, now with Research & Development Board, or any one of a dozen among the consulting engineering fraternity we could name who might be persuaded to take the job.

"No comment" from CBS on trade reports that part of its Bing Crosby deal includes purchase of 25% of Crosby Enterprises Inc., holding company for crooner's theatrical and other business activities. But it was insisted that, even if story is true, fact Crosby is personally an applicant for TV stations in Spokane, Tacoma, Yakima (TV Directory No. 6) would have no bearing on CBS's own pending TV applications (Boston, Chicago, San Francisco) under 5-limit rule. Considering dead seriousness of CBS's competition, plus FCC propensity for scrutinizing interlocking associations, CBS legalists could be wrong.

Duplicated clear channels, 50 kw power limit, are recommended in 16-p. interim report of Senate Interstate Commerce Committee subcommitteesmen Tobey (R-N.H.) and McFarland (D-Ariz.) published this week. Friday night, Senator Johnson (D-Colo.), chairman, promised independent broadcasters in Chicago he'd fight clear channels and "superpower." Subcommittee report also recommended FCC reorganization along functional lines but pointed out weaknesses of panel system (Vol. 5:3); intimated TV allocations retarded FM and that FCC relies too much on industry sources for technical information; upheld FCC's right to look into program structure.

As prelude to network daytime TV, which DuMont started and is continuing via coaxial, CBS's New York WCBS-TV will sign on at 8 a.m., starting in April, v.p. Jack Van Volkenberg told admen Monday; this means 90-100 hours per week of programming, he said. NBC's New York WNBT on Feb. 1 starts signing on at 2:30 p.m. (Vol. 5:3). ABC hasn't yet made any plans for daytime TV other than its New York WJZ-TV housewives' show, *Market Melodies*, Mon.-Wed., 11 a.m.-1 p.m.

Theatre Owners of America got deadly serious about exclusive theater TV, its board wrestling with question of how to get frequencies and where during weekend meeting in Washington. TOA committee on TV (Mitchell Wolfson, WTVJ, Miami, chairman) decided to recommend to board that TOA seek frequencies for movie-TV, also urged theater owners individually to apply for TV stations if they can. Board's decision may find TOA picking up SMPE plan (Vol. 4:44) for exclusive theater-TV channels in uhf bands.

Reported as step toward city-operated TV station (presumably uhf, since all New York's 7 vhf are assigned), was Mayor O'Dwyer's appointment Friday of ex-newsman Clifford Evans at \$7,000 salary as "supervisor of TV" for the city's radio system which now comprises WNYC and WNYC-FM. Unit was given budget of \$17,822, will have 6 employes, including \$5,000 cameraman.

Brochure urging advertisers into TV, listing 12 specific reasons, is available from ABC sales dept. Arguments in 20-p. booklet: "Get experience now, while circulation and talent rates are low . . . Line up valuable time franchises while they are still available . . . TV, combining sight, sound, and action, produces a greater selling impact than any other advertising medium today."

It's much too early to gauge effect of "Larger Pictures, Lower Prices" (Vol. 5:2) on TV set market, for RCA's 16-in. table model is still in limited production, hasn't been distributed in quantity yet: DuMont's 15 and 20-in. models are still class items, beyond ordinary family's purse; and other set makers aren't out with lower-priced units yet. So trade reports of "jitters" in the market seem premature, though *Retailing* does tell of one New York retailer being offered 1,000 TV sets (brand and sizes not stated) at 15-18% off list price by manufacturer; of classified ads offering 23% off list on sets with smaller tubes; of stores going heavily into sales of "closeouts," "demonstrators" and "floor models." *Retailing* also reports from Philadelphia that customers are beginning to return sets purchased as recently as Xmas—"suddenly finding fault . . . as soon as new larger models are announced." In New York, samplings of 16-in. sets went to dealers Friday, consumer deliveries to start in week or two. One appliance chain store executive was quoted in *Times* as saying he was ordering "normal quota" of smaller screen sets (1) because price spread between them and 16-in. is still too great to eliminate huge market among consumers who don't want to spend more than \$350, and (2) because 16-in. picture is too large for any but spacious living rooms.

Report on Admiral, digested from Jan. 26 *Wall Street Journal*: Shipped first TV set just year ago, now equipped to turn out 400,000 this year, production at present 1,200 per day and expected to hit 1,500 before end of March (about 200 per day being 7-in. units). Gross sales last year said to have exceeded \$66,000,000, may reach \$100,000,000 this year, about 55% being TV, 35% "white goods" (refrigerators, appliances, etc.), only 10% radios. Earnings understood to top \$4 per share in 1948. Stock last year climbed from low of 7 to 22%, closing year at 19.

Says report on Zenith by Eastman, Dillon & Co.: "Its television division [is] expected to be an earnings factor in the third quarter ended Jan. 31, 1949 of the company's fiscal year, and from then on should be of increasing importance." Management won't divulge current output, but report estimates it will gradually increase to 1,000 per day. Approximately 5,000 workers now employed; estimated 50-75% will be working on TV set production by second quarter of this year.

Sylvania's president Don Mitchell, in revealing Jan. 28 that Sylvania may issue additional common stock to finance its TV expansion, stated that at end of 1948 company was producing picture tubes at rate of 500,000, expected further increase this year. Earnings will reach new high for 1948, he added. As of Sept. 30, 1948 it has 1,206,550 shares of common outstanding.

Emerson's Ben Abrams, following Jan. 26 board meeting at which he was presented company's 10,000,000th radio, said earnings in fiscal year ended last October were highest in company's history, attributed partly to TV; though only 25% of 1948 dollar volume was TV, sales now run about 50%.

Promising "simplified and improved TV camera at a considerably lower cost than those heretofore available," Television Equipment Corp., 238 William St., New York, is offering 300,000 shares of common at \$1 through Henry P. Rosenfeld Co. New corporation (Vol. 4:48) is headed by John B. Milliken, president, ex-UST; Leonard Mautner, v.p., ex-DuMont; Wm. Brown, secy., ex-RCA Labs.

Technical discussion of TV synchronization in February *Electronics* reflects Editor Donald Fink's excitement over system. In same issue, he frowns at circular TV pictures, says they waste some 40% of transmitted information, thus, spectrum.

