

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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'TELEGLAS' AND BLACKER BLACKS: Now that prices are stabilizing, you can expect all sorts of improvements and gadgets in connection with TV receiver production. This week, big Pittsburgh Plate Glass Co., which makes face-plates for metal-coned picture tubes, announced Teleglas -- claiming sharper black and white contrast capable of maintaining 35:1 ratio under varying conditions of room light. It's said to do away with "dazzling brightness", entirely eliminate glare from outside lighting, provide pictures equal to good glossy photographs. As explained by company's development chief, Dr. J. H. Sherts, it's "the first practically colorless glass the company has ever manufactured...was designed especially to provide less than a maximum of transmitted light...acts as a filter to reduce the detrimental effects of room light and to minimize halation." (Maybe also spells end of artificial filters.)

First to order Teleglas is Rauland, supplying Zenith's new "black" tube which it calls "Glare-Ban." It has been tested by others, and at least one other major tube and set maker has accepted it and is plumping for adoption as standard. Indeed, plans are afoot to utilize what this company calls the "grey glass" in all-glass tubes as well, for it's a simple matter of chemical treatment of molten glass, which glass blank makers have previously said they could do as soon as wanted (Vol. 5:20). Last May, U. A. Sanabria's American Television Labs, Chicago tubemaker, also demonstrated what he called "eye saver" tube (Vol. 5:21) which used an agent mixed with phosphor on tube face to achieve improved contrast.

FCC STANDS BY FREEZE-END PROGRAM: This much became apparent this week, as we talked with FCC commissioners and high level staffmen about proposed new TV rules, standards and allocations ordered to Sept. 26 hearing (Vol. 5:29-31 and Supps. 64-66):

They're reasonably satisfied with their handiwork, convinced of legality of their proposals, sold on fundamental philosophy involved.

That's not to say their minds are closed. Some allocations may have to be changed. There will be pressures from Capitol Hill. After all, doesn't the whole big populous state of Massachusetts emerge with only Boston's 4 vhf channels? And does substitution of a uhf for one of Philadelphia's vhf channels (leaving only 3 vhf) adequately take care of that fourth largest metropolis? Everybody acknowledges uhf channels are inferior, won't plug great gaps, indeed won't be ready for several years at earliest.

FCC members point out proposed allocation is just a guide, isn't frozen indefinitely, is flexible enough to permit future shifts from uninterested cities to metropolitan areas where there's demand.

TV industry at large, still digesting the myriad-faceted proposals, hasn't peeped yet, officially. Manufacturers and telecasters are torn between desire to end freeze quickly and urge to get best possible system set up. Most vocal have been Washington radio lawyers and consulting engineers, torn between objective viewpoint and interests of their clients. FCC Bar Assn, meeting Monday, designated Leonard Marks to draw up objections to legality of allocation as whole on premise it conflicts with right of applicant to hearing under Sections 307 and 309 of Communications Act without having to go through rule-making.

FCC Engineers Assn, meeting Tuesday, named A. D. Ring chairman of committee

that may officially put engineers on record for hearing on standards first, then allocations -- the sentiment of many engineers, echoed editorially in Broadcasting Magazine this week.

Condon color committee (Vol. 5:29) met in Washington Wednesday, decided its "royal commission" function was to check all systems, explain to Congress, FCC and public just where color TV stands now and its possibilities for future. Committee won't report before Sept. 26 hearing, but may report before Commission decision.

JTAC on Monday called on RMA committee No. 1 (Vol. 5:31) to furnish information on these color systems: 18 mc and 12 mc simultaneous (both RCA); 12 mc and 6 mc sequential (both CBS); and 2 other sequential systems -- by line and by dot. JTAC feels these cover all alternatives; invites information on any others.

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Out of morass of freely voiced objections to FCC proposals, here are several particularly worth noting: Some engineers express belief FCC may have to use offset carrier system to meet own requirements. For proposed allocations don't always jibe with proposed standard for signal-to-undesired signal ratio so that, if Commission means to adhere to standards, some stations might have to be separated more widely than proposed. However, offset could accomplish standard requirements. Then, too, "inconsistencies" in allocations to some cities, as against principles enunciated by FCC, are seen as forcing Commission to add extra uhf channels to fill in bad spots.

You'll get a chuckle out of this characterization of the uhf allocation, as told us by one engineer: "It's like a man who buys a set of electric trains for his son, when he isn't married, hasn't even met the girl, and knows he's a eunuch."

UHF RECEIVERS—CLAIMS AND FEARS: First claim of actual uhf converter production comes from Industrial Television Inc., Clifton, N.J. In addition, company announces it's "ready to produce combination vhf-uhf TV receivers...whenever uhf service is inaugurated." It says converter continuously tunes 470-890 mc, but notes performance "could not be expected to equal the vhf-uhf receiver which is an integrated design." Cost of combination set, says ITI, is about one-fourth more than vhf-only.

Announcements such as above are what trouble bigger boys, such as Philco's president Wm. Balderston (Vol. 5:31), who said that uhf and color are still some 3 years off and that talk of uhf and/or color can be a market depressant.

Old Dr. Lee deForest also got into uhf act last week by asserting he's now perfecting a simple, inexpensive converter. FCC last week received report on uhf tuners from millionaire amateur John H. Poole, who had Stanford Research Institute work up tuner designs in connection with his experimental station KM2XAZ, Pasadena (Vol. 5:13,18). Institute estimates mass production of tuner for full uhf band could result in \$30-\$35 unit.

As for major producers, Zenith and Admiral have said their turret tuners can be converted to uhf, Magnavox has left space in cabinet for later addition of tuner, and DuMont's new sets also have space set aside.

Most exhibitors at recent NAMM convention seemed unworried about uhf, were certain big labs will come up with proper device at proper price (\$25). Technically, great promise in uhf is touted for "inter-carrier" system which puts burden of minimizing drift on stations. And drift is expected to be much more serious in uhf than vhf. Inter-carrier is used by Motorola, GE, Pilot and a few others.

HEARINGS & OTHER TV STATION PLANS: Apparently anticipating WSEE will drop its CP for Channel 7 in St. Petersburg, which was cited for delays and ordered to hearing Sept. 8 (Vol. 5:31), St. Petersburg Times has amended its application to ask for No. 7 in lieu of originally-asked-for No. 5 which isn't allocated area under proposed new allocations (Supp. 64). This week, FCC set hearings on 2 other laggards: Sept. 1 for KEYL, San Antonio, Sept. 29 for KTVU, Portland, Ore. (Vol. 5:31), and set Sept. 9 for oral arguments on proposed extension of Raytheon's WRTB, Waltham (Vol. 5:29) and proposed denial of sale of Louisville's WHAS to Crosley (Vol. 5:26).

Only new application this week (the 347th; see TV Addenda 8-E herewith for details) was filed for Lincoln, Neb., by KOLN, affiliated with Omaha's KBON, asking

for Channel 10. Also applied for was experimental authority to test site and propagation of uhf TV in New Brunswick, N.J., 30 mi. from New York. Applicant WCTC proposes to put out 20 kw video peak (pulse) on 660-680 and 700-720 mc, figuring that proposed Channel No. 48 allocated that city should fall in one of those bands.

FCC told 3 who would have to shift channels under proposed new allocations (Vol. 5:29) they could have STAs to operate for at least one year on presently assigned channels, said they probably could use latter until new station on new frequency began operating. Rochester's WHAM-TV is already operating on No. 6 (would go to No. 5); Syracuse's WSYR-TV is due on No. 5 in October (would go to No. 3); Cleveland's WXEL is ready to install on No. 9 (would go to No. 11). WXEL reports it has completed building, is preparing to install GE equipment, plans tests between Oct. 15-Nov. 15, scheduled operation before Christmas.

RCA this month ships transmitters to WTVN, Columbus, and WOAI-TV, San Antonio; in September ships to WCON-TV, Atlanta, and WSAZ-TV, Huntington, W. Va.; in November, to WTAR-TV, Norfolk. During July, transmitters went to WNBFF-TV, Binghamton, and KOVB, Tulsa. GE has sold 2000-mc video and audio microwave equipment for new Chicago-to Grand Rapids link being installed by WLAV-TV, Grand Rapids, opening formally Aug. 15 (Vol. 5:31). GE also reports sale of transmitter for Iowa State College's WOI-TV, Ames, which has completed station house and tower, proposes to operate as non-commercial educational -- but starting date remains indefinite pending grant of funds.

SEPARATING AM-TV RATES AND STAFFS: Our survey of combined TV-AM operations (Vol. 5:24,26), plus the TV rate cards of the 59 such operations published in our July 1 TV Directory No. 8: Television Rates & Factbook, elicit some significant responses to the questions: "Are you offering combination rates to TV and radio advertisers? Frequency discounts for joint use of both facilities? Volume discounts?"

We find ABC's 4 TV stations offering frequency-volume discounts for joint use with AM, namely, WJZ-TV, New York; WENR-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco. Only others doing so are KPIX, San Francisco; KLAC-TV, Los Angeles; KFMB-TV, San Diego -- former 2 saying it doesn't help much in signing new business. Still another, Los Angeles' KFI-TV (daytime-only operation) said it started to offer discounts but abandoned the idea.

All others among the 59 indicate entirely separate rate structures. Also indicated in our survey is trend toward separate AM and TV sales staffs, though at present most stations have same salesmen selling both TV and AM time. Los Angeles' KFI and KLAC separated them in June, Don Lee's KHJ (KTSL) also keeping them separate. Baltimore's WBAL-TV says it doesn't yet "but we talk about it almost daily." Chicago's WENR-TV separates but, bucking the apparent tide, says it's presently considering integration.

Others reporting separate sales staffs: WCBS-TV, New York; WCAU-TV and WFIL-TV, Philadelphia; WBEN-TV, Buffalo; WGN-TV, Chicago; WTMJ-TV, Milwaukee; WKRC-TV, Cincinnati; WAVE-TV, Louisville. There are probably a few others, but they didn't answer our questionnaire. Do they sell competitively? we asked. No, was the answer, for the most part -- though "rivalry" is encouraged by their mutual management.

MOVIES UNITE TO SEEK THEATER TV: Eric Johnston's Motion Picture Assn, representing the Big Five film producers, this week joined other industry forces in deciding to petition FCC for theater-TV frequencies. It's not certain MPA will ask for specific frequencies, but 50 mc bandwidths are being considered so that theaters can offer wide-band color as well as high definition monochrome. Prime mover for theater TV and strong MPA member, 20th Century-Fox, in recent report (Vol. 5:22) indicated desire for frequencies in 5,000-10,000 mc band, this week asked FCC not to hold hearings on proposed rules governing TV auxiliary services (STL, remote pickups, etc.) until after determining policy on theater TV. FCC policy is clouded, of course, by fact major producers are embroiled in anti-trust suits.

Fact that MPA board voted go-ahead doesn't mean all Hollywood producers have seen light on TV. Several, Loew's (MGM) in particular, can't see where theater TV

is going to help. But recalcitrants were persuaded to come along on plea of "insurance." Their negative attitude was based on belief TV is just another distractive medium (like bowling and bingo) and movie-makers should stick to movie-making.

Actually, only Paramount and 20th Century are now active in theater TV. SMPE for 2 years has urged industry get together, is working with these 2 producers now on reply to FCC's recent request for elucidation of purposes (Vol. 5:27). Also studying subject has been TOA, but it has no definite plans yet -- though powerful Fabian chain has decided to install RCA setup in its Brooklyn house (Vol. 5:31).

* * * *

MPA members disclaim any part in Phonevision, but Zenith apparently is going forward with long-promised tests -- presumably using British film. This week, Zenith asked FCC permission to try it out experimentally in Chicago, disclosed plan to link 300 sets via leased Bell lines to special exchange. Subscribers will be asked to pay nominal fee, and reactions to pay-as-you-look idea gauged. Zenith will bear full cost, subscribers picked to provide proper cross-section of public.

Public got glimpse of Phonevision Monday in Tex McCrary-Jinx Falkenburg's "Preview" on CBS-TV (Philip Morris). Zenith's John Howland was interviewed, then "scrambled" and "unscrambled" portions of Laurence Olivier's prize film Hamlet shown to demonstrate how Phonevision works. Used in demonstration was a rectangular-screened TV set (looked like an RCA 630TS), rather than circular-screened Zenith.

NAB moved swiftly to appoint a chief of Video Division under recently ordered reorganization (Vol. 5:29), and this week named G. Emerson Markham to the post, effective Sept. 1. He's manager of GE's pioneer TV station WRGB, Schenectady, as well as its 50 kw WGY and FM adjunct WGFM. He's also a v.p. of Television Broadcasters Assn, which itself is planning expansion—to concentrate on TV "circulation" promotion—and which has offered post of paid president to FCC chairman Wayne Coy. Even before Markham's appointment, NAB announced first week's solicitation of TV members (AM members may enroll by paying additional fee of \$10 per month, non-AM \$1,500 per year) had resulted in adding 8 stations, namely: WBAP-TV, Fort Worth; WDEL-TV, Wilmington; WDSU-TV, New Orleans; WFBM-TV, Indianapolis; WGAL-TV, Lancaster; WMCT, Memphis; and CP holders WHBF-TV, Rock Island, and WTAR-TV, Norfolk. Previous 5 TV members now being reclassified are WBKB, Chicago; WCBS-TV, New York; WOIC, Washington; WRGB, Schenectady; WTTV, Bloomington (CP holder).

Telecasting & Broadcasting: With Cincinnati's new WCPO-TV operating on daily noon-11 p.m. schedule (Vol. 5:30), WLW-TV has moved up its daily starting time 2 hours to 1:45 p.m., including test patterns . . . DuMont's WABD, New York, has cut 45 minutes from its daytime schedule, starting now at 10:30 a.m. instead of 11, signing off at 2 instead of 2:15 . . . CBS has leased building at 6361 Sunset Blvd., Hollywood, for added office space; will convert its 900-seat Studio A in Hollywood to TV, ready when *Ed Wynn Show* starts in October; and KTTV has subleased Capitol Record's studios at 5515 Melrose Ave. . . . Alf Landon, oilman and onetime presidential nominee, reported selling his recently-built AM daytimer, KTLN in Denver, for \$45,000 to Leonard Cole, Little Rock; Landon is also applicant for TV, now presumably will drop . . . President Wm. Hedges of Radio Pioneers Club has set up committee to nominate for "Radio Hall of Fame" honoring those contributing to the industry; chairman is ABC's Mark Woods, vice chairman H. V. Kaltenborn, other members Walter Evans, Westinghouse, Wm. Paley, CBS, O. B. Hanson, NBC, and Lowell Thomas.

TV network sponsorships: Gillette will again sponsor October world series, both AM and TV but, unlike last year's pooled telecasts, plan is to carry games on only one network, still undecided; all major league towns are now on coaxial, so all games can be telecast . . . Esso Standard Oil Co. will sponsor *Tonight on Broadway* on CBS-TV starting Oct. 2, Sun. 7-7:30 . . . Philip Morris on Aug. 7 starts *Ruthie on the Telephone*, written by Goodman Ace, on CBS-TV, nightly except Wed., 7:55-8 . . . C. H. Masland & Sons (rugs) Sept. 14 starts *Masland at Home Show* starring baritone Earl Wrightson on CBS-TV, Wed. 7:45-8 . . . ABC-TV carrying Akron Soap Box Derby Sun., Aug. 14, 4:15-5 p.m., in cooperation with Chevrolet . . . Kaiser-Frazer signs with DuMont for 52 one-min. ann. 13 weeks. . . Time of the *Ed Wynn Show* on CBS-TV, to be sponsored by Speidel Corp., has been definitely set for Thu. 9-9:30, starting Oct. 6.

Station accounts: Aiming its commercials at taproom owners and patrons, Trad Television Corp. (Tradivision 3x4-ft TV sets) began sponsoring Chicago Rainbo Arena wrestling Aug. 3, Wed. 9:35 p.m., on WJZ-TV, New York . . . Consolidated Edison buys Telepix newsreel on WPIX, New York, Sun. thru Fri. 7:15 . . . General Time Corp. (Seth Thomas, Westclox) buys spots on WMAR-TV, Baltimore . . . Thor Inc. (ironers) testing TV, offering free home trials via KFI-TV, Los Angeles . . . Grain Belt Beer using spots on WTCN-TV, Minneapolis . . . Boston Store sells household oddments on *Gadget Gazette* on WTMJ-TV, Milwaukee, Thu. 3-3:15 . . . The Fair Store, Chicago, planning Homecoming Fair Sept. 19-Oct. 1 as "largest sales promotion tie-in ever attempted by a dept. store and a national consumer publication"; TV included in elaborate joint project with *Better Homes & Gardens*.

Network TV advertisers slumped to 42 during July, sponsoring 50 shows, compared with 54 sponsors of 68 shows in June, according to *Rorabaugh Reports*. July gross TV time sales of networks were \$721,336 vs. \$936,087 in June, bringing total for first 7 months of 1949 to \$5,195,401. Leading July network TV advertisers: Admiral, \$67,652, Buick \$47,400, Mohawk \$41,160, Camel \$40,152, Old Gold \$37,868, Lucky Strike \$36,200, Crosley \$33,450.

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August 13, 1949

TV'S VERY ACTIVE CIRCULATION DEPT.: Some of you telecasters and broadcasters have often asked us why we devote so much attention to the manufacturing-distributing phases of TV. It's a fair question, deserving a frank answer:

First, let us tell you that nearly every major executive on the manufacturing side of TV and radio, and several hundred distributors, are among the subscribers to our services. Some of them have been good enough to call our weekly reports their trade "bible" because of the painstaking and objective job we try to do in reporting basic industry trends and developments.

But, more important, is the plain and simple fact that the manufacturers-distributors constitute your "circulation department." They're building up, as surely as the passage of time itself, your audiences -- just as they did in radio. Every new model, every gimmick, every price drop spells "circulation" for you -- and on circulation depends your rate structure, your lifeblood.

It's true theirs is the profitable side of the business -- right now -- but it's also true they're interested in the same things you are: good programs, more stations, strong networks, sane and sensible regulation by Washington. The fact is, too, that many of them are devoting part of their advertising budgets to TV; and, from where we sit, more of them look like hot prospects for more local and national sponsorships.

Their prosperity can be yours, and yours theirs -- hence their activity and the news they make should be followed assiduously by you, Mr. Telecaster and Mr. Broadcaster, as prudent business men. And they're making lots of news these days, as evidenced in this issue.

DAYTIME AUDIENCE TO AM, NIGHT TO TV? Very likely, sound radio's real struggle with TV will evolve somewhat along these lines:

AM programs dominating daytime audience, TV dominating evening audience.

Naturally, they're admitting no such thing, but RCA-NBC hierarchy's long-range planning is said to be predicated on this thinking -- to make its night TV schedules the strongest in video, its day AM schedules the strongest in radio. Perhaps, even, the legend grew out of CBS's raids on top NBC talent and programs, with resultant losses of latter's night radio ratings.

Idea that TV will eventually dominate the night audience, yet never really steal away radio's daytime listeners, makes a lot of sense. For it's quite apparent that, the Gill report (Vol. 5:23) notwithstanding, TV homes are largely if not entirely lost to night-time radio listenership.

TV's approach to night dominance is literally measurable by TV receiver sales. Admittedly, it still has a long way to go since less than one out of 10 homes in TV areas has a TV set as yet, and TV areas embrace only about half the U.S. populace (Vol. 5:27). But the TV set census is on the rise, evidenced by monthly reports (for latest count, by cities, see Vol. 5:30).

As of now, even granting TV has stolen primary attention in one-twentieth of the homes of the country, AM still dominates broadcasting as a whole. Thus it's quite naturally concluded sound radio has a considerable span of life left -- will

continue to be a major medium even when it has lost much or most of its night audience and derives most of its revenues from daytime sponsors.

All this is in realm of speculation, open to many pro and con arguments -- and set forth here merely to indicate trend of top echelon thinking. One leading network executive told us he thinks next 5 years will be radio's "adjustment" period -- adjustment primarily to encroachment of TV. He foresaw fewer radio networks and fewer stations, hence more listeners per network and per station -- so that survivors, for awhile at least, can continue to maintain present rate structures. AM rates are now too low for what they deliver, he said, and haven't been raised for some years. (In that connection, it's noteworthy that recent BMB report shows that AM homes have risen to 94.2% of all 41,692,900 U.S. families.)

This executive, who can't see 4 TV networks surviving the long haul, makes this cogent point: If, after more than 20 years of service and growth, 2 of the present 4 broadcasting networks find the going hard, can you expect telecasting (really a blue-chip business) to find things easier? More than that, there are too many metropolitan areas with less than 4 TV channels assigned, and network TV must perforce obtain exclusive outlets to justify their economic existence.

* * * *

That the top radio folk are thinking in terms of TV's impact, is plain. That they're no master minds, is also manifest -- as uncertain as the rest of us, just where AM will land. New York News columnist Ben Gross recently cornered CBS's Bill Paley and NBC's Niles Trammell, subjected them to a vigorous catechism, came away with some pertinent (if inconclusive) quotes.

First, both wanted it understood that though they're convinced TV will be the dominant medium, radio has a long and productive life ahead. Both pointed out their AM networks are very nearly sold out for fall-winter, despite unusual summer letdowns. But TV looms big in their planning. Trammell said, "We're again reviewing the idea of a giant Television City to be built nearby, out of town." Paley said he hopes to have virtually all his new stars on TV by fall of 1950 (including the gilded Jack Benny) and remarked, "Every time we come up with a radio show, we'll do so with video in mind."

* * * *

"There will always be room for both," opined RCA president Frank Folsom in recent Variety interview. "The portable radio that one can carry around the house, on the porch, to picnics, into the bathroom while shaving, for the housewife to listen to news and soap operas while she's doing the dishes and the household chores, indicate that sound broadcasting will always be with us.

"Things that will be perfectly natural to look at, like Berle, Benny, Cantor and such stars, will naturally be ideal for TV. But we must strike a balance in our belief that the American public will desert radio 100% for TV. That's just not so, nor likely ever to become so."

WHAT'S DOING ON THE COLOR SCENE: Lots of activity in color TV -- but nobody's saying anything. First open broadcasts of polychrome, for all to see, come next week when CBS's 6-mc sequential system gets workout in Washington (Vol. 5:30-31). Tests of transmissions Aug. 17-19 (10 a.m. to 2 p.m.) between Johns Hopkins Hospital and Washington National Guard Armory are intended to find out whether signal is satisfactory enough for American Medical Assn convention in capital in December. Equipment is owned by Smith, Kline & French pharmaceutical house, bought from CBS; it's same as used in Atlantic City recently (Vol. 5:23).

Signals will be broadcast by Baltimore Sun's WMAR-TV, with direct pickup attempted at D.C. Armory. If that doesn't work, Washington Star's WMAL-TV will try to pick up Baltimore signal, then rebroadcast it to Armory's color receivers.

Though FCC and Capitol Hill brass will be invited to have a look, and though CBS technicians are running the show, CBS disclaims any intention of pushing color. It simply will show what it's got. Actually, WMAR-TV's Jack Jett set test dates, asked by Smith, Kline & French, solely because they were convenient for his station.

Last week, FCC engineers Willoughby, Plummer and Chapin saw CBS color tests

in New York. JTAC saw them Thursday, will watch in Baltimore Aug. 18, in Washington next day. Network has increased Peter Goldmark's staff for September hearing.

Observers who have seen CBS color demonstrations report being "favorably impressed" with pictures, as shown on both direct view and projection sets. But they emphasize they were under laboratory conditions, all closeups, closed circuit. Yet they thought color put back into signal just about what has to be taken out in order to squeeze it into 6 mc. Still to be demonstrated are outdoor pickups, wide-angle shots, long shots under varying conditions of light. Also to be probed are flicker, color drag, brightness. And a commercial converter has yet to be shown.

RCA has 6-mc sequential transmitter testing in Camden (Vol. 5:31) and a 12-mc simultaneous transmitter operating at Princeton. But its information apparently hasn't been collated, nor is its position at FCC hearing yet decided.

Sept. 26 hearing may get report from inventor U. A. Sanabria, whose American Television Laboratories makes CR tubes. He plans test of color system using varying receiver voltages to cause phosphors in picture tubes to glow in different primary colors. From U of Southern California will come Dr. Charles Willard Geer, physics prof, who holds patents on color TV which uses electron gun to activate phosphors in different primary colors. On July 28, FCC wrote CBS, GE, DuMont, Philco, Westinghouse, Color Television Inc., Thomascolor Corp., asking that its staff be permitted to see what they have in color. No invitations, except from CBS, have yet arrived.

Note: Maybe it's merely the hot weather lull, but there's little other current activity relating to FCC freeze hearings of Sept. 26. Very few comments and counter-proposals have been filed as yet (deadlines are Aug. 26 and Sept. 12), none at all by major telecasters or radio manufacturers.

GRAND RAPIDS, OMAHA & OTHER STARTERS: Red Grange's famous No. 77 -- worn when the great Illinois halfback played hob with Fielding Yost's Michigan teams -- goes to Michigan's first TV station outside Detroit: WLAV-TV, Grand Rapids. Channel No. 7 outlet, 77th on the air, formally bows Monday, Aug. 15, when it goes on nightly schedule. It also opens up TV's 45th market area.

Next one definitely set is Omaha's KMTV, owned by KMA, Shenandoah, Iowa, which has been testing since Aug. 3. Manager Owen Saddler tells us its T-Day is Sept. 1, when it will begin operating 7-10 p.m. daily, carrying ABC, CBS, DuMont shows. Meanwhile, Aug. 15-20, it's conducting "open house" promotions in cooperation with set distributors. Also set for formal Sept. 1 T-Day is Omaha's WOW-TV, but it actually began limited commercial operation Aug. 1 (Vol. 5:31); currently, WOW-TV is making heavy pitch for farm audience, which it claims will constitute 30% of homes in its 60-mi. radius.

