

Television Digest

WITH AM FM REPORTS

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October 1, 1949

THE TV INDUSTRY, GROWTH & TRENDS: Upward trend in TV station rates, geared to measurable rises in "TV set populations," is one of basic trends in telecasting indicated in our TV Directory No. 9: Television Rates & Factbook, which reaches all full-service subscribers next week. These quarterly Factbooks are really industry "barometers" -- and this 92-page edition (vs. 72 pages last July 1) will detail, among other things:

(a) 20 of July's 75 stations with revised rate cards, all upward. (b) Rate cards of the 4 networks thus automatically raised. (c) 83 stations are in scheduled operation as of Oct. 1, but 92 due on air by October's end. (d) 30 CPs are still outstanding, 349 applications pending. (e) 9 of these 30 CP holders due on air in October (a few may be delayed until November); see p. 3 for list of these 9.

Rate cards and data covering all foregoing are included in TV Directory No. 9, which also embraces directories of more than 100 TV set manufacturers and their models, more than 400 program syndicators, 40 trade associations and 16 labor unions concerned with TV, 20 station representatives -- and a miscellany of other data.

STRAIN AND PAIN IN QUEST FOR COLOR: Bitter wrangling over motives, dissection of claims, speculation as to expected performance of color TV systems -- this took up most of 4½ days of FCC hearings starting in Washington last Monday.

Maybe they oversimplified, but many of the 200-300 onlookers wondered whether hearing had cart before horse, i.e., testimony before demonstrations. There was distinct feeling that much time, many frayed tempers could have been saved had FCC seen systems work first before listening to claims and speculations about them.

Comr. Jones was the firebrand. His quizzing of witnesses, rapid-fire, sometimes irascible, took up perhaps half the total time. There were 2 principal implications in his questions:

(1) Industry has been holding back on color, is still lukewarm about it.
(2) Industry has ganged up on CBS system. Comr. Hennock went along with him, in her own abrupt manner. Both sometimes bogged down in technical details, though Jones obviously had boned up on them -- aided by his administrative assistant Paul Dobin, FCC lab chief Edward Chapin, other FCC staffers.

Plainly, Jones is hipped on getting "color now", and though it looks like he's carrying ball for CBS, that isn't case. His motive, as best we can plumb it, is to force color out and into hands of public -- fast. Whether mere "wave of an FCC fiat" will do it, whether public is quite so eager since color will admittedly cost more, isn't so clear.

If we judge Jones a-right, he's likely to be just as rough on CBS as he has been on JTAC, RMA and (to lesser extent) RCA spokesmen.

Industry's stand, as implied in JTAC and RMA testimony, is essentially this:

(1) Color should come, should be simple, shouldn't disrupt present satisfactory black-and-white system by making purchase of adapters mandatory or by degrading present service.

(2) CBS's system fails on both counts, while other systems (including RCA's) show more promise.

"Compatibility" was center of much haggling first few days. JTAC, RMA and

RCA defined compatibility as ability of present sets to get monochrome from color transmissions, with no changes needed. Adaptability, they said, involved modifying existing sets to do the same thing. RCA and Color TV Inc., of course, claim their systems are compatible, while CBS admits its system is adaptable but asserts modification is insignificant.

Jones at outset got riled about those definitions, pointed out FCC has specified 6 mc color would do if only "relatively minor modifications" were needed.

Jones' suspicions that industry is "loaded" against CBS were apparent in such questions as: Didn't JTAC describe 9 color systems just to build up "paper" systems to knock down existing systems? Does present TV achieve full definition possible under standards? (This was directed at RCA's claim of much greater definition than CBS's system). Comr. Hennock got headlines by continually demanding: Are you trying to kid the Commission? Do you really want color?

* * * *

CBS staged nightly color demonstrations in Statler all week, transmitting via WOIC. Studio shows we saw were superbly reproduced on Zenith-built receivers, fairly good on converted set. We're eager for the coming critical tests of fast outdoor action. Since CBS hasn't yet presented its case, recommendations to FCC so far all lean the same way. In essence, they are these:

JTAC, thru Donald Fink, chairman -- If 6 mc color is good enough, choose compatible system now, tentatively. Test it 6 months, then adopt it if it stands the gaff. If 6 mc is not enough, go to microwaves, leave vhf-uhf to monochrome.

RMA, thru president Raymond Cosgrove, color TV experts David Smith and Thomas Goldsmith: Adopt a compatible system, after some 6 months of field tests, but lift freeze immediately. Set up an industry group to recommend color standards.

RCA, thru Drs. Elmer Engstrom and George Brown: Take our system, tentatively, allowing immediate lifting of freeze, test system 6 months and adopt it.

Positions of DuMont and Philco are interesting. Neither has yet presented its case, but former's research director Dr. Goldsmith and latter's engineering v.p. David Smith represented RMA color subcommittees. DuMont says, in effect: "A pox on all these proposed color systems." But Goldsmith had to defend RMA which feels a system can be adopted. Smith hasn't said he'll take RCA's system, but he certainly doesn't go for CBS's -- whether he's wearing RMA's hat or Philco's.

* * * *

Anomalous, sometimes embarrassing position of non-RCA witnesses was fact they made recommendations on admittedly meager specific information about RCA's and Color TV Inc.'s systems. But, it's apparent RCA's system:

(1) Satisfies their scientific quest for high quality pictures. They consider it theoretically sound, with higher potential than CBS's, even if they haven't yet seen it demonstrated.

(2) Satisfies their business men's desire for a smooth transition, slipping color into TV picture without ruffling the customer, adding color rather than changing present TV to permit it.

(3) Satisfies them as telecasters, in that they could retain present growing audiences. With CBS system they'd lose viewers who failed to adapt their sets.

As for George Sleeper's system (Color TV Inc.), we've found few engineers who believe it has same potential as RCA's.

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Troubling FCC, overall, is question of color's relation to freeze. Though most recommendations to date say "color can be 6 mc, so end freeze now and choose among color systems later," indications are FCC wants to clean up whole business at a stroke, end all uncertainties.

RCA revealed several significant facts about its system, when its lab chief Dr. Engstrom finally got on stand near week's end:

(1) Its color cannot go through present coaxial cable's 2.7 mc video band; it must have at least 4 mc. If color is poured into one end of 2.7 mc cable, mono-

chrome comes out other. CBS's color can go through 2.7 mc. AT&T plans to widen cable, but it's unknown how long this will take.

(2) It showed size, shape and characteristics of its color converters and receivers, which looked quite bulky and complex. And it estimated their costs which appear to run higher than CBS's (see details, below).

Real showdown comes in November, perhaps week of 14th, when all color proponents are called on for side-by-side demonstrations under varied conditions under direction of FCC. Color TV Inc. probably will demonstrate in San Francisco during November, in Washington "sometime later," it says.

WHAT THE CUSTOMER MIGHT PAY FOR COLOR: Too costly for the mass trade, which "buys price," too awkward for the class trade, which is small anyhow.

That's the dubious future of color converters, as we see it, at least as revealed thus far by CBS and RCA. If bulk and costs of color converters are a prime criterion of FCC in deciding on color, CBS would appear currently to hold upper hand. In straight color receivers, RCA might hold its own.

After looking over CBS's "streamlined" converter, shown at Hotel Statler this week, and at pictures and drawings of RCA's, we're satisfied mighty few folk would buy CBS's, even fewer RCA's.

RCA's pitch for a low-priced converter (and receiver) is something new -- a 2-color system (blue-green and green-red). It gives somewhat less fidelity than 3-color. RCA figures such converter would run \$145-\$195 installed. Complete new receiver would cost \$400-\$550 (comparable black-and-white, \$250). Costs of 3-color conversion weren't estimated.

RCA's cost schedule for new built-for-color receivers: Deluxe 15x20-in. projection, \$800-\$1000 (comparable black-and-white, \$795); 10-in. direct view, \$650-\$800; 7x9½-in. projection, \$550-\$700 (black-and-white sets comparable to last 2 models, \$250). Higher price on each covers uhf tuner.

Company's real hopes for low cost seem to lie in single direct-view tube, yet to be developed. Principles of such tubes will be shown Oct. 10.

For CBS's monochrome adapters, color converters and color receivers, there are conflicting estimates. RMA's subcommittee on costs (David Smith, chairman) queried 22 manufacturers, got answers with huge variations:

1. Adapters permitting present sets to get black-and-white from CBS color signals averaged \$57-\$66.20, with variations from \$20 to \$241.

2. Converters permitting present 10-in. sets to get color averaged \$250-\$273, with range of \$130-\$460.

3. Complete new future color-monochrome 10-in. sets averaged 71-74% more than monochrome-only, with extremes of 20% and 155% more.

Against these estimates are those of CBS president Frank Stanton (\$75 to add color to existing sets) and Tele-tone president S. W. Gross (under \$100).

CBS's Peter Goldmark was burned up by these estimates when he first heard of them, wired Smith that "some were facetious and others destructive." He claimed manufacturers working with CBS could give much more realistic (lower) figures. Smith replied that Goldmark should have told him about those companies.

WOR-TV AND OTHER OCTOBER STARTERS: Next week's addition to roster of regularly-operating TV stations is New York's seventh outlet, WOR-TV on Channel No. 9, formally bowing with World Series, then on Oct. 11 going on Tue. thru Sat. schedule of 7-11 p.m. Program and commercial lineups are now being rounded out. Base rate of \$1200 matches WPIX's whereas the network flagship stations quote \$1500. WOR-TV is first of 9 stations slated for October debuts, though not all may make it. The others: WMBR-TV, Jacksonville, and WDAF-TV, Kansas City, definite for Oct. 16; WBNS-TV, Columbus, now testing, may set debut date for Oct. 15; WTTV, Bloomington, Ind., which got STA from FCC to start Oct. 15; WOC-TV, Davenport, Ia., testing; KRON-TV, San Francisco; KOTV, Tulsa; WKTV, Utica.

First new application in weeks was filed this week -- seeking Channel 8 in

Beaumont, Tex., filed for Loula Mae Harrison, 80% (chief stockholder in Prairie Oil & Gas Co. and other properties) and A. W. Smith, 20% (oil and real estate). Two other applications were submitted -- for Lubbock and Amarillo -- but returned by FCC because they were incomplete.

CP holders for KTVU, Portland, Ore., on carpet for construction delay (Vol. 5:32), were due for hearing this week, but Hollywood principals couldn't make it so FCC postponed hearing to Oct. 10. Among other upcoming stations:

Louisville Courier-Journal's deal to sell radio-TV properties to Crosley having been rejected by FCC (Vol. 5:39), work on WHAS-TV is going forward; tower work has started, GE equipment due in few weeks, tentative plan to go on air next February...WSAZ-TV, Huntington, W.Va., and KTLX, Phoenix, pushing to completion, may be ready to test this month; also WXEL, Cleveland, which has set Dec. 3 for formal start...Though trade ads report Dallas' KRLD-TV will take air Oct. 1 or soon thereafter, Washington counsel says scheduled operation isn't likely before November...WCON-TV, Atlanta, due to start in early 1950, has ordered new RCA super-gain directional antenna (Vol. 5:34), which will be delivered soon for mounting atop 1,000-ft tower now under construction -- called tallest TV tower in U.S. by RCA; new antenna will put out 50 kw effective visual power over 100-mi. radius.

Note: We publish no TV Addenda (blue sheets) this week, because TV Directory No. 9 is complete to Oct. 1. Next week, TV Addenda 9-A will be first of new series.

Color Hearing Sidelights

Color TV hearing resumes Tuesday, Oct. 4, in Interstate Commerce Commission hearing room B (for that day only, then back to Commerce auditorium). Still to be heard: RCA's George Brown (resuming), CBS, Color TV Inc., Philco, DuMont, Dr. Geer, Webster-Chicago. Order of appearance isn't certain. CBS demonstrates indoor pickups Thursday, Oct. 6, outdoor pickups next day, with receivers in Carlton Hotel. RCA demonstrates its system at Wardman Park and Washington hotels, Mon., Oct. 10.