TV will woo away from newspapers and radio considerable national advertising, New York State Publishers Assn. Committee predicted at convention in Syracuse recently. Statement is at variance with opinion of *New York Times* publisher Arthur Hays Sulzberger, who sees newspapers primarily as purveyors of information, TV as entertainment, thus not particularly competitive (Vol. 4:39). Committee also felt, however, that TV will stimulate newspaper circulation. Committee's chairman was Ernest L. Owen, of Newhouse-owned *Syracuse Post-Standard* which holds CP for WSYR-TV. Nation's newspapers, like radio, hit all-time high in ad volume in 1948.

Network sponsorship notes: CBS-TV has signed Philip Morris as sponsor of *Tex & Jinx McCrary*, husband-and-wife show, starting Jan. 31, Mon. 8-8:30 p.m.; also Scott Paper Co. is taking 8:15-8:30 p.m. segment of Dione Lucas' *To the Queen's Taste*, cooking school, Thu., starting Feb. 3, with 8-8:15 about to be sold . . . Jack Benny may first appear on TV in March via special Wed. night show on KTTV, Hollywood, presumably to be seen via film in East; CBS also readying Edgar Bergen for TV debut soon, possibly for Coca Cola, also Robert Q. Lewis comedy show . . . NBC-TV *Camel Newsreel*, 5 weekly, 7:50-8 p.m., expires Feb. 11, and *Camel* probably will take 7:45-8 p.m. for NBC newsreel, live subjects.

TV sponsors and merchandisers: Ralston Purina's *Tom Mix* program on MBS has had 500,000 plastic toy replicas of RCA's table model 8TS30 manufactured, is offering them as boxtop premium; peephole in tiny "set" enables kids to see cartoons on miniature film . . . Sightmaster Corp. is buying *Symphony Hall* Mon. 8-9 p.m. on WQXR, New York to promote its TV sets . . . Bowery Savings Bank new sponsor on WNBT, New York . . . Reiser Co. (Venida hair nets, Jiffy pins) buying participations in Maxine Barratt's *And Everything Nice* on WABD, New York . . . WLWT, Cincinnati, will alternate Cincinnati Reds games with WCPO-TV, due on air in May or June, Burger Brewing Co. sponsoring, Waite Hoyt handling . . . Hochchild Kohn & Co., dept. store, with *Good Housekeeping* fashion dept., bought 3-3:30 p.m. Jan. 26 on WBAL-TV to telecast live mannikins modeling dresses displayed in March issue of magazine . . . Local talent show from stage of Salt Lake City's Uptown Theater is new feature on KDYL-TV, Thu., 8:30-9 p.m., sponsored by Packard-Bell radios.

More TV viewer surveys (Vol. 4:52): Duane Jones ad agency, studying 1,580 responses from TV owners, finds 74.1% saying they bought drug or grocery product as result of seeing it advertised on TV; 91.1% said they'd have TV set repaired first if both it and radio were out of order; 92.4% owning sets 6 mo. or more listen less to radio; 80.9% go to movies less; 58.9% read books less; 48.5% read magazines less; 23.9% read newspaper less. And survey of 796 set-owning families by Farleigh Dickinson Junior College, Rutherford, N. J., found average person watches 3½ hours daily, listens to radio 77% less, attends sports events 44% less; also, that reading, homework and conversation suffer.

Despite not-very-kind things being said about off-kinescope film recordings (see Special Report; Vol. 5:4), all the networks are placing great store by them making substantial numbers of them available on both sponsorship and sustaining basis. Dumont's WABD demonstrated their flexibility by repeating teletranscription of Jan. 20 inauguration swearing-in on *Small Fry Club* at 6:22-6:28 that same evening; then carrying 30 minutes at 8 p.m.

In our list of Network TV Sponsorships as of Jan. 21, 1949, published last week (Vol. 5:4), we inadvertently dated it 1948; CBS Chesterfield program should have been noted as placed thru Newell-Emmett; NBC Oldsmobile show is placed thru D. P. Brother.

Status report on transit FM by Transit Radio Inc.'s national sales manager Frank Pellegrin. Now operating, or shortly to be: WCTS, Cincinnati; KCBC-FM, Des Moines; KPRC-FM, Houston; WLPH-FM, Huntington, W. Va.; KCFM, Kansas City; KXOK-FM, St. Louis; KTNT, Tacoma; WWDC-FM, Washington; WIZZ, Wilkes-Barre; WGTR, Worcester; WMAR-FM, Baltimore. Near closing deals: Akron, Allentown, Birmingham, Dallas, Indianapolis, Nashville, New York City, Norfolk, Pittsburgh, Richmond, Rochester, Seattle. Listed as Transit Radio's stockholders: WCTS, KPRC, WWDC, WMAR, plus WJW, Cleveland; WGBF, Evansville; Yankee Network. Pellegrin also estimated "bonus" home receivers in 6 areas: Baltimore, 67,820; Cincinnati, 35,000; Houston, 25,500; St. Louis, 50,000; Washington, 70,000; Worcester, 7,550. First national account will be unnamed national magazine.

Trade personnel notes: RCA Victor top-echelon changes (Vol. 5:4) mean engineering products v.p. W. W. (Wally) Watts now reports to L. W. Teegarden, v.p. in charge of Technical Products; Richard T. Orth becomes gen. mgr. of Tube Dept., taking Teegarden's former office and also reporting to him; Henry G. Baker is gen. mgr. of Home Instrument Dept., reporting to J. P. Elliott, now v.p. in charge of all consumer products (including phono records) . . . Walter Varnum, assigned to RCA field sales in Dallas, transferred to Kansas City, replacing David Bain, moved to Camden . . . Louis Silver, Garod v.p., upped to executive v.p. and gen. mgr.; Maurice Raphael now v.p. . . . Edgar H. Felix moved by DuMont equipment sales from Washington to northern district supervisor, his territory comprising New England, Great Lakes, Pacific Coast states . . . Ben Rice, ex-sales chief of Tele-King, Teletone, GE radio, takes same job with Regal Electronics Corp. . . .