Only new application for TV this week was for Galveston, Tex., by R. Lee Kempner, banker, seeking Channel 9. It's in present vhf allocation, but not on proposed new one (Supp. 64) in which Galveston is down for 2 uhf. New Brunswick (N.J.) Home News, operating FM station WDHN, applied for experimental TV on 660-680 and 700-720 mc to study what's expected to be Channel 48 assigned there -- same as last week's request from WCTC, same city (Vol. 5:23).

Notes on upcoming new TV stations: GE this week shipped transmitter and studio equipment to WMBR-TV, Jacksonville, now slated for tests Sept. 15 and official opening Oct. 2...Request of WTSP, St. Petersburg, for WSEE's Channel 7 if and when taken away (Vol. 5:32) was returned by FCC as out of order and in conflict with TV allocation hearing...George E. Cameron Jr., oilman, holder of CP for KOTV, Tulsa, took ads in local newspapers Aug. 2 to promise test patterns during October, regular programs in November...WOR-TV due to finish transmission lines Aug. 22, so no test patterns before Sept. 1, and opening still likely with world series; meanwhile, WOR has leased roof of famed New Amsterdam Theater on 42nd St. off Broadway as TV studio and theater...WMBD, Peoria, holding CP for WMBT since July, 1948, reports it's studying TV operations in other towns of same size before deciding whether to place order for equipment...KTLX, Phoenix, granted extension to Nov. 27 after being cited (Vol. 5:27,31), reports DuMont equipment on order, TV addition to Westward Ho Hotel to be completed by Oct. 1; it's now part owned by KPHO interests (Rex Schepp).

AT&T's New York-Chicago microwave TV relay is definitely planned for next summer, got FCC authorization this week for 20 Pittsburgh-to-Chicago hops to cost \$12,000,000. New York-Pittsburgh link was previously granted. Entire hookup will have 4 circuits—2 East, 2 West. Also authorized were: (1) Chicago-Des Moines, 2 westbound circuits, 14 hops, \$4,000,000. (2) Albany-Syracuse, 2 westbound circuits with spurs to Schenectady and Utica, 5 hops, \$1,055,000, due December 1949. (3) Richmond-Norfolk, one southbound, 4 hops, \$635,000, due April 1950. (4) Madison-Milwaukee, one eastbound, 4 hops, \$110,000, starts next Sept. 24 when WTMJ-TV begins picking up U of Wisconsin football.

Schenley Distillers speaks for itself alone in "probe" to determine whether radio and TV will accept liquor advertising (Vol. 5:31). That's made clear in blunt statement Tuesday from Distilled Spirits Institute, representing 70% of distilling industry, denying industry as whole is seeking to "upset a long standing precedent" and go against own code banning radio advertising. The Institute calls time now inopportune from public relations and good will standpoint, agrees with Senator Johnson's points against it. Schenley is not a member of Institute. Note: WCTU has also moved to "defeat a back-door plan of radio networks and stations to break all precedent and broadcast whisky advertising."

"Television As An Advertising Medium" is study by Commerce Dept. industrial economist Philip A. Bennett, issued Aug. 15 (Government Printing Office, 30-p., 60¢). It's valuable mostly for market data pages on all TV cities, plus extensive TV coverage map by U. S. Coast & Geodetic Survey. Author sees TV adding to advertising and sales budgets, not cutting into other media; also sees TV as addition to public's communication services, not replacement for other services because of trend toward more leisure time. He estimates 1949 TV time income of \$28,000,000 (vs. \$10,000,000 last year).

House hasn't set hearing yet on McFarland bill (S-1973), which passed Senate unanimously this week. Bill (Vol. 5:23) tightens FCC procedures, permits issuance of "cease and desist" orders, raises commissioners' salaries from \$10,000 to \$15,000 a year, forbids them resigning before term is up to accept positions in industry. Present thinking is House will take 3-day recesses until October, so hope for meeting soon on subject by Interstate & Foreign Commerce subcommittee is slim.

Much-publicized correspondence between theater owner S. H. Fabian and NBC's Charles Denny on theater-TV programs seems more for purpose of establishing understanding than anything concrete. Fabian asked Denny whether NBC would furnish programs to Brooklyn-Fox Theater, which is having RCA theater-size TV installed (Vol. 5:31). Denny said NBC would, cited some of the problems—clearances for one. Denny also asked Fabian specify types of programs desired and date when needed.

FCC proposes to delete FM minimum power-antenna height ratios provided station places minimum signal intensity over principal city (3,000-5,000 uv/m). Action will permit present FMers on STA to get regular licenses on present powers and antenna heights, as long as home city is covered. Fear was felt many would not build up powers and antenna heights (minimums are 100-w/250 ft) because of costs. Comments on proposed revisions of Sections 3.203 (a) and 3.204 (a) requested by Sept. 16.

Canadian Royal Commission on Culture, headed by Hon. Vincent Massey, ex-ambassador to U. S., starts hearings Sept. 6 in Toronto on TV issue—both CAB and CBC expected to present cases.

Personal notes: RCA chairman David Sarnoff back in New York after attending California's Bohemian Grove encampment with NBC's Sid Strotz; RCA president Frank Folsom is member of San Francisco's famed Bohemian Club . . . Philip Dechert promoted to general counsel of Philco Corp. . . . G. I. (Gil) Berry, ex-ABC, new sales mgr. for newly established Midwest Division of DuMont Network in Chicago . . . James L. Stirton made ABC Central Division sales mgr., succeeding Mr. Berry, continuing also as ABC Chicago gen. mgr. . . . Wm. Kusack, ex-Navy and ex-RCA, new chief engineer of WBKB, Chicago . . . Philco engineering v.p. Leslie J. Woods named toastmaster for Nov. 1 dinner of RMA engineering dept. joint meeting with IRE at Syracuse, Oct. 31-Nov. 2 . . . Robert I. Erlichman, ex-Tele King, new gen. sales mgr. of Videodyne . . . R. B. Hanna Jr. new mgr. of WGY, WRGB, WGFM, Schenectady, succeeding G. Emerson Markham, who becomes NAB video director (Vol. 5:32) . . . D. L. Provost, program director of WNBC, New York, on Sept. 6 joins WBAL & WBAL-TV, Baltimore, as business mgr. . . . Bernard Platt, ex-Broadcasting, joins Sponsor as business mgr.

Network accounts: Chesebrough Mfg. Co. to sponsor first half hour of *Roller Derby* on ABC-TV when it resumes Oct. 13 or 20, Thu. 10 p.m. . . . Pall Mall adding separate TV version of *Big Story* on NBC-TV Sept. 16, Thu. 9:30-10 . . . Libby, McNeill & Libby starts *Auction-Aire* on ABC-TV from Chicago Sept. 30, Fri. 9-9:30 . . . George S. May Co., business engineers, sponsoring Tam O'Shanter Golf Tournament from Tam O'Shanter Country Club, Chicago, on 11 DuMont stations, Sun., Aug. 14, 6-7 p.m. . . . Lucky Strikes reported considering Ken Murray show for which CBS-TV has set aside Sat. 8-9 . . . Standard Oil of Indiana to sponsor Wayne King show on Midwest NBC-TV, starting Sept. 29 Thu. 9:30-10 . . . DuMont Receiver Div. renews *Morey Amsterdam Show* 13 weeks from July 21 on 30 DuMont stations (9 live), Thu. 9-10 . . . National Dairy Products (Sealtest) on Sept. 27 takes *Kukla, Fran & Ollie* on NBC-TV Tue. & Thu. 7-7:30, RCA Victor continuing to sponsor other 3 days.

TV station sponsorships: Gold Medal Candy Corp., Brooklyn, and Arnold & Aborn Inc., New York (coffee & tea), appointed Donahue & Coe, both planning TV . . . United Airlines starting TV spots, thru N. W. Ayer . . . Sears Roebuck, Los Angeles, using TV films to sponsor August sales . . . Ronson reported signing with WOR-TV (starting in Oct.) for simulcasts of *Twenty Questions* . . . WFIL-TV, Philadelphia, signs spots for Weston Biscuit Co. and Schick Razor Inc. . . . Pfeiffer Brewing Co. sponsoring Thu. evening trotting races on WWJ-TV, Detroit . . . Duffy Mott Co. (jams & jellies) buys spots for 39 weeks on *Weatherman*, WNBT, New York, Mon. 10:30-10:35 . . . First Wisconsin National Bank buys 5 U of Wisconsin home grid games, 3 Marquette games, and Socony-Vacuum Oil buys 4 Green Bay Packers games on WTMJ-TV, Milwaukee . . . Procter & Gamble, for Tide detergent, and Inkograph Co. Inc. (writing materials), new 1-min. film sponsors on WABD, New York.

Who will get world series TV (rights held by MBS, which has no TV network) is still uncertain, probably will be determined by sponsor Gillette; probability is MBS will insist that its owner-stations (WOR-TV, which plans debut then; WOIC, Washington; WNAC-TV, Boston; WGN-TV, Chicago) be included in any hookup purchased.

ABC sales totaled \$20,656,956 for first half of 1949, up 7% over \$19,324,553 for same period last year. But this year's first 6 months ended with net loss of \$46,141 vs. net income of \$846,475 for same 1948 period. Loss was attributed to "costs of TV."

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Television Digest

WITH AM FM REPORTS

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August 20, 1949

WIDER INTERCITY TV HOOKUPS IN VIEW: Next few months and all through 1950, AT&T is adding new intercity TV circuits or extending existing ones -- so that by end of 1950 it will have some 15,000 channel miles of circuits available connecting 43 TV cities. Also, survey is going forward on extension of New York-Chicago-Des Moines microwave relay (Vol. 5:10) from Omaha to San Francisco.

It's the number of networks, not number of stations or channels, that counts, AT&T told FCC in answering its inquiry regarding coaxial-microwave expansion plans for TV. It also told of new development that permits 8 mc bandwidth on coaxial (cables now carry only 2.7 mc video signal), stated it could handle color, reminded Commission of round-trip color test in April 1946 and January 1947.

Hope Western Union would set up competitive intercity connections were pretty well dispelled when that company, also replying to FCC queries, said it has no intentions of expanding its present single, reversible 5 mc TV channel between New York-Philadelphia unless telecasters came to it with definite orders. WU indicated it has equipment installed for second New York-Philadelphia circuit, also could adapt its New York-Washington-Pittsburgh telegraphic circuit for TV, and serve such intermediate cities as Wilmington, Baltimore, Harrisburg, Lancaster. But apparently there aren't customers for the additional TV "lines." WU also said it has sites for expansion for its telegraph system South to Atlanta and West to St. Louis, which also could be adapted to TV uses.

Note: For complete schedule of all new and extension circuits promised by AT&T, see item on page 4.

HALF DOZEN OR MORE SEPT. STARTERS: Don't count on all of them making it, but a goodly number of CP holders for new TV stations will get going on tests or commercial schedules during September. Most will open up brand new TV markets. A few are actually testing already. Here's the lineup to end of September; we'll report on each specifically at proper time:

KMTV, Omaha, now testing, goes on schedule Sept. 1. Omaha's WOW-TV also has formal T-day Sept. 1, but is already on commercial (Vol. 5:31).

WJAC-TV, Johnstown, Pa., now testing, goes on schedule about Sept. 15.

KECA-TV, Los Angeles, now testing, goes on schedule Sept. 16.

WFMY-TV, Greensboro, N.C., started tests Aug. 18, goes on schedule Sept. 22.

WDAF-TV, Kansas City, starts tests Sept. 11, schedule not later than Nov. 1.

WMBR-TV, Jacksonville, Fla., tests about Sept. 15, goes on schedule Oct. 2.

Tests may also start next month, but there are no definite dates announced yet, for WKTU, Utica, N.Y.; WTVN and WBNS-TV, Columbus, O.; KBTU and KRLD-TV, Dallas; KRON-TV, San Francisco. Last Sunday, Aug. 14, New York's seventh outlet, WOR-TV, went on brief "equipment test" on Channel 9 from its 760-ft. No. Bergen antenna, carrying merely legend written on a glass slide. Then, on Tuesday night, it carried Dodgers game off WCBS-TV line from Ebbetts Field, got reported 7,000 calls.

WOR-TV plans to carry remaining 8 Schaefer-sponsored Dodgers night games in collaboration with WCBS-TV, which carries only when it can clear time, and Newark's WATV, which doesn't throw reliable signal into all New York area. But it intends

to stay on non-commercial "equipment test" basis pending occupancy of Amsterdam Theater studios Oct. 1. Meanwhile, servicemen are being aided to adjust receivers to Channel 9. Reception reports have been received from Schenectady, 140 mi.; Philadelphia, 90 mi.; Stroudsburg, Pa., 80 mi.; Patchogue, L.I., 54 mi.

COLOR TV COLORS WHOLE FREEZE SCENE: Argument over color TV became more strident this week when CBS's 6 mc color was again displayed, this time in Congress' and the FCC's own backyard. And when Senator Johnson, seeing color TV for first time, exclaims "Magnificent!" you can bet the argument will get strong indeed. Color has become, and will remain, dominant subject in whole TV unfreezing schedule. Psychological effect of inevitable publicity on TV enterprise, particularly set sales, is incalculable and has a lot of industry folk worried.

Even as CBS's system was wowing the Senator (who may reflect what public reaction would be, knowing nothing about the technicalities and costs involved), word drifted around -- unverifiable -- that RCA plans to come up with 6-mc system, will claim it superior to all others, particularly in compatibility with present system (Vol. 5:31). But RCA remains strangely and unusually silent.

Speculation was also provoked by Robert Allen's story in Drew Pearson column stating CBS plans to form corporation to exploit color TV, color film, etc. CBS simply says, "No comment." And repeats it has no plans to go into manufacturing. But rumors persisted, CBS may participate in new company with which RKO's Howard Hughes (possibly also Zenith) will be identified.

Observers of this week's Washington-Baltimore tests, comparing 6-mc color with their memories of some 3 years ago, when CBS showed wide-band (12-16 mc) color, thought Dr. Goldmark has done remarkable job of squeezing. Though some critics applaud his ingenuity, they maintain he still hasn't removed basic defects which brought FCC's thumbs down on March 18, 1947. Regardless what the experts say, it's the only 6-mc color FCC had seen when it announced it would "buy" 6-mc color (Vol. 5:22) -- if it's "compatible."

That's the catch -- compatibility. How big this catch is won't be known until Commission hears all at Sept. 26 hearing and renders final decision. FCC's ideas of compatibility are plenty stringent, you'll recall (Vol. 5:22,24). It wants existing sets to receive color or extract black-and-white from color simply through "relatively minor modifications." CBS thinks it may cost about 25% of set's original price (unless they go much lower) to convert it for color and perhaps 10% to get black-and-white out of color. It's having manufacturers make pilot converters, submit estimates. FCC itself won't know what's "minor" until it votes on decision.

Foregoing analysis flows along quite nicely until you speculate more about the political angle. Should Sen. Johnson and his Interstate & Foreign Commerce Committee decide they want color regardless of compatibility, you can start guessing all over again, since FCC has shown itself disposed to jump nervously on hearing voices from Capitol Hill. However, Senators may restrain themselves until they hear from Dr. Condon's committee of experts (Vol. 5:25-32). We look for no FCC decision until committee reports.

Two receivers were shown at Washington Armory pickups: Zenith custom-built job and RCA table model with converter. Conversion of latter is done with 2 units, one inside set to get monochrome from color, other (comprising enclosed disc, motor and enlarging lens) which slides in front of screen to produce color. Signals were picked up either direct from Baltimore's WMAR-TV or from rebroadcast by Washington's WMAL-TV. Former was troubled by weak signal and local interference, latter by losses in WMAL-TV's receiving equipment.

One defect, lack of brightness, has been considerably overcome. Principal technical criticisms center on resolution (ability to show detail) and flicker. System is 405 lines, 144 fields, gives about 190 lines of horizontal resolution, compared with about 350 for present black-and-white. And flicker is still there (a sort of rapid flutter), though CBS engineers claimed weak signal and interference made it appear worse than it really is. Another complaint of critics is that demonstrations don't show subject matter which gives real test of resolution.

In written report to FCC, CBS tells of work with all-electronic receiver which it has operated for about a year. It has single tube with 3 colors of phosphors in bands on face of tube. Single electron gun scans each band sequentially and horizontally. But system needs 3 lenses or mirrors, and CBS thinks expense and electro-mechanical delicacy of system will keep it in laboratory for some time. George Sleeper's system (Vol. 5:23,31) has same kind of tube, but we're told it is scanned vertically; he is said to claim existing receivers can get black-and-white from color transmissions with no modifications at all. He's going to make strong pitch at hearing. No one on various color committees has seen his equipment in operation, but Condon committee may send observer to San Francisco for look-see. CBS president Frank Stanton has seen it, says it doesn't hold a candle to CBS's.

Smith, Kline & French, Philadelphia pharmaceutical firm which owns equipment and conducted show, is quite happy about promotional value of its demonstrations, has more planned -- for Denver, Chicago, New York, Atlanta, St. Louis, Boston, Ft. Worth, San Francisco. Company had first used RCA's black-and-white, went to CBS when RCA said color was 4-5 years away.

FCC & INDUSTRY PREPPING FOR HEARING: FCC showed good common sense this week in splitting Sept. 26 hearing into 2 parts: taking testimony on overall proposal first, listening to requests for changes in specific allocations to cities second. Most critics of FCC's TV plans hoped for such a split but didn't think they'd get it.

Now, what FCC Bar Assn would like is oral argument on legality of FCC's intention to allow changes in allocations only by rule-making (Vol. 5:32). It petitioned Commission for such oral argument, in preparing brief. And Assn of Federal Communications Consulting Engineers voted to comment on proposal, participate in hearing. Its criticisms will be pretty much those we've reported (Vol. 5:29, et seq): allocation shouldn't be part of rules, uhf is a "paper" service, power minima are too high, spacing is too great, directional antennas and offset carrier are virtually ignored, etc. Speaking of directionals, incidentally, RCA has announced new antenna units, consisting of dipole and screen, useful in achieving directivity.

DuMont is first of the bigger outfits to offer alternative to FCC's plan. It would use up all uhf, probably space vhf somewhat closer, intermingle vhf and uhf in fewer cities, even move some vhf stations to uhf eventually. Full details will be given at hearing. Comments from other groups and organizations, like TBA, NAB, RMA, JTAC, all are expected next week.

Note: Extracts of all comments and counter-proposals regarding FCC's proposed rules and standards and allocation will be reported in our weekly TV Addenda (blue sheets), beginning this week in TV Addenda 8-G. Several more changes in uhf allocations, announced by FCC this week, are also reported therein.

* * * *

FCC is getting responses, but not learning a great deal, from the experimental TV station operators from whom it requested information (Vol. 5:30). John H. Poole, KM2XAZ, Long Beach, Cal., is enthusiastic about uhf, low end of band at least, saying it can give satisfactory service to large metropolitan areas. He's satisfied that economical receivers can be built and that adequate transmitter power can be achieved. He tells of an "outphasing" system which "offers promise of economical uhf TV transmitter which can be expanded in power without altering modulator, ultimately giving high power at high efficiency." Gene O'Fallon, KFEL, Denver, after testing 480-500 mc there, recommended that all uhf be made 12 mc channels so that switch to color can be made later, but that color be omitted from consideration now, since it would delay end of freeze.

Rochester's WHAM-TV, which FCC's proposed allocation would leave as lone vhf station in town with 3 uhf to come, moved to calm apprehensions of dealers and public, pointed out in bulletin to dealers that it was permanently on vhf and that uhf is still 4-5 years away for Rochester.

Belmont, (Raytheon subsidiary), reports it has a uhf converter in the laboratory (Vol. 5:32), that it will sell for "no more than \$30." Its new receivers have space reserved for converter, terminals all ready.

This is AT&T's schedule of additional intercity TV circuits, all coaxial unless otherwise indicated, per schedule filed with FCC (see Newsletter story, page 1): New York-Philadelphia, 2 South, 1 North, by Sept. 1949; New York-Chicago, 1 West, 1 East, via radio relay, by summer 1950, to feed also Johnstown, Pittsburgh, Cleveland, Toledo; Philadelphia-Washington, 1 South, Sept. 1949, another South by Sept. 1950; Washington-Richmond, 2 South, by Sept. 1950; Cleveland-Erie, 1 East, by Jan. 1950. Extensions of Bell circuits for remainder of this year and 1950 include: Richmond-Norfolk, 1 East, radio relay, April 1950; Richmond-Charlotte, 2 South, Sept. 1950, feeding also Greensboro; Charlotte-Birmingham, 1 South, Sept. 1950, feeding also Atlanta, Jacksonville; Boston-Providence, 1 South, radio relay, Sept. 1949; New York-Albany, 2 North, 1 South, Dec. 1949; Albany-Syracuse, 2 West, radio relay, Dec. 1949, feeding also Schenectady, Utica; Buffalo-Rochester, 1 East, radio relay, Oct. 1949; Toledo-Dayton, 3 South, 1 North, Oct. 1949; Dayton-Columbus, 3 East, radio relay, Oct. 1949; Dayton-Cincinnati, 3 South, radio relay, Oct. 1949; Dayton-Indianapolis, 2 West, radio relay, Oct. 1950; Indianapolis-Louisville, 1 South, Oct. 1950; St. Louis-Memphis, 1 South, March 1950; Milwaukee-Madison, 1 East, radio relay, Sept. 1949; Chicago-Des Moines, 2 West, radio relay, Oct. 1950, feeding also Davenport, Rock Island; Des Moines-Minneapolis-St. Paul, 2 North, Oct. 1950; Des Moines-Omaha, 1 West, radio relay, Oct. 1950; Omaha-Kansas City, 1 South, Oct. 1950; Los Angeles-San Francisco, 2 North, radio relay, spring 1950.

New major source of films for TV is promised by newly formed Hubbell Television Inc., 118 E. 40th St., New York, whose president and majority stockholder Richard W. Hubbell, TV veteran, returned this week from Europe with 5-year contract with Associated British-Pathe and 10-year contract with Ealing Studios (Sir Michael Balcon), two of England's Big Four producers. Other films will later be made available from France and Italy. Pathe is opening up all past, present and future shorts, also producing 7 series specially for TV; Ealing has 70 features immediately available, plus many shorts. Stations are promised 1,000 films per year. Hubbell firm is capitalized at \$200,000.

Big AM promotion plans, including radio-newspaper-magazine advertising, have been projected for this fall by networks (quite independently of BAB's effort to stimulate sponsorships) and, though it isn't said out loud, are obviously designed to offset possible inroads of TV. NBC's, apparently, is most ambitious and extensive, said to be "aimed at the local level [to] let listeners know where the best programs are [and] will feature local call letters." NBC's next convention, incidentally, is at the Greenbrier, White Sulphur Springs, W. Va., Sept. 7-11.

Network sponsorships: Crosley Radio, after dropping early this month, resumes *Who Said That?* on NBC-TV Oct. 1, Sat. 9-9:30 . . . *Arthur Godfrey's Talent Scouts* resumes on CBS-AM Aug. 29, Mon. 8:30-9, later will be simulcast on CBS-TV, Thomas P. Lipton Inc. sponsoring . . . Philip Morris cancels *Tex & Jinx Preview* on CBS-TV after Aug. 29, retains Mon. 9-9:30 time from Sept. 12 for Allen Funt's *Candid Camera* . . . Buick returns *Olsen & Johnson* on NBC-TV Sept. 22, Thu. 9-10.

"UHF Propagation Characteristics" is title of article by FCC's Edward Allen in August *Electronics Magazine*, in which Commission technical information division chief summarizes work of several investigators to show trends so far determined. But, he warns, "Too few field observations have been accumulated to allow final formulation of a general theory or working formula."

FCC banned giveaways in new rules adopted Thursday, making final regulations proposed last August (Vol. 4:34), garnering newspaper headlines—one streamlined story, "FCC Stops the Music!" Ban becomes effective Oct. 1, specifies in some measure what constitutes a lottery. FCC refused to admit that, anti-lottery section having been deleted from Communications Act and made part of U. S. Criminal Code, it is deprived of right to act. Comrs. Walker, Sterling, Webster voted for ban; Henock dissented, felt subject was matter for courts to decide. Comrs. Coy, Hyde and Jones didn't participate. NAB's Justin Miller immediately challenged FCC's jurisdiction, called on networks and stations involved to go to court. It looked like all the networks would challenge FCC's authority on "censorship" grounds—ABC announcing immediately it would go to court and meantime would not change any of its current giveaway shows (biggest: *Face The Music, Break The Bank*).

FCC told Senator Johnson it had no legal right to ban liquor advertising on radio, but said it could weigh such commercials against overall program balance as well as under public interest clause of Communications Act when stations come up for license renewal. Statement was in response to request by Colorado Senator that FCC do something (Vol. 5:31). In survey by station reps, published in Aug. 15 *Broadcasting*, stations were divided about 50-50 on acceptance of liquor ads, most insisting on right to review copy stringently.

Personal notes: Herbert L. Pettey, since 1936 director of Loew's WGM, New York (formerly WHN), resigns Aug. 31 to devote himself to other business interests, including presidency of new Parx Products Inc. (cosmetics); he'll also continue as consultant (on theater TV particularly) to Loew's. Successor will probably be sales mgr. Bert Lebharr . . . Keith Kiggins appointed mgr. of TV sales for Edward Petry & Co., which plans independent and competitive TV staff . . . Harvey J. Cannon promoted to program mgr. of WNBC, New York NBC key, succeeding D. L. Provost, now with WBAL and WBAL-TV . . . Lloyd M. Hershey, ex-Hallicrafters and Hazeltine, new research director of General Instrument Corp. . . . Paul Monroe, ex-Buchanan and Biow, returns to CBS-TV as producer-director . . . Rodney Erickson, former producer of *We The People*, new radio-TV operations supervisor of Young & Rubicam.