Cynosure of hearing was Exhibit No. 209, introduced when RCA's Dr. E. W. Engstrom took stand Sept. 29. It's a 25-page printed document picturing (in color) and explaining technical details of RCA's until-then-secret color receivers and converters. You can get copy by writing RCA Information Dept., 30 Rockefeller Plaza, New York. Or we'll get you one, if you prefer.

Next to attending FCC hearings, reading of transcript alone can give you their full flavor--particularly the revealing questions from the bench (notably Comr. Jones' and Hennock's) and answers. Copies are available each day following, in whole or part, from official reporter: Eletreporter Inc., 1760 Pennsylvania Ave. NW, Washington, phone National 4266. Price 40¢ per page.

"Color TV is still 10-20 years away," says Dr. Allen DuMont, according to Sept. 28 story by AP reporter Hal Boyle. Further quotes: "I think the FCC will postpone the thing until they have something decent to go ahead with. There has been no real change in either the CBS or RCA systems in the last 3 years." During this week's hearings, Comr. Hennock put DuMont's research director Dr. Goldsmith on the spot by asking him if he agreed with DuMont. Goldsmith replied he didn't know what DuMont had said, but agreed it would be "several" years yet.

Confident predictions: Color TV is at least 5 years away as a general service. Present sets will not be made obsolete in that period. TV making rapid progress in metropolitan areas, moving much more slowly in rural communities, so that smaller communities will be 10 years in getting TV service. Aural radio won't lose ground during next 5 years. Speaker: NAB's president Justin Miller at Des Moines district meeting Sept. 26.

Public's dollar investment in TV sets, said RMA president Ray Cosgrove, testifying before FCC this week, is presently about \$700,000,000, will reach \$1 billion by end of year. By then, there will be "more than 3,000,000 sets" in everyday use, despite fact relatively few areas are as yet served by TV and very few rural areas and small towns. In TV-served areas, he said, one home out of every 10 has TV set. Manufacturing of sets and equipment alone employs more than 150,000 workers, and he estimated "several hundred thousands of additional jobs have been created in the field of broadcasting, servicing, distribution, entertainment and related activities." Like autos in the 20's and refrigeration in the 30's, he said TV has become the "phenomenal growth industry in our whole national economy."

Little ironies in color TV hearing procedure: Comr. Jones (Republican), pressing RMA's president Cosgrove hard at times, severely critical, evidently sensing industry plot to hold back color, provoked RMA counsel ex-Senator Wheeler (Democrat) into objection that he was "browbeating the witness." Jones' cavalier manner toward Cosgrove, Fink, Smith and Goldsmith (quite able to take care of themselves, as was Dr. Engstrom whom he treated somewhat more courteously) was reminiscent of Wheeler's own sometimes pitiless prosecutor tactics when he was chairman of Senate committee. Too, Comr. Webster's tart questions of Cosgrove recalled how Senator Tobey made Webster squirm during recent hearings on his reappointment (Vol. 5:28). And Jones himself underwent quite an ordeal before Senate committee last year, replying to Drew Pearson's charges of unfitness. Note: Besides Wheeler, other political personalities on hand were Sam Rosenman, speech-writer for President Roosevelt, recently on the steel fact-finding board, as counsel for CBS; Paul Porter, ex-FCC chairman, ex-OPA administrator, just back from Palestine mission for Mr. Truman, as Paramount counsel.

Color hearings in Washington have many ramifications. For example, National Television Film Council meeting Thursday in New York heard much about what color TV would mean to movie-men who make film for telecasting. Seems most TV film libraries are black and white, and current shooting schedules haven't taken color into account. Color film costs are almost 25% more than monochrome, and film costs are a producer's headache.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

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October 8, 1949

CBS SHOWS ITS COLORS, RCA NEXT: This was CBS's week at FCC color TV hearing -- and, whatever may be criticisms of its system, it did a bangup job. Certainly to the layman's eye, its demonstrations of studio and outdoor pictures in color were superb.

Memory of Thursday-Friday showings in Washington's Carlton Hotel will be fresh in minds of Commission and staff when RCA uncovers its system Monday (Oct. 10) in the Washington and Wardman Park hotels -- with later showings for licensees, distributors, govt. officials, et al (see p. 4 for schedule).

Thus, even before November's side-by-side comparative demonstrations, FCC should gain some idea how systems stack up in quality. Only other system to be demonstrated, that of Color Television Inc., won't be seen until late November -- in San Francisco.

Though many questions remain unanswered, CBS's brilliant exhibition satisfied many onlookers -- and the 200 invitees included top industry executives and engineers -- that it has overcome objections regarding color breakup, color fringing, flicker, brightness, camera sensitivity, outdoor pickups, etc.

Still to be resolved, in minds of skeptics, are such questions as: Should FCC disrupt present TV with "incompatible" system forcing modification of all present receivers? Is loss in definition (in reducing from 525 to 405 lines) a fundamental flaw? Is mechanical color wheel sound in an electronic instrument, especially if it limits size of direct-view picture? Does system limit future improvements?

Major issue is "compatibility" -- unless RCA or CTI systems demonstrate clear superiority in quality. How much weight should be given the 3,000,000 or more receivers in use (by year's end) that would have to be adapted to get black-and-white and/or converted for color?

So seriously is CBS's bid being taken that Dr. Allen DuMont called press conference at conclusion of Thursday demonstration to reiterate his dissatisfaction with all proposed systems, repeat view color is long way off (see p. 4). Cross-examinations are expected to be even more acrimonious than "clarifying" questions were during direct testimony.

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CBS team of president Frank Stanton, research director Peter Goldmark, v.p. Adrian Murphy carried ball through phases of policy, technicalities, demonstrations -- quite smoothly except for some sharp needling by Comrs. Jones and Hennock, still dubious about CBS's fervor for color. At demonstrations, technical questions were frequent, but many implied criticisms were apparently answered satisfactorily.

Seven receivers were used for demonstrations: 5 Zenith-built color sets, 4 of them equipped to receive broadcast signals, one to test 4-mc and 9-mc video off line. Two RCA sets were equipped with adapters and color converters. All had 10-in. tubes and magnifying lenses (with usual side-view distortion). RCA sets had pictures reduced to 7-in. then blown back to 10-in. Others had 10-in. blown up to 12-in.

Studio was set up right next to demonstration ballroom, signals sent to WOIC by cable, then telecast. For outdoor tests, equipment went to high school stadium.

Subjects for studio presentations were 3 girls modeling, singing, dancing and a clown juggler -- in addition to test patterns. Varied color subjects drew

many "ahs" from audience, not to mention laugh when dancer lost her blue lace skirt in demonstration of color in moving objects. At stadium, boys threw baseball around and school teams in cherry and orange jerseys ran through football scrimmage. Also at stadium, collie dog and tiger cat were shown in excellent color.

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Rather striking was off-the-line comparison of resolution obtained with 9-mc and 4-mc video bandwidths. Only studio material was shown, so detail wasn't as critical as it would be for long-distance shots. But average onlooker observed no major difference.

In coaxial tests, there seemed to be little difference between studio shows sent to Baltimore and back on 4 mc, and New York and back on 2.8 mc. Quality lost on 2.8 mc trip seemed no greater than that which regular monochrome now loses.

CBS came off somewhat better than predicted in outdoor pickups of baseball and football scenes. Speculation that you might not be able to see the ball was pretty well ended. At normal viewing distances and somewhat beyond, ball was seen both in color and black-and-white extracted from color. Players were some 200 ft. from camera, and it rained during part of show.

Sets converted to color or adapted to get black-and-white from color weren't very satisfactory. Converted set didn't seem bright enough. And it's unquestionable that adapted set gives poorer picture than present TV. But no proper comparison can be made until set sits beside regular monochrome set, showing same subjects.

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Testifying prior to demonstrations, Frank Stanton broke problem down to 4 parts: (1) Performance: Look for yourself, he said, don't overemphasize theoretical details. (2) Cost: Our system provides cheapest sets; receivers of others are luxuries. (3) Time: We're ready now. Don't wait for something else unless you're sure it's much better. End freeze immediately. (4) Compatibility: If present sets can get better black-and-white out of other systems than ours, that's good, but not vital. More important is cost of converting sets to color and building new color sets. Here we win, particularly over RCA's 2-color set.

Dr. Goldmark ripped into RCA, particularly, in his 81-page statement, derided 2-color sets (Vol. 5:40), said registration problems are huge, pointed out that his system can get color through existing coaxial whereas RCA must wait until it's widened to 4 mc. He said manufacturers will testify that a CBS color set, blowing up 7-in. tube to 10-in. with lens, should cost about \$220, and converter \$65; that bugs are all out of his system; that station conversion is cheap and simple.

OUT OF THE TRENCHES BY CHRISTMAS? "Not before Dec. 1" looks like conservative estimate, from where we sit, of time Washington TV hearings will end -- and anywhere up to 6 months from then before FCC's "anti-freeze" decisions are rendered. There's slim possibility, if hearings roll along on tight schedule, that hearings might end Nov. 15. But that's almost too good to be probable. FCC, after all, must transact other business, has decided to drop Friday sessions. And commissioners' questioning, let alone rival cross examinations, will take up lots of time.

Much depends, of course, on whether FCC: (1) Accepts advice of most of industry and holds final color decision until there's some 6 months of field testing, or (2) Decides color and vhf-uhf freeze decisions must come simultaneously. Most industry opinion is, "End freeze now, but test color a while" -- but FCC would like to settle everything in one package. So there's a 6-months "rider" to our guess. Nevertheless, here's a time log we've collated after consulting with FCC and industry participants:

Oct. 10 week: Monday, Oct. 10, RCA demonstrates its system at Wardman Park and Washington hotels. Still to be heard on direct testimony, more CBS, Color TV Inc., Philco, DuMont, Dr. Geer, Lee DeForest -- the last appearing for tubemaker American Television Inc. with its president U. A. Sanabria.

Oct. 17 week: Start of cross examination and redirect testimony. This would bring color portion of Docket 8736 to close, except for Color TV Inc. demon-

stration and for comparative demonstration of RCA and CBS systems alongside one another (and DuMont's monochrome) which may come Nov. 14 week.

Oct. 24 week: Hearing begins on DuMont's proposed allocation (Supp. 68), on philosophy of vhf-uhf allocations, on comments on proposed standards and on rules, polycasting, Stratovision, offset carrier, etc. Also, educators' case for non-commercial educational TV channels.

Oct. 31 week: AT&T's bid for 470-500 mc band, with oppositions by TV industry, to take one or 2 days. Then begin specific allocation comments, to run possibly 10-14 days.

Late November -- Demonstration of Color TV Inc. system, planned in San Francisco. Comparative tests of color claimants and DuMont black-and-white systems, in Washington. Possible recall of witnesses for further testimony.

Note: Even if we should get FCC decision by Christmas, which is unlikely, lifting of freeze will merely open way for competitive hearings in major markets having channels available (where demand already exceeds supply). CP grants will be made immediately only in uncontested applications. No "rush" for either uhf or color is expected. And it will take well into 1950, probably longer, before new station construction bears much fruit.

WANT PERMANENT PRIVATE HOOKUPS: Key TV spokesmen make clear they want FCC to permit privately-owned intercity relays on permanent basis. Comments filed thus far on FCC's proposed rules for pickup, STL and intercity auxiliary services (Vol. 5:27, 33,37) are all in that vein. Deadline for comments has been extended to Oct. 24. Among those who have filed already are NAB, Westinghouse, Scripps-Howard, Raytheon -- latter maker of intercity microwave equipment used by Crosley to interconnect Cincinnati, Dayton, Columbus. Not yet heard from are TBA, RCA-NBC, DuMont, Philco.

Industry comments seek deletion of reference in proposed rules to private interconnections "on an interim basis." That was FCC policy last year during 1000-13,000 mc hearings (Vol. 4:8). Effort is also made to persuade Commission to delete qualification on all services that reads "...where wire service is not practicable."