From report on "Progress of TV" prepared for *Detroit News* ownership and management by WWJ and WWJ-TV manager Harry Bannister: "During the past year, both NBC and CBS have made it crystal clear to all their affiliates that neither network wants an affiliate without TV. The top men in both networks, as well as in ABC, will state privately that it is only a question of a few years before they'll be out of radio entirely, or else will be concentrating on TV while maintaining a supplementary radio network to serve the communities which geographically are out of TV's range."

Ralph B. Austrian, pioneer TV executive, has opened TV consultant service "to act as liaison between the video field generally and the fields of entertainment, advertising and business." Offices are in RKO Bldg., New York City. Clients include ad agency and manufacturing interests. Until recently he was TV v.p. for Foote, Cone & Belding; before that president of RKO Television Corp., and formerly with old RCA Mfg. Co.

Pioneers of broadcasting field, who acquired 500-watt WCAU in 1924, built it to present 50 kw plus TV, sold it to *Philadelphia Record* which in turn sold to *Bulletin*, the brothers Leon and Ike Levy are retiring April 1 as president and v.p., respectively, of WCAU, though will continue on board. They're setting up offices then at 123 So. Broad St., Philadelphia, to conduct their manifold enterprises, which includes large stockholdings in CBS.

TV patents of German inventor Manfred von Ardenne have been declared available on royalty-free basis by Office of Alien Property. Von Ardenne was early worker in cathode ray TV. Copies of the 6 patents, covering projection systems, can be obtained from Commissioner of Patents, Washington 25, D. C., 25¢ each.

Newest among the multifarious firms leaping into the movie-TV business is General Television Enterprises Inc., headed by Hollywood film attorney Gordon W. Levoy, 6331 Hollywood Blvd., formed to "guide, finance, package and market TV programs."

TV IN MIAMI & OTHER STATION NEWS: Miami finally gets its TV outlet -- 55th station, opening up nation's 31st market area -- for the FCC on Jan. 27 issued STA for commercial operation of WTVJ, after upholding Comr. Walker's proposed approval of transfer of control to Wolfson-Meyer (Wometco) chain theater interests (Vol. 5:2). Florida's first TV station was to begin testing Saturday, Jan. 29, hoped to go into commercial operation next week. Its 5 kw GE transmitter and 3-bay antenna, set for 16.5 kw visual operation, must be cut down to 2.2 kw under FCC edict. In making grant, FCC rejected applicant WKAT's petition WTVJ be made part of Miami's competitive hearing in which 5 applicants seek city's remaining 3 frozen channels.

One new application this week -- from WTOL, Toledo, seeking Channel No. 3, third to seek city's proposed single new channel. That makes 311 applications now in frozen pending file. Other TV station notes: Hearing ordered Feb. 28 in Washington on proposed \$1,925,000 sale of Louisville Courier-Journal's WHAS and other radio properties, including CP for TV (Vol. 4:40); Crosley, Bob Hope, Fort Industry Co. are rival applicants under Avco procedure (Vol. 4:50,51)... "Latter March or month of April" is time now promised for debut of WTCN-TV, Minneapolis... Dallas attorney Ross Bohannon reports construction of Dallas' KBTW begins next week, promises that "Mr. Potter will be first on the air in Dallas"; he also reports KEYL, San Antonio, and KTLX, Phoenix, start construction week after next -- all using DuMont equipment... WBNT, Columbus, O., broke ground for new transmitter building Jan. 3, has started putting up tower, but says it's too early to predict starting date.

* * * *

Apropos AMs who would like to let well enough alone, delay the day of TV as long as possible, here's a pertinent quote from a broadcaster in fair-sized city with plenty of pre-freeze channel assignments but not a single applicant as yet: "What's the TV score in our city? No one here wants to go into TV and go broke, and no one wants to stay out of TV and eventually go broke because they failed to keep pace with progress. So we all hang suspended in an indecisive void... I imagine, however, some trigger-happy broadcaster will eventually let fly with an application and then the stampede will be on." Or, we might add, some non-broadcaster.

NEW SET MAKERS & OTHER NEWS OF TV: Noteworthy in current TV trade is fact that, despite dire predictions of heavy mortality among smaller companies, despite fact that Big Six of TV (Philco, RCA, Admiral, Motorola, GE, DuMont) now turn out perhaps 90% of industry's total, more and more new companies are springing up to add to 100-plus listed in our TV Directory No. 6 of Jan. 1, 1949. Some are merely in paper stages, may never get further; others are actually in production, though mystery remains where they're getting enough picture tubes to do much business.

First mail-order TV maker and seller to come to our attention is Midwest Radio & Television Corp., 909 Broadway, Cincinnati. RCA-licensed, it offers on 30-day trial basis 6 items, all with 12-in. picture tube: 2 TV-only chassis (at \$313 and \$349); 2 TV-only consolettes (\$365 and \$399); console with AM-FM-LP, \$575; table chassis with AM-FM, \$445. Cheaper TV-only chassis and consolette have no sound systems, must be attached to radio audio... New company promising to deliver private-brand (Rex) TV sets by April 1: Rex Transamerican Television Corp., 356 So. Spring St., Los Angeles, formed by Rex de Santos. Sets and parts will be produced in Van Nuys, Cal.; no other details released, except press-agent's statement that "new firm will also apply for channels at Seattle and San Diego."

Other new companies reported in TV production: Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, D. Houseman, president. An RCA licensee, company says it's producing 7-in. table unit, \$179.50; 7-in. console with FM, \$219.50. And Modernage Electric Inc., 79 Clinton Ave., Newark, N.J., is reported assembling 10-in. RCA chassis 8TS30 (now discontinued), selling 16-in. table model at \$495, consolette \$575, tubes supplied by Tel-0-Tube; company also reported producing 12-in. units at \$395 and \$465, but specializing in custom-built home jobs.