TV station sponsorships: Reported preparing TV spot campaigns are Beech-Nut, thru Kenyon & Eckhardt; Lewis P. Howe Co. (Tums, Nature's Remedy), thru Dancer-Fitzgerald-Sample; Trans Caribbean Airways, thru White, Berk & Barnes; Carnation Milk, thru Erwin, Wasey (now using 3 Los Angeles outlets) . . . Duffy-Mott Co. (apple juice) sponsors *Reserved for Garroway* on WNBQ, Chicago, Sept. 19, Mon. thru Fri., 10:30-10:35 . . . TWA Airline using spots on WPIX, New York . . . Kleenex sponsors *Fun for the Money* and Alliance Mfg Co. (Tenna Rotor) using spots on WDTV, Pittsburgh . . . Winston Television sponsoring *Telefunds of 1949*, winners of contests in local movie theaters, on WCBS-TV, New York, starting Sept. 5, Mon. 11-11:30 . . . Fashion Frocks Inc. buys eight 3-min. partic. in *Window Shopping* on WBKB, Chicago . . . Artistic Foundations Inc. takes 13 one-min. films on KTLA, Los Angeles.

McFarland Bill (S-1973) to revise FCC procedures, raise commissioners' salaries, passed by Senate last week (Vol. 5:33), went to House Interstate & Foreign Commerce subcommittee this week. Subcommittee chairman, Michigan Rep. Sadowski, has asked FCC for comments, so it isn't moving through House as fast as proponents hoped.

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August 27, 1949

See Trade Report for Impact of 'Color Talk' on TV Trade

RCA CLAIMS COLOR TV PROBLEM LICKED: Those rumors were right: Yes, indeed, says RCA, we can now reveal a color TV system that's just what FCC ordered -- 6 mc and entirely compatible. What's more, RCA implies, we've got into 6 mc what used to take 12 mc, making this brand new system twice as good as CBS's in the critical matter of definition (ability to show detail). RCA system is entirely electronic.

With its startling announcement on Friday, RCA apparently threw its whole weight into third of 3 alternatives we figured it faced (Vol. 5:31). In effect, it concedes that FCC was certain to yield to pressures from Capitol Hill and authorize 6-mc color, and so therefore RCA feels it must beat everyone at the 6-mc game.

And when the industry's biggest entity makes such sweeping and unequivocal claims, chances are it's pretty sure of itself.

RCA's proposal as filed with FCC is reprinted in full text as a Special Supplement herewith. It should be read by all who have a stake in TV. Briefly, these are the important claims:

1. Any existing TV station can be adapted to transmit color, with no change in FCC standards, so that any existing set can either (a) reproduce scenes in black-and-white as well as if they were actually being transmitted in monochrome, and (b) reproduce color after addition of a converter.

2. This is accomplished by an "interlaced dot" and "time multiplex" technique. As we understand it, just as present TV would need 12 mc to eliminate flicker if lines weren't interlaced, new color system interlaces dots (horizontally) and achieves quality formerly possible only with 12 mc. This "time multiplex" device "samples" each color fast enough, without taking all of it, to give eye impression it's seeing whole thing.

RCA left 3 vital questions unanswered, probably until Sept. 26 FCC hearing when it promises actual demonstrations via NBC's Washington WNBW. Thus, full evaluation must be deferred until then. These are the questions:

- (1) When will transmitting and receiving equipment be made commercially available to telecasters and the public?
- (2) What is cost of converting existing sets?
- (3) What is the nature of color converter or receiver? Three tubes with optical system, as of old, or single tube? Direct view or projection?

Since RCA spokesmen won't elaborate, here's some non-RCA experts' speculation: Conversion costs are probably high, higher than for CBS's system, since RCA's is probably projection, probably requires 3 tubes. (Maybe this is why RCA topkicks have always been so favorable toward projection TV!) Time multiplex device is likely to demand close tolerances, thus stiff expense. System must be field-tested over period of time, which RCA admits it hasn't had time for, before true engineering appraisal can be made. Overall, system may be theoretically capable of doing what's claimed -- but let's see it. "Show me a ball game on it," said one color TV veteran.

Senator Johnson burst into a paean of polychrome joy that overflowed into Aug. 25 Congressional Record, into which he inserted full text of RCA's statement.

"The free enterprise system," quoth he, "has triumphed again...RCA is entitled to the gratitude of people everywhere."

CBS president Frank Stanton issued a calm, forthright statement: "We have consistently favored color as the ultimate service in TV, and as broadcasters it is more important to us to have color TV come quickly by the best possible system than that the CBS system be adopted. The CBS color television has been proved through numerous tests and demonstrations in the past and we will look forward to studying similar tests and demonstrations of the latest RCA system."

Stanton had his hands full of Comr. Jones and Sen. Johnson this week. Jones wrote to ask why CBS hasn't ordered receivers from manufacturers so that field tests might be conducted under average home conditions. Johnson seconded the motion, made Jones' letter public. Stanton replied that he needed to know what FCC considered adequate field tests before ordering expensive equipment: "Under one set of specifications, the program...could be quite simple; under another, gargantuan." Apparently, Stanton had told Jones converters could be made for \$75 in mass production, but would cost far more in small numbers.

Then Stanton and his aides came to Washington Friday, hashed matter over with FCC, after which Jones released new and sharply worded letter saying he was amazed CBS hadn't ordered equipment enough for tests, which he understood would cost about \$12,500. Apparently, CBS had said that would be cost of 25 converters. Unsatisfied, Comr. Jones wondered whether CBS didn't want others to appraise its system.

* * * *

Scripps-Howard columnist Fred Othman was fascinated by last week's demonstration of CBS's system at Washington Armory (Vol. 5:34) and wrote Aug. 20:

"If color television is good enough for doctors to watch blood gush red, then I claim it is suitable for me to gaze into the big brown eyes of Milton Berle ...All I know is that I want a color television set. You hear that, FCC? And the sooner the better." Sen. Johnson inserted Othman's column in Aug. 23 Congressional Record, added: "Amen, Mr. Othman, Amen."

Column indicated how readily non-technical public opinion might be won over to the color TV idea, regardless of complexities -- and maybe the cost.

FREEZE COMMENTS & DuMONT'S SOLUTION: Though color stole TV show from news stand-point this week, it has by no means dwarfed freeze and allocation activity. Intensity of interest in FCC's Sept. 26 hearings on proposed new rules, standards and allocations (Supplements 64-66) is evidenced by fact that, at Aug. 26 deadline for filing comments, exactly 163 documents had been filed -- some long and detailed, others short, most filed at last minute. We've summarized all of them in Supplement No. 67, herewith.

Commanding most prominence was DuMont's proposed new allocation (Vol. 5:34), submitted in full detail. DuMont goes all the way in uhf, asks that all 69 channels be allocated. Principal facets of research director T. T. Goldsmith's exhaustive plan to improve upon FCC's proposed allocations:

1. Adds 48 metropolitan uhf channels to present 12 vhf, allocates them to specific cities. Adds 12 more for community stations to fit in wherever demand arises. Adds 9 more for educational stations.

2. Almost no vhf-uhf intermingling. Among first 326 markets, Baltimore gets 2 uhf in addition to 3 vhf, only case of such intermingling.

3. Most major markets to get at least 4 channels. Among first 100, only about a dozen get less than 4.

4. Too-close vhf spacing eliminated by shifting 14 stations already on air, 12 to uhf and 2 to other vhf channels; and shifting 19 CPs, 14 of them to uhf channels, 5 to other vhf channels.

5. No changes in FCC's proposed minimum spacings or power/height formulas.

6. Systematic uhf spacing to protect against local oscillator and image interference (which FCC allocation admittedly does not).

By curious quirk, DuMont's proposal, as well as any other intending to use

all or most all of uhf, would probably be enhanced if FCC accepts RCA's color proposition. If RCA system is as good as claimed, FCC might feel it is the superior TV system for which it presumably reserved a good chunk of uhf. Toughest nut to crack, and DuMont realizes it, is shifting of stations from vhf to uhf.

* * * *

Comments of important JTAC still hadn't arrived at FCC late Friday night. Among the many other comments, notable were objections to: (1) proposed minimum vhf power (10 kw) which many said they didn't need, (2) vhf-uhf intermingling in such places as Toledo, Norfolk. TBA, like DuMont, came out for utilization of whole uhf band, non-intermingling, minimum of 4 channels to principal markets. Lone advocate of intermingling, among those who filed, was Paramount on premise uhf development can only come in big cities.

Long-mum, FM's Major Armstrong finally gave a clue to what he's doing with his uhf TV station. He's working on high power "in excess of 10 kw," in confidential job for Air Force. He reports Collins has tube capable of over 10 kw in uhf.

NAB joined FCC Bar and Engineers associations in questioning legality and wisdom of incorporating allocations in rules, also suggested FCC work with Bureau of Standards and industry to develop standards as more is learned.

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San Francisco's Color Television Inc. finally took wraps off its system, described it in full in statement to FCC. As rumored, it claims great compatibility (Vol. 5:23), says existing sets need no conversion to get black-and-white from color transmission. It says, further, that projection color sets need cost no more than present monochrome projections; that conversion of stations might run about \$5,000 per camera; that it's working on direct view set; that only minor change in transmission standards is required. It asks FCC for several months grace in order to bring equipment to Washington for demonstrations. We erred last week in reporting that Frank Stanton had seen system operate. Arthur S. Matthews, president of Color Television, tells us CBS's Adrian Murphy and William Lodge saw it a year ago, when 12½ mc was used, before its present stage of development.

Color Television's system uses single tube, both in camera and in receiver. In camera, 3 colors are projected side-by-side on photoelectric target of image orthicon, and each line is scanned across all 3. In receiver, 3 colored phosphors are side-by-side on tube's face and images from all 3 are combined optically. Biggest question among engineers regards definition. They'd like to compare it with RCA's new system as well as CBS's.

OMAHA MARKET & OTHER NEW STATIONS: Write in Omaha's KMTV as operating TV station No. 78, as of next Thursday, Sept. 1 when it begins 7-10 p.m. daily schedule on Channel 3. It affiliates with ABC, CBS, DuMont for kine-recordings pending Chicago-Des Moines-Omaha microwave relays not due until October, 1950 (Vol. 5:34). It's estimated Omaha area already has 4,000 sets; for all practical purposes, market was opened up early this month with WOW-TV's Channel 6 (NBC) schedules (Vol. 5:31). Formal T-Day promotions are set for Aug. 29 by WOW-TV and Sept. 1 by KMTV, both working in cooperation with distributors and dealers.

Next formal starter may be ABC's KECA-TV, Los Angeles, due to begin scheduled operation Sept. 16 with Hoffman Radio-sponsored UCLA-Oregon State night grid game. We have word, too, from Dallas' KBTW that it will start commercial operation Sept. 17, test patterns starting Sept. 1. On Sept. 22, now-testing WFMY-TV, Greensboro, N.C., goes on commercial schedule. And Edward Lamb's WTVN, Columbus, now fixes test starts for Sept. 15 and regular schedule either Sept. 25 or 29.

Kansas City Star's WDAF-TV still plans first test patterns Sept. 11, has set commercial debut for Oct. 16. Columbus Dispatch's WBNS-TV begins tests in early September, regular programs about Oct. 1. San Francisco Chronicle's KRON-TV now reports latter September engineering tests, but delay in antenna delivery precludes scheduled operation before latter October. Huntington (W.Va.) Advertiser's WSAZ-TV is now being handled by Capt. Bill Eddy and his Television Associates; this station

will open TV's second smallest community (first, Albuquerque), and Capt. Eddy promises tests by Oct. 1, regular operation by Nov. 15.

Among other CP holders, Kalamazoo's WKZO-TV has placed first order for new mid-level Federal TV transmitter, and owner John Fetzer says he hopes to get it on air before year's end. Norfolk's WTAR-TV repeats that it will test by March, 1950 and go on schedule by April 1. Rock Island's WHBF-TV now reports plans for start in late December or early January.

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This week, in 2 cases involving cited stations, FCC (1) got recommendation of Examiner Johnson that Maison Blanche's WRTV, New Orleans, have its CP revoked for dilatory tactics, on basis of hearing last March (Vol. 5:14), and (2) postponed Sept. 1 hearing on KEYL, San Antonio, cited last July (Vol. 5:27) but seeking re-consideration. Also, Warner Bros. formally withdrew application for FCC approval of its purchase of Dorothy Schiff (Thackrey) properties (Vol. 5:31), leaving her owing \$600,000 to New York Trust Co. on Warner-endorsed loan, plus some \$500,000 to Warners which has been meeting KLAC-TV operating deficits.

TV applicant Louis Baltimore, owner of WBRE, Wilkes-Barre, got experimental STA to pick up and relay to local exhibition hall TV programs from New York and Philadelphia during city's Parade of Progress celebration Sept. 12-24. He did similar stunt last year. And appliance shop owner Alexander Pekarsky, Harrisburg, Pa., filed for CP for 24 watts on 560-580 mc to pick up WMAR-TV, Baltimore. [For details about foregoing experimentals, see TV Addenda 8-H herewith.]

Notwithstanding pro football ban on TV (Vol. 5:24), ABC-TV will carry Sunoco-sponsored Philadelphia Eagles-Chicago Cardinals exhibition night game from Chicago Aug. 29 on 12 stations, excluding Chicago. ABC is also said to have deal cooking with National Football League to televise games on special network groupings to protect home teams. Also on sports front: Fabian Theatres, installing theater-TV (Vol. 5:31), reported dickering for World Series rights . . . Although TV was banned for Charles-Lesnevich prizefight Aug. 10 and Robinson-Belloise bout Aug. 24, gate receipts weren't anything to brag about — yet International Boxing Club gives no indication of relaxing its TV ban.

Both CBS and NBC will fight FCC giveaway ban, too, and will go to court, as ABC first said it would. No such shows have yet been dropped. Ban got lots of editorial attention this week, mostly favorable in principle but dubious of FCC's legal authority. Senator Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee, praised FCC for "courageous" stand.

Network sponsorships: Tri-Mount Clothing on Sept. 16 starts Dr. Frank Polgar, hypnotist, on 39 CBS-TV stations, Fri. 7:45-7:55 . . . Household Finance Corp. in late Sept. starts sponsoring CBS-TV *People's Platform*, Fri. 10-10:30 . . . International Silver's *Silver Theater* starts Sept. 26 or Oct. 3 on CBS-TV, possibly with Ronald Colman, Mon. 8-8:30 . . . Esso's *Tonight on Broadway* due Oct. 2 on CBS-TV, Sun. 7-7:30 . . . Old Gold reported taking *Original Amateur Hour* to NBC-TV in October, Tue. 10-11, continuing radio version on ABC . . . U. S. Tobacco Co. starts Wm. Gargan as *Martin Kane, Private Eye* on NBC-TV, Thu. 10-10:30.

Personal notes: Thomas H. Lane, v.p., handling McCann-Erickson TV-radio, with resignation of Lloyd O. Coulter . . . Peter Herman Adler named director of new NBC-TV Opera Dept., which will telecast one-hour operas in English . . . Halsey Barrett and Martin P. Harrison comprise new Spot Sales Dept. instituted by DuMont.

Network time sales for first half of 1949 totaled \$100,838,725, down only 1.2% from \$102,092,347 for same 1948 period, according to Publishers Information Bureau.

Decca Records joined Columbia's LP camp this week for all its 650 albums, but will continue 78rpm. Its decision to merchandise 3 record players, one a 3-speed portable, is seen as holding door open for 45rpm. LP record makers now total 17, including Capitol and Mercury, while RCA's 45rpm also has Capitol in its corner. Still sticking to 78rpm only is MGM Records. Aug. 23 *Wall Street Journal* reported LP records outselling 45rpm, based on own check in key cities. But, said *Journal*, RCA has war chest of more than million dollars, intends to shoot promotion works on its 7-in. discs (Vol. 5:31). It was fear or loss of face that led RCA to back out of deal with Columbia for both to make all 3 speeds, the newspaper says.

Zenith Radio Corp. estimates net profits at \$170,945 (35¢ per common share) for first 3 months of its fiscal year, ended July 31, compared with \$104,969 (21¢) for same period last year. Shipments, it said, were down about 10% from last year's quarter (when they were \$14,137,861) due mainly to normal summer decline and vacation shutdown. Company said it feels its new Glare-Ban TV receiver (Vol. 5:31-34) "will be even more widely copied than its Giant Circle Screen" and adds that substantial orders have made it necessary to call back many laid off employes.

Stewart-Warner Corp. sales for first 6 months of 1949 were \$27,875,957, down 26.4% from \$37,869,485 for same 1948 period. Profits were \$796,564, equal to 62¢ per common share vs. \$1.54 for first half of 1948.

TV station sponsorships: Ford Dealers to sponsor half-hour film highlights of Big Ten grid games on 16 Midwest stations, run off Thu. or Fri. after each game . . . Sheaffer Pen Co. placing 15-min. INS film *This Week in Sports* on 9 TV stations, starting Sept. 21 . . . Phillips Packing Co. (soups, etc.) planning to use TV and radio in prize contest . . . TideWater Associated Oil buys Stanford home grid games for sponsorship on KGO-TV, San Francisco . . . Telenews-INS reports Stag Beer added to daily newsreel clients, on KSD-TV, St. Louis—total now 17 sponsors on as many stations; also adds Manufacturers & Traders Trust Co. for weekly reel on WBEN-TV, Buffalo—now 10 sponsors on 10 stations.

HALF YEAR TV OUTPUT IS 1,050,032: First 6 months of 1949 accounted for TV set output of 913,071, according to RMA figures. Add usual 15% to account for non-reporting Admiral and others, and truer figure is 1,050,032. June slumped somewhat, despite fact it was 5-week month, RMA reporting 160,736 units vs. 163,262 in May (for monthly breakdowns, see p. 66, TV Directory No. 8). Add estimated 1949 cumulative of 1,052,032 to the 1,157,000 sets produced to end of 1948 (Vol. 5:8), and total post-war output of TVs to July 1 ran very nearly 2,210,000.

Total sets of all kinds, including TVs, continued at low ebb during June: 672,590 units vs. 640,778 in May and 673,005 in April, according to RMA, whose cumulative all-radio total for 6 months is 4,394,929. RMA's June TV breakdown: table models, 105,707; TV-only consoles, 47,119 (323 projection, a new low); TV-radio-phono consoles, 7,910 (1 projection). RMA's June FM breakdown: AM-FM table, 24,584 (69 with phono); AM-FM consoles, 14,811 (607 without phono); FM-only, 1,117; TV receivers with FM, 5,274.

Note: Through end of May, according to license reports, TV accounted for 16.4% of units and 60.4% of dollar volume of receiver manufacturing industry. In May alone, unit volume ran 17.2%, dollar volume 64.7%.

PHILCO FEATURES BUILT-IN ANTENNAS: Philco's TV "bombshells" are 14 new models engineered with built-in aerials, priced so there's no extra quotation for installation. These and several other disclosures at Philco's distributor convention in New York this week had the "Philco family" literally cheering its team's prospective comeback -- for there's no gainsaying the engineering, price and merchandising appeals of the new line. One observer after hearing the Balderston-Carmine presentations remarked, "This is like a Notre Dame pep rally."

Also introduced were 28 new radio models, priced \$17.95 to \$475 and including one AM-FM table at \$59.95. Though anticipating sale of 1,500,000 radios this year, emphasis was on 12½-in. enlarged-image TV, accent on new departure in TV aerials and a new 3-speed record changer called M-20.

Noteworthy was president Wm. Balderston's frank admission of "mistakes of the past," his recognition of the "whispering campaign" against Philco TVs, his promise that Philco will regain "first place" during a fall-winter season that he thinks looks very bright.

Except for one 16-in. model, new line is entirely 12½-in., enlarged to 97 sq. in. as against usual 91, and is built around 4 different chassis. Table models, all with 20 tubes plus 2 rectifiers, are numbered and list-priced thus: 1400, mahogany, \$299.95; 1401, same in blonde, \$309.95; 1402, with simulated leather top, \$319.95; 1402L, same in blonde, \$329.95. TV-only console 1430 has same chassis, \$349.95. Consolettes are the 1443, \$389.95, and 1443L in blonde, \$399.95 -- with 22 tubes, 4 rectifiers. Console combinations, with 25 tubes, 3 rectifiers: 1477, with AM-FM-phono (78 and 33 1/3rpm), \$399.95; 1478, with AM-FM-phono (3 speed), \$469.95; 1479, same as 1478 but with "no glare" optical system (tube tilted back and glass tilted forward to deflect glare) and with green framing, \$499.95; 1481, same as 1479 in blonde, \$529.95; 1482, same as 1479 in Hepplewhite, \$539.95. And, at top of line is 1483, with AM-FM-phono (3 speed), 26 tubes, 4 rectifiers, \$559.95.

Philco is abandoning projection "for the time being" and its single 16-in. model (138 sq. in.) is the 1630 TV-only console, 22 tubes, 5 rectifiers, \$569.95.

Retained from the old line are: 7-in. 702 table model, \$199.95; 10-in. 1105 tables, \$279.95 mahogany, \$289.95 blonde; 12½-in. 1450 TV-only consolette, \$389.95; 12½-in. 1475 console combination, \$549.95.

As explained by Philco engineering chief Leslie J. Wood: "Built-in aerial

system consists first of an antenna comprising 2 triangular aluminum plates mounted on the side walls and top of the cabinet; a tuning condenser adjusted by a tuning knob located at the top and front of the cabinet, tunes the aerial to peak performance, whether it be a high or low band TV station. To permit proper coupling of the aerial to the TV input stage at all frequencies, a tuning stub, the equivalent of a high frequency transformer, is connected across the antenna and joined by a twinex cable to the input terminals of the set. The combination of this antenna with the high gain input [completes] system."

Field tests were conducted last few months in New York, Philadelphia, Washington, Chicago and fringe areas under Henry T. Pace, manager of field engineering. Tests prove, he shows, that the built-in aerial works efficiently in 80% of all places capable of receiving TV signals. There are some blank spots and ghosts, but these are same as would be encountered at same place with an antenna. Long-distance reception, with outside aerials, would also be enhanced by the new sets, it's claimed. Skepticism already manifest in the trade isn't fazing Philco, which has plans for door-to-door demonstration campaign.

Executive v.p. James Carmine told his pepped-up distributors Philco's plants in Philadelphia and Sandusky are geared for 17,000 per week TV output, will begin shipping some units immediately after vacation shutdown ends Aug. 8.

As extra incentive, he announced \$10 per set extra profit to distributor (in addition to regular discount structure). Service contracts are eliminated, guarantees to customer covering 90 days on sets, one year on picture tubes. Warranty charges will be \$1 on 7 and 10-in. sets, \$2 on 12½ and 16-in. Also offered was a miniature plastic model of a Philco TV, made by Precision Specialties Inc., which can be used as a bank. Dealers will sell it for \$1.49, refunded when set is bought.

WHAT'S NEW FROM RCA AND ADMIRAL: Top 2 TV set makers, RCA and Admiral, are out with new models and prices that further indicate keenly competitive character of fall-winter market. RCA discloses only one set in new line as yet -- the 9T246, oft-heralded "under \$200" metal-cabinet model. Suggested price is \$199.95. It's 10-in. job (61 sq. in. expanded image), contains 22 tubes plus 2 rectifiers, 5x7-in. speaker. It simulates wood in finish and acoustical properties. Smallest set yet produced by RCA, it measures 15-in. high, 22-in. wide, 20½-in. deep. Next week, RCA will disclose half dozen or more other new models, mainly 12½ and 16-in.

Admiral's distributor meeting Friday was shown new 12½-in. console (30F15) with AM-FM-phono (3 speed) at \$399.95 in walnut, \$419.95 mahogany, \$439.95 blonde. These displace old \$475 model (4H145). Also new is 16-in. TV-only console (25A15) at \$399.95 in walnut, \$419.95 mahogany, \$439.95 blonde.

Admiral's 10-in. plastic console 24A12 (Vol. 5:20) is reduced from \$249.95 to \$229.95, and the old \$249.95 price placed on same set in walnut cabinet.

Offered with each set will be free fork antenna, and advertising theme will be "nothing else to buy." New price protection policy, effective back to July 1, protects dealers and distributors for 120 days against any reductions. Shipments of new models begin right after Labor Day. Admiral, incidentally, has extended its plant vacation shutdown one week to Aug. 6.

TRADE NEWS AT NAMM CONVENTION TIME: Gleanings from the TV trade, derived mainly from NAMM exhibits and exhibitors and from other sources:

New-line showings by the majors were DuMont's and Magnavox's (see Vol. 5:30) and Philco's (see story, p. 1). Not exhibited but due for unveiling next week was RCA's new 10-in. table model at \$199.95 (see above). Conspicuously absent as exhibitors were Motorola, whose new line will first be shown at own distributors convention in Chicago Aug. 9-10; Emerson, whose line has already been announced (Vol. 5:27); Admiral, holding its own Chicago convention to show new sets (see above).

Capehart-Farnsworth exhibited, but also held back new line until its New York distributor meeting Aug. 29. And, though displaying, Zenith is due to show its distributors a new line soon, too.