AT&T wants to use any unused frequencies, whether assigned to it or not. Private groups charge rules would give it monopoly, put stations at mercy of Bell facilities availability. Proposed rules provide TV with 7 channels each in 2000, 7000, 13,000 mc bands.

NAME SHOWS ONCE OR TWICE A MONTH? Question of bi-weekly or even monthly presentations of costly big-name TV shows, rather than weekly shows in the radio tradition, arises again to give the pundits of the advertising fraternity something to ponder. This time, idea is espoused by no less than Texaco's ad manager Donald W. Stewart, thinking aloud this week before eastern AAAA conference. What he said probably indicates what he has in mind for top-ranking Milton Berle's Texaco Star Theater, now 39 weeks a year. In essence, he holds that:

Every-other-week schedule would cost less and do same ad job, would provide more time for rehearsal and less time for star to burn out. It would enable show to run year-round without summer hiatus, permit more advertisers to get on TV. "If your show is good," Stewart asserted, "there will be no audience loss because there is a one-week lapse between shows."

NBC's and many stations' current rate increases (Vol. 5:40), keeping pace with measurable "circulation," underline increasing cost factor. Current Billboard report envisages time cost of \$40,000 an hour by 1953 (with talent, \$75,000) for network covering 70 major markets and 80% of families therein. "In latter half of next decade" Billboard's informant sees cost of \$125,000 per hour for time and show. And rates for New York keys like WNBT and WCBS-TV would be \$4000 to \$5000 per hour. (WNBT hikes from \$1500 to \$2000 Nov. 1, and others are expected to follow suit.)

Note: With TV facilities restricted, both as to number of stations and intercity circuits, with available time already at premium, with little relief in sight for years, it's entirely conceivable the network folk will be among staunchest advocates of once-or-twice-a-month idea for big shows. That is, once their business

shakes down to stabilized and profitable operation it hasn't yet achieved. More advertisers, fewer times at higher rates, may prove attractive to them -- if present hegira of advertisers to TV continues.

Notwithstanding heavy jump in NBC-TV rates Nov. 1 (Vol. 5:40), not many affiliates whose charges were raised are going to jump local rates immediately. As one NBC outlet sales manager explained: "We've got too many local problems to think of before boosting our rates so high. We've got to watch the rates of other station in our area, and match them if we can. Also, the network can afford to charge those high rates because it must account for studio costs, line charges, etc. In fact, when all the extras are included, I'll bet the network true take is about equal to our present local rate."

Beginning Nov. 1, NBC's 25 interconnected stations will cost advertiser \$11,725 an hour vs. \$8500 now and \$9640 for radio net covering same cities. But, NBC avers, it's not total cost, it's cost per thousand TV homes that counts; even with increased rates, cost per thousand will be \$1.40, still 26% less than year ago.

Wall Street Journal Oct. 7 carried comments by network and radio officials who made these points: (1) Circulation has gone up; close to 2,500,000 sets now in operation. (2) Impact of TV is 3-4 times that of radio. (3) TV show is 4 times more expensive than radio to produce. On advertisers' side, Texaco's Donald Stewart is quoted as reported above. CBS's Frank Stanton is reported as saying participation and split sponsorships (Vol. 5:28) may be answer to mounting rates.

TV LABOR PAINS—ONLY THE BEGINNING: Petrillo's wage-royalty terms covering TV use of films with music are due within week -- or so AFM chief has promised networks and film producers. His AFM board meets this Sunday (Oct. 9), after which details will be divulged. No figures were mentioned, but terms will call for (a) payment of musicians by film producer for each film, plus (b) royalties based on percentage of card rates of stations using film. Royalties, like those from record makers, would be paid by producers into AFM benefit fund. Stations would not be called upon for direct payments.

No comment yet on networks' request that kines be treated like radio transcriptions -- used as often as desired. At present, kines are restricted to one-time use on affiliate stations. Networks also want to put shows directly on film, use them same as pre-broadcast tape recordings. Petrillo hasn't yet said yes or no.

NBC's new president is Joseph H. McConnell, 43-year-old lawyer, who went to New York from Camden last winter to become RCA v.p. after Frank Folsom was made president, then in July was made executive v.p. He succeeds Niles Trammell, 55, NBC president since 1940, who becomes chairman of board at own request that he be relieved of administrative details. RCA chairman Gen. Sarnoff, who relinquishes NBC chairmanship, remains as director. McConnell joined RCA Victor's legal staff in 1942 after practicing law privately in Florida and serving with NRA. In 1945 he was made v.p. in charge of law and finance. He's a 1927 graduate of Davidson College, N. C., and 1931 law graduate of U of Virginia.

Dr. Allen DuMont repeated opinion no color system is ready now, in press conference Thursday, again said nation-wide color is still 10-20 years off (Vol. 5:40). He called CBS system poorer than it was 3 years ago, said it's a backward step from high-quality black-and-white, provides pictures too small without magnifiers which are impractical. Above all, he said, it's not compatible. RCA's system, he went on, employs projection, which public has never gone for, has grave problems of registration. For any system, he added, it would take nearer 2 years than 6 months for proper field-testing. In reply, CBS president Frank Stanton said briefly that DuMont is attempting to keep color from the public, that his statements are being met before the FCC "which is the proper forum."

RCA will demonstrate its color TV in Washington 6 days during next 2 weeks. After showing to FCC at 10 a.m., Monday, Oct. 10, newsmen will see it at 5:30 p.m. Rest of schedule—all showings in Washington and Wardman Park hotels: Oct. 11, 10:30 a.m., licensees; 5:30 p.m., high executive and Congressional officials. Oct. 12, 10:30 a.m., military, aeronautical, FCC, other govt. electronic officials; 2:30 p.m., RCA eastern distributors and local dealers; 5:30 p.m., more Congressional delegates. Oct. 13, 10:30 a.m., scientific, diplomatic and more govt. officials; 2:30 p.m., RCA broadcast equipment customers; 5:30 p.m., more Congressmen. Oct. 19, 3 p.m., radio consulting engineers; 5:30 p.m., radio attorneys. Oct. 20, 10:30 a.m., more govt. officials, electronic manufacturers, etc.; 2:30 p.m., local NBC broadcast-telecast clients; 5:30 p.m., civic organizations.

Pye Ltd., which duplicated CBS's color equipment in London (Vol. 5:40), is reported offering color unit comprising studio gear and 5 receivers for \$70,000 and planning to send a unit to Canada, with stopoff in New York. Company apparently hopes to interest industrial groups in purchase or rental of apparatus, as CBS did pharmaceutical house Smith, Kline & French.

CBS's exhaustive technical color TV document, Exhibit 210 in the hearing, including pictures of receivers, cameras, studio equipment, is available from CBS Engineering Research Dept., 485 Madison Ave., New York City.

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Television Digest

WITH AM FM REPORTS

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October 15, 1949

HOW LONG CAN THE FREEZE LAST? You can throw away last week's end-of-freeze schedule (Vol. 5:41) -- because FCC has revamped whole approach, decided to hold up everything until color phase is over. And one look at new schedule shows color will run to Jan. 1, at least, particularly since hearing sessions have been cut to first 3½ days of each week. Here's FCC's new program:

Oct. 17 & 24 weeks: Windup of direct testimony -- with more from CBS's Goldmark, Color Television Inc.; then Philco, DuMont, DeForest, Sanabria.

Nov. 14 week: Comparative demonstrations -- CBS and RCA color, DuMont monochrome, side by side.

Nov. 28-30: CTI demonstrations in San Francisco.

Dec. 5: Cross-examination starts -- to take at least 2-3 weeks.

If FCC wants further cross-examination or tests (some parties want CTI system demonstrated alongside monochrome), color might not conclude until well into January. Only then will hearings begin on enormous mass of vhf-uhf freeze testimony.

Most optimistic estimate for freeze's end we've heard is March. FCC Chairman Wayne Coy, who ruefully admits he has been consistently wrong in his wishful freeze predictions to now, joins in this. Most pessimistic prediction is September, 1950. It isn't clear now whether Commission expects to render color decision before tackling other freeze phases. Apparently, it won't know until all color case is in.

Cynics are calling it the "Frozen Communications Commission" -- recalling how clear channel case has been pending since February, 1945.

THE PROS AND CONS OF RCA'S COLOR: RCA's color demonstration didn't come off well -- quality of pictures was an unquestionable letdown from what was promised and expected. But if we gauge reactions rightly, TV industry's preponderant majority persists in certainty that an all-electronic, completely compatible system remains a "must" and is on way to achievement.

No one knows whether FCC majority holds same conviction -- in face of CBS's superior picture but "incompatible" system as shown last week (Vol. 5:41). That many are worried lest adoption of CBS's system further disrupt an already freeze-disrupted business, cannot be gainsaid.

Obviously unready, RCA insisted it has a basic "system" and "potential" rather than finished product as yet; that its relatively new system was seen at its worst, CBS's at its peak; that it needs more time and experience to bring out the system's inherent qualities and superiority.

"It's still an ugly duckling, raw and immature, but with the potential of growing into a swan." That sizeup by one observer well illustrates industry consensus after RCA's 10 separate demonstrations this week. Our staff saw 6 of these, and are agreed each was improvement over preceding. FCC saw first, which was worst. As week ended, these factors were thrown into sharper focus:

1. Compatibility. Virtually everybody except RCA's direct color opponents and a few CBS adherents seems convinced system could eventually integrate into present black-and-white TV, painlessly and with no loss of audience. That would tend to

support argument for giving RCA more time. RCA says it needs 6 months more.

Real test of compatibility occurred when Kukla, Fran & Ollie show went out on network from Washington Monday night. Regular 7 p.m. show was shot in color but received everywhere in black-and-white. Scarcely anyone was aware of any difference.

2. Potential. Only CBS's Dr. Goldmark damned RCA's color as basically unworkable, unimprovable. "It has such serious problems as to both system and apparatus," he told FCC, "there is grave doubt it will ever emerge from the laboratory."

Of the many experts we consulted, most said all that's needed is time; even Dr. Lee DeForest, no particular friend of RCA's, asserted any color job must be done electronically, with complete compatibility.

Tied up with potential is "urgency." Is FCC bound to choose a color system now? Actually, FCC's new schedule for balance of color hearing (see p. 1) automatically gives RCA several months grace -- perhaps even means Condon committee's report may influence decision.

3. Economics. Deathly afraid of CBS's system seem to be manufacturers and telecasters. They see prolonged freeze stunting natural growth of stations, networks and markets. Now, they fear loss of precious audience among set owners who would fail to adapt to CBS's system. By and large, as we mingled with them, we found the 150 manufacturers and 100 broadcasters who came to see weren't very hot about RCA's color. But they were even less enthusiastic about the CBS system.

4. Color Television Inc. Chances for its system may have been enhanced, since it makes same compatibility claims. Inventor George Sleeper exulted during RCA demonstration: "I wouldn't be here if my system wasn't a hell of a lot better. And the black-and-white from my color is at least as good; it has more contrast." A basic advantage, he claimed, is that it has far fewer registration problems.

* * * *

First formal showing in Washington Hotel ballroom Monday, then at studio in Wardman Park, was part of FCC hearing. Eleven receivers were used, 4 ordinary monochrome, the other color sets or monochrome sets converted to color. Color sets were either projection or direct-view (using mirrors), 3-color or 2-color. They're pictured in Exhibit 209; copies available from RCA or we'll get you one.

Top program material was used: Kukla, Fran & Ollie, Gladys Swarthout, Milton Berle's pitchman Sid Stone, dancers, singers, juggler. There were no outdoor scenes since RCA doesn't yet have field equipment, and no coaxial tests.

No doubt about it, especially the first showing -- color was poor, pictures weren't sharp, colors varied from set to set. Pictures in deep recesses and through magnifiers also didn't conduce to pleasant viewing, certainly no side viewing. Projection images were particularly poor.