Digest of other trade news of the week: Announcing mechanization of 15 and 16-in. all-glass bulbs production, Corning also put 24% price cut into effect Feb. 1 -- obviously to fulfill promise it can undersell metal-coned -- and stated: "As far

as glass is concerned, the bottleneck in the supply of television tubes has been broken"...In face of GE's new 8½-in. tube (Vol. 5:4), promised at price of 7-in. but offering 50% more surface area, Sylvania this week increased 7-in. by \$1.85 up to \$18.25...DuMont's new super-duper 20-in. console, due out in next few weeks, is Chinese Chippendale, AM-FM-phono console with tube inserted lengthwise so that depth of cabinet is not extreme. Entire top cabinet swivels, so face of tube can be pointed toward viewers when in use. Price will be "about \$1,795 or less"...Freed Radio advertised this week that it "will shortly start production of big-picture TV receivers" and will allocate share of output to hotels, clubs, etc.; it invited established dealers and distributors in institutional field to write...RCA Victor Ltd., Montreal, has released its first TV table model, called Onlooker, correctly aligned for reception in markets contiguous to U.S. TV areas; held sales meetings in Windsor Jan. 23, Niagara Falls Jan. 27. Set lists for \$545, though it looks exactly like Camden model of same name that sells for \$349.50...Ex-Toronto broadcaster Al Leary is president of newly formed Mastervision Corp., Ltd., with factory in Scarborough, Ont., scheduled to produce TV sets...Class radio marketer Scott Radio reported now producing 10-in. direct-view console, shortly going into 12-in.

TV AND RADIO OUTPUT AT END OF YEAR: RMA's December TV output figure, 161,179, while nearly 40,000 ahead of November's (Vol. 4:51), fell considerably short of predicted 175,000 -- and year ended with 866,832 total. This compares with 178,571 in 1947 and 6,476 in 1946. RMA's total postwar thus is 1,051,879. To this we'd add 10% to account for non-RMA (biggest: Admiral), kits (25,000-30,000) and prewar (around 10,000) -- so it's safe to assume more than 1,157,000 TV sets produced up to Jan. 1. (Where 1,000,000 of those sets went, incidentally, is indicated in NBC's Jan. 1 city census published on p. 2 of Special Report herewith.)

December TV production broke down as follows: table models, 91,069; TV-only consoles, 45,077 (3,008 projection); TV-radio consoles, 25,033 (406 projection). Breakdown for 1948: table, 576,677; TV-only consoles, 158,845 (18,383 projection); TV-radio consoles, 131,310 (1,138 projection).

December production of all radios was 1,237,820, bringing 1948 total to 14,132,625 vs. 17,695,677 in 1947 and 13,326,985 in 1946. Adding non-RMA, 1948 radio production is estimated at more than 16,000,000. FM hit all-time high of 200,326 in December: 104,796 AM-FM table models; 89,111 AM-FM consoles (1,875 without phono); 6,419 FM-only and converters. For all 1948, FM totaled 1,590,046: AM-FM table, 570,800 (7,722 with phono); AM-FM consoles, 918,303 (45,638 without phono); FM-only and converters, 100,943. Postwar FM production totals 2,946,635.

TV's IMPACT ON RADIO & MOVIES—II: Admitting that TV affects radio listening and moviegoing (Vol. 5:4), does that mean curtains for those media?

CBS sales v.p. Bill Gittinger, speaking at network's TV clinic for ad agency men Monday, cautioned that radio may be "blitzed" temporarily, but it will take TV long time to "cut radio down to size." Don't sell radio short, said he, citing CBS billings in 1948 up 5% from 1947; for first quarter of 1949, up 8%.

At American Marketing Assn. meeting Tuesday, the always articulate Ted Cott, sales chief of New York's 24-hour WNEW, observed: There will always be need for radio stations, particularly specializing stations, though perhaps there won't be as many of them as now. TV won't be 24-hour service. And don't forget, radio is supporting TV -- "and nobody has cut the umbilical cord yet."

TV's effect on radio listenership, as observed by Paramount's Paul Raibourn, Hooperating's C. E. Hooper, Radox measuring service's A. E. Sindlinger, also before American Marketing Assn.: When TV is being shown, they agreed, radio listening in some homes virtually disappears -- even when top shows are being broadcast.

As for TV's effect on movies, Raibourn reported average "A" picture is seen by less than 20,000,000 persons, so he foresaw TV as "selling medium" that could increase this attendance. And big film financier Bernard Giannini, Bank of America, told Variety that movie boxoffices this year will continue at present levels, said he believes TV won't hurt movies, may actually "make people more movie conscious."

EXCEEDED TV OUTPUT IN 1967 - Forecast for TV sets is still for increasing output -- but production is coming up and there are signs the rate will slow in 1968. The industry's best estimate is that production will reach 10 million units in 1967, up from 9.5 million in 1966. The industry's best estimate is that production will reach 10 million units in 1967, up from 9.5 million in 1966. The industry's best estimate is that production will reach 10 million units in 1967, up from 9.5 million in 1966.

FROM \$1.50 TO \$2.00 - RCA's new color TV sets are more expensive than ever before. The company's new color TV sets are more expensive than ever before. The company's new color TV sets are more expensive than ever before. The company's new color TV sets are more expensive than ever before.

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plus

- TV Directory (quarterly) with weekly addenda
 - TV Rules & Standards with amendments as issued
 - FM Directory (annual) with weekly addenda
 - AM Directory (annual) with weekly addenda
 - Facsimile Rules and Standards
 - Directories of FCC, Radio Attorneys, Consulting Engineers
- and
- Miscellaneous Supplements issued periodically

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Your letter service is excellent, and you are certainly to be congratulated on finding a means of presenting a tremendous amount of valuable and current information in capsule form.

James D. Shouse
Crosley Broadcasting Corp.

I want you to know that I look forward to each issue of the Digest, and I believe it serves the industry well. Keep up the good work.

Noran E. Kersta
National Broadcasting Co.

Your letter continues to be the most complete and authoritative source for TV developments.

Theodore Streibert
WOR, New York

You have hit upon a format that is ideal in the selection of material and succinct character of items that you carry [and] profoundly appreciated by executives who find it impossible to wade through the conglomeration of unrelated material with which most trade papers are freighted.

Lewis Allen Weiss
Don Lee Broadcasting System

We are enthusiastic about the fine job you are doing in Television Digest and wish you well in the timely business you are giving full coverage to.

Richard O. Lewis
KTAR, Phoenix

Your services are indispensable to a consultant in the broadcasting field.

Murray G. Crosby
Crosby Laboratories

We rely on Television Digest for much of our current TV information.