Full list of the 25 NAMM exhibitors of TVs: Andrea, Ansley, Bendix, Brunswick, Capehart-Farnsworth, Crosley, DuMont, Federal Television, Fisher, Freed, GE,

Industrial Television, Magnavox, Nielsen, Philco, Pilot, RCA, Regal, Starrett, Stromberg-Carlson, Tele King, Trad, Videodyne, Westinghouse, Zenith. In addition, there were 6 accessory makers, usual lens, filter and antenna specialists, plus North American Philips showing its tube line.

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More about new models: Brunswick out with 16-in. Adams console at \$349, promises Sept. 1 a 12½-in. table at \$219 and 16-in. table at \$279...Zenith 16-in. console at "around \$400" is due Aug. 1, will have new "glare-ban, black tube" said to improve contrast and enhance clarity in lighted rooms. This was mentioned at stockholders meeting by Comdr. McDonald this week, but details won't be revealed until distributors meeting in early August...Zenith's \$545 Stratosphere now has new 16-in. Rauland metal-coned tube, 19½-in. long vs. RCA's 22¼-in.; RCA also due to cut length of 16-in. (Vol. 5:28)...Ansley 16-in. line consists of Oxford table at \$395, Croydon console at \$449, Hampshire console at \$495, Cambridge console with AM-FM-phono (3 speed) at \$745; also planned is projection at \$745. Ansley says it plans 6,000 per month output.

Much-advertised Magnavox corner-cupboard console, 16-in. at \$595, is the Brittany, not Normandy as we erroneously reported (Vol. 5:30); Normandy sells for \$495...Bendix has 10-in. console at \$239.95...Pilot has 12½-in. table with FM at \$269.50...Freed has new 16-in. Modern console at \$495, same in Hepplewhite \$479.50...Fisher's 12x16-in. Protelgram projection table model is \$595, console \$695, console with AM-FM-phono (3 speed) \$1,195 and \$1,795; Fisher also has 16-in. console with FM at \$595 and same in console combination not yet priced.

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More price cuts: Brunswick has reduced 15½-in. Canton console from \$695 to \$595; Tibet console with AM-FM-phono (3 speed), from \$1,195 to \$895; projection Cathay, from \$895 to \$695...Starrett cut 16-in. Ambassador table from \$559 to \$459; 12½-in. Jefferson console, \$495 to \$398; 12½-in. Adams console with AM-FM-phono, \$695 to \$495; 20-in. commercial King Arthur table with AM-FM, \$995 to \$895; Starrett is making all record players 3-speed, has added 16-in. John Hancock console combination to line at \$795...Ansley cut 10-in. Beacon console from \$349 to \$299, has eliminated its 10-in. Manhattan and 15-in. Brookfield and Chatham consoles.

Industrial Television has reduced 12½-in. table from \$339 to \$299.50, same in console from \$399 to \$349.50; 16-in. console with remote control, from \$745 to \$595; 15-in. commercial set with remote control, \$660 to \$590, additional viewers down from \$435 to \$395; 20-in. remote control set, \$1,050 to \$945, additional viewers down from \$825 to \$750. Control unit alone is cut from \$225 to \$195...Nielsen, producing also for Muntz TV, has reduced 12½-in. table from \$329 to \$295, same in console from \$449 to \$369; has added new 12½-in. console at \$295, new 16-in. console at \$395...Tele King has cut 10-in. table from \$219.95 to \$179.95; 12½-in. table, from \$299.95 to \$219.95; also has new 16-in. table at \$319.95, console \$349.95...Regal's 12½-in. console is down from \$299.50 to \$269.50...Mars 12-in. table down from \$449 to \$395; 16-in. table, \$549 to \$495.

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New manufacturers announcing: Aim Industries, 41 Union Square, New York City, record-player manufacturer, out with 13½x18-in. Protelgram console at \$695; also plans to produce for private brands...Radio Craftsmen Inc., 1617 S. Michigan Ave., Chicago, antenna maker, out with RC-100 video unit supposed to give good reception in fringe areas; it needs addition of audio circuit and 16-in. tube, is offered for custom installations, not yet priced...And another one dropping plans to make TV sets: Jewel Radio (Vol. 5:21).

Miscellaneous notes: DuMont showed off giant new E. Paterson, N.J. plant to some 500 visiting distributors and dealers, ferrying them from NAMM last Wednesday; show and meetings resulted in "\$1,000,000 worth of orders"...Emerson breaks newspaper ad campaign in Chicago July 31, featuring its \$269.50 table job with AM-FM (Vol. 5:27), then will plug it in 31 other TV markets...Macy's New York (reported in trouble with DuMont over prices) July 24 broke ads featuring installation-warranty included, offering 10-in. Artone table at \$249, 12½-in. console \$354, 16-in. con-

sole \$459; also under Macy Associates brand 12½-in. with table at \$299, 15½-in. console \$429, 15½-in. console in Queen Anne cabinet \$479...Gimbels New York this week advertised its own 15-in. console at \$285.

Looks like Pilot's 3-in. Candid TV, originally listed at \$99.95, is really being unloaded; in Washington this week Lubar offered it at \$49, whereas Macy's New York recently offered it at \$59.95 (Vol. 5:27). Other Washington closeouts this week included \$299.50 Emerson 10-in. table model, \$139; \$325 RCA 10-in. table model, \$169; \$329.50 Admiral 10-in. console, \$169; \$410 Stromberg-Carlson 10-in. table with FM, \$229; \$189.50 Hallicrafters 7-in. table, \$94.75.

Trad Television in trade paper advertising is guaranteeing its 3x4-ft Tradiovision projection set (\$2,195 with remote control) against uhf and/or color for 2 years...RCA in New York ads this week was offering \$36.95 enlarger included in regular \$269.50 price of its 10-in. table set...Westinghouse, which last March reduced 9 radios 20-50% (Vol. 5:13), this week cut 16 more models \$5 to \$200 -- latter cut being on AM-FM-shortwave combination, from \$499.95 to \$299.95...Hoffman Radio, Los Angeles, extending distributorships, moving into Texas and southeastern markets.

High-pressure stock selling in magic name of TV inevitably was destined for scrutiny by the authorities. In New York, state attorney general Nathaniel L. Goldstein, charges fraud, pressure tactics, etc. in petition filed in Supreme Court to enjoin sales of stock in International Television Corp., United States Television Mfg. Corp., Video Corporation of America (for officers, see TV Directory No. 8) and Television Equipment Corp., latter projected as maker of TV cameras and transmitting equipment (Vol. 5:5). Also sued is Henry P. Rosenfeld Co., underwriter. Stay issued by Justice James B. McNally was vacated, by agreement with attorney general, on consent stipulations—but action against Rosenfeld continued. Observers say much-publicized (but not very productive) manufacturers are inevitable concomitants of any mushrooming industry and legal scrutiny of several others is long overdue.

Reiterating RCA's faith in 45rpm, consumer products v.p. J. B. Elliott at NAMM meeting Thursday put kibosh on rumors RCA and Columbia had come to terms on "war of record speeds." Elliott pointed to 90 manufacturers planning or already producing 45rpm records and players, emphasized advantages of 45rpm for popular market (80% of estimated 200,000,000 records to be sold this year) and children's sales (14%), told dealers "RCA Victor is going all the way with 45rpm." He added, "I can reveal to you now that so far as our plans for 1949 are concerned our most vigorous sales and merchandising efforts will be devoted solely to 45 and 78rpm." Note: Avowedly not very enthusiastic about 45rpm is Philco, which has new 3-speed unit (see p. 1) but is plumping mostly for 78 and LP.

New multicoupler, handling up to 8 TV sets from single antenna, is \$167 unit made by Electro Engineering & Manufacturing Co., 627 W. Alexandrine, Detroit (J. Douglas Chirite), said to perform best at locations with 5,000 to 10,000 microvolts signal strength. Industrial Television Inc. has new \$855 amplifier for its Guest Television multi-antenna system, permitting up to 100 sets to be fed from single master antenna. Uhf converter can be added to change frequencies of uhf stations to unused vhf channels.

A directory of mobile radio systems operated by police, fire, forestry, railroad and oil interests, corrected to June 1, with call letters, towns and frequencies, is published in July issue of Milton Sleeper's *FM-TV Magazine*. It supplements January publication of taxi, public utilities and other users.

"Softening" cathode ray tube and fluorescent lighting markets are indicated in Sylvania report for second 1949 quarter, showing net sales of \$22,556,653 vs. \$23,662,547 for same 1948 period, and net earnings of \$378,252 (19¢ per share) vs. \$948,565 (84¢). For 6 months ended June 30, sales were \$49,665,548, up 3% from \$48,210,076 for like 1948 period. Net earnings for the 6 months were \$1,555,067, or \$1.01 per share on the average 1,343,290 shares outstanding, compared with \$2,111,302 (\$1.90). Sylvania Television, subsidiary, is now readying line of TV receivers for introduction this fall (Vol. 5:24,26).

Gross up but net down is RCA story for first half of 1949—gross being \$187,257,987 vs. \$176,079,713 for same 1948 period, net being \$10,122,049 (61¢ per common share) vs. \$10,850,288 (67¢). For second 1949 quarter, gross was \$94,663,641 vs. 1948 period's \$87,700,703; net was \$4,189,965 (24¢) vs. \$5,085,790 (31¢).

Motorola's profit estimates for 6 months ended July 2 (Vol. 5:30) are now augmented with official sales figures. Company achieved new record peacetime total of \$33,822,368, compared with \$26,918,540 for same 1948 period. Net earnings were \$1,908,256 (\$2.39 per share) vs. \$1,650,040 (\$2.06) for same 1948 period.

Zenith will show sales decline of \$1,000,000 to \$1,250,000 for its first fiscal quarter (May-June-July) from sales of around \$14,000,000 in quarter ended July 30, 1948, according to executive v.p. Hugh Robertson. Nevertheless, it will be "well in the black" for the 3 months, he added.

Noblitt-Sparks Industries Inc. reports net profit of \$965,981 (\$1.61 per share) for first 6 months of 1949 vs. \$1,069,832 (\$1.80) for same period last year. It's now in TV production with Arvin line (Vol. 5:30).

Breakdown of TV service and installation charges by Chicago's Television Installation & Service Assn. adds up to \$24.30 for initial installation plus \$22.50 more for expected 3 service calls. Initial installation costs: labor (6 manhours) \$9, antenna \$10, incidental materials \$2, transportation \$1.50, insurance \$1.80. For 3 calls: labor (10 manhours) \$17.50, materials \$2, transportation \$3. In letter to manufacturers, distributors and dealers, association warned that installation-service fee cutting would jeopardize proper TV set functioning.

RMA's National Radio Week Oct. 30-Nov. 5 will be called National Radio & Television Week in TV areas. Ad copy will be of 2 types: TV-radio and radio-only.

ROSY OUTLOOK IN WAKE OF THE SLUMP: If dealer enthusiasm is any index, we're headed for a banner fall and winter TV selling season. This week, scores of dealer meetings were held, and more are scheduled. Invariably, the meetings of distributors with dealers (with factory bigwigs usually on hand) have resulted in substantial orders -- "orders beyond our fondest expectations," to quote one of the very biggest.

Reports we get from the majors are too uniform to be dismissed as mere wishful thinking. They dovetail into what one called "a wonderfully pleasant reaction to the summer slump." RCA actually says it's so swamped with orders that it has returned to so-called DQA (district quota allotments). Philco says it's getting "the largest TV orders we have ever received," and predicts sales of both TVs and radios will exceed all expectations this fall and winter.

Fact that prices have settled down, inventories are about wiped out, distress selling nearly over, all conduce to this extreme optimism. The nation's economy certainly doesn't appear headed for depression, and recession talk is receding -- so the only real fear is that TV program quality, admittedly low this summer, won't improve this autumn. But judging from new sponsorships, new program ideas, added stations, that doesn't appear likely.

TRENDS NOTED IN RCA'S NEW LINE: Nine new sets plus same projections comprise RCA's new line, revealed this week. Biggest of the TV set makers, a bellwether of the industry, RCA also shows tendency (a) to reduce number of 10-in. models and bring them down to price level of 7-in., and (b) to veer away from combinations. All save one of 9 new sets are TV-only. Also, RCA has gone over entirely to expanded pictures.

New line includes three 12½-in. and four 16-in. models, in addition to its already announced metal-cabinet 10-in. table model 9T246 at \$199.95 (Vol. 5:31). This set is also offered in wooden console with doors (9TC240) at \$269.50, which is same price as old table model 9T240 now deleted.

New 12½-in. sets are all consoles, two at \$299.50 (9TC245 and 9TC247) and one in period furniture with doors at \$329.50 (9TC249). These contain 22 tubes plus 2 rectifiers, are available in mahogany or walnut, or else blonde at \$20 more.

The 16-in. models begin with table at \$395 (9T270), which supersedes original 8T270 sold at \$495. Same in console is 9TC272 at \$429.50, and in period furniture with doors is 9TC275 at \$469.50. This chassis has 24 tubes, 3 rectifiers.

Only combination in new RCA line is Chippendale console (9TW390) at \$795. It includes AM-FM-SW-phono (45 and 78rpm).

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Biggest of the RCA distributors, Irving Sarnoff (Bruno-New York) rated the sort of headlines usually accorded his more famous brother David when, last Tuesday, he predicted 50% rise in TV set sales for last half of this year. This would mean achieving the 2,500,000 total once predicted, for industry's first half output has been somewhat over 1,000,000 (Vol. 5:31). The younger Sarnoff based his calculation on fact that accent is now on low-price market, and he made his statement in connection with disclosure of RCA's new line. He also noted that unit sales of radios below \$40 are rising while higher priced radios continue to decline, and predicted even further drops in sales of the higher-priced radios because purchasers (in TV areas, at least) will prefer combinations with TV.

Note: Irving Sarnoff's prediction must be borne out, if at all, in these last 5 months of 1949 -- for (a) distress selling continued during July and is still going on, though on diminishing scale, and (b) July output figure will probably show new low because of vacation shutdowns and tooling for new lines. It all depends on fall-winter demand. If, as expected, TV follows radio tradition, that period will account for by far most of year's sales.

EMERSON, ZENITH, MOTOROLA, ET AL: When big producers like RCA and Emerson get down as low as \$200 with 10-in. models, it's reasonable to assume bottom has really been reached. RCA's \$199.95 job (see story, p. 1) was hardly announced before Emerson on Thursday revealed new 10-in. table in wood at \$199.50, containing 24 tubes plus 4 rectifiers; new 12½-in. table with same circuit, \$249.50; new 7-in. table in wood at \$129.95, with 17 tubes plus 2 rectifiers. These are additions to the 12 TV receivers previously announced in Emerson's 1950 line (TV Directory No. 8). Emerson also disclosed that it has relaxed list on its 10-in. console, now selling at \$249.50, so that some distributors in certain markets may price it at \$229.50.

Zenith joined the lower-price parade this week, unveiling 3 new sets at Friday distributor meeting in Chicago -- all TV-only with round screens and button for changing to truncated circle. All offer new "Glare Ban" or "black" tube at \$10 additional. New models are 12½-in. table at \$269.95, with 22 tubes plus 2 rectifiers; same in console \$329.95, 25 tubes plus 2; 16-in. console \$389.95, 27 tubes plus 2. Discontinued are the former 12½-in table at \$399.95, console at \$450.

Still very much under wraps is Motorola's new line, pending factory convention of its distributors Aug. 9-10 in Chicago's Congress Hotel. Only hint comes from trade ads, which state new sets will incorporate 11 new inventions and add, "You'll whistle when you see them." One of Motorola's "inventions" may be a built-in antenna [like Philco's; Vol. 5:31]; company's executive engineer Kurt Schlesinger is scheduled to address National Electronics Conference in Chicago Sept. 27 on "An Automatic Built-in Antenna for TV Receivers"...Next week, too, RCA is having a distributors meeting in Camden...General Electric, which probably ranks third or fourth in unit output, tells us it has nothing new immediately in offing, anyhow brings out its models piecemeal rather than in full lines; GE doesn't hold distributors meetings like Admiral, Motorola, RCA, Zenith, etc., but may shortly invite distributors to conference in Syracuse, as it did last year.

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Also the cynosure of the industry is Sylvania Television, presently a division of Sylvania's Colonial Radio Corp., Buffalo, but probably soon to be set up as separate entity. Its "Sylvania" brand sets will consist of 10-in. table, console and console combination with AM-FM-phono (3 speed); same models in 12½-in.; and a TV-only 16-in. console -- seven models in all, plus 10-in. table in blonde. They're not yet priced, but trade ad this week stressed "movie clear" pictures (probably new glareless tubes); easy one-hand tuning (automatic gain control); better reception in apartment houses and fringe areas (improved coaxial lead-in and noise-reducing circuit). Full production starts Aug. 15, sets to be shipped to dealers week after Labor Day. Ads break Oct. 1, mainly newspaper.

Colonial is not dropping brand-name business (which includes Sears Roebuck). But by curious coincidence 2 strangely similar form letters, one from Sears Roebuck and other from U.S. Television Mfg. Corp., currently ask TV station chief engineers about signal strengths in their fringe area towns now receiving partial reception. Letters refer to set with built-in aerial at \$159.50, price indicating possible 7-in. Similarity of letters indicate possible Sears-UST tieup, for Colonial says it is not making any such set. Sears also buys from Air King, Teletone, etc.

Big Sylvania itself tells its stockholders, in pamphlet this week, that recent production declines are due to FCC freeze, confused price situation caused by large offerings of distress merchandise, and sharp reductions. Sylvania also notes: "It has become evident this year that the TV industry has returned to the pre-war seasonal radio pattern. Unsettled market conditions have merely accentuated the pattern this year."

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DuMont's differences with Macy's New York reached point this week where DuMont served notice of termination of dealer franchise as of Aug. 5, whereupon Macy's on Aug. 3 advertised 6 DuMont sets at "20% off yesterday's prices." These prices were quoted (list in parenthesis): Chatham \$254 (\$425); Meadowbrook \$259 (\$525);

Savoy \$351 (\$695); Colony \$519 (\$945); Club 20 \$519 (\$995); Manchu \$1,078 (\$1,995). All are superseded models, DuMont's new line having been disclosed last week (Vol. 5:31). But immediately, DuMont went to court to get restraining order against further cut-rate advertising, alleging violation of its franchise agreement. Hearing was set for Oct. 8. Case was by way of becoming a cause celebre, with fevers high, especially when on Wednesday Macy's quoted Chatham as low as \$239 and Savoy at \$314. Local dealers, becoming panicky, tried to undercut Macy's. By Thursday, Macy's sign was out saying stock was cleared out, but salesmen told scouts there would be more -- meanwhile pushing own Artone brand. DuMont says Macy's last consignment was only 36 sets, conjectured store was buying up stock and then selling as loss leader.

Sightmaster boosts some prices, lowers others: Manhattan 12½-in. table, up from \$325 to \$340; Century 15-in. table, up from \$350 to \$399; same in consolette, down from \$495 to \$445; Croydon 15-in. table, down from \$695 to \$550; Sightmirror 20-in. console, down from \$1,150 to \$795 -- both latter with remote control. New Sightmirror 16-in. console with remote is \$550. All sets with remote control have FM. Sightmirror effect (face of set is mirror when not in use) is optional at \$40.

Other news notes from the TV trade: Remington has reduced 12-in. table with FM from \$425 to \$329; same with 15-in., from \$525 to \$399; 12-in. console or consolette, from \$495 to \$389; same with 15-in., from \$595 to \$479...Sparton has adopted as standard optional equipment magnifier-filter made by Willson Magazine Camera Co., 6022 Media St., Philadelphia; called Magnascreen, enlarger sells for \$19.95 for 10-in., \$22.95 for 12½-in., \$29.95 for 15/16-in...Pilot's E. L. Hall reports it has not discontinued its 3-in. Candid TV, despite drastic price-cutting down to \$49 (Vol. 5:31); dealers still pay \$77.60 for \$99.50 item, he states...Magnavox president Richard A. O'Connor says "nothing to rumor [published in trade paper] that Stewart-Warner and Magnavox have consolidated"...Motorola reports hiring 1,000 additional workers, bringing total to 4,500...Atwater has new 16-in. console with FM, 23 tubes, \$299.95.

NOT HARMFUL TO SIGHT BUT A BOON: Charges that TV causes eyestrain have been pretty well shot to pieces by the medical specialists, though subject continues to worry an element of the public and consequently the TV trade. Now, we're told, TV can actually prove helpful in protecting eyes -- particularly when small children and illiterates are concerned. Here's how: Unless eyes are used for detailed work such as reading, many eye defects remain undiscovered until too late to be corrected. Further, people are likely to seek medical correction in order to watch TV with comfort, whereas they'd tend to cut down on reading or never really get into habit of reading rather than go to a doctor for treatment of minor eye defects. For these reasons eye doctors tell us TV has already caused detectable increase in their work.

The beneficial by-products of TV are pointed out by the noted Washington ophthalmologist Dr. Benjamin Rones who laid TV eyestrain bugaboo to rest for us in interview back in January (Vol. 5:2). In article "Does Television Damage the Eyes?" scheduled for fall issue of Sightsaving Review, publication of National Society for the Prevention of Blindness, he concludes: "Paradoxically it may eventuate that the fatigue induced by television may be a sight-conservation boon, for it will cause the individual to seek medical attention earlier and in a number of cases allow serious eye diseases to be discovered at a more favorable time than otherwise."

Journal of American Medical Assn, in questions-and-answers column April 30, also debunks eye damage talk, lists precepts for comfortable viewing: (1) Larger screens preferred. (2) Watch from 10 ft or more if screen is large enough. (3) Sit as nearly directly in front of screen as possible. (4) Bright screen, with well-lighted room, is best.

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"Telesquat" and "telecrane" are novel additions to the language by Chicago chiropractor Dr. Martin R. Stone. As reported by AP, Dr. Stone told Chicago convention of National Chiropractic Assn that former ailment comes from watching TV while slumped on end of spine, giving rise to low backache, etc.; latter comes from straining forward, producing neckache, headache, eyestrain.

Personal notes: Sailing for home are FCC chairman Wayne Coy, from Southampton on *Ile de France* Aug. 13; RCA president Frank Folsom, from Cherbourg on *Queen Elizabeth* Aug. 13 . . . Leaving for England shortly is Paramount v.p. Paul Raibourn, on financial mission . . . NAB president Justin Miller left Aug. 5 for month's vacation at his Los Angeles home . . . David Farber, asst. in NAB labor relations dept., quits to join NLRB as economist . . . Robert Schmid, MBS v.p., takes over advertising-promotion, research, planning, with George M. Benson now national sales mgr. and Eastern-Western sales managerships eliminated . . . Lawrence M. Hughes, ex-*Advertising Age*, becomes editor of *Sponsor* Sept. 1, succeeding Joseph Koehler, now planning new *Advertising Daily* . . . Joseph Kelley, ex-RCA Dallas, becomes mgr. of WTSP, St. Petersburg . . . John V. L. Hogan quits *New York Times'* WQXR, which he founded, to devote fulltime to facsimile . . . Ben Rice, Regal sales chief, quits to start own business.

New 5-in. TV pickup tube "more sensitive to light than the human eye," is revealed by RCA's Zworykin in August *American Magazine* under title, "You Can Write It Down." Dr. Zworykin suggests practicality of Transatlantic TV by having airliners carry transceivers (weighing as much as a passenger) which will pick up and re-broadcast TV signals. As to color, inventor of kinescope sees it "several years hence," says it won't obsolete present sets; a simple converter will receive color signals, show them in monochrome, while new color sets will receive black and white as well.

"Here's How Video Has Changed My Life" was subject of survey recently conducted by *Los Angeles Mirror* among some of area's 140,000-odd TV set owners. It found TV fast revolutionizing the American way of life by increasing number of hours spent at home, drawing the family closer together, shifting the entertainment budget from movies, nightclubs, gasoline, etc. to food ("telesnacks") and beverages, and revolving the evening routine at home around TV shows. One interviewee said TV is "an added incentive to get my housework done." Another found "it's no problem at all getting baby sitters."

To the 1,095-p. volume on *Radio & Television Law* written last year by Harry P. Warner, of Segal, Smith & Hennessey, Washington radio law firm (Matthew Bender & Co., Albany, N. Y., \$35), have just been added, in loose-leaf form, new chapters on Television Film Contracts, Property Rights in TV Live and Film Broadcasts, Right of Privacy in TV, Facsimile. Fully annotated and indexed, it's the most definitive volume yet on TV law.

Sylvania announces agreement to acquire "substantial minority equity" in French manufacturing companies J. Visseaux & Cie. and Lampe Zenith (no connection with American Zenith)—"in exchange for our technical know-how." Visseaux does about 25% of France's radio tube volume. Zenith produces lighting only.

Scott Radio Laboratories Inc. reports net sales of \$1,300,090 for fiscal year ending May 31, net operating loss \$305,734. This compares with \$1,071,343 sales, \$418,914 loss, during preceding fiscal year. President H. S. Darr noted that inventories were reduced from \$970,000 to \$425,000, bank loans cut from \$525,000 to \$144,000.

Wall Street Journal says Philco Corp., whose second quarter report is due shortly, is estimated to have earned somewhat more than the \$915,000 (49¢ per common share) reported for first quarter ending March 31. This would compare with \$2,256,000 (\$1.44) for second 1948 quarter.

Raytheon sales for fiscal year ended May 31 were \$56,360,460, net profit \$946,211 (49¢ per common share) vs. \$53,755,568 sales and \$380,477 profit (10¢) for preceding year.

