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and FM Reports

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TV's NEWEST MARKET IS SAN DIEGO: No. 63 station in the TV parade, opening up TV's 35th market area (actual sales rank: 49), turns out to be a sleeper -- KFMB-TV, San Diego, which turned on test juice April 30, now plans to start commercial schedules May 16. It hasn't blown its horn much, but owner-manager Jack Gross now advises us date is definite, that Channel 8 test signals have been very gratifying, that schedule will comprise 24 hours a week, starting at 6 p.m. Tuesdays thru Sundays, and that 50% of his time has already been sold. In fact, he said he thinks he can make KFMB-TV break even from the start. Its base rate is \$250 per hour for live programs, \$200 for films. It will take off-the-air shows from CBS's KTTV, NBC's KNBH, Paramount's KTLA and (when it starts) ABC's KECA-TV, Los Angeles, for its Mt. Soledad transmitter site in La Jolla is 150 ft. above line-of-sight from Mt. Wilson, 130 mi. away. Signals from Mt. Wilson are easily received on stock receivers by using tall masts and boosters, Gross says. GE equipment is used throughout.

Note: Next "suprise" new station starter may be KSL-TV, Salt Lake City, which has asked FCC for an STA effective May 15. By then, it expects to start testing (GE transmitter, DuMont studio equipment) but wants to carry Eisenhower film series during tests. Commercial debut is planned for June 1 or thereabouts.

SIRAGUSA HINTS ADMIRAL'S SECRET: You may get an inkling of what Admiral's dynamic Ross Siragusa has up his sleeve -- that still-very-secret new TV model -- out of a paragraph from his May 2 speech before the National Electrical Wholesalers Assn.:

"Later this month," he said, after describing how in one swoop Admiral was able in 1946 to cut price of its table model radio-phono 30% by shifting from wood to plastic, "we are going to announce another development in the use of plastic that I think will be equally startling. It will have compound curves that can't even be used in wood except at prohibitive cost. The saving on the cabinet will run upwards of 60% over wood...saving to the consumer is multiplied because the cost base on which the distributor-dealer mark-up is calculated is reduced."

A few distributors saw Admiral's hush-hush new model this week in New York, but were pledged to secrecy -- and the price, too, is a secret. Formal news release is set for May 12, and first of ad campaign will break next Sunday, May 15, in New York Times and Philadelphia Inquirer. New item, added to his phenomenal \$399.95 TV-AM-FM-phono (3-speed) combination, is Siragusa's latest earnest of belief that:

"TV is the biggest opportunity that has come along for electrical distributors and dealers since the birth of radio. In 1949 it will provide a \$1 billion volume at the distributor level...We are going to spend \$8,000,000 for advertising and promotion to create demand in 1949." Note: \$8,000,000 ad budget covers Admiral's radios, refrigerators, ranges, as well as TV.

TV WON'T OVERSHADOW AM—MILLER: No matter how far TBA goes as the TV industry's trade association (Vol. 5:18), NAB president Justin Miller is determined to set up TV department, name TV director -- in fact, already has his sales, research, legal and engineering departments working up TV services. This activity is based, he feels, on fact TV rightfully belongs in NAB ("it's broadcasting," he says). Moreover, he says NAB has some 300-400 members already in TV (as operators, grantees,

applicants) and many more who, though not in TV now, want to be kept advised.

Here's how Judge Miller looks at TV -- taking the extremely long-range view: "In 10 years, television will be a full grown and mature operation," he told us, "but audio will be occupying as large a position if not better than today." Does he think AM will continue to do today's annual \$400,000,000-plus time sales volume? Yes, perhaps even more. He does not expect TV to overshadow sound broadcasting. He thinks TV's present impact is largely its novelty, refuses to guess relative positions of TV and radio 10 years hence, says there must be more time before anyone can properly evaluate TV.

Sound broadcasting is on verge of its first experience with a tight market, Judge Miller feels, and the impact of TV isn't going to help matters. Yet he's just as ever convinced that "so long as the profits of AM are needed to finance TV, so long will TV not supersede AM" -- his remark, following FCC chairman Wayne Coy's speech, at NAB convention in mid-April (Vol. 5:16). He'd still like to see TV under NAB's "one big tent." Failing that, he'd like to come to some working agreement (TBA as promotion organization, NAB as service group). Proposed appointment of executive v.p. Jess Willard as NAB's TV dept. chief is still being mulled by Miller and board.

* * * *

FCC chairman Wayne Coy simply listened Friday, while in New York to be feted by Sons of Indiana as "Hoosier of the Year," to proposal from TBA delegation that he consider taking paid presidency of association this fall. He isn't in any position now to accept, is known to be anxious to see vhf-uhf freeze allocation problems through, may be available latter part of year. Meanwhile, plan is to raise expanded TBA budget largely from set makers, Dr. Allen DuMont heading up this effort.

NAB-TBA situation boils down to simple fact that TV as industry needs own spokesman and promotion which AM (and NAB) cannot be expected to provide. Come what may later, the manufacturers, networks and TBA board don't want NAB as TV's spokesman now. That Coy and Judge Miller measure TV by different calendars, let alone different attitudes, is manifested again from Coy's remarks Thursday before Ohio State Institute for Education by Radio -- much along lines, TV-wise, of his recent NAB convention speech (Vol. 5:16):

"Five years from now, when AM broadcasting feels the heavy impact of TV," said Coy, "the financial returns will undoubtedly be considerably less...My own belief is that 5 years from tonight TV will be the dominant medium of broadcasting... sound broadcasting will be attracting less of the listeners' attention, especially during the evening hours, will be attracting less of the advertisers' dollars, will be secondary to TV."

UHF TESTS & ANTI-FREEZE PROSPECTS: FCC finally granted NBC its uhf satellite station in Bridgeport, Conn. (Vol. 5:7,8,13,18), carefully hedging grant for fear network might try to get 6th commercial TV station and/or freeze uhf standards. This is the "guinea pig" station, feeding off New York's WNBT and, though experimental, it should provide first uhf signal for regular public reception. It is expected to go far toward proving efficacy of those channels. NBC-RCA expect to get it going (15-20 kw ERP on 529-535 mc) before end of year.

Conditions laid down by FCC: (1) NBC must advise FCC "immediately" should RCA decide to sell uhf sets in Bridgeport (though there's nothing to prevent Zenith or anyone else from selling). (2) Requested call letters WNBT-1 are denied, and experimental call must be used. (3) It must announce experimental status hourly.

Meanwhile, vhf freeze and uhf prospects seem to be getting cloudier, rather than clarifying. Ad Hoc Committee met again Friday, but we've quit guessing when they'll say "we're done." Among commissioners there's substantial, perhaps growing, sentiment toward ending freeze and establishing uhf at same time. And there are still plenty of tough decisions to make on color, Stratovision, FM for picture transmission, synchronization, etc.

Just how FCC can give full consideration to these angles, plus more bound to come up, and end freeze at an "early" date, has a lot of people shaking their heads. Comr. Webster and Sterling, both engineers, are to spearhead TV activity under act-

(Continued on Inside Back Cover)

Negotiations with ASCAP over royalties for music used on TV broke off Friday over terms which NBC's Robert P. Myers, chairman of NAB music committee, termed "cumbersome, impractical and impossible"—particularly in light of TV's present heavy deficit operation and limited rights in proffered copyright licenses. At moment, it looks like no ASCAP music on TV after June 1 unless by individual negotiations. ASCAP offered general licensing rate of 2¾% of station gross income, minus various discounts, which its president Fred Ahlert said is much below what broadcasters pay. Main point of dispute, however, was telecasters' objection to limited rights, which they contend meant every time a TV station wanted to do a "production" with ASCAP music it would have to negotiate separately with every copyright owner.

Everybody's still pitching in, and very little time was lost on air after 80 IBEW engineers on Tuesday struck Yankee Network's 6 AM stations and WNAC-TV, Boston, in protest against personnel and wage cuts. Skeleton staffs, including executives, are maintaining all schedules except remotes and TV mobile. New parleys with union are set for May 11.

Long-awaited decision on mobile and special services was issued by FCC this week. About only TV angle is permission granted TV stations to use frequencies in 25-30 mc band for remote audio pickups, same way AM and FM do. Decision and new rules were printed in May 6 *Federal Register*. Copies may be obtained for 20¢ from Supt. of Documents, Government Printing Office, Washington 25, D. C. Reprints will be available later from same source.

Lots of publicity about Warner Bros. being browned off TV, and inquiry seems to boil it down to this: Big movie concern is having periodical "economy wave," so ordered stoppage of theater TV experiments. Warners intend to fight Govt. move to separate it from theaters, hence don't see point in pursuing Chicago application, which as predicted (Vol. 5:16) was withdrawn this week. But deal to buy Thackrey radio-TV properties (including KLAC-TV, Los Angeles) is still on, year-old contract extended to Aug. 1, and FCC was notified to that effect this week in letter asking for prompt action.

TOA-SMPTE conferees got down to brass tacks so quickly Thursday, New York meeting went so smoothly, one observer of theater-TV scene thought mid-July might see official requests for frequencies, even applications for several cities at FCC. It was continuation of joint session last month (Vol. 5:13), appointed subcommittee to draw up suggested standards for theater-TV, also chart of capital and operating costs—in a word, blueprint of theater-TV. Producers' MPA, meanwhile, got set for first meeting of TV committee (Vol. 5:18) in week or so.

Capitol Records Inc., Hollywood, one of biggest popular record makers, is going into TV film field, exploiting such properties as *Bozo the Clown* (already used on KTTV), *Sparky* and others that lend themselves to video adaptation. Elmo Williams, ex-RKO, has been engaged to set up TV division.

RCA unequivocally denies it intends to "lease" theater-TV equipment (Vol. 5:15), as reported Thursday in *New York Times* and in this week's *Variety*. Price remains about \$25,000 for power unit, projector and associated gear; does not include antenna, lead-in, etc.

Thirty-page section of Sunday, May 1 *Baltimore Sun* is devoted entirely to TV, cued to city's current count of 51,000 sets. *Buffalo News* will also publish special TV edition May 14, first anniversary of its WBEN-TV.

Antenna height limitations, suggested this week by Govt. interdepartmental committee (FCC, CAA, military, etc.) under FCC Comr. Webster, were being examined by industry engineers who fear proposals may be too stringent, particularly for TV and FM. Govt. proponents say idea is not to become more stringent, but to incorporate specific limitations in FCC standards, allow applicants to determine themselves whether their towers would require "special aeronautical study." Their contention is that system would eliminate much of present waiting for CAA approval. Industry men say they want to study plan, resent fact they haven't been in on its formulation. Next Govt-industry meeting is set tentatively for May 24.

RCA gross income from all sources for quarter ended March 31 was \$92,327,827 vs. \$88,053,297 for same 1948 period and \$76,560,096 for same 1947 period. Net profit for first 1949 quarter was \$5,932,083 (37¢ per common share) vs. \$5,714,498 (36¢) for same 1948 period and \$4,680,065 (28¢) for same 1947 period. Reporting to stockholders May 4, Chairman Sarnoff stated that during last 10 years RCA has paid more than \$65,000,000, or 53% of net profits, in dividends to stockholders—\$31,820,000 on preferred, \$33,254,000 on common. During same period, he said, net worth of RCA was increased by \$60,000,000, now exceeds \$127,000,000. Though subsidiary breakdowns are not available until annual report (for 1948 annual report, see Vol. 5:9), Gen. Sarnoff said no unit of company lost money last year but 1949 will be "more difficult."

DuMont's sales totaled \$11,092,000 for period Jan. 3 to March 27 vs. \$4,549,000 for same period last year — indicating it's quite probable, what with increasing set and tube sales, company will achieve \$50,000,000 business this year. Net for period was \$1,481,000, or 70¢ per share on 2,047,592 common shares outstanding, vs. \$553,000 (27¢ on 2,031,040 shares) for same 1948 period.

More signs of the times: RMA may change name to Radio & Television Manufacturers Assn., if certain board members get their way. Proposal is due to be advanced at RMA annual convention at Chicago's Hotel Stevens, May 16-19. Big Radio Parts Show holds exhibition same place, May 17-22.

United States Television Mfg. Corp. reports net sales of \$1,937,606 in 1948 vs. \$1,906,874 in 1947. Net profit was \$27,035 (4¢ per share on 341,175 shares of common stock) vs. 1947 loss of \$132,686.

Noblitt-Sparks (Arvin radios) reports \$502,067 earnings for quarter ended April 3 (85¢ per share) vs. \$602,015 (\$1.01) for corresponding 1948 period.

Sightmaster Corp. has split stock 6-for-1, is now offering (through Burnside & Co.) 425,940 shares at 50¢ a share, making total of 1,794,000 issued and outstanding—proceeds to be used for working capital, etc.

WGN-TV's new transmitter-antenna with 34-ft. mast atop Chicago Tribune Tower, rising 610 ft. above street level, should be ready for tests by May 15, regular service by June 1. Present studios in Daily News Bldg. won't be abandoned until new studio building adjacent Tribune Tower is completed.

Sen. Johnson's rip-snorting speech flaying FCC and industry "monopolists" (Vol. 5:17) is getting plenty of distribution: He reprinted it and sent it to all stations, also recorded excerpts "at request of some broadcasters"; NAB and FMA also reprinted it for their members.

ABC-TV has issued new rate card effective May 15, to cover 35 station affiliates, for which base Class A night rate would be \$10,420.

Personal notes: Officers of newly formed TV Manufacturers Assn. are Michael L. Kaplan, president of Sightmaster Corp., ex-Penn State All-America grid star, president; Robert G. Kramer, Remington Radio, v.p.; Abel E. Kessler, acting secy-treas. . . . Frank R. Norton promoted to chief engineer of Bendix Radio-TV, Baltimore . . . Ralph L. Burgin Jr. promoted to program mgr. of NBC's WNBW, Washington, succeeding Charles Kelly, now with WMAL-TV . . . Robert A. Hanson promoted from news-special events chief of KSFO and KPIX, San Francisco, to program director, succeeding Keith Kerby, resigned to go into sales and talent fields . . . Al Flanagan, ex-Don Lee, named program coordinator of new KGMB-TV, San Diego . . . Max Gordon, noted Broadway producer, joins DuMont Network May 9 as program consultant.

Court test of Pennsylvania State Motion Picture Censor Board's regulation requiring pre-censorship of TV film (Vol. 5:6,7,13) starts in Federal district court in Philadelphia May 9—with ABC's Joe McDonald, CBS's Bill Lodge, FCC's Max Goldman among witnesses. TV operators have engaged Earl Harrison, ex-dean of U of Pennsylvania Law School, to handle finish-fight case, flanked by Washington counsel Theo. Pierson, Morton Wilner, Thad Brown, Henry Weaver, Wm. Thompson. Their main contention: TV is interstate; regulatory authority belongs to Congress, as delegated to FCC.

ABC's executive v.p. Bob Kintner, in Hollywood just before May 5 opening of ABC's San Francisco KGO-TV (Vol. 5:18), tells press conference: That network's KECA-TV, Los Angeles, should get going by Aug. 1; that it will be fifth of ABC's TV properties, representing total TV plant investment of \$6,500,000; that within year Hollywood will be "world center of TV," due to wealth of talent and studios, New York taking second place; that ABC will soon close deal with Fox Movietone Newsreel for TV rights.

Three new booklets you should have for reference: CBS's exceptionally well done 58-page promotion piece *Television Today*, covering TV's growth, status and impact; TBA's first quarterly report, 40-page *Status of the Television Industry*, with reprints of statistics, surveys, success stories; U. S. Office of Education's 30-page *Radio and Television Bibliography*, an obvious "must" for students and schools. Addresses: George L. Moskovics, manager of TV sales development, CBS, 485 Madison Ave., New York; TBA, 500 Fifth Ave., New York. Office of Education's bibliography is available at 15¢ from Supt. of Documents, Govt. Printing Office, Washington, D. C.

FCC chairman Wayne Coy's remarks extolling FM at Ohio State's Radio Education Conference May 5 sat well with FMers. But there's no unanimous concurrence with his proposal to run FM adjuncts same hours and with complete duplication of AM—also made at NBC affiliates' meeting last March. FMA members, recently polled, were divided 50-50 on idea. FMA counsel Leonard Marks, also speaking at Ohio conference, bluntly asked Coy to set FCC hearing on petition filed 1½ years ago on very question (Vol. 3:44). Marks also kicked at "delays" at FCC encountered by FM applicants.