C. W. Turner
Video Broadcasting Co.
Hollywood

Your Television Digest continues to be a most interesting and informative coverage on the FM and television picture. Keep up the good work.

H. L. Hoffman
Hoffman Radio Corp.

I think your material is objective and can be depended upon.

Frank Folsom
Radio Corp. of America

You are doing a swell job.

Henry A. Housfon
J. Walter Thompson Co.

We place great confidence in your reports.

Robert Blodgett
Philco Corp.

Television Digest & FM Reports are most helpful to us as we learn our way about the maze of mirrors that represents a novice's path in television.

Richard S. Levy
W. Bergman Co., Inc.
Philco Division

Each issue we have received to date has served to give an up-to-date, accurate, comprehensive and clear picture of developments during the preceding week.

Herbert Mayer
Empire Coil Co., Inc.
New Rochelle, N. Y.

I find Television Digest & FM Reports not only indispensable in keeping our records straight but extremely interesting and well presented.

A. Earl Cullum, Jr.
Consulting Radio Engineers
Dallas

Your Television Newsletter is tops.

Philip G. Lasky
KPIX, San Francisco

NOTE: Not a single one of these kudos was solicited.

Television Digest and FM Reports

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LARGER PICTURES AND LOWER PRICES: It's somewhat too early yet, the churning tides of trade too cloudy, to say that current outcroppings of intriguing news from the TV factories represent trends. Offhand, it would seem they spell (a) larger pictures, (b) lower prices. Larger direct-view pictures would seem to push still further into background prospects for increasing popularity of projection models. Lower prices by mass producers raise spectre of survival for some of the 90-odd TV manufacturers (TV Directory No. 6) -- can they stand the competitive gaff, even in today's seller's market? Without attempting yet to adduce any definite conclusions, here are current facts and facets of the swiftly-moving TV industry that command attention:

1. RCA's 16-in. table model (Vol. 4:52), unveiled at Chicago's Furniture Show this week, was finally priced at \$495 (\$520 blonde), consolette at \$550 (\$575 blonde), same in period furniture, \$595. But v.p. Joe Elliott, taking cognizance of limited supply of metal-coned 16-in. tubes (Vol. 5:1), was quick to support 10-in., said it will represent 70% of RCA's 1949 unit output. He spoke out also for large-screen projection sets, which come in higher-priced brackets. He repeated RCA president Frank Folsom's characterization of the 10-in. as the Ford or Chevrolet of TV, 16-in. as Buick or Oldsmobile, large-screen projection as Cadillac or Lincoln. As for dire forebodings about effect of 16-in. on 10-in. market, he said his company believes 16-in. "will open up a new mass market for reasonably-priced sets providing a larger picture while still maintaining demand for the lower-priced 10-in. set."

2. Admiral at Chicago showed its 10-in. console with AM-FM-LP, which at \$399.95 is the lowest priced combination yet -- really has the trade talking. This is the model president Ross Siragusa promised as his answer to need for lower-cost TVs (Vol. 5:1). Admiral also showed new 7-in. table model at \$169.95, which is \$10 under its old price; 10-in. consolette, \$329.95; 12-in. consolette, \$399.95; 10-in. credenza with AM-FM-LP, \$449.95; 12-in. console with AM-FM-LP, \$595; same with 16-in., \$695 (\$725 blonde).

3. Emerson reduced its 10-in. table model No. 611 to \$269.50, after introducing it only a few weeks ago at \$30 more, its president Ben Abrams admitting "the greatest interest will be evinced in larger screen models," pointing out these will be in short supply and therefore "such competition as may develop in TV [in 1949] will be in small-screen sets." Emerson also showed its distributor convention Jan. 5 two new 16-in. models: a table set, not yet ready, to sell for "approximately \$400" (competing with RCA's \$495), and a TV-only console at \$599.50. In addition, Emerson line includes spruced-up 10-in. table model at \$299.50; 10-in. consolette with AM-FM, \$349.50; 10-in. console with AM-FM-phonos, \$499.50; 12x16-in. projection console, \$599.50.

4. Hallicrafters, not to be outdone in 16-in. "price competition," announced remote control set with 16-in. metal tube for Feb. 1 deliveries -- priced at \$395. It's made up of push-button control unit containing chassis and power supply, a second cabinet housing the picture tube and speaker, the units connected via cable.

5. GE is showing distributors 10-in. table model "under \$300" in plastic cabinet, incorporating Dome circuit -- first used in Motorola's 7-in. models early this year and a development of GE's R. B. Dome (Vol. 4:6). Further details are undisclosed, but GE should tell all in a few weeks. Sparton leads its line with \$285 table model, 10-in., rest of its units being: 10-in. console with picture reflected onto lid, \$395; two 10-in. consoles with AM-FM-LP, \$499.95 and \$595, latter with picture reflected onto lid; similar 12-in. console, \$750 -- all with 28 tubes.

6. Then, little Tele-King Corp., as if to show the big boys, also at Chicago mart brought forth 10-in. table model priced at \$189.50! That's lowest price yet for anybody's 10-in. Tele-King also showed 10-in. consolette with AM-FM, \$269.50; same with 12-in., \$389.50. All sets contain 20 tubes, including rectifiers.

But check at New York headquarters disclosed these aren't yet in production, though hope is to turn out 2,500 or more monthly once line gets started.

7. RCA and Philco, far and away the leaders (600,000 sets each planned in 1949) maintain discreet silence about all these developments. RCA won't even talk yet about its \$400 combination job being readied for June (Vol. 5:1). Philco's Jimmy Carmine thinks 16-in. set "excitement" is "premature", doesn't think RCA and other big-tube sets will have impact on sales for another 6-9 months yet, primarily because of limited production. He firmly rejects any major reduction in Philco prices at this time. And Dr. Allen B. DuMont repeats that his company has no present intention of cutting prices, will not compromise with quality of product. He thinks present flurry will shake down to "common sense" levels in short time. He foresees glass tubes eventually cheaper than metal.