Live-wire TV promoter WBEN-TV and its parent *Buffalo News* in mid-August start series of 7 full-column ads titled "Don't Miss TV This Fall," stressing different attraction each week (such as drama, comedy, sports, etc.). Newspaper is donating space, local merchandisers and distributors cooperating—one of latter providing its dealers with tie-ins such as silk-screen window streamer reproducing ads. WBEN-TV also has made big hit with its *Don't Shut Out a Shut-In* campaign to get contributions of TV sets to shut-ins or institutions. During racing telecasts, voice and video plug idea and mention donors and recipients of preceding week.

Variety reports Milton Berle's new Texaco contract gives him \$10,000 per week for 1949-50 season of 39 weeks, \$11,500 following year, \$13,000 next. Last year, he got \$4,000 a week for both TV and AM. He'll be off AM altogether starting this fall. Noteworthy is fact that with *Texaco Star Theater* off for summer, CBS-TV's *Toast of the Town* (40.9) and *Godfrey and His Friends* (33.6) and NBC-TV's *Kraft Theatre* (33.4) take top ratings in The Pulse New York survey for July; Buick's *Olsen & Johnson* show, in Texaco spot, rates fourth (32.1).

Gross up, net down, is CBS story too. For 26 weeks ending July 2, CBS income from sale of time, talent, lines, records, etc. totaled \$52,885,319 vs. \$48,816,986 for same period last year. Net income for first half of this year was \$1,709,391 (\$1 per share) vs. \$2,288,391 (\$1.33) for same 1948 period.

FMA petitioned FCC this week to increase operating requirements of FM stations from present 6-hour minimum (3 daytime, 3 night) to sliding scale starting at 6 hours first year, 8 second, 12 third, fulltime thereafter. If FM station has AM adjunct, it should operate same number of hours as "big brother." If AM daytime, FM should operate jointly during day, plus 3 hours extra at night. FMA also opposed possible FCC action to require FM stations to wholly duplicate AM affiliate's program—move suggested by FCC chairman Coy (Vol. 5:19,22).

TV rate card standardization is aim of BAB, holding first meeting of standardization group next Wednesday in its New York offices, 270 Park Ave. Group is headed by Gene Thomas, WOIC, Washington, and includes E. Y. Flanigan, WSPD-TV, Toledo; John E. Surrick, WFIL-TV, Philadelphia; James V. McConnell, NBC (for networks); William Weldon, Blair TV Inc. (for reps).

Wireless gadget that enables TV director to prompt performers without interfering with performance, is invention patented by adman John Archer Carter, of Newtown, Pa. It's a tiny transmitter with battery-less receivers that can be carried by actors, each tuned to own wavelength. Model was made by physicist Paul Rosenberg, Larchmont, N. Y.

All TV operating stations were asked by FCC to tell about bandwidth of STLs (studio-transmitter links) where wire lines are used. FCC also wants to know name of common carrier, if lines are leased, and what stations plan to do if bandwidth of leased line is less than the 4.5 mc the video carrier should be.

Amendment of FM engineering standards proposed this week by FCC would establish ratio of desired-to-undesired signal at 10:1 for co-channel operation, 2:1 for 200 kc separation, 1:10 for 400 kc, 1:100 for 600 kc, unrestricted for 800 kc and above. Comments due by Sept. 6.

RMA corrects its June TV output figures (Vol. 5:31) to note that correct total of TV sets with FM should be 30,072 for the month instead of 5,274 as reported.

IRE 1949 Yearbook is out, containing directory of radio engineers with addresses; also listings of engineering products and makers.

THE 'GRASS ROOTS' REPORTS ARE GOOD: TV's selling cycle seems to be as changeable as models and prices. Now, once again, after the severe spring and summer letdown, we hear the same confident claims and optimistic predictions that were voiced last winter and early spring. And with better cause, for reports continue to come from the "grass roots" -- the dealers -- that they think this fall and winter will surpass anything the industry has yet seen. Usually a hard-headed realist, often operating close to the belt, always dependent on a proper "sensing" of public demand, your dealer by and large isn't one to go off half-cocked.

Optimism stems largely from enthusiasm over the new and "more realistically" priced lines (Vol. 5:30-32). Also, of course, from fact that there's so much less talk about recession, almost none of depression. Too, there's a pervading confidence that forthcoming TV program schedules, especially with the world series and football on tap, will be so attractive that TV will become a "must" in more homes.

Manufacturers base their forecasts not merely on wishful thinking but on actual orders being received. Even the bulb blowers and tubemakers say business is looking up for the fall, and they're often bellwethers. And you know things are returning to normal when the ever ebullient Jimmy Carmine of Philco bursts forth with his perennially roseate prediction: This time he says outlook is so bright that he foresees Philco turning out 500,000 TV sets next 12 months, plus 1,500,000 radios!

MOTOROLA ALSO PULLS SOME SURPRISES: Motorola is out with a built-in aerial, too, and its new line also features 2-knob control -- station selector and volume control -- with everything else automatic. In addition, its convention of some 400 distributors in Chicago this week was shown the first 8½-in. set yet offered, priced at \$149.95, weighing only 30 lb., said to have 50% more picture area than 7-in. Three of Motorola's 11 new TV models are also described as "equipped for uhf," the others all having sockets for uhf converters.

Motorola calls its new aerial the Bilt-In-Tenna, describes it as double loop TV antenna built right into cabinet and "enabling reception in good signal areas without the need of any outside aerial of any kind." It's apparently quite different from Philco's "aluminum plate" inside aerial (Vol. 5:31). It's in entire line, except for 7-in. models.

The 8½-in. set uses new tube by National Union, which thus gets its all-glass tube (heretofore kept under wraps) onto market well ahead of GE's 8½-in. metal-coned job (Vol. 5:11 et seq). It's interchangeable with 7-in. tubes.

Motorola has enjoyed exceptional success selling 7-in. sets, and has 3 of them in new line: plastic table model at \$119.95, same in wood \$129.95, same in portable \$139.95.

New 10-in. sets are table at \$189.95, de luxe table at \$219.95, console at \$229.95, same in better cabinet at \$249.95. New 12½-in. sets are table \$249.95, console \$279.95, console with AM-FM-phono (3 speed) \$399.95. All foregoing are called New Horizon series.

Added is Masterpiece series of stylized units: 12½-in. Raeburn console, \$395; 16-in. Van Dyke console, \$450; 16-in. Gainsborough console with AM-FM-phono (3 speed), \$795. These sets contain full range tuners with space inside chassis so that uhf can be added without altering, removing or adding parts to present tuners.

Note: Philco really started something in being first to divulge built-in antenna (Vol. 5:31), and still more are bound to come forth with equivalent claims. Philco will license others to use its system (patents applied for) but is getting decided advantage of head start, heavy promotion, attractive prices (see story, p. 2). To meet built-in aerial competition, Emerson's new ad campaign has begun plugging "no outdoor antenna necessary in many localities".

TRENDS IN THE PICTURE TUBE TRADE: Though holding up fairly well, 10-in. glass blanks are gradually giving way to increased demand for 12½-in.; 7-in. are not moving very fast; 15 and 16-in. are in greater demand. That's nub of report from Corning Glass, biggest of the blank makers. Corning also is showing samples of an 8½-in. tube, prepared for October production to compete with metal-coned 8½-in. promised by GE (Vol. 5:11,16,17,21,23). National Union is already making some 8½-in. at its Hatboro (Pa.) plant.

DuMont's 19-in. short-necked, metal-coned tube, first used in its own new Bradford set (Vol. 5:29), is being made available to tube customers -- first buyer being Stromberg-Carlson and negotiations under way with Hoffman, Los Angeles. But it won't be available in quantity until new Allwood (N.J.) tube plant is ready. Prices are \$69.50 to manufacturers, \$77.25 distributors, \$90.75 dealers, \$110 list.

Prices of DuMont's 12½, 15 and all-glass 16-in. tubes are reduced as of Sept. 8, the 12½ being quoted to manufacturers at \$25, distributors \$27.75, dealers \$34.75, consumers \$43.50. The 15-in. will be priced \$41, \$45.50, \$53.50, \$64.75, respectively. The 16-in.: \$42, \$46.75, \$55, \$66.75, respectively.

From England comes report of new 14-in. tube made by British General Electric Ltd.; previous sizes were 9, 10, 12 and 15-in. In view of tariff and plenitude of production here now (from some 30 tubemaking factories; see TV Directory No. 8), there's no revival of talk about importing tubes.

THE PRICE RACE & OTHER TRADE NOTES: Besides Motorola's new line (see story, p. 1), Philco and Sylvania made other big news this week. Even before beginning deliveries, Philco cut prices \$20 to \$70 on 8 of the 14 sets it displayed at recent New York convention (Vol. 5:31), retroactive to July 25. It was move that startled even Philco's distributors, broke just before heavy promotion was to start on new built-in antenna angle. Philco said it was made possible by reason of a successful cost reduction drive, plus lower tube and component prices. These are the new Philco prices (originally announced prices in parentheses):

Model 1104M, 10-in. table, \$229.95 (\$259.95); 1400, 12½-in. table, \$259.95 (\$299.95); 1401, same in blonde, \$274.95 (\$309.95); 1402, same with simulated leather top, \$289.95 (\$319.95); 1430, 12½-in. console, \$329.95 (\$349.95); 1443M, same in mahogany consolette, \$369.95 (\$389.95); 1443L, same in blonde consolette, \$379.95 (\$399.95); 1630, 16-in. console, \$499.95 (\$569.95). All others remain as first announced (Vol. 5:31).

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New Sylvania-brand sets (Vol. 5:32) are on the line at Colonial factory in Buffalo, haven't been shown yet but are due for city-by-city meeting displays before new distributor groups, probably early September. Prices under consideration, not yet official: \$229.95 for 10-in. table (\$10 more in blonde), \$259.95 for same in consolette, \$379.95 same in console combination. The 12½-in. prices tentatively posted are: \$279.95 table, \$299.95 consolette, \$449.50 console combination. Only 16-in. will be consolette, probably priced \$399.50. Dealer discounts will run 30-32%, with about 2½% more on 12½-in. combination and 16-in. Deliveries are scheduled to start Sept. 15.

Stromberg-Carlson holds distributor convention in Rochester, Aug. 23-24, will show 3 new models, details unavailable now. Meanwhile, Stromberg reduced prices of 10-in. Manhattan table from \$279.50 to \$249.50 (this set has switch permitting full or truncated circle); 12½-in. Dorset table with AM-FM, from \$479.50 to \$369.95; 12½-in. Weymouth consolette with AM-FM, from \$565 to \$429.50...Capehart-Farnsworth convention is scheduled for Aug. 29-30 in New York's Hotel Pierre, where full new line will be shown, but released to trade piecemeal during subsequent 60 days while current stocks are disposed of; no details yet, but they'll be "highly competitive."

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Prices of Hallicrafters new line (Vol. 5:27) to be sold through regular distribution system are: 10-in. table, \$189.95; 12-in. table, \$239.95; same in consolette, \$259.95; 16-in. table, \$319.95; same in console, \$369.95. Formal announcement says all new models have built-in antennas. Sets have 3 controls, plus automatic frequency and gain control. Distributors already appointed (Hallicrafters

used to sell through parts retailers) include Warren-Connolly, New York; All-State, Newark; Williams & Shelton, Charlotte; G. M. Nutter, Cleveland; Thomas Distributing Co., Los Angeles.

Admiral reports it's now producing 13,500 TV sets per week, made possible by "longest straight production line in the TV industry" at its Cortland St. plant in Chicago and by conversion of its Harvard (Ill.) plant from small radios to TV (about 500 per day). Peak capacity is now 60,000 TVs a month. For first 6 months of 1949, Admiral claims it accounted for more than 60% of all TV console-combinations sold.

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Magnavox has added 2 new 16-in. console combinations to line -- called American Modern and French Provincial, both \$795. They're same circuit as 12½-in. at \$595...Air King has cut price of 16-in. console from \$499.95 to \$399.95, is giving dealers 35% markup on all its sets...Jackson Industries, Chicago, has current lineup as follows, including sets whose prices have been reduced: 10-in. table, \$179.50; 10-in. console, \$199.50; 12½-in. table, \$209.50; 12½-in. console, \$239.50; 16-in. table, \$269.50; 16-in. console, \$299.50...Price of Westinghouse's 10-in. console with AM-FM-phono (3 speed) is \$399.95; set includes "electronic magnifier," which permits viewer to have full or truncated circle...Video Corp. of America has cut price of 16-in. table from \$389 to \$285.95, has added 3 new 16-in. sets: table at \$269, console at \$309, same with doors \$329. Video Corp. is making Cornell private label for Vim Stores in New York City, no details available.

American Television Inc. (U. A. Sanabria), tube maker, has postponed indefinitely plans to enter TV set manufacture (Vol. 5:29); competitive situation is reason...Scott Radio Laboratories holding off new models because, says president H. S. Darr, of "chaotic price and profit situation." Scott has acquired Bissell-Weisert Co., 540 N. Michigan Ave., Chicago, as own retail outlet.

MERGER TALK AND TRADE TRENDS: There's too much smoke not to be some fire surrounding recurrent rumors of mergers and consolidations. For companies hard-pressed to keep up with the TV parade, particularly the huge price-reduction programs of the majors, it's a logical development -- perhaps some liquidations, too. Magnavox denies deal with Stewart-Warner (Vol. 5:32), but at stockholders' meeting Tuesday Scott Radio's president H. S. Darr admitted his firm had been approached with merger proposals, naming Magnavox, Tele King and Stewart-Warner.

Not many have yet quit TV field -- we've reported recently on Jewel and Major (Vol. 5:30) -- but it's hard to see how all or even most of the 100 or more firms making TV sets (see TV Directory No. 8) can possibly survive the competitive race.

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Trends in the trade: There's growing sentiment for discarding "sq. in." claims for picture tube surfaces, and to adhere henceforth strictly to diameter designations. Since nearly all are now using expanded pictures, area surfaces in any particular size are just about same regardless of make -- so there's no competitive advantage. Moreover, it's all very confusing to buying public. And something should be done to combat claims based only on enlarger attachments (100 sq. in. for 10-in.!). Move is under way to secure an RMA rule, and Emerson has already instructed its distributors to refer only to tube diameters.

Macy-DuMont issue (Vol. 5:32) is due for court hearing Aug. 15, big New York Macy store meanwhile being allowed to sell DuMont sets but not to make deliveries until court rules on motion to enjoin. Until then, Macy's is taking orders for new DuMont line (Vol. 5:29,30) and promising refund if it can't deliver. DuMont also has disenfranchised an unidentified New Jersey dealer for allegedly supplying Macy's with some of the discontinued sets used by store in last week's cut rate foray.

TV lease and rental business seems to be growing: Bell Television, which specializes in lease installations, has contracted to install 15-in. remote control jobs in 11 Childs restaurants in Manhattan and Brooklyn...In St. Louis, a retailer found rentals at \$10.50 a week "ideal method of selling hesitant type of prospect," according to August Radio & Television Retailing...In a New Rochelle, N.Y. hospital patients rent 7-in. Sentinels mounted on rubber-tired bed-level tables at \$2 per day or \$10 per week from Hosp-Tel Inc.

You can expect more bear stories about TV when RMA announces its July output figures—but, like Aug. 15 *Time Magazine's* "Leaning Tower of Babel" theme, they're meaningless until we see how fall-winter manufacturing, selling and telecasting businesses turn out. RMA output figures for first 2 weeks in July will not go much over 30,000, last 2 weeks may be even lower because of vacation shutdowns. Compared with June's 160,736 (Vol. 5:31), July slump to maybe 50,000 won't bulk large—but remaining months of year will tell the real story.

Soon to apply for uhf experimental, will be E. L. Parsons, owner of KAST, Astoria, Ore., who got lots of publicity in AP dispatch about his pickups of Seattle's KING-TV (formerly KRSC-TV), 125 mi. away, with high gain directional array—feeding via coaxial cable to 25 "subscribing" neighbors. It's really a sort of "satellite" operation, but FCC engineers aren't too sanguine about idea, wonder whether he's charging for service (if he is, must file tariff with Commission); also whether Channel 5 signal is ground wave or tropospheric. Parsons also runs marine radio service for Columbia River fishing boats.

Zenith filed third patent suit against RCA in Federal district court in Wilmington Aug. 8, seeking declaratory judgment of invalidity, non-infringement and unenforceability of rights covering 170 radio-TV patents. As in suit of Feb. 8, 1948 (Vol. 4:7), defendants also named are GE, Western Electric, AT&T, Bell Labs, Westinghouse. First suit was filed Dec. 14, 1946 (Vol. 2:52), naming only RCA, GE and Western Electric.

Allen B. DuMont Laboratories, for 24 weeks to June 19, reports sales of \$18,486,856 compared to \$9,827,192 for same 1948 period, gain of 88%. Net income after taxes and all charges for the 20 weeks was \$1,779,587, or 83¢ per common share after deducting dividend requirements on preferred. This compares with \$807,246 (40¢) in same period last year, gain of 120%.

Philco's second 1949 quarter sales totaled \$50,261,000 and net was \$1,083,000 (59¢ per common share) vs. first 1949 quarter sales of \$53,006,000 and net of \$915,000 (49¢), second 1948 quarter sales of \$65,956,000 and net of \$2,256,000 (\$1.44). For 6 months ending June 30, 1949 net income was \$1,998,000 (\$1.08) compared with \$4,215,000 (\$2.68) for same 1948 period.

Olympic's sales for 6 months ending June 30 were \$3,400,128, compared with \$1,722,053 in same period of 1948. Profits for first half of this year were \$162,959 vs. loss of \$94,895 for same 1948 period.

Probably first FM to buy out an AM, is International Ladies Garment Workers' KFMV, Hollywood, which has U. S. district court approval to buy up bankrupt KWIK, Burbank, for \$40,000. Having already spent \$300,000 on FM outlet, ILGWU regards outlay for 250-w local on 1490 kc as good business.

Total of 13,923,885 radio tubes was sold in June, up 450,000 over May, RMA reported this week. But, six months 1949 figures were down to 81,663,213 from same 1948 period's 100,005,963. Of the June tubes, 9,994,999 went to manufacturers for new sets, 2,695,287 for replacements, others for export and government. Six months breakdown shows 58,168,802 for new sets, 17,448,451 for replacement, rest for export and government.

Sidelight on the "TV economy": Electrical Assn of Philadelphia estimates retail value of the 78,548 TV sets sold first 6 months of 1949 was \$29,736,955 compared with 27,427 sets sold for \$11,743,821 during same 1948 period. Average price paid per set in June was \$319, compared with \$428 same month last year.

Still more giving up the AM ghost: Cancelled at own request are licenses of WKNS, Kinston, N. C., 1 kw D on 1000 kc., and WIKB, Iron Mountain, Mich., 250-w on 1230 kc. This week, 250-w KSET, El Paso, in financial straits, asked FCC to let it sign off for 30 days while seeking funds. All are postwar stations. Since our July 1 recapitulation of "Waning Demand for AM-FM Facilities" (Vol. 5:27), showing that 12 AM licenses and 19 CPs were turned back to FCC during first 6 months of this year, we count 6 more such CPs surrendered: WPKM, Atlanta, 50 kw LS, 10 kw N on 1550 kc.; KRST, Tyler, Tex., 1 kw D on 1530; KALA, Alliance, Neb., 250-w U on 1490; KGIB, Bremerton, Wash., 1 kw D on 1540; KCLF, Salinas, Cal., 500-w D on 1150; WONO, Saratoga Springs, N. Y., 250-w D on 900 (seeks reinstatement). Also, CP holder WIBK, Knoxville, 1 kw D on 800 kc, has been denied license, and CP revoked. Note: Since July 1, however, FCC has licensed 28 new AM stations (total now: 1,991), issued CPs for 20 others (total now: 201). [For details, see AM Addenda 3-AA to 3-FF inclusive].

Reflecting deterioration of TV programs this summer, is finding of Radox National (changed from Sindlinger & Co.), whose automatic audience-measuring system operating in Philadelphia (due to start in New York and Chicago before end of year) reports swing away from trend of last 6-7 months. Whereas trend has been that only time radios are on in nearly all TV homes is before 7 and after 11 p.m., a test Tuesday night, Aug. 9, showed 23% of all TV homes in Philadelphia had tuned on their radios at 8 p.m.; figure was 33% at 7 p.m. Following night, by 9 p.m., 30% of TV homes had tuned in radio. Summer average has shown 63% of all TV sets in use during evening hours, says Radox.

August edition of *House Beautiful* gives over much space to TV—one article on "How to Decorate for Television" pictorializing arrangements whereby TV set can either dominate or be inconspicuous piece of furniture; another on "The Future of Music in Television," by NBC's general musical director Samuel Chotzinoff, making point that "future of serious music, like that of drama, lies inevitably with television."

Deadline on comments regarding regularization of TV relays, STLs, etc. (Vol. 5:27) has been extended by FCC to Oct. 3 from previous Aug. 1 deadline. Requests for postponement from TBA, ABC, NBC, RCA and 20th Century-Fox caused Commission to extend date. FCC also stated proposals for theater TV would not be accepted in proceeding, referring to last week's 20th Century-Fox petition asking for postponement until after theater-TV hearings (Vol. 5:32).

Television Broadcasters Assn will shortly issue pamphlet compiling quotations and facts from highly placed sources, including *Journal of American Medical Assn* and *American Optometric Assn*, to set at rest "nonsense" regarding TV eyestrain (Vol. 5:2,32).

Standard TV facilities contract, covering stations-sponsors-agencies, is being drawn by TBA legalists headed by Edwin A. Falk; they meet again Aug. 17, hope to have form ready shortly thereafter.

Illustrating decline in record business is Capitol Records Inc. report for first 6 months, showing net loss of \$246,717 compared with net profit of \$725,489 for same period last year. Sales were \$5,138,584, compared with \$8,013,659.

Since July 1 count of TV sets by cities (Vol. 5:30), these additional reports of sets-in-use as of Aug. 1 have been received: Washington 55,700, up 4,700 in month; Cleveland 67,481, up 2,994; St. Louis 36,800, up 1,800; Syracuse 7,238, up 1,938; Boston 112,473, up 7,354.

THE BUILT-IN AERIAL SETS A TREND: By Thanksgiving, they'll all be making sets with built-in aeri-als. So they're saying at Philco, which apparently has really sparked the newest trend. Besides Philco's and Motorola's built-in antennas (Vol. 5:31-33), we're now promised one in new Raytheon line (see story below) -- and it won't be surprising if more announce shortly. Bendix, of course, made modest no-aerial claims year ago (about 25% of places); and Muntz made similar claim when it started early this year. But Philco gains distinct advantage of stronger claims and enormous promotional push, and says it's doing very well indeed.

One competitive manufacturer wrote us this week: "I venture to say that if any manufacturer is not at least slightly worried about built-in antennas, he is in for a rude shock. Philco's big ad about built-in antennas was, I believe, smart -- and conservative." Illustrative of efforts to meet this competitive onslaught, is folder being prepared by Hallicrafters which will say that indoor antenna should "give good reception in normal signal areas [but] for outer fringe area or where signal is impaired an outdoor antenna would be recommended." Motorola's publicity also reads: "enabling reception in good signal areas..."

Philco says it has had numerous inquiries from many manufacturers, doesn't intend to "hog" its idea, will make it available to others. Philco will have all its distributors in all TV areas supplied with full new line by end of next week. Installations thus far, it says, have supported its estimate of 80% ratio of homes capable of using built-ins.

We tried out a built-in set this week in home of one of our staff on outskirts of Washington, some 6-8 mi. from 3 of capital's stations, about 10 mi. from fourth. He simply took set out of its carton and plugged it in. As does his own year-old TV receiver with outside aerial, he pulled in all 4 Washington stations but had to orient set itself to eliminate ghosts on one. And there was bad "flutter" every time an airplane passed overhead. Manufacturer's engineers were unconcerned when this was reported, said fast automatic gain control going into forthcoming sets will obviate the flutter.

RAYTHEON BUILDUP & BUILT-IN AERIAL: Bearing Raytheon brand name, Belmont Radio subsidiary of Raytheon is about to break new line of 9 TV sets -- all featuring built-in antennas. Belmont brand name is being shelved, but Raytheon-Belmont brand will be on AC-DC receivers made for New York's big DC market. Belmont continues to build private-label sets for Montgomery Ward and Western Auto Supply; these are somewhat different in chassis design but with essentially same circuit, and it can be assumed they will soon be plugging built-ins, too.

Belmont claims it once stood fifth or sixth among radio manufacturers, turning out some 600,000 radios annually for private brands. This marks its first really big effort to build up own parent company's brand identity in TV field, much as Sylvania brand is being introduced by subsidiary Colonial (Vol. 5:33). New TV distribution setup already has 17 outlets, and more are being appointed; it will be separate from Raytheon's other products.

New Raytheon sets have 2 knobs -- one for off-on and sound volume, other station selector and contrast -- and incorporate automatic frequency and gain control. Line consists of: 7-in. AC-DC table, \$129.95; 7-in. portable with circular picture, \$149.95; 10-in. table, \$199.95; 10-in. table, circular screen, \$229.95; 10-in. AC-DC console, circular screen, \$249.95; 12-in. table, \$249.95; 12-in. console, \$279.95; 16-in. table, \$289.95; 16-in. console, \$339.95. The 7-in. AC-DC sets have 17 tubes, one rectifier; 10-in. AC-DC, 21 tubes, one rectifier; other 10 and 12-in., 21 tubes, one rectifier; 16-in., 19 tubes, one rectifier.

Prices are down considerably from old 7 and 10-in. Raytheon-Belmont line (TV Directory No. 8). Chicago factory began pilot run Aug. 12, starts regular runs

Aug. 22, sales campaigns to be undertaken on city by city basis. First trade ads break Sept. 1, consumer advertising to start in October, local advertising (including TV station spots) on cooperative factory-distributor basis.