But RCA really scored on compatibility -- its black-and-white from color transmissions extremely good, especially on 16-in. Dr. Goldmark doesn't agree, claims one has to stand so far back from picture, in order to get rid of dot structure distractions, that no more than 260 lines can be seen -- whereas one gets 405 lines from CBS's black-and-white. Our staff consensus is that the RCA monochrome was wholly satisfactory.

* * * *

Dr. Engstrom described work on single tube -- apparently most crying need of all color systems -- and said he expected it to be perfected in 6-12 months. It would obviate complex, expensive and bulky mirrors and lenses. Idea is to use one tube coated with 3 phosphors, line by line.

RCA had jump on CBS in its heavy schedule of showings to Washington and industry VIPs, with Sarnoff, Folsom, Trammell, McConnell, et al, on hand to greet and observe reactions. But most members of Senate and House radio committees (including Senator Johnson) hadn't seen system at week's end, being tied up in night sessions. Special showing is being arranged for them, and Oct. 19-20 showings are still planned as scheduled (Vol 5:41).

CBS presumably will counter with similar demonstrations when its equipment

comes back from medical jobs in Chicago and New York. But Congress is about to adjourn until January.

Back to the hearing room Tuesday, Dr. Goldmark had a field day picking RCA's system apart and CBS concluded its case with parade of witnesses, principally manufacturers who've made its receiving equipment: Tele-tone, Air-King, Birtman, Jerrold, Eastern Air Devices (motors), Webster-Chicago.

Net effect of their testimony was that CBS color sets, color converters and black-and-white adapters are rather easy to make, relatively inexpensive, quite trouble-free. Their cost estimates:

New sets equipped to get monochrome from color telecasts, \$15-\$25 more than present sets; adapters to enable present sets to receive black-and-white from color, \$32-\$40 plus installation; complete color converters for present sets, \$65-\$105.

New color sets would come to \$220 (7-in. blown up to 10) and about \$300 for 10-in. magnified to 12½. Motor (for disc) should run 5,000 hours without trouble. Mass production could start in 60-90 days.

Interestingly, manufacturers didn't deprecate RCA's system (or black-and-white for that matter), just endorsed feasibility of CBS's.

CBS case is completed, except for a few more questions FCC is expected to ask Dr. Goldmark.

* * * *

Color Television Inc., fired with enthusiasm, began its case at week's end, putting director Charles W. Partridge on stand. Laying foundation, he revealed company has 30-40 stockholders, 7 engineers plus consultants, has had \$350,000 paid into corporation to date. He asserted color must be completely compatible, won't supplant black-and-white for many years. Cost of projection sets with CTI system, he said, should be no greater than present projection. Conversion of existing projections should be easy. Cost of new direct-view sets (when single tube is available) should be about 10% more than present sets.

Inventor Dr. C. W. Greer, USC physics professor whose single tube would be a blessing for any color system, if and when perfected, guessed it would take about \$100,000 and 8-12 months to produce a tube. He's sure it would work, he says, because he's tested the parts and principles. Tube would have face made up of tiny tri-faced pyramids coated with 3 phosphors. Most engineers, including DuMont's Dr. Goldsmith, who have worked on such a tube, feel it may have possibilities. Several other approaches are considered just as promising, but all certain to take plenty of money and time.

3 MORE STARTERS, ONLY 24 CPs REMAIN: This week end's dedications of 3 new stations bring to 87 total number now operating on regular schedules. Saturday's starter is WBNS-TV, Columbus, which city now has 3 TV outlets. Sunday's debuts are WDAF-TV, Kansas City, and WMBR-TV, Jacksonville, both new TV markets. All have been testing for month or more, all report good signals, rosy commercial outlooks, plenty of TV set sales. [For rate cards and data of these stations, see TV Directory No. 9].

This week end, too, WSAZ-TV, Huntington, W.Va., was prepared to test -- its modest transmitter house built, RCA installation completed, 350-ft tower up in exactly 8 weeks and 3 days from time first timbers were felled on 850-ft elevation above city -- some sort of record, according to manager Laurence H. Rogers II. It dedicates formally Nov. 15, with schedules from all 4 networks, \$150 base rate. For all practical purposes, this new market is ready for set distribution.

Another new market also ready for receivers is Davenport-Rock Island-Moline, where WOC-TV has been testing about week, is now running Multiscope news schedule 9:15-11:45 a.m. and 3-5:30 p.m. Monday thru Friday, preparatory to night schedules to start about Nov. 1. Securing STA for commercial operation for Oct. 15, is new WTTV, Bloomington, Ind. (pop. 28,870, smallest of any TV town), but that station has had so many false starts over last year that we'll await FCC inspector's report before telling you market is ready.

Tulsa's KOTV is nearing readiness, got permit this week to start commercial operation Oct. 22...San Francisco's KRON-TV has asked for STA to start Nov. 15...

Cleveland's WXEL has just gotten delivery of 6-bay GE antenna; with tower only half way up, it probably won't go on schedule before latter December...Phoenix's KTLX has changed call to KPHO-TV; tower atop Westward Ho Hotel is up, debut set for Nov. 27.

CPs outstanding now have dwindled to mere 24 which, in light of dragging freeze situation, remain only reservoir of new stations in prospect for rest of this year and perhaps all of next. This week, 2 more CPs were deleted. Cited for delay, KTVU, Portland, Ore., failed to show up for Oct. 10 hearing and so Examiner Cunningham recommended denial of extension by default. And CP for WSEE, St. Petersburg was formally dropped. Two new applications this week -- for Channel No. 5 in Amarillo and No. 6 in Lubbock, Tex. (for details, see TV Addenda 9-B herewith).

TRoubled Horizons for Aural Radio: As he did in 1946, when he suffered slings and arrows of outraged partisans after telling National Editorial Assn he held out faint hope for FM's success (Vol. 2:25), Crosley's broadcasting president James D. Shouse stuck his neck out once again in mincing no words about future of aural broadcasting before Boston Conference on Distribution this week. Noting that advertising dollar volume hasn't kept pace with increasing number of AM and FM stations, he asserted:

"Sound broadcasting is coming into an era of real competition with TV. [It is] in a state of complete dilution...being broken into smaller and smaller units which have less and less chance to survive." Where people have choice between AM and TV, "latter commands an audience allegiance which cannot be dismissed as mere novelty...may well revolutionize our entire system of distribution."

Not very happy words for aural broadcasters, though it's manifest FCC's free-handed grants since war (more than doubling AMs, now totaling 2,019 operating and 98 authorized stations; to say nothing of 866 FMs authorized) was bound to dilute that business -- quite aside from TV's inroads. Shouse suggested: "Unless, within perhaps 5 years, a number of big stations are allowed power increases to improve service to the public, and to provide for advertisers a continuing means of reaching people at low cost per family, the whole economic base [of broadcasting] can collapse -- and it need not necessarily be a slow death."

Obviously, Shouse statements must be considered in light of long-pending clear channel bid for "super-power" as well as impact of TV. As for little locals, many share view there are too many of them. Shouse runs Crosley's 50 kw WLW in Cincinnati (Crosley has sold 50 kw WINS, New York); also TV stations in Cincinnati, Columbus, Dayton. He says he expects Cincinnati's WLWT to go into black next year.

Note: Radio station rates should be revised downward, talent should take less money but work on more shows, unions should temper demands. Thus, Foote, Cone & Belding's executive v.p. Hugh Davis, speaking this week to Chicago Radio Management Club. He said costs must be kept down if radio is to compete with TV and remain -- at least for several years -- a primary medium. Neither TV alone nor radio alone, he said, can do complete ad job now, nor can they do so for long time.

WICU's TRUE TALE OF A PROFIT: "Dat old debbil" Deficit may worry many another telecaster and prospective telecaster, but despite our recently expressed doubts about various stations' profit claims (Vol. 5:36) owner Ed Lamb states flatly that his WICU, Erie, Pa., has been operating in the black ever since it opened March 15. And that includes depreciation and every other proper charge, including model TV plant in building of its own. Station gets service from all networks, but has no local AM affiliate. Lamb does own Erie Times, also AM station WTOD, Toledo. His WTVN, Columbus, opened recently with neither local AM nor newspaper affiliation, holds "even sweeter" business prospects than commercially-sold-out WICU, Lamb tells us. It's in a superior market, Channel 6 coverage patterns show excellent 50-mi. radius and reception reports as far away as Cleveland and Toledo. It is operating 7 nights a week, 6:30 p.m. to 11 or sign-off, affiliated with ABC and DuMont.

Note: More and more stations report they're approaching break-even point, quite a few say they'll be in black next year. One who definitely says his station will be on profit basis by mid-winter is John Mitchell, manager of Paramount's Chicago WBKB, speaking last week before Chicago Television Council. Another telling us it hit the black last month is WAAM, Baltimore.

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PICTURE SIZE UP, SET SIZE DOWN: Demand trend is so markedly toward larger pictures that it won't be surprising, by this time next year, to see the 16-in. picture tube make same inroads on currently hot 12½-in. that latter is now making on 10-in. As for 7 and 8½-in., they don't seem to have much long-range chance -- though former is still selling and latter is gaining some adherents. A sleeper may be the new rectangular tubes, too, also conducing to larger pictures (Vol. 5:41-42).

Trend is even more succinctly put by key tubemaker: "Size of picture is upward, size of set downward." Remark on demand for larger picture in smaller sets was provoked by CBS-RCA color TV demonstrations (Vol.5:41-42), particularly former's which necessarily showed small pictures -- 10 and 12-in. -- due to size of color wheel. That simply isn't big enough, it was said, either for monochrome or color. Best-liked pictures at RCA demonstrations were black-and-white on 16-in.

It's 16-in. that customers want most, would buy most if prices were lower. And they should be cheaper in next year's models, in fact, some are already at \$300 level. As for 10-in., while it's still in big demand, one important tubemaker said he could discard it and stay with 12½ and 16-in. and still run at capacity -- but doesn't dare risk ill will of old-line customers still on 10-in.

Faith in 16-in. is attested by RCA in putting new Marion, Ind. plant into production on that size only -- metal-coned. Faith in size, always held by DuMont who would never go under 12-in., is attested by new 19-in. models (Vol. 5:41).

* * * *

This week, RCA disclosed new 16-in. tube only 17½-in. long (vs. present 22½-in.). It will begin going into its own and customers' TV sets in December, with quantity deliveries in January. It's the metal-coned, obviously RCA's answer to new rectangular-shaped glass tubes announced by Owens-Illinois (Vol. 5:42). Actually ½-in. shorter than standard 10-in., new tube (called 16GP4) will permit more compact chassis, smaller cabinets, new styling, should conduce to lower production as well as shipping costs. It has 70-degree deflection, tinted face plate (called Filterglass by RCA) which increases contrast, cuts down outside reflections. Face plate is Pittsburgh Plate Glass Co.'s Teleglas (Vol. 5:32,34). GE says it also has new short-necked 16-in. tube, same as RCA's; will also begin deliveries in December.

SEN. JOHNSON FAVORS COMPATIBILITY: Senator Ed Johnson has finally seen RCA's color -- and likes it. What's more, "compatibility" is of prime significance to him.

Immediately after RCA put on its 16th demonstration Friday -- and it looked to us like the best yet -- we asked Senate Interstate & Foreign Commerce Committee's chairman, the man who forced whole color issue (Vol. 5:6-17) and who praised CBS's showing so effusively (Vol. 5:34), what he thought now:

"It was a fine demonstration. I was agreeably surprised. The RCA system shows great promise. CBS's system is better perfected, but RCA's has the feature of compatibility which CBS's does not. RCA's system has a potential of acceptance comparable to none."

How about report on color TV he has requested from committee headed by Dr. Condon, director of Bureau of Standards?

"I asked Dr. Condon, yesterday, not to report until the color hearing is

over. The report will be made public. I hope it will be of use to the FCC."

Only Senator Johnson and committee assistant Ed Cooper were there, given special showing by RCA's top brass.