* * * *

From our special correspondent at Philco's Palm Beach convention, we learn at press time that 6 new models were introduced, 4 featuring "expanded pictures" a la Magnavox, but not so extreme as Zenith's full-view porthole (Vol. 4:47). Philco's "exciting new development" (Vol. 5:1) thus turns out to be enlargement of 10-in. picture to 60 sq.in. (vs. normal 52 sq.in.) and 12-in. picture to 90 sq.in. (vs. 72 sq.in.). Method is incorporated in 4 replacements -- 10-in. consolette at \$349.50; same with 12-in. tube, \$439.50; new 10-in. console in period furniture with AM-FM-LP, \$599.50; same with 12-in. tube, \$699.50. Philco also showed new 16-in. console at \$549.50, due in February; reintroduced 7-in. table model with 12-channel tuning, \$189.95.

* * * *

Trade news of the week, otherwise, was routine, though crowded with interesting items: Motorola adds 2 sets to line -- 7-in. portable with detachable antenna at \$199.95; 12-in. table model at \$369.95, both due in February. Motorola revealed it's moving radio lines to Quincy (Ill.) plant, thus freeing big Chicago factory for TV production...Admiral and Motorola, neck-and-neck runners for third place among TV producers, tangle in patent infringement suit -- Motorola suing in Chicago Federal court, alleging Admiral's 7-in. set of last year contains Motorola chassis cut in half, reversed and soldered together...Hoffman Radio bringing out new TV model in Colonial style shortly, plans 10 and 12-in. table and 16-in. in March.

Farnsworth cuts retail price \$50 to \$200 on its Capehart TV line, presently ranging from \$375 to \$1,295 -- but gave no further details...Olympic has new 10-in. table set with circular picture somewhat like Zenith's (Vol. 4:47) to sell for \$329.50; it's same as Model TV-922, except for circuit modifications to take care of rounded, larger picture...New York's Lafayette Radio Stores Friday advertised Hallcrafters' 7-in. metal-cabinet T-54 model at \$139.50; it was originally priced at \$189.50...Colonial Radio (Sylvania), through president Edward E. Lewis, gave Buffalo interview Jan. 5 stating its 1949 production will be 50% TV; it's going to produce for others besides present customers Sears and Magnavox.

Stromberg-Carlson announces its 16-in. models as "Monmouth" with AM-FM-LP; also "Yarmouth", same except having AM-FM only, both unpriced...Starrett shows new 12-in. console called "Revere", with AM-FM-LP, at \$795; announced new custom-building division under decorator Sam Kurinsky to make receivers on order at \$2,000 to \$5,000...Stewart-Warner's president James S. Knowlson admitted present production of only 50 TV sets a day to New York Society of Security Analysts this week, but said new capacity would bring output up to 200 a day soon. Company is making only 10-in. models now, but he said 12-in. would be added.

* * * *

New companies we've never before reported, all RCA licensees, who state they're in TV set production (see TV Directory No. 6 for set models, etc.): Calbest Engineering & Electronics Co., 828 N. Highland Ave., Los Angeles; Customade Television Inc., 27 New Chambers St., New York City; Eastern States Radio & Television Co., 427 E. 138th St., Bronx, N.Y.; Stolle Engineering & Mfg. Co., 3970 S. Grand Ave., Los Angeles; Video Products Corp., 16 West St., Red Bank, N.J.; North Eastern Radio Co., 799 Broadway, New York City.

REACTIONS TO COAXIAL EXPANSION: We asked all Midwest TV stations now linked to East for various hookups what their first week of "national network" operation proved: Is quality on coaxial good? How popular are Eastern shows? Are they much more acceptable via coaxial than on kinescope films? Has expanded network service attracted more local commercials? Is outlook now bright enough to warrant expectation of break-even or profitable operation anytime soon?

From all save three network-owned stations (they usually prefer to let New York speak for them), we had telegraphed or telephoned replies to our wires -- and these seem consistent mainly on these points: that coaxial line service is good, kinescope films not so hot, local business on upgrade. Because of the pioneer status of these operators, and the individualistic character of replies, you'll probably be more interested in their actual statements than mere excerpts. Here they are:

A. H. Kirchkofer, WBEN-TV, Buffalo: "Public mighty pleased with TV shows received by coaxial. Line service is not 100% consistent but quality is good and we look for continuing improvement in photography, production and transmission to give uniform best quality of which present technical equipment is capable. Network service will increase local sales possibilities. Too early to forecast what this year's results will be, but WBEN-TV will make mighty effort [to] end 1949 after 20 months operation on break-even basis."

Frank P. Schreiber, WGN-TV, Chicago: "Too early for any definite public reaction to network service. Line service is consistent, quality of pictures good. Too early to indicate popularity of Eastern programs. Chicago press indicates Mid-western superior in production and some program content. Much better on coaxial than on film. No new local commercials yet attributable to network service. No profitable operation expected this year."

John H. Norton Jr., WENR-TV, Chicago: "Opening of coaxial has greatly stimulated interest in TV here. Line service so far is not consistent. Some evenings excellent picture, some evenings fair to very bad. Eastern programs are excellent and will prove popular -- certainly much more so than kinescope. Believe this additional service added to our own programming will attract more local business. Reasonably confident WENR-TV will be on break-even basis sometime in 1949."

James Hanrahan, WEWS, Cleveland: "Coaxial is terrific. Having great increase in local commercial traffic and inquiries. Nothing more disappointing than kinescope film, especially when run off just after local or network show. Perhaps it came out of laboratory a little too soon. We're suffering growing pains and snafu over time clearances for networks that force changes in local commercials not all liked by our local sponsors. What Cleveland needs is 3rd and 4th station. WEWS is increasing to 50 hours per week, will slide into afternoon shows in February. Running solidly now 5 to 11-12 p.m., 27% commercial. Far from profit point yet."

Dick Jones, WJBK-TV, Detroit: "Detroit has caught fire. TV programs via cable are terrific. ABC, NBC, CBS and DuMont all deserve kudos." And from James Riddell, WXYZ-TV, Detroit (ABC-owned): "Network service most acceptable. Top shows very popular. Regular run-of-mine shows no better than our local originations. Line service fairly consistent. Live programs more acceptable than kinescope. Have experienced flurry of local commercial inquiries since cable came through. Do not see break-even point before November or December 1949."