Raytheon's built-in antenna is a biconical dipole of foil, fixed under top of cabinets and running down sides. Knob to tune to specific channels is located at top rear. Difference between it and Philco's (Vol. 5:30,31) is that it uses loaded section of line while Philco uses a shorted line. Like Philco, claim is made for adequacy in about 80% of receiving locations.

THE BUSINESS NEWS OF TV STILL GOOD: Continuing reports of big orders, good business prospects, dominate the TV trade news. Emphasizing expanding output picture are fact RCA is recalling laid-off employes at big Indianapolis receiver plant, Philco is devoting all its new Sandusky (O.) plant to TV set production, Admiral has done likewise with Harvard (Ill.) plant. Motorola adds this to recent news that it's putting 1,000 more workers on Chicago payroll: Purchases for August-September delivery are up 103% over same period last year in dollar volume. Westinghouse says it now has plant facilities for 200,000 sets per year, could double this with extra shift. RCA is about to put its Marion (Ind.) tube plant into full production.

Jockeying of name brands for position means intense competition and big promotion drives, already evident in new price structures and heavy advertising already begun by RCA, Philco and Emerson. Most of the big distributor meetings have been held, though Stromberg-Carlson gathers in Rochester Aug. 23-24 and Capehart-Farnsworth in New York's Hotel Pierre Aug. 29-30. Former will disclose nothing yet, but Capehart-Farnsworth indicates all-out drive to achieve a top place. "Prestige" trade ads it is running, aimed mainly at dealers, point out new IT&T ownership and backing, advertising-merchandising support, good profits -- and invite dealers "if you're tired of quick-change tactics" to inquire about franchises still open.

Capehart-Farnsworth's new line will feature new viewing screen called Polatron, which cuts glare and halation and minimizes eyestrain. That merchandising angle, first promised by Zenith (Vol. 5:31-32), looks like another big fall-winter appeal. Capehart-Farnsworth makes own picture tubes in Fort Wayne plant.

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Reports from Pacific Coast are good, too, and stimulus to San Francisco market is seen in forthcoming opening of Chronicle's KRON-TV, giving that city third outlet. Los Angeles gets seventh station Sept. 16, with opening of ABC's KECA-TV. We've reported on numerous "new starters" in TV manufacture there in recent issues, but details are lacking. Old line set makers, Hoffman and Packard-Bell, however, share optimism -- latter reported to be turning out 3,000 TV sets per month now.

Staunch believer in good programs to stimulate TV merchandising, Hoffman has signed to sponsor all USC-UCLA home grid games, is buying programs on all coast stations, this week tried unique public relations stunt. It ran closed circuit telecast for board of Los Angeles Chamber of Commerce as they visited plant. Said H. L. Hoffman: "It was amazing to me to find that a very low percentage of these public leaders had TV sets. Inasmuch as they control the budgets of many companies, we are trying to get at them through an education program."

Hoffman's new line comprises: 10-in. table, \$239.50; 12½-in. table, \$279.50; 12½-in. table with AM-FM, \$329.50; 12-in. console with AM-FM-phono (2 speed), \$459.50; 16-in. console, \$499.50; 16-in. console with AM-FM-phono (3 speed), \$599.50; 19-in. console, \$599.50. First 3 sets in oak are \$10 more. The 19-in. model has new DuMont tube (Vol. 5:29). Prices are all down considerably from previous models, though chassis are essentially same. Mr. Hoffman looks to double 1949 sales over 1948. Expanding its distribution, Hoffman will hold distributor conferences in Los Angeles Aug. 25-27; Houston, Sept. 7; Dallas, Sept. 7-8; San Francisco, Sept. 7; Seattle, Sept. 8; Salt Lake City, date not yet set.

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Magnavox has discontinued 10-in. sets because, as v.p. Frank Freimann says, "Recent technological and production developments in receiver and picture tube design so narrow the manufacturing cost gap between 10 and 12½-in. sets that the

continuance of the small picture tube set is no longer justifiable"...Magnavox cut prices of 10-in. Metropolitan from \$279.50 to \$199.50 to clear out dealer stocks; also reduced these 12½-in. prices: Modular table from \$349.50 to \$299.50, Modern Symphony console from \$395 to \$349.50, Greenbrier console from \$445 to \$349.50, Berkeley console from \$450 to \$399.50, Chinese Chippendale from \$435 to \$399.50.

Westinghouse reduced prices second time in recent weeks (Vol. 5:27), now lists 10-in. table down from \$239.95 to \$199.95; same with switch to change from circular to rectangular, down from \$259.95 to \$229.95; 12½-in. table with switch, down from \$325 to \$269.95. Westinghouse will have several new sets out in late September or early October, no details yet...Olympic's new line has expanded 10-in. table at \$199.95 (previous one at same price was 52 sq. in.); 12½ table, \$249.95; 12½-in. console, \$289.95; 16-in. console, \$389.95. Olympic also is coming out with 16-in. table in September, no price yet...Fada's new line includes 12½-in. console at \$349.95, 16-in. console \$499.95. Fada has also cut 10-in. table from \$325 to \$279.95, 12½-in. table from \$399.95 to \$299.95, 16-in. table from \$499.95 to \$399.95 ...Obviously preparing for new Zenith line (Vol. 5:32) are closeout sales of old line; Lacy's Washington this week offered Zenith 10-in. Mayflower table at \$279.95 (original list, \$389.95) and 12½-in. Warwick console at \$329.95 (was \$479.95).

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Possibly still cheaper metal-coned tubes are promised via Allegheny Ludlum Steel's new alloy Telemet, developed especially for fused metal-glass tubes. It's described as easier to form, rustproof. While Allegheny sales v.p. Russell M. Allen said it means "substantially lower prices," he couldn't say how much. One big tubemaker said big question is how much change must be made in spinning equipment to use Telemet; if extensive, price reductions might be long way off...Dumont's 12 and 15-in. tubes feature "bent electron gun," and it's claimed this means improved resolution since electron beam is bent only once and results in undistorted spot. Tubes are of lead-free light-weight glass...Zenith really got jump on rest of industry with tinted tube called Teleglas by Pittsburgh Plate Glass Co. and Glare-Ban by Zenith (Vol. 5:32), and the glass blank makers say they're simply waiting for leading tubemakers to say the word to make tint glass uniform if not standard for all output...American Television's U. A. Sanabria says his new "eye-saver" tube (Vol. 5:21) is now in limited runs for Emerson, Garod, Muntz, Westinghouse.

Built-in antenna is also claimed by Trav-Ler in new 12 and 16-in. consoles, introduced this week at Chicago factory distributor meeting. Sets also have push-button tuning, sell for \$249.95 and \$299.95, respectively...Sylvania's new 16-in. metal-coned tube is now being offered.

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Price protection that permits dealers to stock up, also tends to stabilize prices, is being effected by more and more companies, following recent example of Emerson and Westinghouse (Vol. 5:27,30). Admiral has instituted 120-day plan, effective Aug. 1, refunding difference if any reduction occurs between July 1 and Nov. Allen said it means "substantially lower prices," he couldn't say how much. One Garod covers anything new that it brings out this year for 120 days. Motorola has guaranteed prices on new line (Vol. 5:33) to distributors until Dec. 1, as has Starrett, which promises 30 days notice thereafter. Standard Transformer Corp. guarantees prices for 90 days from date of shipment, Aug. 1 to April 30, 1950.

Macy-DuMont imbroglio (Vol. 5:32-33) ended in first round victory for big dept. store when N. Y. State Supreme Court lifted temporary stay order Aug. 18, permitting store to advertise and sell DuMont sets. Only prohibition was against representing itself as authorized DuMont dealer. Decision is due shortly on DuMont motion to restrain store permanently from selling its sets. Meanwhile, Macy has filed counter-suit charging monopoly and violations of Federal and State anti-trust laws...Sears Roebuck and Montgomery Ward offering new credit terms on appliances (including radios and TVs): \$5 down payment on items under \$200, \$10 over \$200, 24 months to pay...Muntz TV, featuring door-to-door selling and trial installations, using skywriting to advertise in Washington market; now selling in Boston.

Television Fund Inc., first open-end investment trust specializing in electronics stocks (Vol. 4:35,51; Vol. 5:4, 8,24) reports additions to portfolio (market value \$2,242,612 as of July 29) of Aerovox, Capitol Records, duPont, Fansteel, Owens-Illinois, 20th Century-Fox stocks in order to achieve further diversification. Its set manufacturer stocks now include: 4,200 Admiral, 400 Avco, 6,500 DuMont, 4,000 Emerson, 1,000 Hoffman, 2,000 Magnavox, 5,000 Motorola, 1,800 Philco, 8,400 RCA. In equipment category, it lists: 1,000 American Bosch, 700 Bell & Howell, 2,800 GE, 3,100 General Precision, 200 IBM, 6,000 IT&T, 500 Minneapolis-Honeywell, 2,300 Webster-Chicago, 3,300 Westinghouse. Parts: 1,000 Aerovox, 2,000 General Instrument, 1,000 Mallory, 2,000 Muter, 1,000 National Union, 2,000 Oak Mfg., 1,500 Sprague, 3,200 Sylvania. Telecasting: 2,000 ABC, 1,400 CBS, 500 General Tire (Yankee Network). Material and miscellaneous: 2,000 Corning Glass, 2,000 Eastman Kodak, 900 Fansteel, 200 Owens-Illinois, 1,000 Pittsburgh Plate Glass, 500 RKO, 1,200 Burgess Battery, 1,000 Capitol Records, 300 Joslyn Mfg., 1,700 Line Material, 1,000 Loew's, 4,400 Paramount, 1,000 20th Century-Fox.

Researcher James Seiler leaves NBC Washington to set up his own American Research Bureau, provide audience reports initially for Washington, Philadelphia, Baltimore, expand later. Temporary offices are at 920 L St., N.W., Washington. His first release, on set ownership, shows top 10 in Baltimore to be: RCA 28.4%, Philco 17.6, GE 8.2, Admiral 6.7, Emerson 6.7, Tele-tone 5.7, Motorola and Crosley 4.7 each, DuMont 2.6, Stromberg 2.1. In Philadelphia, leaders are: RCA 27.8%, Philco 23.5, Admiral 10.7, GE 7.3, Emerson 6.3, Motorola 5, Westinghouse 2.7, DuMont 1.9, Stromberg 1.7, Magnavox and Tele-tone 1.5.

Looks good for TV set count in 1950 U. S. census. Though advisory committees have recommended against it, new acting director Philip M. Hauser, Chicago U economics professor, is represented to feel it should be included in order to show trend in a growing major industry. Question would be part of housing facilities category, asked of every fifth person. Census count begins April 1, usually finishes in 2-3 weeks in cities, month in rural areas. Local results usually are made available right away, all figures officially due by Dec. 1.

Shift in ratings, with CBS-TV's *Toast of the Town* on top (36), is noted in New York Telepulse's listing of first 10 shows for Aug. 1-7 week. After *Toast* come: *Amateur Hour*, WABD, 31.1; *Kraft Theatre*, WNBT, 29.6; *Godfrey & His Friends*, WCBS-TV, 27.8; *Olsen & Johnson*, WNBT, 25.9; *Stop the Music*, WJZ-TV, 25; *St. Louis vs. Yankees*, WABD, 24.2; *Break the Bank*, WJZ-TV, 20.3; *Crusade in Europe*, WJZ-TV, 19.8; *Philco Playhouse*, WNBT, 18.9.

Bendix Aviation Corp., making radio and TV sets at Baltimore plant, blames strike at its biggest division, South Bend plant producing automotive and aircraft equipment, for \$176,269 loss during June quarter, compared with \$2,337,543 profit (\$1.34 per share) for same 1948 period. For 9 months ending June 30, Bendix reports earnings of \$4,967,120 (\$2.35) vs. \$7,019,489 (\$3.31) for corresponding period last year.

To build up its "Acorn" transmitter from 500-w to 5 kw, DuMont has produced its first power amplifier, shipped it to KBTW, Dallas. Unit comprises 2 air-cooled tubes and power supply, is claimed to have "low initial cost and impressive tube life," delivering over 5 kw CW and considerably more power peak video.

DuMont has leased another Broadway theater, the 1,041-seat Mansfield.

Program notes: For the Wool Bureau, McCall Corp. is producing *Patter Magic With Wool*, ten 40-second TV spots about home sewing for local dept. store sponsorships . . . New York Dress Institute preparing 5-min. silent fashion films for local sponsorships, script to be read; produced by Telenews . . . New York City Opera Co. planning series of one-hour TV shows . . . ABC-TV signs 13 week series of Fitz Patrick travel films for its stations in New York, Chicago, Detroit, San Francisco; also signs Encyclopedia Britannica film series *TV Tots Time, Other Lands—Other People, Industries for America* . . . After ABC-TV completes Eisenhower's *Crusade in Europe* Oct. 27, March of Time staff will have new 26-episode series on Pacific war . . . CBS-TV working with producer Dwight Deere Wiman on half hour *The Little Show*, revue fashioned after original stage production . . . NBC-TV's John Cameron Swayze will run *Expert Opinion* this fall, panel of 3 guests debating controversial subjects of national interest . . . *The O'Neills*, patterned after old soap opera, replaces *Talent Jackpot* on DuMont Aug. 30, Tue. 9-9:30 . . . CBS-TV's *Studio One* moves up starting date on 24 stations (8 via kine) to Sept. 12, Mon. 10-11 . . . Revived on TV, *The Goldbergs* return to CBS-AM Sept. 2, Fri. 8-8:30, also sponsored by Sanka; TV version resumes Aug. 29, Mon. 9:30-10 . . . If owner of unlandscaped house pictured on screen of Los Angeles' KTSL phones in within 60 seconds, he's awarded complete landscape plan for it during Fri. 7:45 *Easy Gardening* program.

Schedule of NAB district meetings starting shortly: District No. 7, Terrace Plaza Hotel, Cincinnati, Sept. 8-9; No. 9, Northernaire, Three Lakes, Wis., Sept. 15-16; No. 11, Radisson, Minneapolis, Sept. 19-20; No. 10, Savery, Des Moines, Sept. 26-27; No. 12, Allis, Wichita, Sept. 29-30; No. 13, Adolphus, Dallas, Oct. 3-4; No. 6, Peabody, Memphis, Oct. 6-7; No. 5, Roosevelt, Jacksonville, Oct. 13-14; No. 4, Carolina Inn, Pinehurst, N. C., Oct. 17-18; No. 3, Skytop Lodge, Skytop, Pa., Oct. 25-26; No. 2, Berkeley-Carteret, Asbury Park, N. J., Oct. 27-28; No. 1, Somerset, Boston, Oct. 31-Nov. 1.

FCC's much-controverted Blue Book is now a "dead duck," said ex-FCC chairman (now New York attorney) James Lawrence Fly in interview with *Billboard*, Aug. 20. Moves toward "slackening of criteria," he's quoted as saying, have not come about through any breakdown of ethical concepts or conscious desire to lower public service values, but rather "a yielding on a qualitative level in response to economic pressures." In plainer words, business is down—so radio's even considering taking whiskey ads.

Touted by Bureau of Standards as valuable tool for studying TV as well as other radio phenomena, is technique of photographing minute magnetic forces developed by Dr. L. L. Marton. However, observers tell us that Bureau's public relations men went overboard about potentialities of method which employs electron microscope and wire mesh screen, and that applications are quite limited.

Daniel Starch & Staff will give TV commercials its well-known "readership" treatment, reporting first Sept. 20 on August commercials. Interviewers will show stills of TV commercials, phrase questions to determine remembrance and attitudes. First reports covering unnamed cities will be based on sampling of 400.

TV sets-in-use as of Aug. 1, in addition to those reported last week (Vol. 5:33), include following cities: Los Angeles, 168,589, up 15,008 in month; Baltimore, 69,628, up 2,859; Milwaukee, 30,043, up 1,596; Buffalo, 27,130, up 1,092.

Digests of Comments

Appearances for Hearing on Proposed TV Allocations

(To Be Conducted Before FCC en banc Sept. 26, 1949; Docket No. 8736)

For text of proposed rules and allocations, see Supplement No. 64 as corrected by Supplement No. 66 and TV Addenda 8-G

(Includes All Proposals Filed Through Aug. 26, 1949)

Albany Amateur Radio Assn., Albany, N. Y.—Favors FCC proposal to assign uhf channels to Albany; objects to any more assignments on vhf. (G. M. Snyder, secy.).

Allegheny Broadcasting Corp., Pittsburgh, Pa., licensee of AM station KQV—Requests assignment of Channel 13 to Pittsburgh from Johnstown; assignment of Channel 6 to Johnstown. (George O. Sutton).

American Broadcasting Co., New York, N. Y., licensee of AM stations WJZ, New York; WENR, Chicago; KGO, San Francisco; WXYZ, Detroit; KECA, Los Angeles; operating TV stations in first four cities, holds CP in Los Angeles—Requests no intermingling of vhf and uhf channels in same city. Also requests assignment of Channel 8 to Wilmington in lieu of Channel 7; assignment of Channel 12 to Grand Rapids in lieu of Channel 7; deletion of Channel 7 from Mexicali, Mexico.

American Federation of Teachers, Milwaukee, Wis.—Favors reservation of channels for non-commercial educational TV. (Irving R. Kuenzli, secy-treas.).

Appalachian Broadcasting Corp., Bristol, Va., licensee of AM station WCYB—Requests inclusion of Bristol in the allocation of channels to Bristol, Tenn. (Fly, Fitts & Shuebruk).

Vincent Andrew Artuori, New York, N. Y.—Proposes a method to extend the effective ranges, in certain areas, of any one of the present vhf television channels and also the ranges of any one of the proposed channels by means of a relay electronic amplifier unit; also a second similar method bringing about the extension by means of a non-electronic, non-amplifying device.

Associated Broadcasters Inc., Easton, Pa., licensee of AM station WEST—Requests assignment of additional Channel 51 to Allentown-Bethlehem-Easton area; on assumption entire 500-890 mc band is used. (George O. Sutton).

Assn. of Federal Communications Consulting Engineers, Washington, D. C.—Objects to making allocations part of rules, objects to assumption in proposed standards that vhf and uhf channels are equal, recommends adequate coverage be made basis for minimum power regulation, believes separation factors may be too great, recommends full use of directional antennas, offset carrier, etc., declares protection of stations to natural areas is more logical. (Dow, Lohnes & Albertson).

Association for Education by Radio, Chicago, Ill.—Requests reservation of 10 uhf channels for non-commercial, educational TV, to be assigned immediately adjacent to Channel 55. (Gertrude G. Broderick, secy.).

Association of Land Grant Colleges and Universities—see National Assn. of Educational Broadcasters. (Cohn & Marks).

Baton Rouge Broadcasting Co. Inc., Baton Rouge, La., licensee of AM station WJBO—Requests assignment of Channel 7 to Baton Rouge from New Orleans or assignment of Channel 7 and 13 to Baton Rouge from New Orleans and Mobile respectively. (Hogan & Hartson).

Birmingham News Co., Birmingham, Ala., licensee of AM station WSGN—Requests Channel 10 in lieu of 6; delete Channel 10 from Montgomery; delete Channel 6 from Birmingham; and assign to Montgomery; delete Channel 6 from Cairo, Ga. (Fly, Fitts & Shuebruk).

Bremer Broadcasting Corp., Newark, N. J., licensee of TV station WATV, AM station WAAT—Requests change in wording of proposed rules and allocations to include Newark as part of Metropolitan New York area, not as separate city. (Segal, Smith & Hennessey).

Brownsville Television Co., Brownsville, Tex.—Requests Channel 14 be assigned to Brownsville from Harlingen and Channel 26 be assigned to Brownsville from McAllen. (Johnson, Bohannon & Prescott).

California Communications Advisory Board, Sacramento, Cal.—Favors FCC's allocations, particularly use of Channels 4 and 5 in Los Angeles and San Francisco, which permits State's public safety service to operate without interference.

Carolina Broadcasting System Inc., Greenville, N. C., licensee of AM station WGTC—Requests assignment of Channel 7 (or other vhf channel) to Greenville. (Wilner, Bergson).

Central New York Broadcasting Corp., Syracuse, N. Y., licensee of AM station WSYR—Requests immediate issuance of construction permit for Channel 3 in view of previous investment in construction on Channel 5. (Dow, Lohnes, and Albertson).

Chamber of Commerce, Philadelphia, Pa.—Requests Channel 12 be restored to Philadelphia; a fifth vhf channel be assigned; and prompt action be taken upon Philadelphia TV applications upon promulgation of Sec. 3.606. (Conley, La Brun & Beechwood).

Chanticleer Broadcasting Co., New Brunswick, N. J., licensee of AM station WCTC—Favors FCC proposals to assign Channel 48 to New Brunswick. (John H. Midlen).

Charlottesville Broadcasting Corp., Charlottesville, Va., licensee of AM station WINA—Requests assignment of vhf channel or 2 uhf channels to Charlottesville. (Welch, Mott & Morgan).

Cherry & Webb Broadcasting Co., Providence, R. I., licensee of WPRO—Requests assignment of Channel 13 to Providence in addition to Channels 11, 15 and 17; substitute Channel 3 for Channel 12 for Bangor, Me., assign Channel 12 to Portland, Me. (Dow, Lohnes & Albertson).

Columbia Broadcasting System Inc., New York, N. Y., operates WCBS-TV, New York; owns 49% of KTTV, Los Angeles—General comments on 6-mc sequential TV-color system; objects to intermingling of vhf and uhf channels in same cities.

Commonwealth Broadcasting Corp., Norfolk, Va., licensee of AM station WLOW—Objects to FCC proposals where vhf and uhf channels are intermingled.

Communications Measurements Laboratory Inc., New York, N. Y.—Opposes FCC plans; recommends stopping of all vhf grants, provision in uhf for all existing vhf authorizations, start allocation from middle of uhf bands; other proposals re block assignments to eliminate interference.

Community Broadcasting Co., Toledo, O., licensee of AM station WTOL—Requests assignment of Channel 10 to Toledo; modification of minimum power requirements; use of offset carrier, directional antennas. (Pierson & Ball).

Thomas E. Corbett, Meadowsbrook, Briarcliff Manor, N. Y.—Submits proposal for "metered" TV.

Daily News Television Co., Philadelphia, Pa., affiliated with AM station WIBG—Requests assignment of Channels 8 and 12 to Philadelphia; affecting Wilmington and Binghamton. (Roberts & McInnis).

Davenport Broadcasting Co., Inc., Davenport, Iowa, licensee of AM station KSTT—Requests restoration of Channel 2 to Davenport. (Hugh Norman, president).

Deering Danielson, Charlottesville, Va.—Requests Channel 12 for Charlottesville, and restricted use of that channel in the Norfolk-Portsmouth-Newport News area. (John H. Ferguson).

Allen B. DuMont Laboratories Inc., Passaic, N. J., operator of TV stations WABD, New York; WDTV, Pittsburgh; WTTG, Washington. General comments and proposed new allocation plan. (Roberts & McInnis).

Durham Radio Corp., Durham, N. C., licensee of AM station WDNC—Requests assignment of Channel 5 to Durham from Wilmington; assignment of Channels 7, 10 or 12 to Wilmington. (Dempsey & Kopolovitz).

Eastern Radio Corp., Reading, Pa., licensee of AM station WHUM—Requests Channel 8 or Channel 12 for Reading by utilizing a 500 watt transmitter and directional antenna. (Fly, Fitts & Shuebruk).

Easton Publishing Co., Easton, Pa., licensee of FM station WEEX—Opposes deletion of vhf Channel 8 from Allentown-Bethlehem-Easton area. (Hanson, Lovett & Dale).

East Texas Television Co., Longview, Tex.—Requests Channel 7 be assigned to Longview from Palestine; that community channel be assigned Palestine. (Johnson, Bohannon & Prescott).

Empire Coil Co. Inc., Cleveland, O.—Consents to proposal to substitute Channel 11 for Channel 9. (Morton H. Wilner).

Evening News Association, Detroit, Mich., licensee of AM station WWJ and TV station WWJ-TV—Requests Channel 4 be deleted from Cleveland and WNBK presently operating on that channel be assigned Channel 8. (Barnes & Neilson).

Evening Star Broadcasting Co. Inc., Washington, D. C., licensee of AM station WMAL and TV station WMAL-TV—see WDEL-TV. (Hogan & Hartson).

Fall River Herald News Publishing Co., Fall River, Mass., licensee of AM station WSAR, Fall River—Requests Channel 13 be assigned Fall River; Channel 8 in lieu of 13 for Portland, Me.; Channel 3 in lieu of 12 for Bangor, Me.; Channel 11 in lieu of 3 for Montpelier, Vt.; Channel 12 in lieu of 9 for Manchester, N. H.; Channel 9 be assigned Lawrence; and Channel 13 in lieu of 8 for Augusta, Me. (Fisher, Wayland, Duvall & Southmayd).

Federal Communications Bar Association, Washington, D. C.—Objects to procedure proposed by the Commission: claims procedure for changing table of allocations violates Communications Act of 1934 since it deprives applicants of statutory right to be heard. (Gulford Jameson, president).

Fort Industry Co., Toledo, O., licensee of AM station WSPD and TV station WSPD-TV—Objects to co-channel interference of WHIO-TV, Dayton. (Dow, Lohnes & Albertson).

Gable Broadcasting Co., Altoona, Pa., licensee of AM station WFBG—Requests assignment of Channel 10 to Altoona. (George O. Sutton).

Galveston Television Co., Galveston, Tex.—Requests Channel 4 be assigned to Galveston from Beaumont-Port Arthur. (Johnson, Bohannon & Prescott).