Necrology: Clinton B. DeSoto, 37, technical editor of the Proceedings of the IRE, ex-editor of QST, died suddenly at his home in New York . . . K. G. (Pug) Marquardt, 36, chief engineer of WIBW, Topeka, and Gene Shipley, 49, farm service director of the station, were killed when WIBW's Beachcraft plane crashed April 26.

Transit FM plans of *Baltimore Sunpapers'* WMAR-FM finally jelled after long negotiations with transit company. Sixty FM-equipped busses will begin 4-month test period about July 15.

TV station sponsorships: Lever Bros. starting to use TV this week with *Aunt Jenny* film spots in New York market . . . Deltax Rug Co. and Bromo-Seltzer new spot users on WABD, New York; latter also on WMAR-TV, Baltimore . . . Sheffield Farms Co. pulling *Guess Who?* off AM, starts it May 15 on WNBT, New York, Sun. 6-6:30 p.m.; also on WNBT, Macmillan Petroleum Corp. sponsoring *Roving Camera*, Fri. 6:50-7 p.m. . . . Chevrolet Dealers May 6-July 1 sponsoring *Roller Derby* on WJZ-TV, New York, Fri. 10:15 p.m. . . . Vim Radio & Sporting Goods Stores, chain, sponsoring Benny Rubin's *Benny's Place* on WPIX, New York, Mon. 8-8:30 p.m. . . . New spot users on WNBQ, Chicago, are air conditioner manufacturer Murphy & Miller Inc., and *McCall Magazine* . . . Citizens National Trust & Savings Bank sponsoring filmed concerts by *Vienna Philharmonic* on KTTV, Los Angeles, Mon. 7:45-8 p.m. . . . Monsanto Chemical Co. April 26 bought 30 min. on KSD-TV, St. Louis, to demonstrate chemicals and plastics, featuring "plant tour" brought via TV to American Wood Preservers Assn. convention in city . . . Baseball has Burger Beer (Waite Hoyt, play-by-play), Rubel Baking Co., Frito Co., Home Federal Savings & Loan, Griffith Distributing, local Ford dealers, as sponsors on WLWT, Cincinnati; Burger Beer (Joe Hill, play-by-play), Seyfert Potato Chips, Fred Schmidt Packing Co., Modern Finance Co., on WLWC, Columbus; Wooden Shoe Brewing Co. (Wayne Osborne, play-by-play), Dayton Bread Co., Frito Co., Old Gold, on WLWD, Dayton.

Interesting proposal to end freeze, establish uhf, came from attorney James McKenna (Haley, McKenna & Wilkinson) acting for Helm Coal Co., applicant for TV in York, Pa. In letter to FCC this week, he contends: (1) Vhf freeze stems in large part from fact that only 30-odd medium-sized cities have one or no channel. (2) Allocation of about 6 uhf channels, on same standards as vhf, would relieve virtually all the strain. (3) Balance of uhf band could be properly explored, for 3-5 years, then allocated for a really improved TV service, such as color. (4) Any hurried allocation of whole uhf band would waste it just to satisfy a demand far more apparent than real. (5) In cities with several vhf channels, uhf would suffer the way FM does unless it offers something clearly superior, such as color.

Except that they agree on Milton Berle's *Texaco Star Theatre* for top place, Hooper and Pulse are somewhat apart in April average ratings of weekly TV shows in New York. Hooper scores *Godfrey's Talent Scouts* No. 2, *Toast of the Town* 3, *Ford Theatre* 4, *Broadway Revue* 5, *Who Said That?* 6, *Philco Playhouse* 7, *Suspense* 8, *Godfrey & His Friends* 9, *Fireside Theatre* 10. Pulse scores them: Williams-Gavilan fight 2, *Godfrey's Talent Scouts* 3, *Broadway Revue* 4, *The Goldbergs* 5, *Godfrey & His Friends* 6, *Kraft Theatre* 7, *Toast of the Town* 8, *Philco Playhouse* 9, *Chesterfield Supper Club* 10.

Note on radio's important place in the journalistic sun: AP annual meeting in New York recently brought out that AP now has 940 radio station members; that in 10 states and the District of Columbia AP has more radio than newspaper members; that 15 of 18 publisher members of AP board are in radio, 4 of them also operating TVs and most of others applicants for TV. The 4 with TVs: Benjamin McKelway, *Washington Star*, WMAL-TV; Robert McLean, *Philadelphia Bulletin*, WCAU-TV; E. H. Butler, *Buffalo News*, WBEN-TV; Norman Chandler, *Los Angeles Times*, KTTV.

DuMont Network has signed with newly formed H-R-H Television Features Corp. (Gus Haenschen, president; Paul Rosen, production director; Dolores Hayward, talent director) for series of 50-min. grand operas, to be produced in English, in costume, date of first not yet set.

ing Chairman Hyde while Coy and Walker are abroad. Comr. Webster's reappointment to new 7-year term from June 30 was sent to Senate this week, is virtually certain to be confirmed -- and he and Sterling team well. Chairman Coy and FCC entourage sail for Paris telephone-telegraph conference next Friday on the Queen Elizabeth -- General Counsel Cottone following main group in early June.

Coy still thinks vhf freeze can be ended in September. He may return in mid-June for short checkup. But he and Walker may go to London international communications conference following Paris sessions, due to end about July 15. London affair is expected to run 2-3 weeks.

NEW TV STATIONS, PLANS & PROSPECTS: FCC this week lifted "citations" against CP holders WMBR-TV, Jacksonville, Fla. (Vol. 5:11) and WTVN, Columbus, O. (Vol. 5:7), gave each until fall to get on air with full powers. At same time it gave 3 more alleged "laggards" 20 days to say whether they want hearing on extension requests or will turn in CPs: WJAX-TV and WPDQ-TV, Jacksonville, and WEEK-TV, Peoria, Ill. And New Orleans Times-Picayune's WTPS-TV, cited last month (Vol.5:16), asked for hearing in protest against being cited as dilatory.

Commission indicated it has been satisfied WMBR-TV and WTVN mean business -- both promising to proceed with construction, latter announcing acquisition of 3 floors of Columbus' LeVeque Lincoln Tower for station, whose mast will rise 633 ft. above street. WTVN is promised soon after Labor Day, and it looks now like WMBR-TV will be Jacksonville's first TV outlet.

Three applications were filed this week, but one by WSAT, asking Channel 4, be assigned from Durham to Salisbury, N.C., was returned as inadequate. Other 2 were: For Saginaw, Mich., by John Lord Booth (owning AMs in Detroit and Flint, holding AM-CP for Saginaw, TV applicant for Flint), asking for Channel 8. He proposes spending \$60,730 on construction, \$58,000 on annual operation. His personal net worth is given as \$1,046,821. For Boone, Iowa (pop. 12,273), by Boone Broadcasting Co., owned by publishers of daily News-Republican, asking for Channel 7 allocated pre-freeze to Fort Dodge, 35 mi. away. Applicant asks TV grant contingent on AM grant. [For details about these applications, see TV Addenda 7-E herewith.]

Notes on upcoming new TV stations: Three due to plug into coaxial June 1 for network service are WICU, Erie, Pa., now operating; WGAL-TV, Lancaster, Pa., due to start June 1; WDEL-TV, Wilmington, Del., possibly June 1...FCC turned down proposed interim 500-watt powers sought for WAFM-TV, Birmingham (Vol. 5:17) and WMBR-TV, Jacksonville (Vol. 5:18) on grounds it would reduce coverage...KDTV, Tulsa (Oilman Geo. E. Cameron Jr. and manager Mrs. M. H. Alvarez), after long CAA tribulations, has finally arranged to locate 46-ft. tower atop 396-ft. National Bank of Tulsa Bldg....San Francisco Chronicle's KRON-TV now estimates it will start around Aug. 1 ...WFMY-TV, Greensboro, N.C. (Greensboro News), now aiming for July tests after modifying 490 ft. FM tower for TV, buying DuMont transmitter; it's changing from originally assigned call letters WTLE...WKTV, Utica, N.Y. (Kallett theaters) now plans test patterns Sept. 1, formal debut Sept. 15.

RCA TAKES STOCK FOR STOCKHOLDERS: Biggest entity in radio, deriving much of its \$357,000,000-plus (1948) revenues from broadcasting and from TV manufacture, patent licensor of nearly all other TV set makers, RCA continues to be keystone of the giant TV industry it launched right after V-J Day. Hence when its topkicks speak, it's news -- evidenced by big play the newspapers, particularly the financial journals, gave annual stockholders' meeting in Radio City Tuesday. Aside from impressive financial report for first 1949 quarter (see Sight & Sound), these were highlight statements at relatively serene meeting attended by some 600:

On business conditions: Chairman Sarnoff saw TV as one "safeguard against a serious economic recession." He added: "In the return to more normal business conditions, where the law of supply and demand is again in operation, and to a buyer's market in which competition is keener, it is clear that 1949 will be a more difficult year than 1948...While I do not foresee any major economic depression in the United States, I believe we should expect some adjustment in business conditions."

On "quick obsolescence" of TV receivers: "No one need hesitate to buy a

present-day type of TV receiver, for there is no indication that receivers of 1949 design will be obsolete in the near future...TV is too powerful a force for the public good to be stopped by misleading propaganda. No one can retard its advance -- any more than the carriage maker could stop the automobile, the cable the wireless, or the silent picture the talkies. TV...is here to stay, because the people like TV and want it."

As for color TV: It's more than 3 years away, said Gen. Sarnoff, in reply to question. "Some day it will be here, and we're all for it." And the phonograph business, president Frank Folsom reported, is getting a shot in the arm from RCA's new 45rpm, which has had "splendid" acceptance. RCA has no quarrel with Columbia, said Folsom, about the record business -- is aiming for the 80% of the public who want single records as against those who want classical or albums.

On so-called "talent raids": Obviously referring to CBS's recent forays, which have taken top-star shows away from NBC and other networks, Gen. Sarnoff observed: "We could have matched the millions involved in such skyrocket bidding had we been indifferent to the interests of our stockholders, artists and clients. We believe time will show there is no profit to the network, the sponsor or the artist in the purchase of over-priced talent packages. Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these talent raids already are dwindling."

Who should own stations? Gen. Sarnoff noted that from time to time voices have been raised against ownership of broadcasting stations and manufacturing plants by the same organization. TV furnishes practical proof of value of this ownership, he said. "For instance, if NBC had not gone on the air with TV stations and programs before manufacturing of TV sets got under way on a mass production basis, TV might never have been started."

LESS GUESSING ON TV PRODUCTION: Actual TV production in 1948 comes into sharper focus when you look at total produced by all RCA patent licensees -- 944,024. This compares with RMA figure of 866,832 (Vol. 5:5). About all that's lacking from RCA figure is production of DuMont and Zenith, who are in litigation with RCA, pay no royalties meantime, so don't report. We figure their production, largely DuMont's since Zenith didn't get started until late in year, brings the total to just about 1,000,000 (Vol. 5:1). RMA's figures suffer from some substantial blank spaces; RCA fills in most of them, particularly since it includes Admiral. Thus, our arbitrary addition of 10% to RMA's monthly figures has proven quite conservative. It's now evident, in view of Admiral's bigger place in TV sun, that we're well justified in increasing RMA accretions by 15% (Vol. 5:17).

Set production of all kinds by RCA licensees totaled 16,833,709 units in 1948, valued at \$711,725,715 at manufacturer's level (vs. RMA-reported 14,132,625 units). TVs accounted for \$220,523,927. For numbers of units by types and dollar values at factory, see table below:

Type	Units	Dollars	Television	
<i>Electric</i>			*Converters	3,632 935,436
Table (under \$12.50 billing price)	2,847,482	\$27,174,693	Radio Table Models	578,763 109,608,204
Table (over \$12.50 billing price)			Radio Consoles	
AM	3,954,132	72,916,210	Direct Viewing	196,233 44,561,145
AM-FM	420,324	15,125,342	Projection	12,085 6,838,333
FM (including converters).....	84,827	2,131,190	Radio Phonos	
Consoles			Direct Viewing	144,159 55,067,704
AM	81,982	5,174,943	Projection	3,874 2,599,734
AM-FM	43,544	3,919,029	<i>Phonographs</i>	
Table-Radio-Phonos			Phono only	350,940 5,981,942
AM	629,676	28,593,125	With radio attachment	6,623 211,480
AM-FM	14,269	968,340	<i>Without Cabinets</i>	
Console-Radio-Phonos			AM	54,533 1,616,797
AM	631,618	59,469,316	AM-FM	29,928 1,655,054
AM-FM	805,092	115,031,095	Television	5,278 913,371
<i>Battery</i>				
Portable AC-DC	2,559,274	45,600,190		
Table	261,457	6,642,357		
Consoles	263	11,387		
<i>Auto</i>	3,113,721	98,979,298		

* TV sets which use amplifier-loud speaker of existing sound system.

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TV DOLLARS DOMINATE RADIO TRADE: Though TV thus far serves only 34 market areas, containing less than half the nation's population (TV Directory No. 7), it accounts for 55% of radio set manufacturing industry's dollar volume. This, though TVs represent only 15% of radio units turned out. These ratios are based on best available industry statistics for January-February: Of \$103,198,570 factory volume, TV accounted for \$57,058,437. Of 1,726,615 radios of all kinds produced, TVs numbered 260,707. During 1948, the nearly 1,000,000 TV sets produced represented a dollar volume at factory of more than \$220,000,000, according to RCA license report (Vol. 5:19); some 16,000,000 non-TV sets were produced, valued at around \$500,000,000.

Note: Actually, 1949 will be only third full year of TV production (1946 output: only 6,476 sets), and it's estimated this year's retail trade, counting installations, tube replacements, tables and concomitant gadgets, may run \$1 billion (Vol. 4:47). For progress report also on telecasting revenues, see note on p. 4.

CALENDAR OF NEW TV STATIONS: At best, we don't foresee more than 100 TV stations on the air by year's end -- probably nearer 90. Even if freeze is ended in September, as now forecast, there isn't chance that any unfrozen applicants can get grants and build in time to start operating before sometime next year -- what with competitive hearings, normal construction delays, purposeful delays, etc. So TV's present roster of 62 operating stations (No. 63, San Diego's KFMB-TV, starts Monday, May 16) will be augmented this year only from among the present 57 CP holders.

Most of these have informed us they intend to begin operating, or at least testing, before end of 1949. But experience has shown that construction plans are usually too fluid for many to give definite starting dates; and quite a few are in trouble with FCC, so that their CPs are stymied.

Here's the best dope we can give on starting times of upcoming new stations, based on latest available information. But we caution you, again, that there's many a slip between stated target date and actual accomplishment:

May: KFMB-TV, San Diego, now testing, definitely begins scheduled operation May 16; WFBM-TV, Indianapolis, plans commercial start May 30.

June: KSL-TV, Salt Lake City, begins tests May 15, has set commercial debut for June 1; WGAL-TV, Lancaster, Pa., now testing, commercial start June 1; WKY-TV, Oklahoma City, now testing, commercial June 6; WHAM-TV, Rochester, start scheduled June 11; WCPO-TV, Cincinnati, start scheduled June 14; WDEL-TV, Wilmington, Dela., tests before end of May, starts commercial June 15; WBT-TV, Charlotte, tests about June 15, starts commercial July 15; WOR-TV, New York, tests due in June.

July-August-September starters: WTCN-TV, Minneapolis, has tested, now promises commercial start sometime in July; WBRC-TV, Birmingham, July tests, August or September commercial; WAFM-TV, Birmingham, July tests; WFMY-TV, Greensboro, N.C., July tests; KRON-TV, San Francisco, Aug. 1 target; KECA-TV, Los Angeles, now testing, latest stated starting date Aug. 1; WOC-TV, Davenport, Ia., Aug. 1 target; WLAV-TV, Grand Rapids, Mich., Aug. 15 target; WBNS-TV, Columbus, O., July or August; WKTV, Utica, N.Y., Sept. 1 tests; WTVN, Columbus, O., "by Labor Day"; WOW-TV, Omaha, around Sept. 1; KMTV, Omaha (changed from KMA-TV), by Sept. 1. And promised before end of summer: KBTV, Dallas; KEYL, San Antonio; KTLX, Phoenix.

Fall or winter, 1949: WSYR-TV, Syracuse, Oct. 1 target; WSEE, St. Peters-

burg, Fla., early fall; WMBR-TV, Jacksonville, before end of year; WJIM-TV, Lansing, Mich., October; WOI-TV, Iowa City, latter part of year; WHBF-TV, Rock Island, Oct. 1 objective but may be delayed until early 1950; WNBF-TV, Binghamton, N.Y., late fall; WOAI-TV, San Antonio, early fall; WCON-TV, Atlanta, fall or winter; WDAF-TV, Kansas City, by end of year.