* * * *

That almost unanimous industry sentiment is behind basic idea of compatibility, was also manifested anew this week when Washington's consulting engineers and radio lawyers saw demonstrations and generally expressed favor of compatible system. Most said no system is ready yet -- but they, like manufacturers and telecasters, fear disruption if non-compatible system is adopted.

Staunchest of the staunch proponents of compatibility now is long-silent Gene McDonald, president of Zenith, bitter antagonist of RCA. He saw Sen. Johnson last week to tell him where he stands. Two other big producers were quite outspoken, too: Admiral's Ross Siragusa, in Los Angeles this week, said color is 5-10 years off. Emerson president Ben Abrams' Aug. 30 interview in New York Times was sent in facsimile to stockholders; he predicted 1953 as earliest color will be ready, estimated converters for present sets would cost \$300-\$500, said sets made to receive color would sell for \$1000.

Television Manufacturers Assn, comprising group of smaller manufacturers, wired FCC this week to ask that only "completely compatible" system be adopted, stating no system is sufficiently developed yet to warrant adoption.

We asked famed inventor Philo Farnsworth, who saw RCA demonstration last week, his opinion of color's status. He said he'd send all systems back to laboratory for more development. "RCA's system is too complicated," said he. "Demonstration wasn't good at all. CBS's showing was very much better. But where do we go from here? I can't stress too much that it must be done electronically. RCA's is a step in the right direction."

COLOR FORCING DELAY AND MORE DELAY: Terrribly slow. Slower than ever goes FCC's color TV hearing after month of sessions. Slowed up still more, therefore, is progress toward ending freeze.

Everything seems to point to delay, including RCA's request for postponement of Nov. 14 comparative demonstrations. But these are main reasons:

(1) Commissioners, particularly Coy and Sterling, judging from their questions, are fearful of repeating in color the same errors of allocation which brought on the freeze in September of last year. All color proponents assume, but haven't proved with actual field tests, that co-channel and adjacent-channel interference ratios for color would not be different from those for black-and-white.

Chances are Commission will insist on such proof, hold off final action until it's forthcoming.

(2) Pros and cons of the proposed color systems can change with time. RCA color pictures (Vol. 5:41) may continue to improve, stack up well with CBS's (Vol. 5:42). CBS may make its system completely compatible or all-electronic, or both. A direct-view tube may be developed, making all systems more practical, cheaper.

Maybe, even, a new system will come along!

* * * *

Color Television Inc. took up virtually all this week's sittings -- and its case isn't over yet. It resumes Monday, same time, same place. Like RCA, it was caught too early by hearings. Its witnesses lacked answers, or clear answers, to many important questions; e.g., exactly how much resolution has been seen in actual colorcasts, how does noise affect system, etc. It was evident many answers were little more than assumptions.

Witnesses were inventor George Sleeper and patent counsel Samuel Smith and Donald Lippincott. Principal facets of their claims and opinions:

That CTI color transmissions would have same resolution as present black-and-white...That present monochrome sets could receive color, in monochrome, with "no substantial degradation"...That CTI color sets, presently projection type, would get good black-and-white from all black-and-white transmissions...That compatibility is first consideration...That black-and-white is here to stay, color will come along

only gradually because of higher costs...That CTI color can be transmitted over present coaxial cable (2.7 mc).

Witnesses disclosed CTI has only one color set and one color monitor, but is building more. It was stated color converters are makeshifts for any color system, but can be made for CTI system for \$75 to \$200 -- depending on whether direct-view tube (still to be developed) or projection is used; also on how much of a set now in use can be salvaged.

* * * *

Industry was treated to unique spectacle at end of week's sessions Thursday. Eager to show color-eager Comr. Jones its willingness to foster color, RMA told FCC that several companies have offered CTI assistance. Philco is sending technicians to CTI San Francisco labs; DuMont threw open its tube labs to CTI's tube men, will make tubes for them; Philco, DuMont and Bamberger offered stations WPTZ, WTTG, WOIC to test transmissions in East.

But CTI says its equipment can't be moved until about January.

Chairman Coy threw a surprise into proceedings by requesting all 3 color proponents to deliver, by Oct. 27, sample receivers for testing at FCC's Laurel (Md.) lab. CTI obviously can't comply; CBS is willing to; RCA doesn't say.

But RCA filed petition for 2-month delay (from Nov. 14) of comparative demonstrations, saying it needs the time to make them "meaningful" and that CTI should be in on comparative showings. It obviously wants to polish up receivers before turning them over to FCC. CBS is opposing RCA request.

It's conjectural whether FCC will grant RCA petition, but some think it likely inasmuch as CTI needs more time and FCC (apparently) wants more field-testing of all systems for an allocation base. Commission will probably decide next week. If delay is granted, it's reasonable to assume junket to San Francisco to view CTI demonstrations Nov. 28-30 will be called off.

TESTS UNDER WAY IN 5 NEW MARKETS: Though their first TV outlets are merely testing now, you can count these new markets as just about ready:

Binghamton, N.Y., where WBNF-TV turned on juice on Channel 12 Oct. 13, is now field testing, pointing for Nov. 1 debut.

Davenport, Ia. (includes Rock Island & Moline), WOC-TV testing on Channel 5, readying for schedule starting Oct. 31.

Tulsa, Okla., KOTV testing on Channel 6, now set for start of scheduled operation sometime between Nov. 13-17.

Huntington, W.Va., WSAZ-TV testing on Channel 5, readying for scheduled operation from Nov. 15.

Bloomington, Ind., WTTV, on Channel 10, reports tests now under way several hours daily; no schedule date yet.

FCC reports it has canvassed all TV permittees not yet in regular operation -- 24 now, including those now testing -- and has reports all are in various construction stages save WSM-TV, Nashville, plus the several still awaiting FCC decisions on citations for delays (WRTB, Waltham; WRTV, New Orleans; WJAX-TV, Jacksonville). Inquiry discloses Nashville CP holder, after many zoning woes, is again testing new sites and still trying to get nearer to city.

Sarkes Tarzian's oft-delayed Bloomington, Ind. station awaits new superturnstile installation, but he says program tests are now running several hours daily. Almost all equipment was built in own plant. He also operates AM station, but main business is manufacturing radio components. WTTV has held CP since May 1947.

Report that Chicago Tribune's Col. McCormick is dickering to buy New York's WOR (and with it WOR-TV and WOIC in Washington) is unequivocally denied on his behalf...Atlass-Wrigley-Autry \$1,900,000 offer for Louisville's WHAS (with its CP for WHAS-TV) won't be accepted unless there's good indication FCC will approve. FCC turned down Crosley deal to buy on same terms. Hitch may be Leslie Atlass' connection with CBS...Although KFI would be affected (losing NBC affiliation), Los Angeles' KFI-TV would be unaffected by proposed \$1,250,000 deal for NBC purchase of Dick Richards' KMPC; NBC already has own Hollywood TV -- KNBH.

THEATER TV GAINING MOMENTUM: World Series perked so much interest in theater TV (Vol. 5:41) that negotiations are afoot to sign exclusives -- presaging day when theater TV may compete with both TV and radio for rights. Film trade journals have been filled with stories about success of theater jobs during Series: how Fabian's Brooklyn-Fox hiked business 5 times normal, or 15,000 paid admissions; how Pinanski's Pilgrim, Boston, played to 5,000; how both are already dickering for local sports events; how Balaban & Katz's State-Lake, Chicago, played to 10,000. Comerford's 1800-seat West Side, Scranton, was best proof of theater TV's drawing power since city has no TV stations, hence no local competition for audience; it was filled to capacity each game, admissions going to Community Chest.

Said enthusiastic S. H. Fabian: "Theater TV hit something between a double and a triple. We would have liked a home run. But without it, we probably couldn't have gotten to first base." At last week's SMPE meeting in Los Angeles, TV chairman Eastman's Don Hyndman forecast 50-100 theaters ordering large-screen TV equipment during next 3-6 months. Besides Fabian, Pinanski installations, RCA is negotiating to sell equipment to Fox Midwest's Orpheum and to the Commonwealth chain's Ashland, both Kansas City. Paramount's system is in operation in New York Paramount and in big Chicago Theater; also going into Boston's Metropolitan and Toronto's Imperial.

Blanket ASCAP licenses were signed by ABC, CBS, NBC this week for 5 years from last Jan. 1. Fee is approximately radio rates plus 10% (Vol. 5:24). Agreement still has to be ratified by ASCAP members, but there's little doubt they will agree. Meanwhile, ASCAP met in Philadelphia with per-program committee, headed by Crosley's Dwight Martin (Vol. 5:39), came to no agreement after 3-day sessions, will meet again soon.

Regardless of color hearing outcome, CBS says it will go ahead with its "X Corp." industrial plans (Vol. 5:34,42), feeling its equipment has proved value in series of medical demonstrations. In this week's demonstrations at annual Congress of American College of Surgeons in Chicago, newspapers gave it heavy play, *Daily News*, devoting almost full page. *Chicago Tribune* story also carried favorable comment.

SMPE board has formally voted to change name to Society of Motion Picture & Television Engineers, admitting TV engineers, subject to membership approval by mail. At Los Angeles convention, new officers elected were: Fred T. Bowditch, director of research, National Carbon Co., engineering v.p.; Ralph B. Austrian, consultant, financial v.p.; Frank Cahill Jr., Warner Bros., treasurer. Other officers weren't up for election. Paul J. Larsen, ex-TV chairman, now with AEC at Los Alamos, was elected to board.

Curious parallel with current color TV hearings is seen in story titled "Mr. Technicolor" in Oct. 22 *Saturday Evening Post*. It relates trials and tribulations of inventor Dr. Herbert Kalmus, relates that color didn't arrive full-blown but only after many fits and starts. It also reports movies hope to use color, along with new techniques like tri-dimensional pictures and stereophonic sound, to combat diminishing attendance—still 7% below 1947—which it fears may get worse as TV takes hold.

Network accounts: Goodyear Tire & Rubber Co. starts *Goodyear Paul Whiteman Review* on ABC-TV Nov. 6, Sun. 7-7:30 . . . Ford Dealers of America to sponsor *Kay Kyser* and band on CBS-TV, starting Nov. 15, Tue. 9-10 . . . Admiral assumes sponsorship of *Lights Out* on NBC-TV starting Oct. 31 or Nov. 7, Mon. 9-9:30 . . . Allis-Chalmers to sponsor, on full NBC-TV network, judging of grand champion steer at International Livestock Exposition in Chicago Nov. 29, 3-4 p.m. . . . Philip Morris reported preparing 5-night-weekly *Victor Borge* show on CBS-TV as replacement for 5-min. *Ruthie on the Telephone*.

Stiffer competition means some advertisers will increase 1950 budgets, but most will hold at about same level as 1949. Authority for this statement is John F. Kurle, v.p. for media and research of Assn of National Advertisers, reporting on survey in which 364 of ANA's 502 members responded. More optimism was reflected than in similar survey last spring when only 128 replied. Greatest tendency to increase is shown in these categories: beer and liquor, office equipment, business and finance, gas and oil, food and groceries. TV comes under household equipment and appliances, in which category 10% forecast more advertising in 1950, 56% said same as 1949, 22% said less.

Personal notes: John T. Murphy shifts from manager of WLWD, Dayton, to Crosley director of TV operations, Cincinnati, succeeded at WLWD by H. P. Lasker, sales mgr. Marshall N. Terry, TV v.p., designated to set up merchandising division . . . Robert K. Adams resigns from NBC as production mgr . . . Adolf N. Hult shifted from v.p. in charge of MBS Central Division to v.p. in charge of sales, New York, succeeding Z. C. Barnes, resigned . . . CBS research chief Dr. Peter Goldmark flies to London Oct. 27 for Oct. 31 lecture on his color system before British Institute of Electrical Engineers, sails back Nov. 2 on *Mauretania* . . . Richard P. Doherty, NAB labor relations chief, named by President Truman one of 2 U. S. management representatives at International Labor Office conference in Geneva, Oct. 24-29.