Dr. Charles Willard Geer, University of Southern California, Los Angeles, Cal.—Requests permission to appear to describe color TV system which uses serrated screen of various design and cross-section, with phosphors deposited upon these serrated faces in such a way that the gun receiving the blue color signals plays only upon the blue phosphor, etc.

Golden Empire Broadcasting Co. Inc., Redding, Cal., licensee of KVCV—Requests assignment of Channel 8 to Redding, deletion of proposed Channels 18 and 42. (Haley, McKenna & Wilkinson).

Great Plains Broadcasting Co., Perryton, Tex., licensee of AM station KEYE—Favors FCC proposals re Perryton; requests information on what hearing is about and how to protect allocation to Perryton. (Irvin R. Buchanan).

Green Bay Newspaper Co., Green Bay, Wis., licensee of AM station WJPG—Requests assignment of Channel 11 and either 9 or 13 to Green Bay; affecting Marquette, Sault Ste. Marie, Timmons (Ont.), Gladstone, Iron Mt. (Caldwell-Rollo).

Greensboro News Co., Greensboro, N. C., licensee of AM station WFMY; holds CP for WFMY-TV—Expects to request increase in power. Objects to change in frequency proposed by Jefferson Standard Broadcasting Co., Charlotte, N. C. (Dow, Lohnes & Albertson).

Greenville News-Piedmont Co., Greenville, S. C., licensee of AM station WFBC—Requests assignment of Channel 7 to Greenville from Columbia, S. C. (Dow, Lohnes & Albertson).

Haley, McKenna & Wilkinson, Washington, D. C., in behalf of various clients—General comments on proposed FCC standards and allocations.

Hampden-Hampshire Corp., Holyoke, Mass., licensee of AM station WHYH—Requests assignment of Channel 8 to Holyoke. (Bingham, Collins, Porter & Kistler).

Harlingen Television Co., Harlingen, Tex.—Requests Channel 9 be assigned to Harlingen from Brownsville; Channel 14 be assigned to Brownsville from Harlingen. (Johnson, Bohannon & Prescott).

Havens & Martin Inc., Richmond, Va., licensee of AM station WMBG and of TV station WTVR—Intends to appear at hearing to protect Channel 6 assignment to Richmond. (John H. Midlen).

Hazleton Broadcasting Co., Hazleton, Pa., licensee of AM station WAZL—Favors proposed assignment of Channel 38 to Hazleton. (George O. Sutton).

Hearst Radio Inc., New York, N. Y., licensee of TV station WBAL-TV, Baltimore—Favors FCC proposals for maximum power. (Dempsey & Koplavitz).

William H. C. Higgins, West Orange, N. J.—Recommends no allocation of community channels be made; also that provision be made for temporary operation at less than minimum powers where it can be shown a good grade of service will result; also requests Channels 14, 16 or 28 be assigned to LaPorte-Michigan City, Ind.

Hildreth & Rogers Co., Lawrence, Mass., licensee of AM station WLAW—Requests assignment of Channel 9 to Lawrence-Lowell-Haverhill area, Channel 8 in lieu of 13 to Portland, Me., 3 in lieu of 12 to Bangor, Me.; 12 in lieu of 9 to Manchester, N. H.; 13 in lieu of 8 to Augusta, Me.; 11 in lieu of 3 to Montpelier, Vt. (Fly, Fitts & Shuebruk).

Home News Publishing Co., New Brunswick, N. J., licensee of FM station WDHN—Requests assignment of Channels 48 and 52 to New Brunswick. (Welch, Mott & Morgan).

Houston Post Co., Houston, Tex., licensee of AM station KPRC—Requests assignment of Channels 2, 7, 9, 11, 13 to Houston by any of 4 plans, which involve Alexandria, Galveston, Beaumont-Port Arthur, Jasper, Palestine, Texarkana, Little Rock, San Antonio, Corpus Christi, Laredo, Monterrey, Saitillo, Brownsville. (Case & Wozencraft).

Frederick L. Hovde, Purdue U., Lafayette, Ind.—Requests reservation of frequencies for educational TV.

Hudson Valley Broadcasting Co., Albany, N. Y., licensee of AM station WROW—Requests retention of Channels 4, 7, 11 for Albany-Troy-Schenectady area instead of Channels 4, 42, 44. (Prince, Clineburg & Nunn).

Independent Merchants Co., Minneapolis-St. Paul, Minn., licensee of AM station WLOL—Requests revision of maximum power to permit station to cover 90% of Grade B service area. (Pierson & Ball).

Indianapolis Broadcasting Inc., Indianapolis, Ind., licensee of AM station WIRE—Requests assignment of Channel 2 to Indianapolis from Hamilton-Middleton area instead of Channel 45; assign Channel 45 to Hamilton-Middleton area in lieu of Channel 2. (Pierson & Ball).

Jamestown Broadcasting Co. Inc., Jamestown, N. D., licensee of AM station KSJB—Requests Channel 11 to Jamestown instead of Channel 25. (Prince, Clineburg & Nunn).

Jefferson Standard Broadcasting Co., Charlotte, N. C., licensee of AM station WBT and of TV station WBTW—Requests assignment of Channel 8 to Greensboro in lieu of Channel 2, to protect WBTW's Channel 3; also requests modification of maximum power requirements; requests deletion of Channel 3 from Columbia, S. C.; requests permission to use offset carrier with Channel 3 stations at Richmond, Chattanooga and Savannah. (Caldwell-Rollo).

Johnson County Broadcasting Co. Inc., Olathe, Kans., licensee of AM station KPRS—Objects to FCC minimum power requirements, asserts uhf is not proved engineeringwise or commercially; feels directionals should be provided for.

Johnson-Kennedy Radio Corp., Chicago, Ill., licensee of AM station WIND—Requests revision of maximum power to permit station to cover 90% of Grade B service area. (Pierson & Ball).

KARM, George Harm Station, Fresno, Cal., licensee of AM station KARM—Requests assignment of Channel 3 to Fresno. (Hogan & Hartson).

Keystone Broadcasting Corp., Harrisburg, Pa., licensee of AM station WKBO—Requests assignment of Channels 22, 42, 46 to Harrisburg; on assumption whole uhf band 500-890 mc is used. (George O. Sutton).

KFEQ Inc., St. Joseph, Mo., licensee of KFEQ—Requests assignment of Channel 9 to St. Joseph from Kansas City; assignment of Channel 7 to Kansas City. (Pierson & Ball).

Kingsport Broadcasting Co., Inc., Kingsport, Tenn., licensee of AM station WKPT—Requests assignment of Channel 7 to Kingsport; claims Kingsport is part of tri-city area including Johnson City and Bristol, both of which have been assigned channels. (Fisher, Wayland, Duvall & Southmayd).

KOVO Broadcasting Co., Provo, Utah, licensee of KOVO—Requests assignment of Channels 9 or 13 to Provo instead of Channels 21, 24; assign Channel 10 to Price in lieu of Channels 11 and 13; assign Channel 11 to Ogden in lieu of Channel 12. (Haley, McKenna & Wilkinson).

KTRH Broadcasting Co., Houston, Tex., licensee of AM station KTRH—See Houston Post Co. (Dow, Lohnes & Albertson).

KXRO Inc., Aberdeen, Wash., licensee of AM station KXRO—Requests assignment of Channel 13 to Aberdeen from Tacoma, in lieu of Channel 22. (Haley, McKenna & Wilkinson).

KVOS Inc., Bellingham, Wash., licensee of AM station KVOS—Requests Channel 10. Suggests delete Channel 10 from Vancouver and add Channel 3; delete Channel 2 from Victoria and add 12; delete Channel 12 from Challiwack, B. C.; delete Channel 11 from Seattle and add Channel 9; delete Channel 9 from Tacoma and add Channel 11; add Channel 2 to Olympia. (Haley, McKenna & Wilkinson).

La Porte County Broadcasting Co., LaPorte, Ind., licensee of AM station WLOI—Endorses recommendations of W. H. C. Higgins, West Orange, N. J. (Hoyt H. Scott).

Lee Radio Inc., Mason City, Iowa, licensee of AM station KGLO—Requests assignment of Channel 10 to Mason City from Algona in lieu or in addition to Channel 39; assign Channel 12 to Algona or keep assignment of Channel 12 to Charles City. (Pierson & Ball).

Lehigh Valley Broadcasting Co., Allentown, Pa., licensee of AM station WSAW—See Easton Publishing Co. (Arthur W. Scharfeld).

Richard Field Lewis Jr., Winchester, Va., licensee of AM station WINC—Requests assignment of Channel 12 to Winchester. (Welch, Mott & Morgan).

Mandan Radio Association Inc., Mandan, N. D., licensee of AM station KGCU—Requests Channels 5, 35 and 37 be assigned to Mandan and Channels 7, 12, 20, 22 and 33 to Bismarck, N. D. (Fisher, Wayland, Duvall & Southmayd).

Massachusetts Broadcasting Corp., Boston, Mass., licensee of AM station WCOP—Requests assignment of additional Channels 9 and 13 to Boston; affecting Manchester, Portsmouth, Portland, Yarmouth (N.S.), Charlottetown (PEI), Ste. Anne de la Pocatiere (Quebec). (Segal, Smith & Hennessey).

- Matheson Radio Co. Inc., Boston, Mass., licensee of AM station WHDH—Requests assignment of Channels 2, 4, 5, 7, 9, 13 to Boston; affecting Manchester, Concord, Montpelier. (Dempsey & Kopolovitz).
- McClatchy Broadcasting Co., Sacramento, Cal., licensee of AM station KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KENR, Bakersfield; KOH, Reno—Requests Channels 2, 6, 10, 12 be assigned to Sacramento; Channels 4, 5, 7, 9, 11, 13 to San Francisco-Oakland; Channels 3, 8, 10, 12 to Fresno; Channel 6 to Bakersfield; Channels 8, 13 to Reno; Channel 3 to Chico. (Dow, Lohnes & Albertson).
- Mercer Broadcasting Co., Trenton, N. J., licensee of FM station WTOA—Requests assignment of vhf channel to Trenton. (Arthur W. Scharfeld).
- Meredith Champlain Television Corp., Albany, N. Y.—Requests assignment of Channels 4, 6, 10, 12 to Albany-Schenectady-Troy area; add Channel 10 to Rochester; delete Channel 10 from Syracuse. (Haley, McKenna & Wilkinson).
- Meredith Publishing Co., Rochester, N. Y.—Requests assignment of Channel 10 to Rochester in addition to proposed allocations; Channels 6, 10, 12 to Albany-Schenectady-Troy; deletion of Channel 10 from Syracuse. (Haley, McKenna & Wilkinson).
- McAllen Television Co., McAllen, Tex.—Requests Channel 4 be assigned to McAllen from Brownsville; assign Channel 26 to Brownsville from McAllen. (Johnson, Bohannon & Prescott).
- Meridian Broadcasting Co., Meridian, Miss., licensee of AM station WTOK—Requests Channel 5 be assigned to Meridian from Mobile; assign Channel 36 to Mobile from Meridian.
- Miami Valley Broadcasting Corp., Dayton, O., licensee of AM station WHIO and TV station WHIO-TV—Objects to proposed allocation of Channel 13 in Dayton and Toledo. (Dow, Lohnes & Albertson).
- Mid-America Broadcasting Corp., Louisville, Ky., licensee of AM station WKLO—Requests assignment of Channels 3, 5, 9 to Louisville from Tell City, Ind. (Haley, McKenna & Wilkinson).
- Midland Television Co., Midland, Tex.—Requests Channel 7 be assigned to Midland; Channel 5 to Odessa, both Texas. (Johnson, Bohannon & Prescott).
- Monumental Radio Co., Baltimore, Md., licensee of AM station WCAO—Favors FCC proposal to assign 2 uhf to Baltimore, although wants more vhf. (Dow, Lohnes & Albertson).
- Morrison Construction Co. Inc., Austin, Tex.—Requests vhf allocations for Austin. (E. G. Morrison).
- Mutual Telephone Co., Honolulu, Hawaii—Requests postponement of uhf allocations in Hawaii for 1 year to enable it to submit data on use of such frequencies for common carrier purposes. (Wheat, May & Shannon).
- National Association of Broadcasters, Washington, D. C. — Questions legality of putting allocations in rules; suggests further study of standards in conjunction with Bureau of Standards.
- National Association of Educational Broadcasters, Washington, D. C.—Requests 10 frequencies in the uhf band be reserved for non-commercial educational broadcasters; that if not possible in uhf TV band, they be reserved immediately adjacent to Channel 55. (Cohn & Marks).
- Newark Broadcasting Corp., Newark, N. J., licensee of AM station WVNJ—Requests minimum of 2 uhf channels for Newark. Submits plan which would show how Channels 29, 33, 37 and 43 could be assigned which would affect Pittsfield, Mass.; Lancaster, Pa.; Williamsport, Pa.; Hartford, Conn.; Wilmington, Del.; Washington, D. C.; Utica, N. Y.; Reading, Pa.; Springfield, Mass.; Frederick, Md.; Ithaca, N. Y.; Hazelton, Pa.; Albany, N. Y.; Harrisburg, Pa.; Worcester, Mass.; Salisbury, Md.; and Philadelphia. (Haley, McKenna & Wilkinson).
- New England Theatres Inc., Boston, Mass.—Requests assignment of additional vhf channels to Boston, if reallocation of New England is decided. (Hogan & Hartson).
- North Jersey Broadcasting Co. Inc., Paterson, N. J., licensee of AM station WPAT—Requests assignment of Channel 35 to Paterson from Middletown, N. Y., and substitution of community channel to Middletown. (Wheeler & Wheeler).
- Tom Olsen, Olympia, Wash., licensee of AM station KGY—Requests Channel 2 and if allocated, deletion of proposed uhf channel. Suggests delete Channel 10 from Vancouver and add Channel 3; delete Channel 2 from Victoria and add Channel 12; delete Channel 12 from Chilliwack, B. C.; delete Channel 11 from Seattle and add Channel 9; delete Channel 9 from Tacoma and add Channel 11. (Haley, McKenna & Wilkinson).
- Alvin E. O'Konski, Merrill, Wis., licensee of AM station WLIN—Requests vhf channel for Merrill to serve rural North Central Wisconsin. (Frank U. Fletcher).
- Pacific Broadcasting Co., San Diego, permittee of FM station KSPH, San Francisco—Requests assignment of Channel 12 to San Diego instead of to Tijuana, Mexico; also Channel 3 to Fresno. (Welch, Mott & Morgan).
- Paramount Television Productions Inc., Los Angeles, Cal., licensee of TV station KTLA—Says economic factors should be taken into account; recommends assignment of uhf channels in major cities to assist in developing such frequencies. (Arnold, Fortas & Porter).
- J. Clinton Parker Jr., Pittsburgh, Pa.—Requests consideration be given now to industrial and public service television services; asks priority band space from 1850-1990 mc and 6575-6875 mc.
- Penn-Allen Broadcasting Co., Allentown, Pa., licensee of FM station WFMZ—Requests Channel 8 be assigned to Allentown-Bethlehem-Easton area if uhf is shown not to be equivalent of present vhf. (Cohn & Marks).
- Pennsylvania Broadcasting Co., Philadelphia, Pa., licensee of AM station WIP—Requests assignment of Channel 12 to Philadelphia, instead of uhf channel proposed; would substitute uhf channel at Binghamton if interference is factor. (Dow, Lohnes & Albertson).
- Philco Corp., Philadelphia, Pa., licensee of TV station WPTZ—Recommends immediate unfreezing of vhf, urges use of offset carrier, that uhf allocation be studied from point of view of receiver design; objects to any change in standards for color TV or in receivers for receiving TV or in reduction of quality of TV service; recommends that grants on uhf be restricted until such time as completely compatible color system is proved. (David B. Smith).
- City of Pittsburgh, Pittsburgh, Pa.—Requests additional vhf channels for Pittsburgh in view of the number of pending applications and unsuitable area for uhf. (David L. Lawrence, Mayor).
- Pittsburgh Radio Supply House Inc., Pittsburgh, Pa., licensee of AM station WJAS—Requests assignment of Channel 11 to Pittsburgh from Cleveland. (Bingham, Collins, Porter & Kistler).
- John H. Poole (Pacific Video Pioneers), Long Beach, Cal.—Requests assignment of Channels 15, 25, 37, 39 or 41 to Long Beach; affecting San Bernardino, Barstow, Colton, Victorville, Escondido. (Haley, McKenna & Wilkinson).
- Radio Corporation of America, New York, N. Y.—Submits general plan for all-electronic, 6-mc, color TV; also intends to press for carrier synchronization and offset carrier.
- Radio-Television of Baltimore Inc., Baltimore, Md., licensee of TV station WAAM—Requests Channel 6 be assigned Johnstown, Pa., instead of Channel 13; Channel 13 to Pittsburgh. (Fischer, Willis & Panzer).
- Radio Manufacturers Assn., Washington, D. C.—Agrees that color TV should be system capable of superimposition on present system with minimum dislocation. Says RMA TV subcommittee on color won't be ready for final report before Sept. 26 hearing. Calls attention to previous recommendations that assignments of vhf and uhf be arranged so there is a minimum of overlap. (Bond Geddes).
- Reading Broadcasting Co. Inc., Reading, Pa., licensee of WRAW—Requests assignment of Channels 34, 36 and 55 to Reading; expand uhf band to take in entire 500-890 mc. (George O. Sutton).
- Saginaw Broadcasting Co., Saginaw, Mich., licensee of AM station WSAM—Requests assignment of Channel 11 to Saginaw-Bay City area. (Bingham, Collins, Porter & Kistler).
- Sangamon Valley Broadcasting Corp., Springfield, Ill.—Requests assignment of Channel 8 to Springfield. (Hogan & Hartson).
- Scranton Broadcasters Inc., Scranton, Pa., licensee of AM station WGBI—Requests entire uhf band be used; requests Channels 47 and 49 be assigned to Scranton-Wilkes-Barre area. (Dow, Lohnes & Albertson).
- Scranton Times, Scranton, Pa., licensee of AM station WQAN—Requests assignment of 4 instead of 2 uhf channels to Scranton-Wilkes-Barre area; recommends extending uhf band to cover 500-890 mc, making Channels 56-65 community channels; allocate Channels 47 and 49 in addition to Channels 31 and 45 to Scranton. (Fisher, Wayland, Duvall & Southmayd).
- Shamrock Broadcasting Co., Houston, Tex., licensee of AM station KXYZ—See Houston Post Co. (Haley, McKenna & Wilkinson).
- South Bend Tribune, South Bend, Ind., licensee of AM station WSBT—Requests assignment of Channel 11 to South Bend from Chicago. (Hogan & Hartson).
- South Jersey Broadcasting Co., Camden, N. J., licensee of AM station WKDN—Requests more equitable allocation of frequencies for New Jersey and provision made for metropolitan stations in Newark, Jersey City, Paterson and Camden. (Haley, McKenna & Wilkinson).
- South Shore Broadcasting Co., Quincy, Mass., licensee of AM station WJDA—Requests assignment of Channels 50, 51, 52, 53, 54 or 55 as community channel to Quincy. (Miller & Schroeder).
- Southeastern Ohio Broadcasting System Inc., Zanesville, O., licensee of AM station WHIZ—Requests assignment of Channel 12 to Zanesville instead of Channel 15; Channel 11 to Charleston, W. Va. (Dow, Lohnes & Albertson).
- Southwestern Publishing Co., Ft. Smith, Ark., licensee of AM station KFSA—Requests assignment of Channels 9 and/or 13 to Fort Smith, with use of offset carrier to reduce interference. Also requests assignment of Channel 5 to Oklahoma City, reduced power basis to avoid interference. (Haley, McKenna & Wilkinson).
- Stratford Broadcasting Corp., Rochester, N. H., licensee of AM station WWNH—Requests one of two channels assigned to Portsmouth, N. H., be assigned to Rochester.
- Standard Radio & Television Co., San Jose, Cal., licensee of AM station KRRX—Requests assignment of Channel 13 to San Jose. Objects to substitution of uhf-only. (Courtney, Krieger & Jorgensen).
- Stromberg-Carlson Co., Rochester, N. Y., licensee of AM station WHAM and TV station WHAM-TV—Reports that change from Channel 6 to Channel 5 will cost \$10,000 to accomplish, loss of \$10,000-\$20,000 in revenue, interruption of service to public for 2-4 weeks. (Segal, Smith & Hennessey).

Archer S. Taylor, Missoula, Mont.—Requests waiver of minimum power proposal for metropolitan stations for Montana, Wyoming, Nevada and Idaho; or for cities of less than 50,000 population; or that a minimum of 500 watts be permitted, provided Grade A service is rendered city limits.

Technical Appliance Corp., Sherburne, N. Y.—Has testimony on receiving antenna characteristics in uhf bands. (Kendrick H. Lippert, chief engineer).

Television Broadcasters Assn., New York, N. Y.—Requests assignment of at least 4 channels for each major city; objects to intermingling of vhf and uhf channels in same cities; recommends addition of entire 475-890 mc band for TV. (Roberts & McInnis).

Television Broadcasting Co., San Diego, Cal.—Requests assignment of Channels 3, 6, 8, 10 to San Diego, Channel 12 to Tiajuana; also that Channels 14 and 16 be assigned to Mexico; also that vhf and uhf assignments to Mexico be specified by number. (L. N. Papernow).

Television California, San Francisco, Cal.—Requests that Channel 10 at Sacramento be limited to maximum of 10 kw, or deleted. (Haley, McKenna & Wilkinson).

Television Research, Washington, D. C.—Recommends own plan to provide more channels in larger cities by cutting down on separation mileage for uhf channels. (Alexander Korn).

Texas Television Co., Houston, Tex., affiliated with AM station KTHT—See Houston Post Co.

Toledo Blade Co., Toledo, O.—Objects to mixture of vhf and uhf channels in Toledo; requests all of one or the other. (Segal, Smith & Hennessey).

Trent Broadcasting Corp., Trenton, N. J., licensee of AM station WTTM—Requests assignment of Channel 8 to Trenton; modification of minimum power requirements; permission to render Grade B service to 90% of metropolitan district. (Pierson & Ball).

Triangle Publications Inc., Philadelphia, Pa., licensee of AM station WFIL and TV station WFIL-TV—Requests WNEC-TV, New Haven, not be changed from a community to a metropolitan station, or, if changed, be required to install and use a directional antenna to protect WFIL-TV; objects to proposal to authorize metropolitan stations to increase power to 100 kw. (Morton H. Wilner).

Troy Broadcasting Co. Inc., Troy, N. Y., licensee of AM station WTRY—Requests assignment of Channel 10 to Albany-Schenectady-Troy area from Syracuse. (Loucks, Zias, Young & Jansky).

220 North Kings Highway Inc., St. Louis, Mo.—Favors FCC's proposed allocations for St. Louis. (Cohn & Marks).

United Detroit Theatres Corp., Detroit, Mich.—Requests assignment of Channels 5 and 11 for Detroit. (Hogan & Hartson).

U. S. Office of Education, Washington, D. C.—Requests assignment of 20% of uhf band for non-commercial, educational stations; assignment of at least one vhf channel in every metropolitan city and major college center for same purpose. (Earl J. McGrath, Commissioner).

Universal Broadcasting Co. Inc., Indianapolis, Ind., licensee of AM station WISH—See Indianapolis Broadcasting Co. (Haley, McKenna & Wilkinson).

Valley Electric Co., San Luis Obispo, Cal., licensee of AM station KVEC—Requests assignment of Channel 3 to San Luis Obispo; also that minimum powers for metropolitan stations be reduced when lower powers give adequate coverage of city. (Caldwell-Rollo).

Wabash Valley Broadcasting Co., Terre Haute, Ind., licensee of AM station WTHI—Requests assignment of Channels 3 or 13 to Terre Haute; Channel 13 to Tell City in lieu of Channel 3; Channel 8 to Springfield, Ill. in lieu of Channel 3. (Haley, McKenna & Wilkinson).

WBEN Inc., Buffalo, N. Y., licensee of AM station WBEN and TV station WBEN-TV—Requests clarification of proposed power-antenna height rules; also asks inclusion in standards of methods and curves included in Vol. 1, Report of Ad Hoc Committee. (Spearman & Roberson).

WCAE Inc., Pittsburgh, Pa., licensee of AM station WCAE—Requests assignment of Channel 6 to Pittsburgh from Johnstown, which should get additional uhf channel; Channel 7 to Pittsburgh from Wheeling, which should get additional uhf channel; Channel 11 to Pittsburgh with directional antenna. (Dempsey & Koplovitz).

WDEL Inc., Wilmington, Del., licensee of AM station WDEL and TV station WDEL-TV—Requests assignment of Channel 8 in lieu of Channel 7 to Wilmington. (George O. Sutton).

WDSU Broadcasting Services, New Orleans, La., licensee of AM station WDSU and TV station WDSU-TV—Requests modification of FCC proposals to require use of directional antennas and offset carrier in regions where tropospheric interference is greater than normal; that Channel 6 in Beaumont-Port Arthur be required to use directional antenna or offset carrier to protect Channel 6 in New Orleans. (Pierson & Ball).

Westinghouse Electric Corp., Pittsburgh, Pa., licensee of AM stations KDKA, Pittsburgh; WBZ, Boston; KYA, Philadelphia; WOWO, Ft. Wayne; KEX, Portland; operates WBZ-TV, Boston—Intends to submit data on Stratovision; requests assignment of Channel 6 to Pittsburgh from Johnstown; Channel 7 to Pittsburgh from Wheeling; Channel 11 to Johnstown; Channel 13 to Pittsburgh from Johnstown; wants offset carrier used to reduce mileage separation between stations; asks relaxation of minimum power requirements, use of directionals.