Early 1950: WTAR, Norfolk, Va.; WKZO, Kalamazoo, Mich.

Plans indefinite, no dates indicated: KRLD-TV, Dallas; WSM-TV, Nashville; WMBT, Peoria; WJAC-TV, Johnstown, Pa.; KOTV, Tulsa, Okla.; KTVU, Portland, Ore.; KTRV, Minneapolis; WXEL, Cleveland; WTTV, Bloomington, Ind.; WJAR-TV, Providence. Note: Several of these are in process of construction (Providence's WJAR-TV actually built) but starts are being held up for various reasons.

Status indeterminate, for various reasons: WHAS-TV, Louisville, hearing decision awaited on proposed transfer of ownership to Crosley (Vol. 5:10); WRTB, Waltham, Mass., hearing decision awaited on proposed CP extension and sale to CBS (Vol. 5:6,7); WRTV, New Orleans, hearing decision awaited on proposed denial of CP extension (Vol. 5:6); WTPS-TV, New Orleans, cited for hearing on construction delays (Vol. 5:16,19); WSAZ-TV, Huntington, W.Va., cited for hearing on delays (Vol. 5:13); KGDM-TV, Stockton, Calif., cited for hearing on delays (Vol. 5:15); WPDQ-TV and WJAX-TV, Jacksonville, and WEEK-TV, Peoria, Ill., cited for delays (Vol. 5:19).

Note: For company names, channel assignments, etc. of foregoing CP holders (also for pending applications) see TV Directory No. 7 and weekly Addenda to date.

LICKING TV INTERFERENCE AND FREEZE: Hot, and getting hotter, is the "offset carrier" system of co-channel interference reduction (Vol. 5:16-18). RCA and NBC refuse to hail their system publicly, but it has already superseded their own synchronization system in many people's minds. For example, though a lot of money has been spent preparing to test synchronization in Boston-Schenectady-New York triangle, plan has been shelved. Crystals are being ground to try offset method there, probably within 10 days. Beauty of system is simplicity and economy -- all you need is proper transmitter crystal. Further, it doesn't suffer, as synchronization occasionally does, from dependence on vagaries of tropospheric signals to trigger it into operation. Simply stated, what offset does is to make bars of "venetian blind" same size as lines in TV picture, rendering them invisible.

Glance at Ad Hoc's final report on vhf TV propagation shows it will be mathematical Greek to the layman -- but will be best available tool with which an allocation can be fashioned, freeze ended. Among other things, it leans towards defining service and protection areas in new way: Protection of certain percentages of receiving locations certain percentages of time -- rather than a specific millivolt contour, as has been done in the past. Report was expected back Friday with members' stamp of approval, but only a few had come back to FCC's Ed Allen, so he called for committee meeting Monday. After report is approved, it will be made public and comments from industry invited.

SEATTLE'S KRSC-TV BEING SOLD: First operating TV station to sell out rather than continue taking financial beating is Seattle's KRSC-TV, which with KRSC-FM is being sold for \$375,000 to operators of 50-kw AM station KING there (backer: wealthy Mrs. Dorothy Bullitt, widow of once noted Northwest lumberman and diplomat). Palmer K. Leberman, of New York, who owns KRSC stations and publishes Family Circle Magazine, will file transfer application shortly, indicating selling price is just about what he has invested in the TV-FM outlets. On air since Nov. 25, 1948 KRSC-TV is said to be losing about \$1,000 a month. Leberman will retain his AM property. Seattle has 3 remaining pre-freeze channels, 6 pending applicants (one being KING).

Two new TV applications this week: Charles S. Cornell, Hollywood realtor and musician (net worth \$523,248) filed for Channel 2 in Nashville, making it 4 for 3 there. And in wake of Mary Pickford's application for Durham, N.C. (Vol. 5:17), said to have "tobacco money" associated with it, owner Harold Thoms of Durham's WHHT filed for Channel 7 there, making 2 for 2. Thoms also is TV applicant for his AMs in Charlotte and Greensboro. [For details about applications, see TV Addenda 7-F.]

Notes on upcoming new stations: KSL-TV, Salt Lake City, is definitely set

for June 1 commercial start, giving Mormon capital its second outlet; with base rate of \$150, it will operate 7-9 p.m. Sunday thru Friday, using films mainly and kine-recordings from CBS, ABC, DuMont...WKY-TV, Oklahoma City, reports continuing excellent test results, is all set for June 6 start...WDEL-TV, Wilmington, Dela., begins tests next week, is now slated for June 15 start...WBT-TV, Charlotte, begins tests June 15 from Spencer Mt. transmitter, starts July 15...Local zoning is holding up construction of KTVU, Portland, Ore., so its plans are now indefinite.

ADMIRAL'S \$249.50 PLASTIC CONSOLE: Biggest news of the TV trade week, of course, was Admiral's new plastic console at \$249.50 -- with newly designed chassis containing improved turret tuner, automatic gain control, 20 tubes, 3 rectifiers, 10-in. CR tube and Admiral's first expanded picture (61 sq. in.). New chassis will be used henceforth for entire Admiral line, except 7-in.

While this is lowest price yet for a name-brand console TV, heralding the keenest kind of price competition, the long-hinted "sensation" (Vol. 5:14,19) turns out to be a 35 lb. Bakelite phenolic cabinet that's the largest single piece of plastic ever molded commercially. Finished in mahogany, standing 32-in. high, 16 $\frac{3}{4}$ -in. wide, 18-in. deep, it is indeed an attractive job -- and should enjoy a ready market. It was designed by Dom Siragusa, brother of Admiral's president and head of Molded Products Corp., Chicago, which produces it.

Cabinets are now being turned out at rate of 225 per day (one every 6 minutes) from giant 2,000-ton press said to represent an investment of about \$250,000. Another molding press will be ready in June to step up production. Press and TV cabinet are currently creating even more stir in the plastics industry than in radio.

Admiral also uses plastic cabinet for table models, as do GE, Philco, Halli-crafters, but this is said to be by far the most ambitious use yet of that product.

New York, Newark, Philadelphia are first to get shipments -- next week. Thereafter, company will stagger quotas until all TV markets get share within 3-4 weeks. Currently, set is being shown to enthusiastic distributors and dealers, intrigued particularly by prospect of merchandising a console that can be bought under Regulation W for \$25 down and \$10 per month.

Note: Admiral's top executives now predict they will produce 500,000 TV sets this year, which would be 25% of entire industry output if most authoritative forecasts hold up. First week in May, we're told, Admiral turned out 10,000 TVs (all models) which is best ever claimed by any one company. Other models in Admiral line aren't being dropped, though it's expected \$249.50 unit will be major item.

SIC SEMPER SOOTHSAYER: "One of the fastest growing industries in the nation," writes New York Herald Tribune's acid radio columnist John Crosby May 10, "is that of television soothsayer. A TV soothsayer will tell you how long it'll be before TV slays radio (2 years, 5 years, never), how much TV programs will ultimately cost (the same as radio, 5 times as much), what type of programs will be most popular (name your own and you're as close as anyone). At least 3 detailed research brochures, well bound, handsomely printed, suitably graphed, arrived on this desk last week, each predicting all these things and many more.

"These bold attempts to peer into the future of an infant industry reminded me forcibly of a similar bit of crystal-gazing concerning another infant industry made many years ago. It was an article written by J. George Frederick in Editor & Publisher June 13, 1925 [which heralded it] as the most 'lucid and concise presentation of that subject yet made', arrived at by logic and 'accurate knowledge.'"

"In this accurate, concise, lucid and knowledgeable article, Mr. Frederick predicted that radio was doomed as an advertising medium. Broadcast advertising, declared Mr. Frederick, reached a miscellaneous rather than a specific audience. It was done at times when the public was unprepared and perhaps unwilling to consider advertising. It told its story feebly and ineffectively. It definitely antagonized the public and belittled advertising as a principle. It couldn't possibly endure.

"I have filed the 3 handsome brochures, with their well printed, lucid predictions, next to Mr. Frederick's article, which itself resides next to the Gallup poll on the last election."

Rorabaugh Report on TV Advertising for April shows 1,225 sponsors used medium that month— 57 on networks, 291 selective (national and regional spot), 877 local-retail. They spent \$2,623,478 for time during April, bringing cumulative total for first 4 months of 1949 to \$7,904,239— \$2,878,448 on network, \$3,036,576 selective, \$1,989,215 local-retail. Of the network 4-month income from time sales, Rorabaugh shows \$1,860,058 went to NBC-TV, \$571,078 to CBS-TV, \$331,032 to DuMont, \$116,280 to ABC-TV.

ASCAP turned to networks and individual TV stations this week after industry committee broke off negotiations last week (Vol. 5:19), and asked them to negotiate directly for licenses and fees. ABC's Mark Woods, CBS's Joseph Ream, DuMont's Mortimer Loewi, NBC's Charles Denny are to meet with ASCAP officials next week, and are expected to take same position as NAB committee, namely, that TV is a deficit operation and proffered license rate is too high; that rights offered are too limited; that license must cover all music usages on TV. Meanwhile, TV networks and stations are preparing to use non-ASCAP music (present temporary arrangements run out May 31), and looking to BMI, public domain and individual contracts with songwriters and publishers.

FCC was supposed to talk about chief engineer Thursday, but never got around to it. It looks now as if it won't until return from Paris mid-July of Chairman Coy and Comr. Walker. A new candidate is Remington Rand electronics research director James J. Lamb, ex-QST technical editor, receiver expert, noted for early uhf and troposphere propagation studies. Still under consideration is Ralph L. Clark, ex-consulting engineer, now with Defense Secy's office (Vol. 5:8,11).

No strings were attached to new Broadcast Advertising Bureau as far as TV is concerned, when NAB policy committee met this week, approved \$220,000 budget, move to New York City, expanded personnel, etc. Committee consists of Robert Enoch, KTOK, Oklahoma City; Howard Lane, WJJD, Chicago; G. Richard Shafto, WIS, Columbia, S. C.; Frank U. Fletcher, WARL, Arlington, Va.; John J. Gillin Jr., WOW, Omaha. Gillin has CP for WOW-TV, Lane and Shafto are TV applicants.

The 57 TV stations operating as of last February employed 3,456 persons fulltime, 1,000 part time; had average payrolls of 46 persons at \$4,310 per week (except network New York keys, with average 290 persons, \$29,500). Average staff comprises 50% technical, 22% program, 16% administrative, 8% film, 4% sales personnel. Data was compiled by NAB's labor relations director Richard P. Doherty.

Reorganization of NBC into separate radio and TV staffs (Vol. 5:15) may soon crystallize, for this week end RCA-NBC executives were to meet at Absecon (N. J.) Country Club to talk things over. NBC executive v.p. Charles Denny, in response to inquiry, would say only that reorganization is being studied but "no conclusions reached yet."

CBS Radio Sales is separating its TV and AM sales activity in New York as "natural outgrowth of our thinking when we established separate managerial responsibility for TV sales in both our New York and Chicago offices."

By curious coincidence, Milton Berle features covers of both *Time* and *Newsweek* May 16, each making much of fact up to 5,000,000 people watch his *Texaco Star Theater* Tuesday nights, and reporting that he gets \$6,500 per week for his TV and radio shows.

Look Magazine shortly will publish reply to Deac Aylesworth's article "Radio Is Doomed" (Vol. 5:15,16), written by ex-FCC chairman James Lawrence Fly.

Personal notes: Frank Stanton, CBS president, due back from European vacation June 12, disclosed as having signed new 10-year contract at \$100,000 per year plus bonuses, with quit-clause effective between 1953 and 1958 that would pay him \$100,000 in flat sum . . . In executive realignment at Don Lee, Lewis Allen Weiss becomes chairman of board, Willet H. Brown new president. Other new officers are Don Tatum, v.p. and gen. counsel; Ward Ingram, sales v.p.; Pat Campbell, station relations v.p.; Wm. Pabst, v.p. and gen. mgr. of KFRC, San Francisco; C. J. Marshall, asst. secy-treas. under A. M. Quinn . . . Kingsley F. Horton now asst. gen. sales mgr. of CBS-TV, new post under David Sutton, and George J. Arkedis named Western TV sales mgr. out of Chicago . . . Joseph A. Jenkins new manager of NBC's WNBK, Cleveland, succeeding Charles C. Bevis Jr., now chief of NBC's O&M-TVs . . . Raymond F. Guy, NBC, new chairman of engineering committee of TBA . . . Roger W. Underhill new acting mgr. of WICU, Erie, Pa., succeeding Layman Cameron; John Rossiter, from WIKK, Erie, new sales mgr. . . Willis C. Beecher now member of firm of Kear & Kennedy, Washington consulting engineers . . . George A. Boden, sales v.p. of National Union Radio Corp. (tubes), has resigned to become Admiral distributor in Minneapolis.

Notes on TV sponsorships: Northcool suits sponsored 15-min. films of Pimlico races from May 6 thru this week on 6 ABC-TV stations; 7 ABC-TVs will carry Camel sponsorship of Chicago Golden Gloves May 18, and same number Gillette's Jersey Stakes Race from Camden May 28 . . . Toni Wave has postponed until later in season *That Wonderful Man*, first set to start on CBS-TV June 2 . . . WJZ-TV, New York, starts *Market Melodies* daytime show May 24, Tue. thru Fri. 2-4 p.m. and Sat. 10-noon, with Brooklyn Union Gas Co. (Serval), Hills Bros. (Dromedary dates), Taylor-Reed Corp. (Q-T cake frosting mix), Wm. Wise Co. (cookbooks) as participating sponsors; on June 7 WJZ-TV starts *Television Telephone Game* Tue.-Fri. 4-4:15 p.m. and 4:45-5 p.m., Sat. 12-12:15 p.m. and 12:45-1 p.m., with General Foods (Grape Nuts) and Swift (peanut butter) sponsoring . . . Among name stars being primed for TV this fall are Jack Benny (probably on KTTV, Los Angeles), Eddie Cantor (for Pabst), Ed Wynn, Abe Burrows and *Easy Aces* . . . Sanka's *The Goldbergs* has been such hit as revived on TV that same sponsor will also put it on CBS-AM as replacement for *Jack Carson* show, Fri. 8-8:30 p.m. . . . Textron not renewing *The Hartmans* on NBC-TV after May 22 show.

TOA has sent list of 433 films used on TV to theater owners, so they "may correctly assay the damage that may be accruing to their investments by such unfair practices and that they may take such action as is legally permissible to protect their business." Note was made that, though major U.S. producers had distributed films originally, rights had reverted to independent producers, thus big studios shouldn't be held responsible in all cases for release of films to TV.

Madison Square Garden negotiations to buy out Tournament of Champions, 25% owned by CBS (Vol. 4:49), have 50-50 chance of success. If agreement is reached, CBS would share Madison Square boxing with NBC, which now has exclusive telecast rights. CBS, itself, has 5% interest in Madison Square Garden. Garden took over 20th Century Sporting Club on retirement of Mike Jacobs.

That Warner Bros. may reconsider withdrawal of its Chicago TV application, was intimated Friday when its counsel asked FCC not to act on petition to withdraw (Vol. 5:19).

WSAZ-TV, Huntington, W. Va., cited for delaying construction (Vol. 5:13), has been ordered to hearing June 27.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

and FM Reports

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May 21, 1949

THE CHANGING INDUSTRY PICTURE: How the makers and sellers -- manufacturers and distributors -- size up the metamorphosis currently taking place in the radio field, as stated by retiring RMA president Max Balcom at this week's Chicago convention:

"Even with an assured and tremendous increase in TV in the near future, radio will continue to provide a service for home entertainment indefinitely, especially so in the areas which cannot be reached by TV in the near future...FM has been of course outpaced in public acceptance by TV, but the future of FM, enhanced by public acquaintance with TV in which it is now largely used, offers large possibilities..."

And, statistically, you quickly perceive, from what the industry leaders said, why the set and parts makers have their hearts -- and pocketbooks -- in the flourishing TV business: Public has already invested \$500,000,000 in TVs. More than 50% of industry's dollar volume is now coming from TV. Components business flourishes, for TV set uses average of 23 tubes and kinescope (vs. 6 tubes in average radio), may use 115 resistors (vs. 15), up to 5 transformers (vs. 2), over 100 condensers (vs. 5-25). And --

Some 6,000,000 TV receivers will be in use by 1951 (current average factory price: about \$225). This year's production of TVs will add 2,000,000 or more to the 1,000,000 counted at beginning of year. Radio set production will go down to about 10,000,000 this year (average price: about \$30) from 1948's 16,500,000 and 1947's peak 20,000,000. RMA production figures will henceforth show TVs with AM-FM radios; quarterly distribution figures will be revised to cover 49 principal TV markets.