Station accounts: Sponsors reported buying TV time or planning to do so: Dad's Root Beer, thru Malcolm-Howard, Chicago; Dodge Div., Chrysler Corp., thru Ruthrauff & Ryan, Detroit; Durkee-Mower Inc. (Marshmallow Fluff & Seeco candies), thru Gilcrest-Spriggs, Boston; Beacon Wax, thru Mina Lee Simon, Boston; Kellogg Co. (Corn Soya), thru Leo Burnett, Chicago; Purity Bakeries (Taystee Bread), thru Young & Rubicam, Chicago; Griffith's Laboratories, thru C. Wendell Muench, Chicago; Interstate Bakeries (Log Cabin Bread), thru Dan B. Miner, Los Angeles; Bear Brand Hose, thru Tatham-Laird Inc., Chicago; Challenge Cream & Butter Assn, thru Ross Sawyer Adv., Los Angeles; Berkshire Curtains, General Tire, Valley Forge Beer, Red Top Beer, Duquesne Beer—latter 4 using Telenews-INS.

FCC commissioners get \$15,000 salaries beginning Nov. 1, President Truman having signed pay raise bill this week. Staff at FCC may get raises, too, up to \$11,000.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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October 29, 1949

COURT SLAPS DOWN TV FILM CENSORSHIP: So firmly does Federal Judge Wm. H. Kirkpatrick reject Pennsylvania Board of Censors' ruling requiring pre-censorship of all films intended for telecasting (Vol. 5:6,7,13,19), that it's likely to nip in bud efforts by any other movie-censoring states to impose same burden on TV. That's what counsel say after reading sweeping opinion rendered in U.S. district court for Eastern Pennsylvania Oct. 26. Precedent is believed strong enough to withstand appeal (regarded unlikely) and to deter Ohio and Washington boards and others from pursuing threatened similar effort at surveillance of movies before run off on TV.

Judge Kirkpatrick's decision stressed: (1) Interstate character of TV broadcasting. (2) "Undue burden" such censorship would put on telecasters. (3) "Occupation" by Federal government of all forms of broadcasting. (4) Authority of FCC to punish any who exceed bounds of decency. In Philadelphia particularly, where local newsreels are big item, TV interests balked at inevitable delays as well as censorship. Earl Harrison, ex-dean of U of Pennsylvania Law School, handled case, with aid of these Washington counsel for the telecasters who financed it: Thad Brown, DuMont; Henry Weaver, Philco; Morton Wilner, WFIL-TV; Theodore Pierson, WCAU-TV; William Thompson, WGAL-TV.

COLOR UNTIL APRIL, FREEZE UNTIL FALL: Last week's pessimist is this week's optimist when it comes to predicting end of freeze. September, 1950, is now quite reasonable on basis of FCC's revised schedule. After denying RCA petition for delay of comparative demonstration (Vol. 5:43), Commission set up following new procedure:

Nov. 1-3 and Nov. 8-10: More direct testimony.

Nov. 14 week: Comparative demonstrations, as previously scheduled. This is denial of RCA's petition.

Feb. 6: CTI demonstration in Washington; San Francisco trip called off.

Feb. 8: Another comparative demonstration -- of CBS, RCA, plus CTI. DuMont's monochrome is left out, presumably not needed second time.

Feb. 13: More direct testimony, then beginning of cross examination.

Thus, it can hardly be sooner than April before color hearing, alone, is over. This means vhf-uhf hearing all next spring and summer, decision perhaps in fall, no new stations on air before well into 1951.

You'll note big hiatus between Nov. 14 and Feb. 6. FCC won't hear any TV testimony during that time. But during Nov. 6 week, it will announce types of additional data it wants from color proponents. This means field tests, presumably.

It's apparent from above schedule that there was compromise within Commission, and RCA really ended up with more time than it requested even though it has to go through unwanted Nov. 14 comparative demonstration gauntlet. Certainly, if RCA tightens up its system, as it claims it can, Feb. 8 demonstration will render Nov. 14 comparison meaningless. CTI, of course, also gets needed breather.

It was over RCA's petition that CBS and RCA began snarling at one another. CBS opposed petition as "specious," quickly filed opposition suggesting that RCA: (a) hoped "somehow and in some way" its technicians would "rescue" it from its "present embarrassed position"; (b) would suffer terribly from comparison with CBS;

(c) wants freeze extended so NBC can enjoy competitive advantage in single-station areas; (d) seeks to protect its patent position.

RCA promptly shot back, also in proper legal format: "CBS's fabrication [is] as presumptuous as it is false." RMA supported RCA's petition.

Probably the most concentrated TV research in history will go on between now and February. Not only RCA, but DuMont, Philco, Hazeltine, probably others, are setting up all 3 color systems or parts thereof -- presumably to be watched carefully by the Condon committee. Philco and RCA are gathering vital co-channel and adjacent-channel ratios, former with F. J. Bingley on the task. RCA has already had men at Princeton check amount of interference to New York's WNBT caused by color signals from Washington's WNBW. We're told that early indications show no difference from present monochrome-to-monochrome ratios.

FCC's request for sample color sets from color proponents has resulted in: (1) CBS promise to deliver immediately not only a set giving 10-in. picture from 7-in. tube, but a lab model all-electronic projection set "not suggested as a type which is, or will in the near future be, practical for commercial production or home use." (2) CTI's promise to deliver a set early in December. (3) RCA promise to "reconsider" statement that it's unable to deliver a set by Jan. 15. In view of "second chance" demonstration in February, RCA probably will manage to spare a set.

THEY'RE GETTING TIRED AND TOUCHY NOW: Velvet gloves came off during this fifth week of FCC's color hearings -- and tired participants began saying what they think. In hearing record, in petitions, in private conversations, there began appearing such querulous words as "slanted questions," "false," "specious," "publicity gag."

Above heat of hearing, issues of compatibility and field-testing (Vol. 5: 41-43) stand out more strongly than ever. Color Television Inc. finished its case with strong pitch for compatibility.

When Philco and DuMont appeared, after CTI, they predicted sad future with non-compatible system (i.e., CBS's). They even suggested ways and means of making CBS system compatible -- though it's evident such a feat, theoretically possible, will take considerable doing.

As for field-testing, one look at FCC's new time schedule (see p. 1) shows great pains -- even to protraction of freeze -- Commission is prepared to take to avoid future freeze stemming from premature allocation of color stations.

Terribly touchy about freeze, particularly, is Chairman Coy -- apparent in way he made Philco's David Smith correct his remark about a "uhf freeze" to make clear freeze has been on vhf only. (Actually, uhf is still only aborning, still in paper stage, still an unknown commercial quantity.)

In connection with field-testing, offset carrier operation for reduction of interference (Vol. 5:16 et seq), for which great hopes are held, is unknown quantity in color. Some engineers can't see how it can be used between one station transmitting black-and-white and another on CBS color.

If JTAC is right, offset would be virtual necessity to get kind of coverage FCC intended in proposed vhf-uhf allocation (Supp. 64).

In short, until FCC is satisfied interference problems in color will be no worse than in monochrome, it's not likely to choose any color system.

All of which adds up to one final decision, in vague future, wrapping up in one package the color-monochrome issue plus new vhf-uhf allocations. That means inevitable delays, probably far into 1950.

* * * *

Hottest flareup of temper came when Philco's David Smith uttered words in minds of many, but heretofore unspoken. Replying to Comr. Jones, he remarked... "we aren't saying that you should freeze out Columbia, which I gather is your concern."

Jones bristled, snapped back, angry at inference his questions were slanted toward CBS system. The amenities were restored (see p. 4922-4927 of record) but there wasn't much doubt what each thought.

Actually, Jones' efforts to keep CBS system from being run down were about

as obvious as Philco's efforts to run it down. As we've noted before (Vol. 5:40), Jones is sincerely hipped on color--now -- on urgency, on public demand, on industry "plot" to hold it down.

* * * *

Thinking ahead to Part II of hearing (on vhf freeze, uhf allocations), Smith suggested how FCC might now remove color as bar to ending freeze. He reasoned:

(a) If FCC chooses a color system which turns out to require greater spacing of stations than black-and-white, whole proposed vhf-uhf allocation goes into ashcan. (b) Therefore, FCC should say now that any color system it chooses must require no greater spacing than black-and-white. (c) Freeze can then safely be lifted, with knowledge that color stations will create no allocation problems when they start transmitting.

Smith left CBS's system one narrow opening -- suggested "transition period" if it's adopted, wherein present set owners lose no service while color is transmitted. He suggested possibility of color temporarily on uhf, simultaneously with vhf monochrome. That would mean some pretty fancy uhf allocating.

Networking is another troubling angle, according to Smith. He said he knew of no way to network programs between stations on present 525-line standards and color stations on CBS's proposed 405-lines.

* * * *

DuMont's Dr. T. T. Goldsmith got his presentation under way Wednesday, just before recess. He managed to get across his small opinion of CBS's converter in demonstration termed "publicity gag" by CBS counsel Richard Salant.

He had several men wheel out 700-lb. color disc assembly for conversion of a DuMont 20-in. receiver. Converter had 48-in. disc, 5-hp motor. Salant jumped to feet, said it already had been conceded CBS color converter isn't designed for direct-view receivers above 12½-in.

Comr. Coy got sore when Goldsmith suggested commissioners move to safe distance when motor was turned on -- said they weren't in "sideshow" business, halted the demonstration. Comr. Hennock was peeved, too, called whole thing unfair.

Motor blew fuse; it requires 60-amp but 15-amp home type was tried first.

DuMont chose this graphic way of illustrating inherent CBS limitations on size of picture, got big publicity play in daily as well as trade press. Though method of presentation, as one FCC staffman said, was "heavy-handed," there's no doubt it scored against CBS -- pointed up fact CBS system bucks unquestionable trend to larger direct-view picture tubes (Vol. 5:43).

Both Philco and DuMont advanced ideas for making CBS system compatible. Former suggested interdot system to get more resolution. Latter believes storage tube techniques may allow reduction of CBS's 144 field rate to black-and-white's 60. Dr. Goldmark concedes possibilities, but sees achievement in nebulous future.

CTI consultant Frank McIntosh, in good evaluation of all 3 systems, ended up with opinion CTI has best compromise between CBS and RCA. But he didn't hesitate to admit that CTI has to solve interline crawl. CTI opponents say it can't be solved without losing resolution, thus one aspect of compatibility.

One of ablest witnesses to date was Col. Donald Lippincott, CTI patent counsel, Army's wartime communications patent chief, who defended CTI claims and justified its activities to date.

ADD QUAD CITIES' WOC-TV TO ROSTER: No. 88 in TV's parade of new stations is WOC-TV, Davenport, Iowa, starting on regular schedule Monday, Oct. 31. Its Channel 5 tests since Oct. 6 have turned in astonishingly good reception reports, particularly southward, "90% service" claimed in Peoria, Ill., 78 mi. down river. Quad Cities coverage alone (Davenport, Rock Island, Moline, E. Moline) opens up ripely populous market. Station will be exclusively NBC, rejecting kine services from CBS because Rock Island Argus' WHBF-TV is due on air in early 1950. Owned by same (Palmer) interests as WHO, Des Moines, which is as yet without CP for TV, WOC-TV will operate daily except Saturday, 3-9 p.m., first 3 hours with same Multiscope and test pat-

terns it has telecast since Oct. 6, Philco and RCA sponsoring. Base rate is \$200.

November starters remain as reported last week (Vol. 5:43), with this additional dope: WNBC-TV, Binghamton, N.Y., now testing but starting formally Dec. 1, gets STA from FCC for commercial operation to run Ford football films on sustaining basis 5 nights; has issued rate card with \$200 base...Tulsa's KOTV, also testing, issued rate card with \$250 base...WSAZ-TV, Huntington, W.Va., due on schedule Nov. 15, sets base rate of \$150...WTTV, Bloomington, Ind., sets base rate of \$125...WOAI-TV, San Antonio, due to begin tests Nov. 1, goes on regular schedule Dec. 11...WKTV, Utica, N.Y., due to begin tests Nov. 15, schedule Dec. 1...CBS says officially it has given up thought of buying Los Angeles' KTLA, which Dorothy (Thackrey) Schiff is seeking to sell; CBS also flatly denies Hollywood trade paper reports that it is dickering to buy KFI-TV, Los Angeles, or considering surrendering its present partnership with Los Angeles Times' KTTV.