WGAL Inc., Lancaster, Pa., licensee of AM station WGAL and TV station WGAL-TV—Favors FCC's proposed assignment of Channel 4 to Lancaster. (George O. Sutton).

WHAS Inc., Louisville, Ky., licensee of AM station WHAS—Favors FCC proposed assignment to Louisville. (Miller & Schroeder).

WHBY Inc., Green Bay, Wis., licensee of AM stations WTAQ, Green Bay, and WHBY, Appleton, Wis.—Requests Channels 11 and 13 be assigned to Green Bay, Channel 10 to Marquette, Channel 5 to Gladstone; or Channels 9 and 11 to Green Bay, Channel 10 to Marquette, Channel 5 to Iron Mountain; delete Channel 5 from Marquette. (Hogan & Hartson).

WHEC Inc., Rochester, N. Y., licensee of AM station WHEC—Requests assignment of Channel 10 to Rochester from Syracuse, Channel 6 to Syracuse, with interference reduced through use of directional antenna. (Dow, Lohnes & Albertson).

Williamson Broadcasting Corp., Williamson, W. Va., licensee of AM station WBTH—Requests assignment of Channel 44 to Williamson. (John H. Milden).

Wilmington Tri-State Broadcasting Co. Inc., Wilmington, Del., licensee of AM station WAMS—Requests deletion of Channel 7 from Wilmington, substitution of Channel 39 from Vineland, N. J. (Welch, Mott & Morgan).

Raymond M. Wilmotte Inc., Washington, D. C.—Requests further hearings on uhf standards, desires further study of polycasting and on use of FM for TV, general comments on proposals and allocations.

WJHL Inc., Johnson City, Tenn., licensee of AM station WJHL—Requests Channel 8 to be used on power below 100 kw. (Haley, McKenna & Wilkinson).

WPTF Radio Co., Raleigh, N. C., licensee of AM station WPTF—Requests assignment of Channels 5, 28, 30 to Raleigh; Channels 12, 14, 16 to Wilmington, N. C. (Loucks, Zias, Young & Jansky).

WSM Inc., Nashville, Tenn., licensee of AM station WSM—Requests permission to submit data on tests on 70 mc and 600 mc. (Caldwell-Rollo).

WTAG Inc., Worcester, Mass., licensee of AM station WTAG—Requests substitution of Channel 3 for Channel 10 in Augusta; Channel 12 for Channel 11 in Providence; Channel 43 for Channel 9 in Manchester; and Channel 10 for Channel 43 in Worcester. (Hogan & Hartson).

WWSW Inc., Pittsburgh, Pa., licensee of AM station WWSW—Questions efficacy of giving Pittsburgh half vhf and half uhf. (Fischer, Willis & Panzer).

Wyoming Valley Broadcasting Co., Wilkes-Barre, Pa., licensee of AM station WILK—Requests assignment of vhf channel to Wilkes-Barre. (Miller & Schroeder).

Full Text of RCA Color TV Proposal

25 August 1949.

Mr. T. J. Slowie, Secretary
Federal Communications Commission
Washington 25, D. C.

Re: Docket Nos. 8736
8975, 9175 and 8976.

Dear Sir:

In compliance with paragraph 14(a) of the Notice of the Commission in the above proceedings issued July 11, 1949, Radio Corporation of America hereby submits the following comments:

*1. Changes in Transmission Standards
Looking Toward Color Television.*

RCA has developed a new color television system which does not require any changes in present transmission standards.

This new color system is all electronic, has high definition and operates entirely within a 6 megacycle band.

The system has standards of performance equivalent to the present black-and-white standards both for color and reproduction of the color signals in black-and-white. It accomplishes this in a 6 mc channel without any degradation of picture quality.

Our new system is a completely compatible system. It enables present television sets to receive color programs in monochrome without any modification whatever and without any converter or adapter.

Demonstrations will show that when a television transmitter shifts from black-and-white transmission to color transmission on this system, the viewer of an existing black-and-white receiver will be unaware of the shift. On the other hand, by means of this new system, a viewer of a color set receiving programs in color will, when the station changes from color to black-and-white transmission, see black-and-white pictures without making any changes in his receiver.

Thus, with this new RCA color system, the transmitting station can change at will, either from color to black-and-white or the reverse, without disturbing the viewers of either the existing receivers or color receivers, without requiring adjustments to either type of receiver and therefore without any loss of audience.

Our new color system is also an adaptable system. Color programs can be viewed either on new color receivers or on existing receivers equipped with a color adapter.

This new RCA color system is the fruit of years of research and development. During the last decade RCA has carried on much research and development work looking toward a practical system of color television. During this period our engineers have investigated many systems and studied their advantages and disadvantages. It has been our objective to develop a high definition color system which could be integrated into the existing black-and-white system without obsoleting present transmitters and receivers.

During the hearing in Docket No. 7896 held in 1946-1947, RCA demonstrated a simultaneous color system which the Federal Communications Commission recognized as having considerable merit. This system, however, needed further development, and the Commission has been informed at intervals of our progress.

The simultaneous system which we first demonstrated in 1946 requires a minimum of 12 mc for transmission and, because of problems of frequency allocation, it was necessary that that system be proposed for operation only at ultra high frequencies.

In 1947 and 1948 RCA conducted extensive transmission tests at UHF, among which were the UHF tests in Washington, D. C. during the fall of 1948. Full information on these tests is in the files of the Commission. The results of the UHF propagation tests showed that much more work was needed in the UHF band before reliable public service could be given in that band.

This necessarily involved delay in bringing high definition color television service to the public in the UHF band, not for reasons connected with color, but because of propagation difficulties. At that time we were also concerned because the VHF 6 mc channel did not provide color television without degrading the quality of the picture.

Therefore, even before our Washington UHF tests were finished, we began a concerted attack upon the widely accepted conclusion that high definition color television could not be provided in a 6 mc channel. The objective of this attack was to develop a method of transmitting color in a 6 mc channel without any degradation of the quality of the received picture. At the same time we retained our previous requirement that the system must be completely compatible, that is, present receiving sets would need no modification for reception of color transmissions in monochrome and existing transmitters would continue to be useful.

We are now glad to report the accomplishment of our objectives. We have created a new color television system which has the characteristics described above.

For the studio we utilize the same equipment as we have described in previous hearings for our wide band simultaneous system. This equipment provides three signals, one for each primary color. Following this and preceding the transmitter modulator, the signals are rapidly sampled electronically in time order for each color and then combined. The resulting single channel signal is transmitted in time multiplex fashion requiring a total modulation bandwidth of only 4 mc.

The head-end radio and intermediate frequency circuits of the receiver are the same as for a current black-and-white receiver. The video signal is then fed to an electronic arrangement which is the inverse of the signal sampler at the transmitter. This results in restoring the three-color signal channels of green, red and blue, and these are fed in simultaneous-system fashion to a three-

(OVER)

color picture reproducing system to be viewed as a single picture.

This RCA color system has the following characteristics:

- (1) 6 megacycle channel
- (2) Fully compatible
- (3) 525 lines
- (4) 60 fields per second
- (5) Field interlaced
- (6) Picture dot interlaced
- (7) 15 color pictures per second
- (8) Time multiplex transmission
- (9) All electronic

The same transmitters as are presently used by television stations can be used for the transmission of the RCA color system. The changes required for transmission of the new system are in studio equipment to produce color pictures and the addition of the small amount of electronic equipment required to perform the sampling and time multiplexing.

It is our belief that this new system provides for the first time a sound basis for the bringing of color television service to the public, as well as full scope for the continuing development of color as the art progresses, without involving obsolescence of present-day black-and-white receivers.

During the month of September we will transfer the equipment from our Princeton laboratories to Washing-

ton, D. C., where it will be installed in the NBC station (WNBW) at the Wardman Park Hotel. RCA will submit testimony and demonstrations to the Commission regarding this RCA color television system.

This system is entirely consistent with the "Standards of Good Engineering Practice Concerning Television Broadcasting Stations" and can be broadcast without modification of these standards. Therefore, RCA does not propose any modification of existing transmission standards.

2. Field Intensities, Propagation, Station Separation and Service Areas.

RCA will present evidence at the hearing regarding its experimental work on these subjects. This evidence will include the results of our work on carrier synchronization and offset carrier methods of reducing co-channel interference. Exhibits containing this information will be submitted prior to the hearing. RCA believes that these methods can be effectively used in the public interest for increasing the number of television stations as well as enlarging and improving the service areas of those which the Commission proposes to allocate.

Very truly yours,

RADIO CORPORATION OF AMERICA

/s/ C. B. JOLLIFFE

Executive Vice President in Charge of
RCA Laboratories Division

THE TOP 10 (OR MORE) TV PRODUCERS: We're often asked who are the top TV producers -- the "handful" who account for the frequently-cited "90% or more" of the industry's volume. No one except possibly RCA's licensing division can answer this with any degree of exactitude, and its figures are kept secret even from RCA Victor. But we did a little probing of claims and stockholder reports, made some logical deductions, and come up with an entirely unofficial estimate of who are top 10 among the 100 or more manufacturers of TV receivers, kits, etc. listed in our TV Directory No. 8. Without attempting to guess their relative positions (except that it's an open secret RCA and Admiral have recently vied for No. 1 position), we'd estimate these were the 10 leaders in unit and/or dollar volume: Admiral, Crosley, DuMont, Emerson, GE, Hallicrafters, Motorola, Philco, RCA, Tele-tone. We could be wrong, and it's possible one or another of these belongs up there -- Andrea, Bendix, Capehart-Farnsworth, Garod, Olympic, Magnavox, Stewart-Warner, Stromberg, Westinghouse or Zenith. But, like it or not, the foregoing are our best alphabetical guesses.

IMPACT OF 'COLOR TALK' ON TV TRADE: Curious thing about RCA's surprise announcement Friday that it has perfected color TV -- nobody seems very much concerned lest it add sales resistance to the currently flourishing TV set market. At first blush, in view of enormous publicity the report got, you'd think this must inevitably mean more customers saying, "I'll wait for color." But RCA says not at all -- and that's borne out by our own inquiries among key industry figures.

True, it could happen. It's too early for any conclusions. But RCA says its licensees are not at all perturbed, indeed are quite pleased the way the story broke. Its service company is being plied with questions, and plans are being made to key advertising to the color-on-your-present-set theme. But otherwise no such fear seems to exist that there will be the kind of public reaction evoked by the uhf "obsolescence" bugaboo of recent memory.

RCA was meticulous in making clear that its system won't obsolete present receivers and transmitters. AP, UP and the newspapers handled the story with scrupulous accuracy and detail. Idea of color TV caught fancy even of editorial writers. "Exciting" an editorialist in New York Herald Tribune called it. "Gratifying ...we keep our sets," said New York Times. In view of its importance, the technicalities involved, the political coloration of past statements about TV out of Washington, no one could quarrel with such headlines as these:

- New Video in Color Protects All Sets. Receivers Can Get Black and White, Natural Shades with Adapters, RCA Says. -- New York Times.
- RCA Announces Color Video, Says Present Sets Can Receive It. -- New York Herald Tribune.
- RCA Develops Color Television Adapted to Existing Receivers. -- Wall Street Journal.
- RCA Develops Color for Present TV Sets. -- Philadelphia Inquirer.
- Present Sets to Get Television in Color. -- Washington Post.
- Color TV Nearer in Present Sets. -- Detroit Free Press.

RCA is saving answers to such questions as how and when and how much until FCC's Sept. 26 hearing. To its licensees, who include every important set maker save DuMont and Zenith, it simply sent a copy of its statement, and up to Friday night would add no more. Its subsidiary NBC didn't even tell its TV affiliates anything -- and the telecasters, judging from our inquiries, seem to be among most puzzled about technical factors.

That RCA's hand was forced sooner than it hoped, seems apparent; also, that it was under Washington pressures it couldn't resist long, to say nothing of the competitive pressures. That it took industry by surprise, is apparent from fact RMA

TV committee only this week blithely issued reassuring press release on unlikelihood of color soon. Even JTAC and FCC knew little about it beforehand, beyond rumors.

We contacted quite a few industry leaders for comments, asking them particularly whether they were concerned about possible effects on sales. Dr. Allen B. DuMont spoke the thought of many when he said, "We've had this color thing hanging over our head so long that it's all to the good to get it resolved. I want to see what RCA's got first. But any way you look at it, it won't affect present receivers, for it will take 2 or 3 years to get stations going and sets produced."

Admiral's Ross Siragusa pretty much epitomized attitude of other big producers: "I think we sometimes worry too much about headlines. Price is what's selling and going to sell sets -- low prices and good programs. Today's TV sets are so reasonable, and the new programs coming up are so good, that our market can't help but broaden. There may be lots of talk, but we're selling plenty of sets and going to continue selling them."

Yet there may be real point in one dealer's remarks, as quoted in New York Times: "Now that they've started this color thing, they'd better hurry up with it or 1950 is going to be tough."

STROMBERG BIDS FOR PLACE IN TV SUN: Conservative, old-line producer Stromberg-Carlson is turning its radio production almost entirely over to TV, expects to turn out some 55,000 to 60,000 sets this year and at least 125,000 in 1950. Its radio line retains only 4 cabinet designs with AM-FM-phono (78 and LP) and only 3 table models. Its 1949-50 TV line includes 8 models, 3 of them brand new. Promotion will stress "target" advertising this fall and winter, mainly in newspapers in TV areas. It's not particularly concerned about "price warfare" and gimmicks like the built-in aerial, which it regards as unproved yet -- having one of own on tap in laboratory that's separately cut for both high and low portions of vhf band.

Foregoing, in essence, tells story of its first national distributor conference in 9 years, held in Rochester Tuesday. New president Robert C. Tait, ex-Mellon banker from Pittsburgh, made his debut with speech in which he forecast the "rolling recession" as short-lived, pointed out that income and savings and purchasing power are still enormous, called the TV industry "virtually depression proof."

As for pricing, Mr. Tait said many companies are pricing their current production too close to cost to be comfortable, opined that "the industry can't continually chase the price dog around," suggested that "the next move may be up." Coming fresh to the industry, he touched a responsive chord when he quoted Lever's Charles Luckman: "Instead of so much selling of the enterprise system, what we need is more enterprise in the selling system." You'll hear more about this man Tait in the industry; he's young, personable, keen-minded, quick to grasp a situation. In manner and appearance, he reminds you of Owen D. Young in the '20s.

Stromberg's new line is first outside DuMont to show latter's new 19-in. metal-coned tube (Vol. 5:29). Line generally is at lower levels than earlier models, stressing styling -- and is one of few to utilize circle framing idea which biggest producers have eschewed.

Three brand new models all are TV-only and omit Stromberg's usual continuous FM tuning: Emperor, 19-in. console with side-door compartment for 45rpm changer, 24 tubes plus 2 rectifiers, scheduled for October delivery and not yet priced; Brentwood, 12½-in. console with phono compartment, \$359.95; Century, 12½-in. table, \$295. Latter 2 have 19 tubes plus 2 rectifiers.

Lowest priced item, only one with 10-in., is Manhattan table model at \$249.95; it can switch to circular picture. Rest of line are combinations: Dorset, 12½-in. table with AM-FM, \$369.95; Weymouth, 12½-in. console \$429.50, or \$449.50 with compartment for 45rpm player; Chinese Classic, 12½-in. console with AM-FM-phono (78 & LP on one turntable, 45rpm in separate compartment), \$795 -- plus \$100 in hand decorated red, jade, ivory or ebony; Somerset, 16-in. console with AM-FM-phono (3 speed), \$895. Latter 4 are known as TS line, contain 42 tubes plus 3 rectifiers, including AM-FM circuits. Not featured in new line, though there are still some holdovers, are the 16-in. Monmouth and Yarmouth combinations (TV Directory No. 8).

QUOTA SHIPMENTS, PRICES & PROSPECTS: Orders are running so far ahead of production that Admiral and Emerson say they, too, have placed their TV distributors on quota. "Business is excellent," says Admiral's Ross Siragusa. "I don't see how we can do anything else for the rest of the year," said Emerson's Ben Abrams. Only other big makers on allocation, so far as we're informed, are RCA and GE.

Survey of TV production plans for second half of 1949 by Wall Street Journal's Joseph M. Guilfoyle (Aug. 22) indicated general agreement on 1,500,000 sets, which would make 2,500,000 for year. He reports RCA scheduling 25% increase over first half; Philco will be turning out 15,000 sets per week; Admiral 13,000 per week (our last report was 13,500; Vol. 5:33); Emerson's target 40,000 per month by fall.

Though most manufacturers don't foresee any more price cuts this year or next, Ben Abrams is quoted as saying: "It's entirely conceivable that the popular 10-in....may get down to the \$159 level next year." Guilfoyle cites, as example of lower costs, 15-20% cheaper cabinets, and fact that tube complement of 10-in. set is now nearer 20 than original 32.

* * * *

There's still some unloading and price-cutting of old models, this week's highlight being GE's \$30 to \$70 reductions on its entire line. Its plastic 10-in. table model was cut from \$239.95 to \$189.95; wood 10-in. table, from \$259.95 to \$229.95; 10-in. console, from \$299.95 to \$269.95; 12½-in. table, from \$329.95 to \$269.95; 12½-in. console, from \$369.95 to \$299.95; 12½-in. console with AM-FM-phono (3 speed), from \$499.95 to \$449.95; 16-in. table with matching table, from \$495 to \$429.95. Not publicized because it was being used for field testing, is built-in antenna in GE's 12½-in. Model 817 (now \$299.95) which has been inside cabinet since April but which GE engineers intend to improve before going all-out for built-ins (Vol. 5:31-34).

In addition to Capehart-Farnsworth's convention in New York's Hotel Pierre Aug. 29-30, Tele-tone has set one in Waldorf-Astoria Sept. 7 when it will show complete new line of 7, 10, 12½ and 16-in., no details yet. And Stewart-Warner distributors meet in Chicago's Hotel Knickerbocker Sept. 9 and New York's Ambassador Sept. 12 to see new line of 6 sets, including its first Protelgram projection. Stewart-Warner's other sets will be 10 and 12½-in., with several possibly having built-ins; no other details.

DuMont has added 15-in. Hastings table model with FM and phono-plug, priced at \$425, to its recently announced new line (Vol. 5:29-30), stating it has new circuit for better fringe reception. Price is same as old 12-in. Chatham...Westinghouse has 3 new sets due, prices not announced: 10 and 12½-in. tables, 12½-in. console with AM-FM-phono (3 speed). In addition, Westinghouse's all-glass 16-in. table model and 12-in. console (Vol. 5:23) are yet to come.

Emerson's Ben Abrams doesn't go along with idea of eliminating 10-in. set, halted last week by Magnavox on grounds that price spread between 10 and 12½-in. is too narrow to keep former in line (Vol. 5:34). Abrams insists cost difference, though minor for manufacturer, represents about 20% for consumer, and notes that surveys show 10-in. represents 75% of sales...Garod's Leonard Ashbach echoed this view, said his 10 and 12½-in. represent spread of \$40...Vidcraft has ceased making its 10-in. at \$199.95 and has cut prices of 12½-in. table from \$249.95 to \$199.95; 16-in. table, from \$299.95 to \$279.95; 16-in. console, from \$350 to \$309.95 -- all with FM...Federal Television has cut basic 16-in. console with FM-phono (3-speed) from \$749 to \$695, also cut top 16-in. console with AM-FM-phono (3-speed) from \$1795 to \$1495.

* * * *

More price reductions: Muntz has cut 10-in. table from \$199 to \$179.50; 12½-in. table, from \$269 to \$219.50; 12½-in. console, from \$299 to \$249.50. Muntz also has new 10-in. console at \$199.50, 16-in. console \$349.50, 12½-in. console with AM-FM-phono (3 speed) \$399.50...Meck cut price of 7-in. portable from \$159 to \$139; 7-in. table, from \$149 to \$139; 16-in. table from \$299 to \$279; has added new 10-in. table at \$179, 12-in. table at \$219, 12-in. console at \$249, 16-in.

consolette at \$299...Mars has cut prices again (Vol. 5:31) on 12½-in. table from \$395 to \$299; 16-in. table, from \$495 to \$399; also cut 16-in. consolette from \$575 to \$495; has new 16-in. consolette \$399, new 16-in. console with AM-FM-phono \$1295.

Brunswick has 12½-in. table at \$219 and 16-in. table at \$279, as promised (Vol. 5:31); also, 12½-in. console at \$249 -- all sales directly to dealers...Garod has 16-in. console with AM-FM-phono (2 speed), with switch for circular picture, \$695...Televista now has 16-in. table at \$269.95, same in consolette at \$299.95... Emerson's 16-in. table model, now \$399.50, is due to be repriced "down to around \$330," is about to be shipped...Trans-Vue has reduced its commercial 16-in. model from \$695 to \$595, has new 16-in. console at \$349.50...RCA has dropped \$625 combination 10-in. console Model 9TW333...Canadian GE has priced its TV line as follows: 10-in. table, \$399; 10-in. console, \$599.

Move to abolish references to "sq. in." picture size (Vol. 5:33) is gaining momentum: RCA and Motorola have agreed to stick to tube diameters in future ads, along lines urged by Emerson...RMA board at Sept. 15-16 meeting (with Canadian RMA), at White Sulphur Springs, W.Va., will doubtless consider "sq. in." suggestion...Add to last week's list of price guarantors (Vol. 5:34): Andrea, Raytheon, Trav-Ler...National Union reports it's going "all out for black tube"; also that it's getting good orders for new all-glass 8½-in. tube (Vol. 5:33).

BIG SLUMP IN JULY TV-RADIO OUTPUT: It's an inauspicious start TV made during July toward confidently predicted 1,500,000 production goal for last half of this year. But it was vacation shutdown month, so can't be taken as indicative of any trend. Month's TV set output, according to RMA monthly report, slumped to 79,531 units, less than half totals for either June or May (Vol. 5:31). Thus, 7-month RMA cumulative is 992,602. Add usual 15% to account for non-reporting Admiral and other non-RMA members, and truer figure for 1949 output to July is about 1,141,000. Add this figure to the 1,157,000 cumulative output to end of 1948 (Vol. 5:8), and postwar TV production aggregates 2,298,000.

Total radios of all kinds, including TVs, slumped to new low of 421,478 during July, down from 672,590 in June and the lowest since 1945 (for monthly comparisons, see p. 66, TV Directory No. 8). Total FM sets went down to 23,843, plus the 17,991 TVs with FM. RMA's July TV breakdown: table models, 49,403; TV-only consoles, 25,888 (518 projections); TV-radio-phono consoles, 4,240 (3 projections). RMA's July FM breakdown: AM-FM table, 17,939 (28 with phono); AM-FM consoles, 5,902 (19 without phono); FM-only, 2.

Count of TV Sets-in-Use by Cities

TV sets-in-use as of Aug. 1 rose to 2,150,000 in 48 areas, up 140,000 from July 1 (Vol. 5:30), according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service areas (.5 Mv):

Interconnected Cities			
Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	69,600
Boston	2	1,175,000	113,000
Buffalo	1	323,000	26,300
Chicago	4	1,438,000	170,000
Cleveland	2	695,000	67,500
Detroit	3	839,000	76,000
Erie	1	112,000	6,000
Lancaster	1	85,000	9,900
Milwaukee	1	327,000	30,000
New Haven	1	557,000	37,400
New York	6	3,597,000	720,000
Philadelphia	3	1,184,000	205,000
Pittsburgh	1	742,000	23,500
Providence	1	1,011,000	13,500
Rochester	1	208,000	4,300
Richmond	1	130,000	13,700
Schenectady	1	258,000	29,000
St. Louis	1	474,000	36,800
Toledo	1	241,000	18,000
Washington	4	691,000	55,700
Wilmington	1	183,000	8,900
Total Interconnected	40	13,991,000	1,734,100

Non-Interconnected Cities			
City	No. Stations	No. Families	No. Sets
Albuquerque	1	232,000	1,000
Atlanta	2	233,000	15,000
Birmingham	2	196,000	3,500
Charlotte	1	171,000	3,000
Cincinnati	3	384,000	28,100
Columbus	1	225,000	7,700
Dayton	2	291,000	8,800
Fort Worth	1	269,000	6,000
Dallas	(a)	277,000	6,300
Grand Rapids	1(b)	182,000	2,000
Greensboro	1(c)	165,000	900
Houston	1	217,000	7,500
Indianapolis	1	281,000	7,000
Johnstown	1(d)	250,000	2,900
Los Angeles	6(e)	1,372,000	169,000
Louisville	1	188,000	8,700
Memphis	1	177,000	6,300
Miami	1	117,000	8,100
Minneapolis-St. Paul	2	333,000	23,700
New Orleans	1	225,000	6,000
Oklahoma City	1	138,000	5,000
Omaha	2(f)	132,000	2,500
Salt Lake City	2	93,000	6,000
San Diego	1	113,000	6,300
San Francisco	2	825,000	10,600
Seattle	1	307,000	7,800
Syracuse	1	199,000	7,200
Utica	1(g)	127,000	1,500
Others			47,500
Total Non-Interconnected	41	8,088,000	415,900
Total Interconnected and Non-Interconnected	78	22,079,000	2,150,000

(a) Dallas included in coverage of Fort Worth's WBAP-TV. (b) WLAV-TV began operation Aug. 22. (c) WPMY-TV due to

begin operation Sept. 22. (d) WJAC-TV due to begin operation in Sept. (e) KECA-TV begins operation Sept. 16. (f) WOW-TV began operation Aug. 1 and KMTV due to begin Sept. 1. (g) WKTV due to start sometime in September.