NOTES ON TV MARKET & MARKETEERS: Main pitch of the billion-dollar TV trade now seems to be for the "poor man's market" -- and receiver prices are scaling downward accordingly. In a market already dubiously distinguished by widespread retail price cutting, it looks like an even merrier scramble ahead for business among the lower-income families in the still-too-few TV areas of the country.

What with the TV station freeze, the inevitable delays in new station construction after freeze is thawed by FCC (September, maybe), toughening sales competition, importance of brand names -- it's hard to figure how all the 100-odd TV set makers (see TV Directory No. 7 and Vol. 5:14-21) can sweat out this crucial year and next. But to hear them talk and to read their ads, they're all doing nicely in today's high dollar volume market.

This week was especially notable for new models, new prices. With Admiral's \$249.50 plastic console (Vol. 5:20) setting the lower-price pace, with RCA's \$269.50 table model out Friday, with Hallicrafters and Garod offering \$200 sets, it can be said that the 10-in. market has really "broken." Here's the trade roundup of a week unusually replete with significant announcements:

* * * *

Enigma of the field is Philco, one of whose distributors confides he's tearing his hair for TV merchandise. It's apparent that Admiral, now producing 10,000 TV units per week (Vol. 5:20), has taken Philco's commanding merchandising position away, for the moment at least -- may even be surpassing RCA's reputed No. 1 unit and dollar position. Inquiry develops that Philco now is shipping mainly its slow-to-

get-going table Model 702 with 7-in. expanded picture, \$199.95; plastic cabinet unit (701-E) \$189.95.

It's definite that Philco's annual distributor convention, delayed by strike (Vol. 5:19,20) and other troubles, will be held in late June or early July, but place and date haven't yet been set. V.P. Jimmy Carmine says Philco by then will have lower-priced TVs in all picture sizes. Meanwhile, Philco is still taking orders for June-July deliveries of its Model 1450 consolette (12-in., \$439.50), 1175 console combination (10-in., \$599.50), and 1475 console combination (12-in., \$699.50).

There's all manner of talk, rumor only so far as we can check, of Philco plastic units -- perhaps a 10-in. table at around \$200. Fact that Bakelite Corp. cut prices 5% this week on 2 walnut mottled materials used in TV-radio cabinets is expected to stimulate TV industry's use of plastics, especially larger size moldings.

* * * *

Hallicrafters' new line includes 10-in. plastic table model, \$199.50; same with dual focus, \$279.50; 12½-in. table, \$249.50; 12½-in. consolette, \$299.50; 15-in. console, \$399.50; console with Protelgram projecting 3x4-ft. picture, \$695 -- third to use new Philips development (others being Fisher, Ansley). Continued are 7-in. portables at \$139.50 and \$149.50. Hallicrafters' chassis line includes 10-in. at \$179.50, 12-in. \$199.50, 15-in. \$259.50. All its sets have 19 tubes, 3 rectifiers, except the \$249.50 table with 12½-in. tube, which has 16 tubes, 2 rectifiers. Hallicrafters also remains in private-brand field, manufacturing for Western Auto (Truetone), Hudson-Ross chain in Chicago (Sherwood) and Skogmo chain in Kansas City, in addition to those listed in TV Directory No. 7.

Garod's new line includes 10-in. table model at \$199.95, known as Headline; same in consolette \$229.95; 12½-in. table Madison, \$239.95, same in consolette \$269.95; 16-in. table \$349.95; same in consolette \$389.95. All new sets have slide-rule illuminated dials. Deliveries due end of May. Garod Tele-Zoom line (TV Directory No. 7) has been cut from \$385 down to \$289.95 for 10-in. AM-FM table model, and \$545 down to \$510 for 15-in. consolette. Garod also makes private brands -- for AMC, Affiliated Retailers, Montgomery-Ward. It claims 200 units a day production.

RCA's new table Model 9T240 at \$269.50 is its lowest-priced 10-in. yet, probably will replace its \$325 Bystander. It also has 21 tubes, 2 rectifiers, comes in walnut and mahogany, or in oak \$15 more. Matching consolette tables are also available at \$15.50. New set has automatic gain control, and "power on" circuit to show whether set is left on after sending station has signed off.

* * * *

Crosley announces 3 new models: 10-in. table (52 sq. in. picture) with FM called Good Time at \$269.50 (previous TV 9-403M was \$299.95); 12½-in. table with FM called Popularity at \$349.95 (previous TV 9-407M was \$425); 12½-in. console with AM-FM-3-speed phono called Family Theater at \$579.95...Shipments of Emerson's first portable, 7-in. AC-DC in simulated leather case, began this week; it lists for \$179.95. Emerson is also shipping its Model 620 console, 12½-in., list \$399.50.

Stromberg-Carlson announces new 12½-in. table model with AM-FM, called Dorset and listing for \$479.50. Trade reports also indicate Stromberg coming out soon with 10-in. table and 12½ and 16-in. AM-FM-LP consoles, but no details yet... Freed Radio cut prices of all its 16-in. consoles: Sheraton, from \$625 to \$545; Chinese Chippendale with AM-FM, from \$795 to \$645; Regency, from \$845 to \$675; Chippendale \$1,295 to \$995...From Los Angeles, Packard-Bell reports it will announce new TV models next week.

Stewart-Warner will be out June 6 with 10-in. table at \$259.95, and 12½-in. table not yet priced. It has reduced present 10-in. table from \$369.95 to \$269.95, including matching table; 10-in. console with picture reflected from mirror inside top lid from \$399.95 to \$289.95...Air King (Hytron) at Chicago Parts Show this week showed 10-in. table at \$239.95, 12½-in. table \$299.95, 10-in. console \$299.95, 12½-in. console \$349.95. It also has 10-in. console with more tubes at \$329.95, same with fused magnifying lens at \$389.95.

Another new TV set manufacturer is Denmark Television Co., 86-39 Lefferts Blvd., Richmond Hill, N.Y., advertising Marden line of 15-in. table at \$499, console

No Ad Hoc report yet on vhf TV propagation, impatiently-awaited long step towards ending freeze. Here's the problem: There's an overall report, which uses material from 7 voluminous annexes written by various members of committee. Apparently all members are ready to underwrite overall report, but a few have some qualifications about the annexes. Question is whether to wait for unanimity before issuing whole works, or issue overall report first and then annexes as they're agreed upon, or to issue everything now and include a sort of minority report from those with reservations about annexes. FCC commissioners are trying to speed action.

Extension until June 15 of right to use ASCAP music augers well for favorable outcome of current negotiations between TV executives and musicians (Vol. 5:20). Deduction is ASCAP wouldn't have extended present arrangement (whereby TV stations don't pay for use of ASCAP music) beyond June 1 deadline if settlement didn't look bright. Extension permits continued use of ASCAP music in kine-recordings, usually telecast one or 2 weeks after live originations.

Appointment of NAB's Jess Willard to head association's new TV dept. (Vol. 5:18) is due to be announced within next 2 weeks. This was implied in NAB President Justin Miller's introduction of Willard at New York Radio Executive Club meeting Thursday. Willard spoke on NAB's TV services, made clear he didn't consider radio dead — emphasized TV was different ad medium from sound radio, thought it would cut into printed media more than into radio.

Recent callers on President Truman say he's quite aware of enormous importance TV industry is assuming in national economy, has been told its retail volume alone may attain \$1 billion this year. In his convention letter to RMA president Max Balcom this week, he included this paragraph: "Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance." Note: There are several TVs in Blair House, temporary home of the Trumans, who are known to be ardent fans.

More accretions to TV set circulation as of May 1: Baltimore, up 6,159 during April to 57,635 May 1, according to stations' committee. Los Angeles, up 13,000 to 126,249, according to So. Calif. Radio & Electrical Appliance Assn. San Francisco, up 800 to 5,800, according to No. Calif. Electrical Bureau. Note: Philadelphia's 138,670 sets at end of March had retail value of \$49,105,258, Electric Assn. estimates, average retail set price being \$402 vs. 1948's average of \$457.

The Hallicrafters Co. reports sales for 8 months of its fiscal year to April 30 amounted to \$11,922,965 with net profit of \$479,972. This compares with \$7,488,917 sales and \$239,807 profit for same period preceding year. Expansion, largely due to TV, is indicated also by April sales of \$1,697,999 and net profit of \$70,145 vs. \$1,051,719 and \$57,886 in April, 1948.

Networks are getting more TV "lebensraum," NBC beginning construction of new studio in Chicago's Merchandise Mart while announcing plans to expand program origination there to relieve New York, and ABC acquiring 5-year lease on New York's Elysee Theater, 202 W. 58th St., to be used for radio and TV.

Revised ABC profit and loss report for first 3 mo. of 1949 shows gross sales of \$10,218,410 and estimated loss of \$64,000, compared with \$9,631,348 sales and \$502,000 profit in same period last year. Slump in net, despite 6% increase in gross, is attributed to TV expansion.

Rebutting Deac Aylesworth's "Radio Is Doomed" thesis (Vol. 5:15,16), former FCC Chairman James Lawrence Fly's letter to the editor in June 7 *Look* says radio will stick around because: (1) Number of TV sets and cities is limited, growing slowly. (2) Costs of TV station building and operating are staggering. (3) TV is subject to frequency allocation problems causing delay and confusion. (4) TV is too demanding, too absorbing, permits no shaving, dressing, cooking, reading, etc. But he gives TV its due: "Make no mistake, TV is here to stay. And it will grow into one of the dominant forces of our economy and of our social, political and cultural patterns . . . I have a TV receiver and I love it. If you can use one, I strongly recommend that you buy it. But do not throw away your radio."

TV "self education" program of Motion Picture Assn. TV committee (Vol. 5:18) advanced another lesson with lecture on Phonevision by Zenith's John Howland in New York May 17. Committee's reaction was described by one member as "skeptical," with these principal questions raised: (1) Will AT&T cooperate? (2) Will there be governmental setting of rates, in effect control of box office? (3) Is device technically foolproof against unscrambling? (4) How would movie revenues behave during transition to Phonevision? Next committee session is in June, probably on theater TV. Educational program is likely to continue until fall, then course of action, if any, determined.

Paramount president Barney Balaban doesn't hold with those in the movie industry who fear TV. He writes, in annual report to stockholders last week: "There is a great deal of speculation about television as a threat to our future prosperity. Television may turn out to be our companion rather than our antagonist. Just as radio developed our greatest personalities such as Bing Crosby and Bob Hope, I believe that television will be an unparalleled medium for the development of talent for motion pictures. It will also be an unprecedented advertising facility for the showing of short sections of movies in homes to stimulate the interest of those who are not now patrons of the movies."

Rate increase by WCAU-TV, Philadelphia, to \$450 basic hour (from \$300) May 1 includes \$75 "feature announcement" spot — a commercial scheduled in special feature films, or at beginning or end of sustainers. On May 15, WFIL-TV went up to \$550 (from \$400), with separate Class A and B time for live, film and spot announcements. DuMont's WTTG, Washington puts out new rate card June 1, but only change is for 5-min., from \$60 to \$75, and for spots, from \$35 to \$50. WTTG is now operating from Arlington, Va. transmitter site with 587 ft antenna, 17.5 kw visual power.

Quite a few defections from NAB membership in recent months (though NAB says new members easily offset them)—but first to quit with an open squawk against NAB's advent into TV and FM fields is manager Ed Obrist of Philadelphia's 5 kw independent WPEN, who says "AM broadcasters are the backbone [of NAB] and there are too many problems in our own field without bringing FM and TV into the picture . . . NAB is becoming 3-ring circus with too many attractions under main tent."

Collins Radio Co., Cedar Rapids, Ia., reported sales of \$4,444,663 in 6 months to Jan. 31, 1949, with profit of \$246,543. This compares with \$2,987,108 sales and net loss of \$573,964 during same period of year earlier.

TV-radio rights to Dallas' Cotton Bowl football games for 3 years have been acquired by NBC. MBS, Gillette sponsoring, has had game for years.

RMA and Trade Show Notes

Avco's Raymond C. Cosgrove returns for fourth term as RMA president, succeeding Sylvania's Max Balcom. It was deemed desirable to have set maker as president this term, in view of changing radio-TV trade. Newly elected directors are: J. B. Elliott, RCA; W. J. Halligan, Hallicrafters; Richard A. O'Connor, Magnavox — all representing sets; R. L. Triplett, parts; A. Liberman, Talk-A-Phone Co., amplifier-sound equipment. Other officers were reelected.

"The man who wasn't there" was very much the most-talked-about figure during RMA convention. He's Admiral's youthful president Ross Siragusa, hailed even by his competitors as the "wonder boy" of the current trade. He was waited upon by RMA officers and asked to rejoin, but hasn't consented yet. In Chicago first part of week, he left Wednesday for Cat Cay to participate in big tuna fishing tournament; also to do some bone-fishing in Bimini. He's due back in about 2 weeks.

Onetime phono manufacturer himself, Senator Capehart (R-Ind.) warned of dangers to "free enterprise" at RMA convention luncheon May 19, but went somewhat off-base when he implied FCC's current TV freeze is politically motivated. He charged freeze is keeping 10,000 men out of jobs, since new stations mean new markets for TVs. Privately, he said he thought Sen. Johnson was "cooling down"; that there won't be any Congressional investigation or more fuss about color TV, uhf, etc. He's member of Johnson's committee.

Only depression cry heard at Radio Parts Show came from speaker makers, who are selling fewer units, and who claim cheap TVs are ignoring good speakers—especially needed for FM. Said Jensen's Tom White: "Our market has been abnormally depressed, but the outlook is better now. TV requires premium speakers." He expects higher-priced TVs to offset loss of radio volume.

RMA credit committee chairman W. W. Paul (Radio Condenser Co.) reported failures of 4 radio set manufacturers, 3 component producers and one wire recorder maker during 10 months ending March 31, but noted: "The failure of each . . . resulted fundamentally from internal weaknesses, and should not be attributed to conditions existing throughout the industry."

"At least several years" before uhf TV is ready for "wide commercial or public applications," was opinion of RMA President Max Balcom in annual report. "Neither transmitter tubes nor receivers are much beyond the laboratory and experimental stage," he said. General talk about uhf receivers at RMA convention seemed to boil down to: When service and demand are there, receivers will come forth at prices public will pay.

Fully 40% of Radio Part Show exhibits in Chicago's Hotel Stevens dealt with TV components or accessories, for by agreement no sets were shown on exposition floor. Among 250 exhibits (visited by 7,000 registrants) were kits, antennas (from simple dipoles to stacked arrays), boosters, voltage regulators, filters, cabinets, tables with rotatable tops, indoor antennas (including plug-in attachments so antenna is not in sight during non-viewing hours), home towers (miniatures of regular transmitting structures) for mounting receiving antennas, even servicemen's rear-view mirrors for adjusting sets. Sets were shown in private suites in Stevens, Blackstone, Congress Hotels by Hallicrafters, Garod, Jewel, Regal, Tele-tone, Automatic, Televista, Air King, Starrett, National, Television Assembly. Most set makers are waiting for Music Merchants convention (NAMM) in Hotel New Yorker week of July 25 to display their lines.

Not much concern in trade now about Zenith's advertising, which no longer carries "obsolescence" theme, though some of it includes "built for the future" angle mentioning turret tuner and Phonevision. Zenith TV line is being promoted heavily, but full-page newspaper ads and attractive color page in May 21 *Saturday Evening Post* are models of decorous claims. Adverse impact of March campaign (Vol. 5:10 et seq) has worn off, rival set makers and distributors say—though many are still pretty sore. Retiring RMA president Max Balcom publicly thanked FCC chairman Wayne Coy for clarifying uhf-obsolescence issue (Vol. 5:13). And RMA publicity committee (Vol. 5:14) reported it didn't think counter campaign necessary now that public is well informed.