Biggest TV network sponsorship deal in history—in point of public service, if not dollars—was engineered personally this week by CBS president Frank Stanton. He sold Ford Motor Co. idea of paying cost of telecasting daily meetings of United Nations General Assembly—pickups from Flushing Meadows and Lake Success at 11 a.m.-1 p.m. and 3-4 p.m. from Nov. 7 until close of current session. No product advertising will be telecast by Ford. Extent of CBS-TV hookup was undeterminable at week end, but it's not likely to be large in view of fact so few stations are operating daytime yet. Kine-recordings are to be made available to member nations (only England has TV service as yet). That Ford is going all-out for TV is evidenced not only by this sponsorship but by fact Ford Dealers of America have taken over Buick's Thu. 9-10 p.m. spot on NBC-TV, beginning Dec. 1, for *Kay Kyser's College of Musical Knowledge*.

AT&T will modify TV tariff to permit telecasts to be picked up off air by other TV stations. Offer was made in exceptions to FCC initial decision prohibiting ban on interconnections with other intercity systems (Vol. 5:37). Telephone company also reported it was broadening scope of video exchange area so telecaster could pick up remotes from points more than present specified 25 miles away from station. Western Union objected to proposed decision, which left question of whether AT&T must interconnect with other common carriers open for decision on specific cases. WU felt it was being discriminated against if FCC approves interconnection with privately-owned relay systems.

Telecasting notes: NBC splitup into separate AM and TV operations expected momentarily, meanwhile "economy" is still watchword . . . ABC-TV cutting down schedule by eliminating many sustainers including *Actors Studio*, moving to CBS-TV, Tue. 9-9:30; on WJZ-TV, 8 hours of time cut off, sign-on for Mon. and Tue. henceforth to be 9 p.m. . . . Abe Burrows quit CBS-AM *Breakfast With Burrows* show Oct. 28, is readying half-hour TV show on CBS-TV . . . *One Man's Family* bows on NBC-TV with Bert Lytell Nov. 4, Fri. 8-8:30 . . . WBRC-TV, Birmingham, names Blair TV as rep; WBKB Chicago names Weed; WOAI-TV, soon in San Antonio, names Petry . . . Using slides, balops and film, Baltimore's WMAR-TV showcases several network or local TV shows twice nightly Mon., Wed., Fri. under title *Tele-Tractions*—using TV to "sell" TV . . . NBC v. p. Wm. Brooks has made deal with French Broadcasting System for exchange of newsreels; in Europe, he also instituted speedup of exchanges with BBC, laid plans for increased coverage from Italian, Dutch, Swiss, Spanish film sources . . . ABC undertaking "intensification" of radio and TV sales, has named advertising-research chief Ivor Kenway v.p. for new business.

Lambasting FCC and majority of industry, long article on TV freeze in November *Fortune* (by staff member Lawrence Lessing) charges that "with patience, hard work, and possibly 2 years of delay right after the war, the FCC and the industry could have built a sounder, less chaotic TV system in the [uhf]." TV's problems, it asserts, tell a "story of errors, politics, shortsightedness, and maneuvers by a major part of the industry and the FCC." FCC gets most of the brickbats for failing to give troposphere adequate attention in original allocation. Further, FCC's latest allocation proposals "suggest that the present FCC is no more competent than its predecessors," thesis being that 42 uhf channels probably still aren't enough. Recommendation: "If the government is truly interested in encouraging a nationwide competitive TV system, then let it provide the necessary space in the spectrum, beyond even the present bands." But TV "will not bog down forever in this dismal swamp. It is a technical achievement of such vitality and magic that it will eventually surmount even these tribulations."

Long color-conscious, pioneer telecaster Don Lee (KTSL, Los Angeles) sizes up situation this way, speaking through TV v. p. Charles Glett: "Don Lee is prepared to convert to color when color is ready . . . but that goal appears to be many years away . . . We are now devoting our full efforts to the black-and-white plans which were held in abeyance pending developments in color." Even assuming FCC approves color after current hearing, he says, "various administrative, mechanical, legal and political entanglements . . . would consume considerable time."

Discussing RCA's color system, November *Electronics* (editor, Donald Fink) opines: "To shoe-horn 525-line color images into a 6-mc channel has required the use of every trick in the big. But they are, or at this writing seem to be, good tricks and practical ones. This is not to say that all compromises have been avoided. But a most ingenious assembly of latter-day techniques has been brought together, [warming] the convolutions of the technical mind."

Conducting a one-man "color demand" survey as pastime between hearing sessions, Hazeltine engineer Knox McIlwain queries cab drivers, waitresses, etc. He reports majority say they wouldn't pay more than \$25 extra for color in TV sets.

Copies of Philco and DuMont color TV statements and exhibits are obtainable from them direct. Write to David B. Smith, Philco Corp., Tioga & C Sts., Philadelphia, and Dr. T. T. Goldsmith, DuMont Laboratories, 2 Main Ave., Passaic, N. J.

ABC has negotiated \$600,000 loan with Mutual Life of New York (20 years at 4½%) to finance its Hollywood TV Center.

Additional Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc During Current Hearings; Docket 8736)

For text of proposed rules and allocations, see Supplement No. 64 as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported in Supplements No. 67 & 67-A, and are in addition to those reported in Supplements No. 67-B & 67-C (through Sept. 24, 1949).

Allegheny Broadcasting Corp., Pittsburgh, Pa., licensee of AM Station KQV --
Opposes proposal of WCAE Inc.; DuMont as it affects Pittsburgh.
(George O. Sutton).

American Broadcasting Co., New York, N. Y., licensee of AM Station WJZ, New York; WENR, Chicago; KGO, San Francisco; WXYZ, Detroit; KECA, Los Angeles; operates TV Stations in same cities -- Opposes proposals of DuMont to allocate Channel 8 to Bakersfield, No. 8 to Sacramento and No. 7 to Reno; Hudson Valley Broadcasting Co. to allocate Channel 7 to Albany-Schenectady-Troy; Daily News Television Co. to allocate Channel 8 to Philadelphia and alternate proposal to allocate No. 12 to Wilmington.

Associated Broadcasters Inc., Easton, Pa., licensee of AM Station WEST -- Opposes proposal of Home News Publishing Co. (George O. Sutton).

Bloomington Broadcasting Corp., Bloomington, Ill., licensee of AM Station WJBC --
Opposes DuMont proposal for failure to allocate a frequency to Bloomington.
(Dow, Lohnes & Albertson).

Louise C. Carlson, New Orleans, La -- Opposes proposal of Baton Rouge Broadcasting Co. insofar as it proposes to delete Channel 7 from New Orleans.
(Welch, Mott & Morgan).

Carolina Broadcasting System Inc., Greenville, N. C., licensee of AM Station WGTC --
Opposes proposal of Durham Radio Corp. (Philip Bergson).

Central Broadcasting Co., Des Moines Ia., licensee of AM Station WHO; holds CP for TV Station WOC-TV, Davenport; has 25% interest in TV Station KMTV, Omaha -- Opposes DuMont proposal as it affects Davenport. (Dow, Lohnes & Albertson).

Central Broadcasting Co. Inc., Johnstown, Pa., licensee of AM Station WARD --
Opposes proposal of Westinghouse; WCAE Inc.; Allegheny Broadcasting Corp.; Radio-Television of Baltimore Inc.; Triangle Publications Inc.; DuMont as it affects Johnstown metropolitan district. (Fisher, Wayland, Duvall & Southmayd).

Clark Associates Inc., Binghamton, N. Y., licensee of AM Station WNBF; holder of CP for TV Station WNBF-TV -- Opposes proposals of Eastern Radio Corp.; Meredith Champlain Television Corp; Philadelphia Chamber of Commerce; Pennsylvania Broadcasting Co.; Daily News Television Co.; and DuMont insofar as it proposes to delete Channel 12 from Binghamton. (Bingham, Collins, Porter & Kistler).

(over)

Cornell University, Ithaca, N. Y. (WHCU) -- Opposes proposals of Meredith Publishing Co.; Meredith Champlain Television Corp.; WHEC Inc.; Troy Bcstg. Co. Inc.; DuMont as it affects Channel 10 at Syracuse. (Cohn & Marks).

Crosley Broadcasting Corp. -- Opposes DuMont proposal as it affects Columbus and Dayton. (Hogan & Hartson).

Daily News Television Co., Philadelphia (WIBG) -- Opposes proposals of Easton Publishing Co.; Lehigh Valley Bcstg. Co.; Trent Bcstg. Corp.; WDEL Inc.; Easton Radio Corp. (Roberts & McInnis).

J. Deering Danielson, Charlottesville, Va. -- Opposes proposal of Richard Field Lewis, Jr. (John H. Ferguson).

Dispatch Printing Co., Columbus, O. (WBNS & WBNS-TV) -- Opposes proposals of Community Bcstg. Co.; DuMont as it affects Columbus. (Dow, Lohnes & Albertson).

Easton Publishing Co., Easton, Pa. (WEEK) -- Opposes proposals of WDEL Inc.; ABC; DuMont; Evening Star Bcstg. Co. to add Channel 8 to Wilmington. (Hanson, Lovett & Dale).

Elm City Broadcasting Corp., New Haven, Conn. (WNHC & WNHC-TV) -- Opposes proposals of Triangle Publications Inc.; Meredith Champlain Television Corp.; DuMont as it affects New Haven. (Fisher, Wayland, Duvall & Southmayd).

Empire Coil Co. Inc., Cleveland -- Opposes proposals of WCAE Inc; Westinghouse. (Wilner).

Evening News Association, Detroit (WWJ & WWJ-TV) -- Opposes proposals of Mayor David Lawrence, Pittsburgh; Pittsburgh Radio Supply House; Saginaw Bcstg. Co.; United Detroit Theatres Corp.; WCAE Inc.; Westinghouse; DuMont as it affects Cleveland, Bay City-Saginaw and Buffalo. (Barnes & Neilson).

Fall River Herald News Publishing Co., Fall River, Mass. (WSAR) -- Opposes proposals of Cherry & Webb Bcstg. Co.; Hudson Valley Bcstg. Co.; Massachusetts Bcstg. Corp.; Matheson Radio Co. Inc.; New England Theatres; WTAG Inc.; CBS; Graylock Bcstg. Co.; and DuMont, all relating to allocation of Channel 13 at Fall River. (Fisher, Wayland, Duvall & Southmayd).

Fetzer Broadcasting Co., Kalamazoo, Mich. (WKZO & CP for WKZO-TV) -- Opposes proposals of Mid America Bcstg. Corp. to assign Channel 3 from Tell City, Ind. to Louisville, Ky.; Wabash Valley to assign Channel 3 to Terre Haute; DuMont as it affects Kalamazoo. (Haley, McKenna & Wilkinson).

Fort Industry Co., Detroit -- Opposes DuMont proposal as it affects Miami and insofar as it proposes to add Channel 7 to Pittsburgh; opposes proposals of Westinghouse; WCAE Inc. (Dow, Lohnes & Albertson).

Gable Broadcasting Co., Altoona, Pa. (WFBG) -- Opposes proposal of Pittsburgh Radio Supply House Inc. (George O. Sutton).

Golden Empire Broadcasting Co., Chico, Cal. (KHSL) -- Opposes proposals of McClatchy Bcstg. Co.; Twentieth Century-Fox; DuMont as it affects Chico. (Haley, McKenna & Wilkinson).