Harry Bannister, WWJ-TV, Detroit: "NBC commercial service is wonderful. We are carrying 12 commercial hours weekly, with strong probability of 2 additional hours immediately and expectation of steady increase. Audience reaction to network is highly enthusiastic. Kinescope recordings have shown steady improvement and are now highly satisfactory, with complete audience acceptance. Generally improved sta-

tus has already attracted more local commercials and expect this trend to accelerate...Am certain that the worst is all behind us and look forward to improving programs, wider distribution of receivers and increasing revenues...Have set sights to reach break-even point in first half of 1950 [but] it is quite possible we may reach this point in 1949 [or] be close to it."

Walter J. Damm, WTMJ-TV, Milwaukee: "Service now available on cable added to what we have been doing locally, plus material heretofore available from ABC out of Chicago, has resulted in an exceptional program service. Due to our taking material from 4 networks, line service other than low synchronizing pulse from some networks consistent and of high quality. Small percentage of deterioration has surprised everybody. Programs not too good but all much better than kinescope, which are consistently very poor. Public emphatically in favor of direct programs rather than delayed kinescopes. As we have had network service since September, cannot conscientiously say that linking with Eastern network has affected local commercials. Network actually will cost us money, even though we may run as much as 75 hours a month. Spot and local [are] going to have to pull TV out of red, at least for us. With most of night time schedules with network shows, this means expanding our schedule into daytime operation."

George M. Burbach, KSD-TV, St. Louis: "Line quality very good. Sometimes can't tell it from live local. Eastern programs fine. Some kinescope films good, some bad, which indicates they can all be made good. Sold out commercially 6-9:30 p.m. daily. Start our schedule 4:30 and sign off 10 or later, so can't say network service has improved our local business yet. But it has heightened enthusiasm for TV and sets are selling very well. We look for operating loss again this year, but our newspaper got \$150,000 worth of TV linage (more than our loss) during 1948."

E. Y. Flanigan, WSPD-TV, Toledo: "Public very much enthused. Quality of pictures is good and it has been real thrill to this part of country to receive network programs. These definitely are more acceptable than on kinescope [whose] quality is still not satisfactory. Will attract more local commercials. Station receives very little from network commercials...but future certainly looks bright. Break-even point...should come in less than 6 months."

NEW STATION PROSPECTS & PROMISES: If all carry out their avowed intentions, 16 new stations, 9 new TV markets, should open up during remainder of this first quarter of 1949. But if even a majority of these really get going during February or March, it will be quite surprising, judged from past experience. Our survey of upcoming new TV stations still isn't complete -- but this much we can report now:

There's good assurance that the following stations will start before end of March: WHIO-TV, Dayton, now testing, commercial debut set for Feb. 23; WICU, Erie, Pa., early Feb. tests and commercial start; Crosley's WLWD, Dayton, and WLWC, Columbus, Feb. tests; ABC's KGO-TV, San Francisco, and KECA-TV, Los Angeles, Feb. tests, March commercial starts; WKRC-TV, Cincinnati, possibly also WCPO-TV, same city, March tests; WJAR-TV, Providence, Feb. or March tests and start; WTVJ, Miami (ready to go, assured of FCC approval for commercial operation, probably next week, which will end its FCC tribulations; see Vol. 5:2-3).

There's many a slip between plans and consummation, of course, so we don't guarantee any of these; however, you can usually figure up to a month of testing before any new station goes commercial. Nor can we report anything definite yet from the following, although all previously had given out that they'd also be testing or operating sometime this quarter: WAGA-TV, Atlanta; WTCN-TV, Minneapolis; KVTU, Portland, Ore.; KBTU, Dallas; WGAL-TV, Lancaster, Pa.; WDEL-TV, Wilmington, Del. We'll report on these and others, among the 70 still-pending CPs, as we get the dope.

Note: Thus far "promised" new outlets for second quarter tests: WOR-TV, New York; WHTM, Rochester, N.Y.; KRON-TV, San Francisco; WKAL-TV, Rome, N.Y.; WTTV, Bloomington, Ind. And Indianapolis' WFBM-TV, faced with unforeseen job of reinforcing steel of downtown bank building, site of its transmitter, now says "June 1 is the most optimistic date."

WHAT MR. COY DID AND DIDN'T SAY: Out of the many and confusing interpretations of FCC Chairman Coy's recent speeches about TV's technical course, only 2 basic points are made clear: (1) That freeze will be lifted by late April or early May. (2) That uhf will be opened up by end of year to provide more channels for more stations.

Still unanswered are complex (but inseparably concomitant) details that have been misconstrued by trade press and industry executives alike. On inquiry, it develops they've read things into Coy's utterances that weren't intended. For the FCC's chairman and his colleagues simply haven't got the answers yet -- what with lack of full information, compounded by lack of a chief engineer and absences abroad of engineer-commissioners Sterling and Webster. But further inquiry of Mr. Coy, his colleagues and key staffmen, yields these facts as to FCC's hopes and intentions:

1. How widely will vhf stations be separated? Ad Hoc Committee (Vol. 4:49, 50) meets early next week to consider draft of findings -- apparently all on vhf propagation -- not recommendations on allocations. Report to FCC is expected shortly thereafter. Committee has found nothing to indicate tropospheric interference isn't about as serious as previously generally recognized. Thus, since FCC insists on getting signals out to rural and suburban viewers (Coy said as much in Boston this week), wider separation and fewer vhf stations appear inevitable. Though FCC certainly holds high hopes for such palliatives as synchronization, directionals, etc., it doesn't seem to expect them to prove cure-alls. Average co-channel separation is expected to fall between FCC's illustrative 215 mi. and present 90-150 mi.

2. Will there be vhf-only and uhf-only cities? Or cities with both? RMA has been keen for former, believes Coy's speeches constitute "yes" answer to "co-operation" committee recommendations (Vol. 4:42). We don't think that was expressed or implied. In fact, it's generally believed around FCC that need to accommodate plethora of applicants and to provide most cities with at least 4 channels makes considerable vhf-uhf intermingling inevitable. But there's still no final answer to that. Perhaps Dr. DuMont's plan, still circulating among his committee members, will show how to minimize intermingling.