Personal notes: Walter W. Jablon, Espey Mfg. Co., elected president of Radio Old Timers Club, as announced at Radio Parts Show in Chicago May 16; Peter L. Jensen, Jensen Industries, v.p.; Howard W. Sams, secy; Herbert W. Clough, Belden Mfg., treas. . . . Hazeltine elects as new officers Arthur V. Loughren, research v.p.; Orville M. Dunning, engineering v.p.; James F. Willenbecher, manufacturing v.p. . . . Emil J. Maginot new sales mgr. of National Union Radio, succeeding Geo. Boden (Vol. 5:20) . . . Charles G. Roberts, asst. sales mgr. for transmitter division, promoted by GE to TV equipment products mgr. . . . Dr. Albert F. Murray, Washington consulting TV engineer, named to board of Sindlinger & Co., Philadelphia, developers of Radox audience measurement system . . . John F. Royal, NBC v.p., flew to London May 15 on TV program mission . . . John J. Karol, CBS sales mgr., elected president of Radio Executives Club of New York, will be installed at season's final luncheon meeting in Hotel Roosevelt next Thursday . . . Leslie J. Wood and Courtney Pitt, Philco v.p.'s, elected to board at May 20 meeting.

TV network sponsorships: International Cellucotton Products Co. (Kleenex) will sponsor *Fun for the Money*, James L. Saphier's audience participation show patterned after baseball, keyed from Chicago to 7 ABC-TV outlets, Fri. 9:30-10 p.m., starting June 17 . . . Buick's *Olsen & Johnson* show definitely starts on NBC-TV June 28, Tue. 8-9 p.m., while Milton Berle's *Texaco Star Theater* vacations; later will move to another spot . . . Cluett Peabody's *Arrow Collar Show* on NBC-TV is discontinuing soon, sponsor seeking new TV show . . . Philip Morris will sponsor Ruth Gilbert in *Ruthie on the Telephone* on CBS-TV, daily except Wed. 7:55-8 p.m., starting sometime in August; it's being written by Goodman Ace, whose *Mr. Ace & Jane* show on CBS is discontinuing.

TV station sponsorships: As did Sheffield Farms recently (Vol. 5:19), Seattle's Bon Marche dept. store, unit of Allied Stores, has dropped radio, including Sunday musical and some spots, in favor of sponsorship of baseball on KRSC-TV to promote Westinghouse appliance line . . . Carnation Co. (Carnation Milk and Friskies Dog Food) preparing film spots thru Erwin, Wasey; may even try simulcasts (with kine-recordings) of its NBC *Carnation Contented Hour* . . . Lucky Strike dropping *Your Show Time* films after 26 weeks ending July 15, no new show yet decided on . . . Topps Gum, for its new Flip-o-Vision bubble gum, placing TV spots thru Cecil & Presbrey . . . Telemail Corp. of New York (mail order kits for making dresses, drapes, covers, etc.) sponsoring *Make It Yourself* with Mary Young on WCAU-TV, Philadelphia, Tue. 1-1:30 p.m. . . . Savoia Wines sponsoring *Kingdom of Savoia* 13 weeks on WAAM, Baltimore, Wed. 7:45-8 p.m. . . . Regal Beer May 11 started sponsoring simulcasts of San Francisco Seals home games on KPIX-KSFO . . . Bekins Van & Storage Co. sponsoring *At Home With the Harmons*, Tom and Elyse (Knox) Harmon and friends playing parlor games, on KFI-TV, Los Angeles, Sunday afternoons; also on KFI-TV are Blatz Beer, Rit, S.O.S.

at \$599, console with AM-FM-phono \$699...Jewel Radio Corp., 10-40 45th Ave., Long Island City, N.Y., heretofore making small radios, says it will be ready in 45 days with direct-to-dealer deliveries of 5 consoles, 3 table units, all 12½-in., no prices yet...National Co. has added 12-in. table to its line, to be priced "under \$300," shipments promised in August; also has cut 7-in. metal table model from \$189.50 to \$179.50, 10-in. table from \$299.50 to \$269.50. National has added magnifying lens to 7-in. wooden cabinet set at \$199.50. Its TVs have 2 speakers for "binaural" sound. It also has 16-in. in works.

Television Assembly Co., kitmaker, says it will soon have 12-tube, 12½-in. table model at \$179.50, promises satisfactory reception 10-15 mi. from any TV transmitter...Televista Corp. of America, now in new hands (Herman Weissburger, ex-Minerva) and at new address (12-01 44th Ave., Long Island City, N.Y.) has 15-in. table model to be priced between \$325-\$350, same in console unpriced; promised soon is 16-in. table, 24 tubes, at "under \$300." Produces 45 sets per day, selling direct to retailers...Wilcox-Gay line consists of 10-in. console at \$359 and 12-in. at \$435 (these supersede line listed in TV Directory No. 7)...Regal Electronics has 15-in. console at \$495....Bace Television's new line comprises 16-in. table at \$525, same in console \$625...John Meck advertises 7-in. tables at \$149.90 and \$179, portable at \$169; also has 10-in. table at \$279 (Vol. 5:15)...Starrett's new line in June will include 16-in. table at "less than current competitive prices."

NEXT TV MARKET IS INDIANAPOLIS: Indianapolis' new WFBM-TV was all geared for first Channel 6 tests this weekend, preparing to be TV's 64th station in 36th market area. On Memorial Day, May 30, it goes on daily except Saturday 6-10 p.m. schedule, starts with some \$60,000 worth of business on books. All spots are sold, also some programs and kines; baseball is signed but not yet sold. Famed Indianapolis Speedway Races will begin TV operation, but Perfect Circle Co., sponsoring on MBS, has not bought TV. Indianapolis, which ranks 24th in retail sales, already has 2,500 TVs installed, reports manager Harry M. Bitner Jr. Station's base rate is \$250, will be fed by CBS, ABC, DuMont, is due for coaxial connection (or else microwave from Dayton, 101 mi.) by May 1, 1950.

PLENTY TUBEMAKERS, PLENTY TUBES: In short supply up to only a month or so ago, TV picture tubes (possibly circuit tubes, too) look like they're in for a flurry of over-production reminiscent of early radio tube days. One glass blank maker with orders far beyond estimated capacity of receiver manufacture, confesses he's puzzled where the final product is going. Predicted set production this year is about 2,000,000, and it's superficially estimated that CR tubes are now being turned out at rate of 4,000,000 this year. Even though this third TV year may signal big replacement market (normally estimated at about 10% of regular production), it's hard to see where the tubes can go.

We've already reported on breaks in tube prices (Vol. 5:15 et seq), and names of new companies to add to list of 17 tubemakers published in our TV Directory No. 7 (Vol. 5:17,19). This week, after attending Radio Parts Show and RMA convention, we can report these additional tubemakers:

Raytheon Mfg. Co., Waltham, Mass., back in CR production and turning out line of 3, 7, 10, 12½-in. glass and 16-in. metal tubes...Eitel-McCullough Inc., San Bruno, Cal., reporting it's definitely going into manufacture of kinescopes, now building equipment for newly leased factory in Salt Lake City...National Video Corp., 3019 W. 47th St., Chicago, claiming current production of 400-500 per day of 10, 12½, 16-in. glass tubes and gearing for 1,000 per day by end of June. It's headed by Asher Cole with E. D. Carter on engineering (both ex-American Television Inc.) and reputed to be backed by Jewel Radio capital (Ferraro).

Remington Rand reports it hopes to make Image Orthicons before end of summer. Its new 12½-in. TV picture tube, incidentally, is priced \$34.95 to manufacturers instead of the price we erroneously published last week.

Ulysses A. Sanabria's American Television Inc., at Chicago Parts Show, demonstrated his new so-called "Eye Saver" tubes, advertising them at same time in full pages in Chicago newspapers and trade press. Using phosphor agent that limits fluo-

rescence to area struck by electron beams, his tube face shows blacks blacker and cuts halations. He said several manufacturers have contracted for them (mentioning Hallicrafters and Garod), quoted prices of \$19.95 for 10-in., \$24.95 for 12½-in., \$38.10 for 15-in., \$39.10 for 16-in.

Among other tubemakers at Radio Parts Show: Rauland (Zenith) demonstrated 10 and 12½-in. glass aluminized, 16-in. metal, also 12½-in. metal that will be ready in July...National Union, reporting it's working on skiatron principle for theater TV, says it will soon reach 60,000 per month output of 7, 10, 12½-in. at Hatboro, N.J...Tung-Sol said its 7, 12, 12½ are running at 10,000 per month...GE showed its new 8½-in. metal-coned tube (Vol. 5:4,16), and indicated it will be used in new set that will sell at price of 7-in. yet have twice picture size.

* * * *

Note: Though it became obvious month or more ago that tube supply was getting plentiful (Vol. 5:17), underwriter Willis E. Burnside & Co., offering 280,000 shares of 10¢ par common stock in Zetka Television Tubes Inc. at \$1 per share, in promotion literature received this week advertises "there is a serious shortage of television tubes."

SURVEYING TV—1948, 1949, 195?: A TV survey with an unusually fresh air of impartiality -- a good outline of what has actually happened, not soothsaying -- has been done on last year's TV advertisers by Sidney N. Wagner, BMI's director of statistical analysis, for his master's degree. In January, he queried 1,058 advertisers, got 184 useful returns. He found that the average TV advertiser used medium 5 months, and that \$3,732,000 was spent (for time, studio, talent) by the 167 who revealed how much spent. Some noteworthy highlights:

1. Of money spent, 67.5% was in addition to regular budget, 6.4% substitute, 25.8% both.

2. Of those cutting down on other media in favor of TV, 54.8% reduced radio, 35.7% cut newspaper, 9.5% cut magazine.

3. 20.6% said they had never advertised on radio; they accounted for \$991,000 of the \$3,732,000 spent on TV by the group. However, 62% of the \$991,000 came from 6 companies with a "commercial interest in the TV industry" [obviously, mostly TV set manufacturers]. If anything, this means you should listen happily but cautiously to talk of big TV money coming from advertisers who've never used radio.

4. Regarding TV plans for 1949, 63.9% said they'd continue, 14.8% said they wouldn't, 21.3% hadn't decided. Those planning to continue accounted for 78.7% of 1948 TV money. Reasons given by the 14.8% discontinuing: "too expensive in relation to results," 47.6%; "audience too limited," 19.1%; "not suitable for purpose," 9.5%; "poor technique, poor scheduling," 9.5%; "others," 14.3%.

5. Principal reasons for using TV: prestige, 28.9%; experience, 27.1%; sales, 17.5%; "demonstrative ability," 11.4%.

* * * *

Attempt to assay TV's impact on other media, yet eliminate novelty factor, is survey of 378 older (1-9 years) set owners in Philadelphia area. Conducted by Dr. William B. Michael, Princeton psychologist, and Jerry N. Jordan, Princeton senior, and detailed in May Television Magazine, survey compares these TV families with 388 radio families. They found:

(1) TV group listens to radio 43% less than radio group. (2) TV group attends movies 13% less. (3) TV group attends 14% more sporting events. Yet, paradoxically, in answer to another question, 40.1% of TV owners claimed they attended fewer sports since getting sets. (4) TV group does more magazine-reading than radio group (3.13 vs. 2.46 hours weekly); newspaper reading is about same. (5) Of TV group, 68% though TV commercials more interesting than radio's, and 40% of TV group said they bought products because of TV commercials.

Underlying weakness of survey is fact that 250 of the 378 TV homes have incomes over \$5,000, compared with 110 of the 388 radio homes. The researchers point out that higher income groups are known to listen to radio and attend movies less, while they read more magazines and seek more out-of-the-home entertainment.

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FREEZE DEEPER—UHF NEARER—COLOR AGAIN: You may as well gear yourself for it: Expansion of TV, already slowed down by FCC's freeze, will continue to be limited for another year or more. It's simply a matter of stations and markets, and there won't be enough (and big enough) new ones to maintain a highballing pace -- not even in unlikely event all of today's 50-odd CPs get going in that time. That conclusion is unavoidable after FCC's May 26 release of an "unfreezing plan" that evoked mixed reactions ranging from pleasure to anger -- pleasure that FCC has at last given the industry some definite targets, anger that its vague implications about color will further confuse the receiver market and retard sales. Here's nub of what FCC said:

1. Vhf and uhf are inextricably entwined, hence must be allocated simultaneously. Present 12 vhf channels will be retained.
2. Only lower half of the 475-890 mc uhf band will be opened up, remainder saved for experimentation. Opened half will be used for 6 mc systems -- black-and-white certainly, color possibly.
3. FCC is "in the market" for 6 mc color -- but only if existing TV sets can easily be adapted to receive it.
4. Vhf freeze can't be lifted until "late fall."

* * * *

Though Commission says "late fall" and spells out steps needed before final decision can be rendered, beginning with its submission of proposed new vhf-uhf allocations "within approximately 6 weeks," the fact remains (to quote one commissioner) that it will be "a miracle" if new grants can be forthcoming before early next year. Indeed, considering need for competitive hearings in most larger cities, it will probably be end of 1950 before even a few of these can begin telecasting.

Thus, the existing log of stations can be augmented in immediate future only from the 50-odd CPs outstanding (promising 33 new markets, mostly small; Vol. 5:20). We still think not more than 90 or 95 stations will be operating by the end of 1949 (Vol. 5:20), and we take dim view of outlook for uhf applications. Vhf are still TV's tried and proven channels; there won't be any rush for uhf until vhf supply is exhausted -- and some who talk most about uhf will probably be among last to apply.

* * * *

Forthcoming vhf allocation will specify co-channel spacing of about 215 mi., adjacent channel 100 mi., for FCC apparently has been persuaded there's nothing like separation for reducing interference.

Offset carrier and like palliatives (Vol. 5:16-20) may be regarded as "first aid" to existing too-tight situations (like Cleveland-Detroit) because there is no intention of disturbing existing grantees. Uhf will be allocated to vhf cities where needed, and will be given plenty of spacing -- and we mean plenty -- possibly enough to allow doubling up later if tropospheric interference permits. There will be 30-35 uhf channels, number depending upon whether FCC gives Bell Labs the 470-500 mc band it wants for broad-band common carrier mobile.

Commission simplified its current job by relegating to upper portion of uhf, and the future, such complex matters as Stratovision, polycasting, FM for picture, wide-band monochrome and color systems. Likewise, it simplified uhf equipment job,

since production of receivers and attainment of transmitter power is considerably easier for lower half of 475-890 mc than for whole band.

* * * *

That tinge of "color" in FCC statement, though couched as gently as possible, may cause more trouble than lengthening of freeze. Much depends on whether anyone of stature in industry takes up cry and keeps blasting it at buying public, which would be far more disastrous now than when CBS carried the fight in 1946-47.

Will CBS do it, since it has a 6 mc color system which has whetted some appetites, notably that of Comr. Jones? Will RCA-NBC recede from oft-stated view that color isn't ready, won't be for some years? Neither obviously can afford to jeopardize its black-and-white investment. CBS has repeatedly said it isn't pushing color any more. After FCC's Thursday statement, both CBS and RCA were non-committal, said they must study it more, had no plan of action one way or other.

"Opening the door" to 6 mc color, which is simply in nature of an invitation to industry to come and tell all at hearing, is an obvious compromise of pressures. It's a bow to Sen. Johnson and Comr. Jones, who apparently feel they can force system out of laboratory by mere "wave of fiat." Johnson, incidentally, has asked Bureau of Standards to look into color. FCC's better-schooled technical minds, while allowing the color statement to appear, apparently insisted on making clear that color is wanted only if present sets can be adapted to receive it "with relatively minor modifications" -- a palpable attempt to keep public calm, mollify set makers.

CBS has shown FCC 6 mc sequential color system, off-the-line, both mechanical and electronic. But it won't say how existing sets can be adapted to it, though it is reported Dr. Peter Goldmark has accomplished such conversion with an inexpensive device. If 6 mc color can fulfill FCC's requirements, existing vhf transmitters would handle it without modification -- but cameras, lighting, links, etc. would all have to be changed.

And Webster-Chicago's executive v.p. Charles Cushway is reported in May 27 Chicago Journal of Commerce as saying his company "has helped develop an adapter that can be made at a popular price to convert regular black-and-white TV sets to receive colorcasts." Company made components for color sets to be used in closed circuit color telecasts during AMA June 6-10 Atlantic City convention (see note in Sight & Sound). But same story says "Even Zenith...doesn't believe colorcasts are ready for commercial use yet."

* * * *

Madame Comr. Hennock alone dissented from the statement, said she thought it "premature" in that it raises questions, such as those about color, without answering them -- thus confuses public.

Sen. Johnson liked FCC's action very much, and said acting chairman Rosel Hyde (Coy and Walker are in Paris) should be commended. Most industry leaders hadn't had time to study the statement or were not clear about its import from published reports. Dr. Allen DuMont, who has plumped for monochrome in entire uhf band, saying color is 10-20 years away (Vol. 5:14), declared: "The Commission's attitude with regard to color is the only possible intelligent approach. This color proposal eliminates the fear of obsolescence."

Philco's Jimmy Carmine shot notice to all his distributors and division chiefs explaining FCC's release, emphasized report doesn't mean present sets will be outmoded, and saying: "We believe that, because of the many technical problems which still must be solved, the actual commercial introduction of uhf black-and-white or color TV is a considerable time away. When either of these new services does become commercial, the owners of present TV sets will be protected by FCC standards against obsolescence."

Westinghouse said it may jump into uhf transmitter business when time is ripe. TBA is distressed over deepened freeze, may go to Commission with proposal to thaw freeze in those areas where spacing is no problem. Unfortunately, not many are in a hurry to get into TV in the wider open spaces. Moreover, FCC thought of it before, wasn't convinced.

Many and varied and sometimes confusing were published news stories based on FCC's statement on freeze-uhf-color (see analysis on p. 1-2) — some seeing color emerging forthwith. Even the merchandisers' trade journal *Retailing Daily* carried streamlined caption: "FCC To Open UHF-TV Bands; Plans For Color Telecasts" and went on to headline that "Apprehension Grips Trade on FCC Move." *Chicago Journal of Commerce* headlined: "FCC Puts Color in TV Picture; Offers Licenses If Satisfactory" and lead sentence reads, "The FCC has finally cleared the way for color television." Even *Radio Daily* streamlined: "UHF and Color TV Forecast by FCC." Most newspaper reporters, unschooled in the technical and political nuances, naturally played up the color angle — to the discomfiture of the trade — though newspapers like *New York Times*, *Herald Tribune*, *Wall Street Journal*, *Washington Post* played the complex subject "safe" by sticking close to letter of FCC's release.

Adding to publicity flurry about color TV are ads and stories about demonstrations of off-the-line system at American Medical Assn. convention week of June 6 in Atlantic City. CBS has sold and loaned equipment (Vol. 5:8) to big Philadelphia pharmaceutical house, Smith, Kline & French Laboratories; receivers were acquired from Zenith and Webster-Chicago. Rumors abounded at weekend that CBS would demonstrate simple converter enabling ordinary receiver to "take" color TV, but network spokesman denied Peter Goldmark development would be shown. Special spreads on medical usage of color TV are scheduled for June 6 week in *Life*, *Newsweek*, *Business Week*, others. Zenith's Comdr. McDonald in letter to Laboratories cautioned them to make clear demonstrations do not give public erroneous impression color TV is ready for broadcast use.

Zenith's Phonevision was subject of Chicago visit Wednesday by 20th Century-Fox's Spyros Skouras and other Fox officials who also conferred with Comdr. McDonald. Next day Zenith sales v.p. H. C. Bonfig told Chicago Television Council that Phonevision test would be made with 400-500 set owners in Chicago later this year, in cooperation with 8 major movie producers. MPA sources indicate most of "big 8" producers don't intend to furnish films for Phonevision, aren't yet sold.

Columbia Pictures has set up TV film production unit, headed by Ralph Cohn and Jules Bricken, to produce films for TV programs and for commercial spots. Cohn and Bricken formerly ran Telespots Inc., commercial TV film producer. TV unit is a department of Columbia Screen Gems, a subsidiary releasing 16mm prints of Columbia pictures. Address is 729 Seventh Ave., New York.

Use of ASCAP music on TV seems nearer this week, as network negotiators, who last week had secured extension of present arrangements to June 15 (Vol. 5:21), turned over tentative agreement to NAB music committee for approval. NAB committee meets Tuesday to look over latest plan.

Another striking medical use of TV at June 6-10 AMA convention will be the interpretation of questionable shadows in X-Ray films by varying contrast-range. System was developed by Illinois U medics, will be sponsored by Squibb, use RCA equipment at Atlantic City meetings.

"Kukla, Fran and Ollie" get 3 pages in May 23 *Life Magazine*, which calls RCA's NBC-TV show, "a children's puppet show whose audience is about 60% adult . . . its charm lies in the complete credibility with which the show's creator [Burr Tillstrom] has endowed his hand-manipulated characters."

General Instrument Corp., parts maker, in annual report for year ended Feb. 28, 1949, notes reduction in sales and earnings due largely to "transition from radio to television" and promises new TV tuner that will be tooled and ready for production next July. Sales for year were \$14,024,316 vs. \$16,445,791 for same 1948 period. Net income was \$302,535 (62¢ per share) vs. \$983,015 (\$2.02) the preceding year. Proxy statement for June 24 stockholders meeting at Elizabeth, N. J. plant shows salary of president-treasurer Richard E. Laux, \$48,000; former president Abraham Blumenkrantz (resigned Aug. 2), \$37,500; director and v.p. of subsidiary F. W. Sickles Co., Monte Cohen, \$24,799 plus \$10,000 bonus.

Magnavox sales for fiscal year ended Feb. 28, 1949 were \$24,402,206, net profit on 659,898 shares of capital stock amounting to \$1,323,598 (\$2.01 a share). This compares with sales of \$27,434,019 and profit of \$2,016,976 (\$3.36 a share on 600,000 shares) in 1948, and sales of \$24,013,812 and profit of \$2,150,998 (\$4.30) in 1947.

Majestic Radio & Television Corp., Elgin, Ill., was ordered liquidated by Federal District Court in Chicago May 27, following trustees' recommendation against further reorganization attempts. Assets will be sold. Main reasons for liquidation were given as inability to launch TV program, decline in radio sales, price-cutting.

In addition to complaint against Federal Television Corp. on use of name (Vol. 5:19), IT&T's Federal Telephone & Radio Corp., now more deeply involved in TV by reason of parent company's acquisition of Farnsworth (Vol. 5:19), has also asked restraining order in same U. S. District Court in New York against Federal Video Corp. (Vol. 5:18).

Philco has named v.p. Leslie J. Woods as director of research and engineering, assisted by v.p. David B. Smith; he's an ex-British Army officer, formerly managed company's Industrial Division which is now managed by James McLean . . . Dr. Irving Wolff, tube research chief of RCA Labs, gets Navy's Distinguished Public Service Award for work on electronics and radar . . . Herb Young, onetime sales mgr. of old Grigsby-Grunow Co. (Majestic) named sales mgr. of Nielsen Television Corp. . . . GE has appointed 3 new Tube Division executives: G. W. DeSousa, mgr. of sales administration; R. V. Bontecou, asst. to division mgr.; L. E. Record, developing-testing supervisor.

We hear, but can't verify: That veteran radioman Louis G. Pacent's firm has developed something radically different in the way of projection TV . . . That one A. A. Crawford, of Beverly Hills, Cal., has been showing diagrams of a portable projection model about the size of a big Zenith portable radio, which he claims can frame a 19-in. picture from one of RCA's wartime 1-in. CRs . . . That a Washington consulting firm claims to have worked out plans for a portable TV, battery-operated!

Madison Square Garden bought out Tournament of Champions, sports promotion outfit in which CBS had 25% interest, deal being closed Friday. Presumably CBS now gets rights to telecast Garden bouts, heretofore held exclusively by NBC (Vol. 5:20).

Inquiry discloses columnist Leonard Lyons was his usual wrong self in reporting (*Washington Post*, May 26) that playwrights Lindsay and Crouse and songsters Rodgers and Hammerstein were parties to deal involving purchase of an unnamed TV station.

Good promotional windfall for TV: Ads being placed by Consolidated Edison System, captioned "For 5¢ you get enough electricity to see 19 half-hour television shows."

Personal notes: Don Thornburgh succeeds Dr. Leon Levy as president of *Philadelphia Bulletin's* WCAU Inc. Aug. 1; his successor as CBS Hollywood v.p. won't be named until after president Frank Stanton's return from Europe June 20 . . . Hollywood moviemanager Charles L. Glett joins Don Lee June 7 as v.p. in charge of TV; he's former Selznick production v.p. and presently managing director of Motion Picture Center . . . Frank Samuels, gen. mgr. of ABC Western Division, elected v.p.; Robert Laws named division sales mgr. . . . Harry S. Ackerman, CBS program v.p. in Hollywood, takes on program directorship of CBS-TV shows originating on West Coast . . . Edgar G. Sisson Jr. quits as v.p. and radio director of Pedlar & Ryan to become radio-TV director of N. W. Ayer . . . David Hale Halpern, v.p. of Owen & Chappell agency, elected president of American Television Society; Donald E. Hyndman, Eastman, v.p.; Reynold R. Kraft, NBC, secy.

Gossip about who'll be FCC's chief engineer continues (Vol. 5:5,8,11,20), with these names mentioned to date, some of them sheer rumor: John F. Byrne, research director of Airborne Instruments Labs, Mineola, N. Y.; Royal V. (Doc) Howard, NAB director of engineering; James J. Lamb, Remington Rand electronics research director; Ralph L. Clark, office of Defense Secy; Donald G. Fink, *Electronics* editor. These are in addition to virtually all FCC's top staff engineers. And there's talk that number of consulting engineers would like job, particularly since business is tight lately. There's no indication whether choice will be made while Comrs. Coy and Walker are overseas; Walker is known to want common carrier duties of job to play part in choice.

Govt.-industry antenna height conference this week (Vol. 5:19) came out generally favorable to radio. Applicants for lower towers will be able to tell whether their antennas are automatically approved, merely by looking at FCC rules—if Govt. departments, as seems likely, approve conference recommendations. However, most TV and FM towers will still have to get individual study, and question of how to speed up approval procedure is the tough nut yet to be cracked. Conference also agreed to ease minds of owners of existing towers who feared their structures might be chopped off or altered by new airports and regulations.

More signs of the times, as reported in May 25 *Variety*: "The era of top-budgeted radio shows, regardless of name value, is vanishing . . . cancellation tickets from sponsors this season sharply reflect the thinking of radio's heavy bankrollers. Clients are no longer willing to plunk down \$20,000, or even \$15,000 a week for a star-name program . . . will talk terms only if there's a \$5,000-\$7,500 price tag . . . The necessity of siphoning off radio coin for television (despite the limited and restricted-to-key-cities TV audiences), plus the amazing Hooper payoff this season of low-priced packages, are the two principal factors . . ." *Variety* lists among 1949-50 availabilities such name stars as Fred Allen, Burns & Allen, Eddie Cantor, Joan Davis, Ed Gardner, Al Jolson, Ozzie & Harriet, Frank Sinatra, Meredith Willson.

Cecil D. Mastin, WNBC-FM, Binghamton, N. Y., is new chairman of NAB's FM executive committee, which also includes Matthew H. Bonebrake, KOCY-FM, Oklahoma City; Edward A. Wheeler, WEAW, Evanston, Ill.; Milton L. Greenebaum, WSAM-FM, Saginaw, Mich.; Victor C. Diehm, WAZL-FM, Hazleton, Pa.; William E. Ware, KFMX, Council Bluffs, Ia. (also president of FMA); James M. LeGate, WIOD-FM, Miami. Committee meets in Washington June 7.

Chicago's WBKB, celebrating 8th birthday, will premiere TV show from stage of Paramount's big Chicago Theater, also begin using new RCA 5-bay super-turnstile.

TV network sponsorships: DuMont June 4 starts Saturday 9-10 p.m. *Cavalcade of Stars* with Jack Carter as m.c. and new acts from DuMont's Adelphi Playhouse in New York, sponsored by drugstore chains in 10 cities, handled thru Stanton B. Fisher Agency . . . General Foods May 29 replaces *Lamb's Gambol* on NBC-TV Sun. 8-8:30 with *Leave It To the Girls* . . . *Admiral Broadway Revue* quits for summer June 3, replaced by *Hopalong Cassidy* films until it returns on NBC-TV in fall; Admiral reported considering sponsoring Notre Dame games on TV, though RCA reported to have acquired rights to 5 games next season . . . Pabst's agency Warwick & Legler reports it isn't renewing radio-TV contract with Eddie Cantor, who balked at adding weekly TV show, and instead will sponsor Wm. Bendix in *Life of Riley* Tue. nights on NBC-TV, time not yet decided . . . Ford dropping CBS Friday *Ford Theater* July 1, instead will expand monthly *Ford TV Theater* to semi-monthly in fall, possibly weekly after Jan. 1 . . . Summer replacement for Lipton's *Arthur Godfrey's Talent Scouts* on CBS and CBS-TV Mon. 8:30-9 p.m. will be Tom Howard's *It Pays to Be Ignorant*, starting June 6.

TV station sponsorships: *McCall's Magazine* using TV and radio spots (thru Federal Adv. Agency) to promote Mrs. Eleanor Roosevelt's memoirs starting in June issue . . . Ice Cream Novelties Inc. (Donald Duck, Pluto, Dumbo bars, etc.) plans national campaign including TV (thru Monroe Greenthal agency) . . . Michigan Bell Telephone Co. starts TV spots in Detroit area June 15 to promote long-distance (thru N. W. Ayer) . . . McCormick & Co. (spices) on WAAM, Baltimore features veteran each week who saw action in places shown on *Crusade in Europe* films, calls show *I Saw It Happen* . . . Snow Crop Marketers (frozen foods) added to particip. in *Market Melodies* daytime programs on WJZ-TV, New York . . . Motorola Dealers of No. Calif. sponsoring 11 remotes of Army, Navy, Air Force boxing shows on KGO-TV, San Francisco . . . Hoffman Radio's *Hoffman Hayride* now also on new KFMB-TV, San Diego . . . Chevrolet Dealers Assn. has expanded *Roller Derby* on WJZ-TV to Schenectady's WRGB . . . Meltaway Reducing Plan Inc. sponsoring *Hollywood in New York*, movie reviews and interviews with Lois Wilson, on WPIX . . . Hudson Motor Car Co. sponsoring INS-Telenews plus local news nightly on WJBK-TV, Detroit . . . Nineteen Hundred Corp., St. Joseph, Mich. (Whirlpool washers, ironers, dryers) thru Beaumont & Hohman, Chicago, includes local TV with radio and key-city newspapers in big autumn ad plans.

Many FM operators are upset by FCC Chairman Coy's suggestion that Commission require AM-FM operators to duplicate hours and programs on both stations (Vol. 5:19). Poll by FMA shows they're almost unanimously against either type of forced duplication, claiming it would be too expensive or spoil their program structures. Actually, Coy's proposal is given little chance of full FCC approval. Then there's FMA's petition filed in October, 1947, during Petrillo duplication ban, which asked FCC to remove networks' restraints on duplication. FMA board is divided on whether it should pursue or withdraw petition, some members wanting status quo undisturbed, others wanting FCC to make networks permit FM stations to duplicate whatever they please.

Ad-loaded 16-p. TV sections were carried by *Indianapolis Star* May 15, *Indianapolis Times* May 22, as prelude to May 30 opening of new WFBM-TV.

Second daytime TV study of Los Angeles' KFI-TV (Vol. 5:9,14,17) shows average of 2.42 viewers per set, 2.5 hours per day, 4.4 days per week.

Canadian Assn. of Broadcasters has TV on agenda of its June 13-16 convention at St. Andrews-by-the-Sea, N. B.

FOX SETS PLANS FOR THEATER-TV: It's now definite that 20th Century-Fox will set up theater-TV in 22 of Charles Skouras' Fox theaters in Los Angeles area. Most significant, however, is fact that radio channels rather than off-the-line frequencies will be used to feed direct, simultaneous projections on the screen. Big film company is preparing request to FCC for commercial assignment of two 8 mc bands between 5,000-10,000 mc, meanwhile has submitted 34-p. progress report to FCC indicating quality of theater-TV may "approach that of 35mm professional motion picture film."

Decision to stick, pioneer theater TV (despite Warner Brothers economy-motivated decision to pull out; Vol. 5:19) follows year-long experiments in New York and Philadelphia (Vol. 4:26; 5:14,15) resulting in staff recommendations to try it out on large-scale commercial basis. Plan is to spend more than \$1,000,000 to set up central transmitting station, also housing program (and kine-recording) studios, and use relay channel to feed theaters. Another band would be used for remote pickups.

Earl I. Sponable, Fox technical chief and pioneer of talkies, heads project. He and staff feel wire circuits are too costly, also not yet capable of high enough fidelity for theater-TV. Plan looks to 4-hour show, including feature film. Company is negotiating now with RCA for its new lightweight theater equipment (Vol. 5:15), costing around \$25,000 an installation. Experiments have proved efficacy of passive reflectors (metal plates) to "bend" signals around obstructions -- also unavailability of commercial tubes in 12,000-13,500 mc range presently allotted by FCC for TV pickup, STL and relay. Fox folk also think: "It is possible that color TV, because of the comparatively few units involved, the unavailability of trained operators, and the magnitude of investment, could be made available to the public in the theater long before it could be proven feasible for home reception."