Then Coy's remark apropos uhf before end of 1949: "...it's likely that many pending applications for vhf will have to be shifted to uhf," made at CBS clinic last week, has stirred more confusion. Coy's intent, we're told, was to say that where more channels (uhf) become available, applicants who rushed into vhf for fear of being frozen out may elect (or have no other choice) to apply for uhf. And Coy realizes that plenitude of uhf channels may well cause quite a few "fear" applicants to pull out and relax. In Boston talk, he figured that 50-70 channels should be sufficient for a national service.

3. What about uhf channels for color and/or high definition? So many have misconstrued Coy's Boston remarks to mean that they were kaput as far as uhf is concerned, that what he said is worth quoting verbatim: "It seemed to be the consensus [of industry witnesses at uhf hearing, Vol. 4:39] that high definition black-and-white or color would have to await future research and development. It is almost unnecessary to observe that such a position is compatible with their present interests. The Commission must, however, look at the problem from the point of view of the public interest. If either high definition black-and-white or color...is now practical and feasible, the Commission can hardly stand in the way of such a development and thus retard progress." That doesn't say color is out. As for high definition monochrome, no one seems to be in a sweat for it, actually.

4. How about FM video for uhf TV? Though Coy didn't mention it, some parts of industry are in something of a dither over FCC's experiments at its Laurel, Md. laboratories (Vol. 5:3). Tuesday, party of observers, including many of NAB's Engineering Executive Committee, plus RCA's Ray Kell and DuMont's T. T. Goldsmith, saw

system demonstrated in lab. It was evident there that FM is excellent as a co-channel interference reducer.

But the crux is ghosts. Kell and Goldsmith related history of system, said ineradicable ghosts made it flop in 1941 when actual broadcast was made. They feel there's no reason to believe there will be any change if FCC takes it out of the lab and puts it to the actual field test. FCC's lab chief E. W. Chapin doesn't claim system to be pet proposal to be pushed at any price. But he ventures that people were little, if any, worried about co-channel interference which he believes now warrants reassessment of system. Critics of tests complained that audio wasn't tried, that FM adjacent-channel operation wasn't shown, that network operation is another imponderable; in short, that demonstration wasn't conclusive. Consultant Paul deMars, who suggests system for polycasting, flatly predicts that FM will be used in uhf, that ghost problem will adequately be dealt with.

COST AND CARE OF A TV STATION: To the small fund of data yet available on TV station operational costs, Fort Industry's George Storer, during CBS's TV Clinic last week-end, proffered a "Monthly Budget for TV Station Operation" based on experience of his WSPD-TV, Toledo, since it started last summer. Add this report to the cost studies published by CBS (Vol. 4:15), ABC (Vol. 4:50), NAB (Vol. 4:46) -- all available on request -- and consider the equipment cost-maintenance literature furnished by GE, RCA, DuMont, Raytheon -- and you who may be planning TV stations have the best references yet available on the subject.

AM-affiliated WSPD-TV is in market of 500,000, operates test and program periods 2-10 p.m., 6 days weekly, on Channel 13, 27.4 kw visual, 14.4 kw aural. Until only recently it was without network program sources. It cost \$448,435 to build, broken down as follows: transmitter and transmitting equipment, \$104,017; mobile truck and equipment, \$58,008; building, \$83,987; tower, \$59,908; antenna system and feed lines, \$20,428; land and improvements, \$22,463; studio equipment and lighting, \$99,621. Note how these costs compare with the \$632,992 spent on plant by non-AM-affiliated WEWS, Cleveland, as shown in recent FCC license application: transmitter, \$69,000; antenna, \$57,085; monitors, \$4,500; studios, \$260,403; land, \$19,523; buildings, \$172,479; miscellaneous, \$50,000.

Average operating cost of WSPD-TV was put at \$15,233 per month: Operating Dept., \$6,000 (of which \$2,935 is salaries); Production Dept., \$5,048 (\$1,348 salaries); Sales Dept., \$1,525 (\$625 salaries), Administrative & General, \$2,660 (\$1400 salaries). Admittedly this is a "tight operation," accounted for by AM executive and staff duplications, part-time employes, and college students (as stagehands). No amortization or depreciation figures were volunteered.

Net billings ran, after agency discounts but before sales commissions: Aug., \$9,330; Sept., \$9,462; Oct., \$10,117; Nov., \$9,198; Dec., \$10,739. Thus, gap between costs and income, though both are rising, is gradually narrowing -- which, no doubt, accounted for manager E. Y. Flanigan's prediction here last week (Vol. 5:4) that WSPD-TV's "break-even point...should come in less than 6 months."

Here's where 1,000,000 TV sets were in use as of Jan. 1, 1949, according to NBC's monthly 'census' report, estimating sets installed and number of families within 40-mi. service area (.5 Mv):

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	410,000
Baltimore	3	732,000	35,600
Boston	2	1,175,000	35,300
Philadelphia	3	1,184,000	102,000
Richmond	1	130,000	5,700
Schenectady	1	258,000	13,800
Washington	4	691,000	30,500
New Haven	1	557,000	17,200
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	9,900
Chicago	4	1,438,000	52,000
Cleveland	2	695,000	22,300
Detroit	3	839,000	32,000
Milwaukee	1	327,000	14,200
Pittsburgh	1	742,000	3,500
St. Louis	1	474,000	15,500
Toledo	1	241,000	5,100

<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	300
Atlanta	1	233,000	5,000
Cincinnati	1	384,000	11,800
Fort Worth	1	269,000	2,500
Dallas (a)	1	277,000	3,500
Houston	1	217,000	2,500
Los Angeles	6	1,372,000	79,600
Louisville	1	188,000	3,000
Memphis	1	177,000	2,200
Minneapolis-St. Paul	1	333,000	9,200
New Orleans	1	225,000	3,500
Salt Lake City	1	93,000	1,700
San Francisco	1	825,000	3,500
Seattle	1	307,000	2,100
Syracuse	1	199,000	1,000
<i>Stations Not Yet Operating</i>			
Dayton	1(b)	291,000	1,400
Erie	1(c)	112,000	300
Indianapolis	1	281,000	300
Miami	1(d)	117,000	1,000
Providence	1	1,011,000	4,900
Others	56,100
TOTAL	1,000,000

(a) Included in coverage of Ft. Worth station. (b) Now testing; commercial operation starts Feb. 23. (c) Due on air in Feb. (d) Due on air first week in Feb.