3 MORE ON AIR MAKES 66 AND 3 APPLY: Add these 3 new TV stations to your log of operating outlets: WFBM-TV, Indianapolis, which begins regular-schedule operation May 30; KSL-TV, Salt Lake City, starting June 1; WGAL-TV, Lancaster, Pa., starting June 1. They bring total on air to 66, or 5 more than listed in TV Directory No. 7 of April 1 -- other 2 being San Francisco's KGO-TV and San Diego's KFMB-TV. We've reported details on all of these previously (Vol. 17-21); also on Oklahoma City's WKY-TV, due to start June 6, and Rochester's WHAM-TV, June 11.

This week, Senator Kerr's WEEK-TV, Peoria, Ill., gave up CP after being cited by FCC for failure to construct (Vol. 5:19), leaving 52 CPs outstanding. Jacksonville's WPDQ-TV and WJAX-TV, also cited (Vol. 5:19), have asked for hearings to justify delays but no dates yet set.

There were 3 new applications this week, and the Warner Bros. Chicago application (Vol. 5:16) was officially dismissed Friday, leaving 4 for remaining 3 pre-freeze Chicago channels. On file now are 330 applications. New applications are: For Winston-Salem, N.C., acting Army Secretary Gordon Gray's WSJS-Journal, seeking Channel No. 6, making it 2 for 2 pre-freeze channels. For Salisbury, N.C., WSAT asking No. 4 from Durham. For Reno, Nev., J. E. Riley and H. H. Luce, local mining and real estate men, seeking No. 7 -- first application from Reno allocated 4 channels pre-freeze. [For details about applicants, see TV Addenda 7-H herewith.]

* * * *

Notes on upcoming new stations: New York's WOR-TV won't get test pattern going before Aug. 1-15. Though transmitter building is completed, transmitter and speech input installed, tower is only up to 577-ft. level, has 280 ft. to go which will require until July 1; then 2,400 ft. of coaxial will require at least another month...Another "sleeper" market apparently is Birmingham, Ala., whose WAFM-TV (WAPI) plans equipment tests next week, president Thad Holt promising "commercial operation with experimental programs July 1"...WJAR-TV, Providence, begins test patterns sometime in June, after several false starts with transmitter; no formal starting date set yet, despite erroneous published reports saying June 5, but good guess is before end of summer...WDEL-TV, Wilmington, Dela., due to turn on test juice next week, still aiming for June 15 start, will get network service from Philadelphia via microwave...Mid-August is latest indicated time for Tulsa's WOTV to get going, on tests at least; some receivers are being sold in area in anticipation,

already getting test patterns from Oklahoma City's WKY-TV, 98 mi. away...WHBF-TV, Rock Island, Ill., reports it has ordered DuMont equipment, aims for Oct. 1 tests... Construction of studio-transmitter plant of WXEL, Cleveland, is proceeding but uncertainty whether it goes on assigned Channel 9 or on No. 11 (if former goes to Canada) precludes fixing starting date; supervising installation is Tom Friedman, of Cleveland Institute of Radio Electronics, and appointed program director is Russell Speirs, now professor of drama at Colgate.

ADMIRAL, ZENITH & TURRET TUNER: Fortune's editors obviously relished their research and writeup job on Admiral Corp. and its 42-year-old president Ross Siragusa, featured in June issue under caption "In Television Admiral's Hot." They term it "a rousing story of old-fashioned, calorific enterprise at work," relate how the lad from the other side of the tracks is making the whole industry sit up and take notice. They particularly gloat over Siragusa's private feud over turret tuners with Zenith's Gene McDonald ("Admiral and Commander"). In fact, having tested Admiral's turret tuner on uhf (in New York area) Fortune tossed fact at Comdr. McDonald that someone else also had the gadget for which Zenith made such sweeping and industry-disturbing claims (Vol. 5:11 et seq). "In an early issue," Fortune promises to "look into the technical problems of telecasting in both the vhf and uhf."

"Is Admiral's spectacular showing just a flash in the pan?" the article asks, rhetorically. Well, Admiral's TV sales in 1948 were \$25,200,000, it relates, nearly 40% of its total sales. In 1949 they may reach \$88,000,000, or 70% (remainder, refrigerators and ranges). It has orders for 104,000 TV receivers on books for second quarter 1949. Profits for 1948 were \$3,800,000, and for first quarter of this year \$1,500,000. Annual revolving credit of \$4,000,000 in New York and Chicago banks has never been used to any extent. There are no bonds, no preferred stock, no long-term debt -- simply 1,000,000 shares of common now selling on big board around 19. Siragusa and family own some 40%, which enables him to make quick decisions, move fast, without worrying too much about a board of directors.

Note: Though Admiral objected strongly to Zenith's turret tuner claims, said it does not regard time propitious to plug turret for uhf (Vol. 5:16), full-page Admiral dealer ad in May 22 Washington Post (cast from mat supplied by company) included this significant notation: "Built for the Future. Specially designed, built-in Turret Tuner...originated and first used by Admiral...can be adjusted for reception on proposed new uhf channels on present standards."

Count of TV Sets-in-Use by Cities

TV sets in use increased 215,000 during April to national total of 1,662,000 as of May 1, according to NBC Research. Its monthly "census" report estimating sets installed and no. of families within 40-mi. service area (.5 Mv) is detailed below:

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	600,000
Baltimore	3	732,000	57,700
Boston	2	1,175,000	81,400
Philadelphia	3	1,184,000	165,000
Richmond	1	130,000	10,200
Schenectady	1	258,000	23,000
Washington	4	691,000	44,500
New Haven	1	557,000	28,200
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	21,500
Chicago	4	1,438,000	145,000
Cleveland	2	695,000	52,400
Detroit	3	839,000	55,000
Milwaukee	1	327,000	24,500
Pittsburgh	1	742,000	13,800
St. Louis	1	474,000	28,900
Toledo	1	241,000	11,000
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	800
Atlanta	2	233,000	9,000

Area	No. Stations	No. Families	No. Sets
Cincinnati	2(a)	384,000	23,000
Columbus	1	225,000	5,800
Dayton	2	291,000	6,100
Erie	1	112,000	3,200
Fort Worth-	1	269,000	4,300
Dallas	—(b)	277,000	4,900
Houston	1	217,000	4,500
Los Angeles	6	1,372,000	126,000
Louisville	1	188,000	6,600
Memphis	1	177,000	5,100
Miami	1	117,000	4,700
Minneapolis-St. Paul.	1	333,000	14,800
New Orleans	1	225,000	4,400
Salt Lake City	1(c)	93,000	4,400
San Francisco	1(d)	825,000	7,200
Seattle	1	307,000	6,200
Syracuse	1	199,000	2,500

Stations Not Yet Operating

Indianapolis	(e)	281,000	1,300
Lancaster	(f)	85,000	1,500
Oklahoma City	(g)	138,000	2,600
Providence	—	1,011,000	7,500
Rochester	(h)	208,000	1,500
San Diego	(i)	113,000	800
Wilmington	(j)	183,000	3,500
Others	—	—	37,700

TOTAL 1,662,000

(a) WCPO-TV due to start June 14, will make 3 stations. (b) Included in coverage of Fort Worth station (WBAP-TV). (c) KSL-TV due to start June 1, will make 2 stations. (d) KGO-TV started May 5, makes 2 stations. (e) WFBS-TV due to start May 30. (f) WGAL-TV due to start June 1. (g) WKY-TV due to start June 6. (h) WHAM-TV due to start June 11. (i) KFMB-TV started May 16. (j) WDEL-TV due to start June 15.

WHY TV TRADE IS TIGHTENING UP: Faring somewhat better than other appliances, but sharing their recession to some extent, the TV set market is tightening -- indeed, one major manufacturer tells us April was the industry's worst month yet. He thinks May looks none too good, and summer will require the hardest kind of selling during vacations of telecasting's biggest shows. He also opines production is beginning to outrun demand, a conclusion bolstered by fact RMA's first April week figure exceeded 41,000, highest yet, without including Admiral and dozens of smaller manufacturers.

That TV's "circulation managers" have plenty of woes, was manifest from their unrestrained squawks at this week's Cincinnati convention of National Electrical Wholesalers Assn. Summed up, their complaints amounted to this: (a) That there are too many dealers, most unable to carry sizeable stocks and incapable of offering the service TV sets require. (b) That too narrow a margin is allowed distributors, and too much goods is being forced upon them. (c) That there's too much price-cutting -- the assertion being made that manufacturers are winking at this, could stop it by policing dealers and enforcing fair trade laws.

Too many manufacturers, might also have been mentioned. There are now well over 100 (see TV Directory No. 7) and the number seems to be growing rather than diminishing. It's hard to calculate, at this moment, how many of them can survive -- in view of today's intensely competitive pricing, the dominance of certain brand names backed by giant capital, and the necessity now of appealing to mass rather than class trade.

Note: National Better Business Bureau this week circularized radio-TV manufacturers, among other appliance makers, to urge against "phony" trade-in discounts and deceptive advertising. "The practice of disguising price cuts or reductions from inflated markups as trade-ins is condemned by the Bureau as misleading to the public, unfair competition and detrimental to public confidence in business," said Kenneth B. Wilson, BBB manager. "Manufacturers are urged to exercise sound leadership in the matter."

RCA's \$269 SET & OTHER TRADE NEWS: RCA breaks its long-bruited "under \$300" model May 22. It will be priced at \$269.50, with matching table to make it a console costing \$15.50 more. It's designated Model 8T240, has 10-in. tube with RCA's first expanded picture (61 sq. in.), contains 23 tubes, 2 rectifiers -- economy effected mainly in cheaper wood cabinet and lower tube prices.

Much-advertised Magnavox price-slashes (\$15 to \$160 per model) don't involve TVs, apply only to dozen radio-phonos...Fisher Radio Corp. has shown first 3x4-ft. Protelgram projection receiver (Vol. 5:14-15), called "Panorama," priced at \$595...Sightmaster has universal chassis permitting use of any tube from 10 to 20-in.; its 26-tube circuit will be used in all Sightmaster models, will also be put on market so customer can select picture size...U.S. Television has 12-in. table model with 85 sq. in. expanded picture, \$369.50; UST has also cut price of 12-in. console with AM-FM-phono by \$100, now \$695...Bendix cut 10-in. table \$90 to \$259.95, console with AM-FM-LP \$130 to \$499.50.

More from 16-in. producers: Crosley showed new 16-in. console with FM, priced \$569.95, at New York dealer meeting this week; also 12½-in. table with FM and same in console with AM-FM-phono (3-speed), no prices yet...Sparton's new 16-in. console is priced at \$495...Westinghouse's 16-in. console has rotatable tube mount, like DuMont's "Manchu" (Vol. 5:5), costs \$599...Hallicrafters' 16-in. with remote control at \$395 and a 15-in. console at \$399, are both to be disclosed at Chicago Parts Show; Hallicrafters also is stressing chassis line (10 or 12-in. at \$169.95, without tube) and sending to distributors and dealers illustrations of custom jobs.

Still more new companies: Atwater Television Corp., 601 W. 26th St., New York, outgrowth of Videograph Corp.'s interest in jukebox-TVs -- in fact, owned by

same principals (Louis N. Forman, president of both). Atwater line comprises 12½-in. table model at \$299.95, 12½-in. console \$349.95, 16-in. console \$479.95, to be sold direct to dealers with 33 1/3% markup. Company hopes to have 9,000 units on market by mid-June, also plans to go in for private label business. It's buying chassis from other manufacturers...Jackson Industries Inc., 1708 S. State St., Chicago, heretofore private brand maker (Philharmonic, et al), reported planning to enter TV set market under own name...Electronic Controls Inc., E. Orange, N.J. (see Special Installations, Part VII, TV Directory No. 7) has 7-in. portable with 15 tubes, 2 rectifiers which it's offering for private brand label at \$101 for 100 or more, \$106 for 50-100, \$109 for 25-50. Consumer price would be left to retailer, presumably \$169-\$199 range. Company claims plant capacity of 100 per day now, plans 10-in. table model soon to be offered at \$158 in wholesale lots.

* * * *

Add 2 more to list of TV picture tube manufacturers (TV Directory No. 7, p. 59): Remington Rand Inc., Picture Tube Division, So. Norwalk, Conn., reporting it's making 12½-in. now being used by some set makers. Hytron Radio & Electronics Corp., 76 Lafayette St., Salem, Mass., stating it's producing and shipping TV picture tubes "in increasing quantities," as well as all popular receiving type tubes for TV. And more tube price reductions:

National Union cuts prices again, 3 weeks after first 12½-in. reductions. This time 10-in. also cut. New 12½-in. prices are \$34.95 to manufacturers, \$38.75 distributors, \$53.50 dealers, \$66.50 consumers. New 10-in. prices are \$22.50, \$24.50, \$31.13, \$41.50, respectively...North American Philips, which sells only to manufacturers, cut 10-in. from \$24.95 to \$22.50; 12½-in. from \$38.60 to \$34.95; 2½-in. (used in Protelgram projection) from \$33 to \$24.78...DuMont again cut prices to manufacturers: 12-in. now \$31.50; 12½-in., \$32.75; 15-in., \$51 -- prices to distributors, dealers and consumers to be cut proportionately June 1...Sylvania's new 12½-in. prices are \$34.95, \$38.75, \$48.75, \$60, respectively; Sylvania expects to have 16-in. metal-coned tube within few weeks, priced competitively.

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DuMont names 4 new distributors, in accordance with new policy (Vol. 5:18): Victor E. Olson, DuMont sales manager, will open own Philadelphia firm under name of Olson & Co., 3915 Germantown Ave. In Los Angeles, it's Quality Electric Television Corp., 1235 E. Olympic Blvd.; Pittsburgh, Moto Radio Distributing Co., 5732 Baum Blvd.; New Orleans, Southern Music & Television Co., 536 Baronne St. Chicago, Detroit, Washington-Baltimore appointments will be announced shortly. Earlier distributorships continue: Boston, Taylor Distributors Inc.; East Orange, N.J. (New York-New Jersey), Teldisco Inc.; Cleveland, Television Distributors Inc.

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Krenco Mfg. Co.'s Tele-Turn is not a phono, as we erroneously indicated last week (Vol. 5:18); it's simply a revolving plate on which TV table model can rest and be turned in any direction...Columbia Records announces new cheaper LP player for attachment to existing radio-phonos; retail price unannounced, but probably under \$10, vs. original player's cost of \$29.95...RCA Victor has closed down record manufacturing plant at Canonsburg, Pa., also part of Hollywood plant (all but custom recording), due to decline in phonograph record business. Nearly all its records are now produced at Indianapolis plant.

IT&T has formed Capehart-Farnsworth Corp. as wholly-owned subsidiary to take over liquidated Farnsworth Television & Radio Corp., Farnsworth stockholders at May 4 meeting having approved sale deal (Vol. 5:7,8, 13,16,17). Revived merchandising of Farnsworth and Capehart radio and TV lines is expected. Meanwhile, IT&T v.p. Admiral Ellery W. Stone, also president of Federal, was elected president of Capehart-Farnsworth with former president E. A. Nicholas as his assistant; Philo T. Farnsworth, Henry C. Roemer and Wm. Clausen, vice presidents; P. H. Hartman, Chester H. Wiggin, secy. On May 6, another move was made in Federal court in Ft. Wayne to block sale, lawyer Robert W. Kenney of Los Angeles asking for probe of validity of proxies.

Settlement of Philco strike (Vol. 5:18) appeared near Friday night as union studied company offer after all-day meeting with Federal and State mediators. If production doesn't begin soon, company officials appear disposed to call off big distributors' meeting due next month in Atlantic City, where it's believed new TV models would be shown. Strike began May 2, affecting 6,500 workers in 22 plants and warehouses.

Federal Telephone & Radio Corp. (IT&T) has asked for court injunction to keep Federal Television Corp. (Vol. 5:17) from using "Federal" in its name. Only other company with similar cognomen is Federal Video Corp., Richmond Hills, N. Y. (Vol. 5:18).

TRUNCATED CIRCLE BECOMING VOGUE: Judging by what the major producers are currently turning out, it's quite evident that the truncated (lopped off) circle with expanded picture is becoming the accepted if not the standard shape for TV pictures. The swing away from conventional 4:3 rectangles has not been toward full-circle pictures, despite some efforts to that end, but rather toward blowing up the rectangles -- to the point where, for example, the 10-in. tube which had 52 sq. in. when framing a rectangular picture, or 65 sq. in. in porthole jobs, now seem to be stabilizing at 61 sq. in. in a truncated circle. And the 12-in. tube gives a 90 sq. in. truncated picture vs. 72 rectangular, while the 15-in. gives 140-sq. in. vs. 121.

What lends weight to conclusion that truncated circle is TV's most accepted shape is fact RCA is going to expanded picture (Vol. 5:19), Admiral's new \$249.95 plastic-console has it, and DuMont's new line soon will have it too.

Bigger pictures through expansion was selling point for several new, more or less unknown brands a year ago, then of Zenith's circular picture line (Vol. 4:47), but not until Philco put out entire big-picture line last January (Vol. 5:2) did the other "giants" take it up. Considered important is fact that truncated circle loses only 10-15% of transmitted information, its picture practically fully linear, whereas completely round picture loses up to 40%.

Although most makers of circular pictures (Zenith, Hallicrafters, Garod, Tele-tone, Belmont) apparently intend to continue, not all of them are too happy about it. Says Hallicrafters' Wm. Halligan: "The bulk of our line will use the truncated circle which seems to be the vogue throughout the industry. The sweep circuits used in this latter picture are slightly less expensive than those used for a completely linear circuit." Says Tele-tone sales manager Milton M. Schwartz: "The round picture television sets do not compare in sales with the conventional rectangular shape. However, the rectangular shape, with the sides rounded out to give a bigger picture, seems to be much more popular than the round screen or the conventional rectangular shape with the straight sides." Says Garod advertising manager Joseph G. DeVico: "Inasmuch as our receiver offers closeup enlargement, we have enjoyed a great deal of popularity...If the user wishes to return to the rectangular picture, he may do so without rising from his chair" [through remote control button]. Garod, in fact, recommends that rectangular picture be set normally, with "Tele-Zoom" device used for closeups at viewer's desire.

PRICE CUTS TOP NEWS OF TV TRADE: More price cuts, more new models, more jockeying for favorable merchandising positions feature latest reports from the TV manufacturers -- reflecting an intensification of competition. On Thursday, Magnavox announced reductions on most of its TV models, executive v.p. Frank Freimann stating they were made possible because of lower picture tube costs and "as a result of recent declines in basic materials such as copper and steel." Reductions range from \$5 to \$55 per unit. Other news notes of the TV trade:

Howard Radio Co. Chicago plant has been leased by Muntz TV Inc., is now turning out TVs under personal direction of Earl "Man Man" Muntz, the Hollywood used car merchant, now distributing on factory-to-customer basis (no dealers) in Chicago and Los Angeles, soon expanding to New York, Philadelphia, Detroit, Dallas. Plans call for 60,000 units this year. Among Muntz stockholders are: E. C. Bonia, Bendix Radio sales chief; T. E. Courtney, Northern Illinois Corp.; Sid Strotz, NBC Hollywood v.p.; Hal Strotz, Wilding Productions...Vidcraft Television Corp. (TV Directory No. 7) is opening agencies for door-to-door selling in all TV cities, says it has already started in New York, Boston, Providence, Schenectady, Washington areas. Line comprises 10-in. table at \$209.30, 12½-in. table at \$276.50, 15-in. console \$377.40; models 15-20% cheaper promised in 6 weeks.

Altec Lansing Corp., 1161 N. Vine St., Hollywood, speaker manufacturer, is

offering two 12½-in. chassis for custom installations: table model \$398.50, console \$465...Jackson Industries' new TV set line under own brand (Vol. 5:19) is being advertised as 10-in. table at \$199.50, 12-in. table \$249.50, 12-in. console \$279.50, 16-in. console \$359.50.

Ansley is second to offer 3x4-ft. Protelgram picture thrown on outside screen (first was Fisher; Vol. 5:19), has chairside "Telemovie" with 35 tubes at \$795, also 12x16-in. "Contemporary" using Protelgram at \$695...Olympic has added 3 new sets: 10-in. table at \$199.50 (old one with expanded picture is \$229.95), 12½-in. table with expanded picture \$299.95, 16-in. console \$499.95 -- says production now is running 200 per day, hopes to double by fall...Tele-King has reduced prices: 10-in. table down \$10 to \$219.95, 12½-in. table down \$30 to \$299.95, 10-in. console down \$30 to \$259.95, 12½-in. console down \$30 to \$359.95; its 16-in. console, due June 15, will be priced "under \$400"...U.S. Television has cut price of 15-in. console with FM from \$625 to \$569.50...Industrial Television Inc. has reduced price of 12-in. table from \$410 to \$379, 12-in. console from \$470 to \$429.

Zenith's 15-in. models due on market early in June are "Stratosphere" console (154 sq. in. circular picture) at \$545 and same in console ("Sovereign") with AM-FM-3-speed phono at \$795...Tele-tone will show 4 new sets at Chicago Trade Show next week, prices to be fixed thereafter: 7-in. portable, 10-in. plastic table ("under \$200"), 12½-in. table, 16-in. table...Starrett's new line includes 16-in. consoles with AM-FM at \$729 called "Jackson" (modern) and "Lowell" (period); same with 3-speed phono called "Cleveland" at \$849...Federal Video Corp., now at 200 Kosciusko St., Brooklyn, has new 15-in. line, all with 30 tubes, 4 rectifiers: table model \$525, consoles \$550 to \$675, consoles with AM-FM-LP not yet priced.

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Now that they're turning out plenty of bulbs (Vol. 5:17), the glass makers are working on experimental wrinkles -- not the least impressive of which is "built-in" filter; it's simple matter to tint face plate of tube to reduce "halo" effect and surface reflections...Prices of Remington-Rand 12½-in. tube (Vol. 5:19) are \$24.95 to manufacturers, \$38.64 to distributors, \$48.30 to dealers, \$60 to consumers; it's the only TV tube it makes...GE has cut consumer prices on 4 tubes: 10-in. from \$44.50 to \$41.50, same aluminized from \$49.50 to \$44, 12-in. from \$66.50 to \$60, same aluminized from \$73.75 to \$63.50.

Philco's one-week shutdown in February, (Vol. 5:7), plus big unloading of radios at cut prices (Vol. 5:11), served to reduce its first quarter 1949 sales volume to \$53,006,000 from \$58,661,000 for same 1948 period. Net income for quarter was \$915,000 (49¢ per common share) compared with \$1,959,000 (\$1.16) for same 1948 period. Said president Wm. Balderston: "While April figures are not yet available, it is believed that a satisfactory showing was made. The temporary problems of the first quarter have been overcome and, in addition, steps taken to reduce expenses in keeping with the return to more competitive conditions. With the demand for TV continuing strong and our new facilities nearing completion, the outlook for our overall business in TV and refrigeration equipment looks quite favorable."

Predicted spring recovery has not made its appearance and "there appears to be every reason to expect that general business is headed for stabilization at a considerably lower level than during recent years." Thus, Stewart-Warner's president James S. Knowlson, speaking at stockholders meeting in Richmond May 11. Sales for quarter ending March 31 were \$14,706,155 vs. \$17,338,552 in same 1948 period; profit for quarter was \$404,292 (31¢ per share) vs. \$902,094 (70¢).

Ad Hoc engineers had a little fun as they brooded over their curves. Take this quote from one Bureau of Standards propagation laboratory report: "In the above, X denotes the weight to be given to a virgin listener (one who now has no available service) . . ."

Accretions to TV "set populations" as of May 1: St. Louis, up 3,350 during April to May 1 figure of 28,850, according to Union Electric Co. Detroit, up 4,500 to 55,000, according to WWJ-TV. Washington, up 3,700 to 44,500, according to stations' committee. Cleveland-Akron area, up 13,700 to 52,383, according to WEWS. Cincinnati, up 3,000 to 23,000; Dayton, up 600 to 5,300; Columbus, up 4,500 to 5,800, according to Crosley. Milwaukee, up 2,914 to 24,503, according to WTMJ-TV.

Zenith's \$39.95 FM-only table set, formerly the "Ace" (Vol. 5:13), has been renamed "The Major" in honor of FM inventor Maj. Edwin Armstrong, and it's now in production. Company claims its 10 uv/m sensitivity is about 10 times as good as most FM sets. It should pretty much eliminate need for outside antennas except for reception at great distances.

Philco strike ended last Monday, May 9, week after it started (Vol. 5:18,19), 6,500 workers returning to jobs. Company agreed to consider wage increases "if and when, in the opinion of the union, a national wage pattern within the industry is established," and agreed to Washington's Birthday, Good Friday paid holidays, hospitalization benefits, etc., contract running to April 30, 1950.

All RCA Victor plants close down for usual summer vacation June 24-July 12, but RCA Service Co. will continue normal operations. DuMont plant closes for annual vacation first 2 weeks in July.

Dr. Allen B. DuMont called on President Truman Friday, also visited Sen. Johnson, discussing TV with both.

RMA's NEW TOOL FOR SET-MAKERS: RMA handed the TV industry an important instrument for gauging its own size and shape, with this week's issuance of its first quarterly report on TV picture tube shipments. It's premature and perhaps impossible to ferret out nuances of trends in each figure, but report gives us at least one major factor we've never had: a good index to relative popularity of tube sizes.

These facts are immediately apparent: (1) The 12-in. was indeed moving fast (as of March 30); came up to more than half of "standard" 10-in. (2) Demand for 7-in. and 15/16-in. was about equal, with the two added together still making minor impact. (3) Projections still didn't cut much ice, accounting for less than 1%; notable is large number sold for renewal purposes (2,915), compared with those going into new sets (4,006), perhaps bearing out reports about their short life.

First 3 months of 1949 saw 686,620 TV receiver tubes shipped -- 636,953 of them to set-makers, 49,111 to users and distributors (for renewal), balance to Govt. and export. Value at manufacturers' level was \$21,971,869. These 686,620 units well exceeded estimated 485,000 sets made during first quarter (Vol. 5:17), but not by enormous margin one glass blank maker suspected last week (Vol. 5:21). RMA report is only through March, and his current orders may reflect a greater disparity.

Direct-view types are broken down according to size, with description of each size allowing latitude for slight variations, e.g., "9 thru 11.9-in.," meaning 10-in. Breakdown: Under 6-in., 607 units shipped to set-makers; 6 to 8.9-in., 49,818; 9 to 11.9-in., 348,505; 12 to 13.9-in., 182,456; over 14-in., 51,561. Set up as separate category, projection types of all sizes totaled 4,006.

Fifteen tube-makers, of a reputed 30-odd, are represented in the report; they're estimated producing 90% of all CR tubes. RMA hopes to get the rest later. These reported: DuMont, Electronic Tube, Federal, GE, Hytron, Lectrovision, National Union, North American Philips, Philco, RCA, Rauland, Raytheon, Sylvania, Tung-Sol, Zetka. Not all of these are necessarily kinescope makers; report also includes non-TV CRs (as separate category) and doesn't tell who makes what.

PHILCO's NEW \$250-\$300 MODELS: As was to be expected, Philco came forth this week to meet the tightening competition -- announced 5 new models under \$300, all 10-in. Four are table models, one consolette, all have same chassis, expanded picture (61 sq. in.), 20 tubes and 2 rectifiers, automatic gain control. They're beginning of the new Philco line, to be fully disclosed at distributor convention, probably in mid-July. These are the table models and prices: 1104E, ebony plastic, \$249.95; 1104M, mahogany-finish plastic, \$259.95; 1105M, mahogany wood, \$269.95; 1105L, blonde wood, \$279.95. "Eye level" consolette is 1106, wood mahogany, \$299.95.

Chassis and circuit are said to be very much like new 7-in. 701E and 702 reported last week (Vol. 5:21). Deliveries start to New York-Philadelphia area immediately and shortly to all others. Still being delivered are Philco's 1150 and 1450 consolettes, 1175 and 1475 console combinations at old prices (TV Directory No. 7).

Two distributors each from Philco's 12 divisions met at Germantown Cricket Club Wednesday for advisory parleys, and they pronounced line good; sets also were being shown New York area dealers as they embarked Friday on Havana cruise. Meeting this week was notable for frankness about past mistakes in sales and engineering, with v.p. Jimmy Carmine reported in fine fettle -- "full of vim, fire and vinegar." That Philco is far from losing its position as major factor in industry is manifest from president Wm. Balderston's statement at stockholders meeting last week that it's still producing at rate of 4,000-5,000 TVs per week, and turning out 20,000 picture tubes per month at Lansdale plant, to be boosted to 40,000 by end of year.

TIMELY TOPICS OF THE TV TRADE: Big TV set producers and little ones continue to announce new wares, lower prices in all categories of receivers -- indicating market is still far from settling down. This week's crop of reports, added to last week's unusually prolific news from Chicago trade show and elsewhere (Vol. 5:21), is highlighted by news of Philco's new line of 10-in. models (see opposite page). Also particularly noteworthy is Stromberg-Carlson's entry into the under-\$300 field.

Stromberg's new 10-in. table model at \$279.50 incorporates what it calls an "opera glass" arrangement whereby a button enlarges picture from normal 55 sq. in. to 79 -- like Garod's Tele-Zoom (Vol. 5:1) and Hallicrafters' Dual Focus (Vol. 5:8). Only other 10-in. in Stromberg line is its table model with FM, \$395.

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With prices trending downward, market now dominantly low-income buyers, it's good guess DuMont too will enter lower price field -- though it will probably concentrate on quality lines priced somewhat above average. Then there's substantial report, no details yet, Admiral will have another "surprise" model in June. Meanwhile, Admiral's second expanded picture went into its 12½-in. (91 sq. in.) console with AM-FM-3-speed phono, \$475 -- its first being in 10-in. \$249.50 plastic console (Vol. 5:20). All Admirals henceforth will incorporate expanded pictures.

Apparently unperturbed by intensifying competition, big RCA Victor this week opened third plant for TV set production -- new 226,000 sq. ft. factory in Bloomington, Ind. to supplement Camden and Indianapolis operations. Production lines roll by August...Crosley topkicks told distributor convention in Cincinnati this week that they're aiming to do 10% of industry's radio-TV business this year, figuring on 20,000 per month output of TVs...Utilizing own wing of John Meck plant in Plymouth, Ind., Philharmonic Radio Corp., 119 W. 57th St., New York, announced new line: 7-in. table at \$129.50 (lowest 7-in. price yet); same in portable, \$139.50; 10-in. table, \$179.50; 12½-in. table, \$229.50 -- and promised soon a 16-in. table "under \$300" and 16-in. consolette "about \$300."

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Tele-tone's 16-in. table model is advertised at \$449.95, dealer markup averaging 35%; it reports increase of 500 in factory payroll in New York...Air King's 16-in. console is \$499.95, 12½-in. console combination \$479.95...Televista's 15-in. table (Vol. 5:21) was priced at \$329 by Gimbels-New York this week; coming soon is same in consolette, \$389...Mattison (Vol. 5:17) now has 15-in. table (Embassy) at \$469, same with 16-in. tube \$489.50...Jackson Industries has 15-in. console with AM-FM-3-speed phono at \$595...Electronic Controls Inc., East Orange, N.J., maker of private label TV sets (Vol. 5:19), has \$300 projector and power supply which, when attached to regular TV set, throws up to 6x8-ft. picture.

Andrea will exhibit new line of 12½, 15½, 16-in. sets at Waldorf-Astoria, New York, June 7-8...DeWald has reduced price of 12½-in. table model \$40 to \$359.95...Sentinel has new 10-in. table at \$259.95, also 16-in. table \$449.95...Nielsen has added 10-in. table for \$289, 12½-in. table \$329...Trad Television Corp., Asbury Park, N.J. (commercial TVs) has new 3x4-ft. custom job for \$2,195, also 27x36-in. console for \$1,995...Another new manufacturer is MP Concert Installations, Fairfield, Conn., whose owner Mirko Paneyko says he will have 10, 12, 16-in. line this fall...New private brands reported: Lyratone, 12½-in. table at \$259.95, made for Abraham & Straus, Brooklyn dept. store, by Sightmaster; World, 12½-in. table at \$199.95 made for New York Vim stores.

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Zenith has issued allowance list to dealers to defray costs of getting its sets into homes on demonstration basis. They're allowed \$30 on 12½-in. table at \$399, \$45 on 15-in. table \$545, \$70 on 15-in. console combinations \$795 and \$1,150. Allowance in force only May 25 to June 30...DuMont's sales chief Ernest Marx sending all its distributors and dealers letter insisting on Fair Trade Price maintenance...Sid Luckman, famed grid star, reported to be head of New World Distributors Inc., slated to become distributor of DuMont receivers in Chicago area.