Grandview Inc., Manchester, N. H. -- Opposes proposals of Hampden-Hampshire Corp.; Fall River News Herald Publishing Co.; Hildreth & Rogers Co.; Massachusetts Bcstg. Co.; Matheson Radio Inc.; WTAG Inc.; CBS; DuMont as it affects Manchester. Supports Cherry & Webb; Meredith Champlain Television Corp; Graylock Bcstg. Co. insofar as they propose to add Channel 9 to Manchester. (Sutherland G. Taylor).

Greensboro News Co., Greensboro, N. C. (WFMY & WFMY-TV) -- Opposes proposal of Jefferson Standard Bcstg. Co. (Dow, Lohnes & Albertson).

Hampden-Hampshire Corp., Holyoke, Mass. (WHYN) -- Opposes proposals of Fall River Herald News Publishing Co.; Hildreth & Rogers. (Bingham, Collins, Porter & Kistler).

Hazleton Broadcasting Co., Hazleton, Pa. (WAZL) -- Opposes proposals of Newark Bcstg. Corp.; Wilmington Tri-State Bcstg. Co. Inc. (George O. Sutton).

(more)

- Hearst Radio Inc., New York, N. Y. (WBAL-TV, Baltimore & WISN applicant for TV in Milwaukee) -- Opposes proposals of Richard Field Lewis Jr. to add Channel 12 to Winchester, Va.; Westinghouse as it relates to Johnstown, Pa.; Pittsburgh Radio Supply House; Philadelphia Chamber of Commerce; Daily News Television Co. Also opposes proposals of Green Bay Newspaper Co. and WHBY Inc. as they relate to Milwaukee. (Dempsey & Koplovitz).
- W. H. C. Higgins, West Orange, N. J. -- Comments on opposition of Home News Pub. Co.
- Hildreth & Rogers, Lawrence, Mass. (WLAN) -- Opposes proposals of Hudson Valley Bestg. Co.; Massachusetts Bestg. Corp.; Matheson Bestg. Corp.; New England Theatres; WTAG Inc.; CBS. (Fly, Fitts & Shuebruk).
- Houston Post Co., Houston, Tex. (KPRC) -- Opposes proposals of East Texas Television Co.; Southwestern Publishing Co.; WDSU Bestg. Services; Galveston Television Co.; Harlingen Television Co.; Morrison Construction Co.; National Education Assn.; Communication Measurements Lab. Inc.; DuMont as it affects Houston. (Haley, McKenna & Wilkinson).
- Iowa State College of Agriculture & Mechanic Arts, Ames, Ia. (WOI & CP for WOI-TV) -- Opposes DuMont proposal as it affects Ames. (Cohn & Marks).
- Jefferson Standard Broadcasting Co., Charlotte, N. C. (WBT & WBTW) -- Opposes proposal of WJHL Inc. (Haley, McKenna & Wilkinson).
- KCMO Broadcasting Co., Kansas City, Mo. (KCMO) -- Opposes proposal of KFBD Inc. (Haley, McKenna & Wilkinson).
- KOVO Broadcasting Co., Provo, Utah. (KOVO) -- Opposes DuMont proposal as it affects Provo. (Haley, McKenna & Wilkinson).
- KRLD Radio Corp., Dallas, Tex. (KRLD & CP for KRLD-TV) -- Opposes DuMont proposal as it affects Dallas. (Hanson, Lovett & Dale).
- KTRH Broadcasting Co., Houston (KTRH) -- See Houston Post. Co.
- KVOS Inc., Bellingham, Wash. (KUOS) -- Opposes DuMont proposal insofar as it fails to specify a vhf channel for Bellingham. (Haley, McKenna & Wilkinson).
- KXRO Inc., Aberdeen, Wash. (KXRO) -- Opposes DuMont proposal's lack of allocation for Aberdeen. (Haley, McKenna & Wilkinson).
- Lehigh Valley Broadcasting Co., Allentown, Pa. (WSAN) -- See Easton Publishing Co.
- Don Lee Broadcasting System, Los Angeles -- Opposes proposals of City of San Diego; McClatchy Bestg. Co.; DuMont as it affects California. (Dempsey & Koplovitz).
- Richard Field Lewis Jr., Winchester, Va. (WINC) -- Opposes proposal of DuMont as it affects Winchester; J. Deering Danielson insofar as he proposes to allocate No. 12 to Charlottesville. (Welch, Mott & Morgan).
- McClatchy Broadcasting Co., Sacramento, Cal. -- Opposes proposals of Twentieth Century-Fox; CBS; DuMont; Golden Empire Bestg. Co.; Television California; Valley Electric Co.; Bestg. Corp. of America; Standard Radio & Television Co.; National Education Assn. (Dow, Lohnes & Albertson).
- Matheson Radio Co. Inc., Boston, Mass. (WHDH) -- Opposes proposals of Fall River Herald News Publishing Co.; WTAG Inc.; Hildreth & Rogers. (Dempsey & Koplovitz).
- May Broadcasting Co., Omaha (KMA, Shenandoah and TV Station KMTV, Omaha) -- Opposes DuMont proposal as it affects Omaha. (Haley, McKenna & Wilkinson).
- Meredith Chantlain Television Corp., Albany, N. Y. (WKKW) -- Opposes proposals of WTAG Inc.; Fall River News Publishing Co.; Hildreth & Rogers; Matheson Radio Co. Inc.; Massachusetts Bestg. Corp.; Hudson Valley Bestg. Co.; WHRC Inc. (Haley, McKenna & Wilkinson).
- Meredith Publishing Co., Rochester, N. Y. -- Opposes proposals of Cable Bestg. Co.; DuMont as affects Rochester; any proposals which might affect Channel 10 at Rochester. (Haley, McKenna & Wilkinson).

(over)

- Meredith Syracuse Television Corp., Syracuse, N. Y. -- Opposes proposals of Eastern Radio Corp.; Hampden-Hampshire Corp.; Penn-Allen Bcstg. Co.; Easton Publishing Co.; Lehigh Valley Bcstg. Co.; Cornell University; DuMont as it affects Syracuse; and all proposals that might interfere with Channel 8 in Syracuse. (Haley, McKenna & Wilkinson).
- Miami Valley Broadcasting Co., Dayton, O. (WHIO & WHIO-TV) -- Opposes DuMont proposal insofar as it affects Dayton. (Dow, Lohnes & Albertson).
- Mid-America Broadcasting Co., Louisville, Ky. (WKLO) -- Opposes proposal of Wabash Valley Broadcasting Co. (Haley, McKenna & Wilkinson).
- Midland Broadcasting Co., Kansas City, Mo. (KMBC) -- Opposes proposal of KFEQ Inc. (Loucks, Zias, Young & Jansky).
- National Broadcasting Co., New York, N. Y. -- Opposes proposals of WGAL Inc. insofar as it would limit service to NBC stations WNBW and WNBT; Evening News Assn. insofar as it proposes to move WNEK from Channel 4 to 8; DuMont insofar as it proposes to delete Channel 4 from Cleveland and substitute Channel 11 or 13.
- Newark Broadcasting Co., Newark, N. J. (WVNJ) -- Opposes proposal of New Britain Broadcasting Co. (Haley, McKenna & Wilkinson).
- New Britain Broadcasting Co., New Britain, Conn. (WKNE) -- Opposes proposals of WTAG Inc.; Stratford Bcstg. Corp. (Fisher, Wayland, Duvall & Southmayd).
- Tom Olsen, Olymoia, Wash. (KGY) -- Opposes DuMont proposal to add Channel 2 to Tacoma; any proposal which would interfere with Channel 2 at Olympia. (Haley, McKenna & Wilkinson).
- The Outlet Co., Providence, R. I. (WJAR & WJAR-TV) -- Opposes proposals of Hudson Valley Bcstg. Co.; Fall River News Herald Publishing Co.; WTAG Inc.; Hildreth & Rogers; DuMont as it affects Providence. (Dow, Lohnes & Albertson).
- Peoples Broadcasting Co., Lancaster, Pa. (WLAN) -- Opposes proposal of WGAL Inc. (Tuhy).
- Pittsburgh Radio Supply House, Pittsburgh, Pa. (WJAS) -- Opposes proposals of South-eastern Ohio Bcstg. System; Gable Bcstg. Co. (Bingham, Collins, Porter & Kistler).
- John H. Poole (Pacific Video Pioneers), Long Beach, Cal. -- Opposes DuMont proposal as it affects Long Beach. (Haley, McKenna & Wilkinson).
- Potter Television Broadcasting Co., Dallas (TV Station KBTW) -- Opposes DuMont proposal insofar as it proposes to delete Channel 8 from Dallas and transfer KBTW to Channel 7, 9 or 13. (Welch, Mott & Morgan).
- Presque Isle Broadcasting Co., Erie, Pa. (WERC) -- Opposes DuMont proposal as it affects Erie. (Arthur Scharfeld).
- Radio Cincinnati Inc., Cincinnati, O. (WKRC & WKRC-TV) -- Opposes proposal of South-eastern Ohio Bcstg. System Inc. (George O. Sutton).
- Radio Diablo Inc., San Bruno, Cal. (KSBR-FM) -- Opposes proposals of McClatchy Bcstg. Co.; DuMont. (Loucks, Zias, Young & Jansky).
- Radio Voice of New Hampshire, Manchester, N. H. (WMUR) -- Opposes proposals of Mass. Bcstg. Co.; Matheson Radio Co.; DuMont; Hildreth & Rogers; WTAG Inc. (Cummings, Stanley, Truitt & Cross).
- Radio-Television of Baltimore Inc., Baltimore (TV Station WAAM) -- Opposes proposal of Richard Field Lewis Jr., to add Channel 12 to Winchester, Va.; the several proposals to add Channel 12 to Philadelphia. (Fisher, Willis & Panzer).
- Richmond Radio Corp., Richmond, Va. (WRNL) -- Opposes DuMont proposal as it affects Richmond. (Spearman & Roberson).
- Saginaw Broadcasting Co., Saginaw, Mich. (WSAM) -- Opposes proposals of South Bend Tribune and United Detroit Theatres. (Bingham, Collins, Porter & Kistler).
- Thomas Patrick Inc., St. Louis (KWK) -- Opposes proposals of Sangamon Valley Television Bcstg. Corp. and Wabash Valley Bcstg. Co. (Dempsey & Koplovitz).

(more)

- Scripps Howard Radio Inc., Cleveland, O. (TV Station WEWS) -- Opposes proposals of United Detroit Theatres. (Dempsey & Koplovitz).
- Shamrock Broadcasting Co., Houston, Tex. (KXYZ) -- See Houston Post. Co.
- Southwestern Publishing Co., Ft. Smith, Ark. (KFSA) -- Opposes proposals of Houston Post Co.; Texas Television Co.; KTRH Bcstg. Co.; Shamrock Bcstg. Co. to add Channel 9 to Little Rock; DuMont proposal to add Channels 16 and 18 to Ft. Smith. (Haley, McKenna & Wilkinson).
- Television California, San Francisco (Edwin Pauley) -- Opposes proposal of McClatchy Bcstg. Co. (Haley, McKenna & Wilkinson).
- Texas Television Co., Houston (KTHT) -- See Houston Post Co.
- Travelers Broadcasting Service, Hartford, Conn. (WTIC) -- Opposes proposals of Hampden-Hampshire; Newark Bcstg. Corp. (Kirkland, Fleming, Green, Martin & Ellis).
- Trent Broadcasting Corp., Trenton, N. J. (WTTM) -- Opposes proposals of ABC to assign Channel 8 in lieu of 7 to Wilmington, Del.; Daily News Television Inc. insofar as proposed to add Channel 8 to Philadelphia; Eastern Radio Corp. request to assign Channel 8 to Reading; Easton Publishing Co.; WDEL Inc. proposal to assign Channel 8 to Wilmington; Lehigh Valley Bcstg. Co. proposal to assign Channel 8 to Allentown-Bethlehem-Easton; Penn-Allen Bcstg. Co. (Pierson & Ball).
- Twentieth Century-Fox of California Inc., San Francisco. Opposes proposal of McClatchy Broadcasting Co. (Welch, Mott & Morgan)
- Valley Electric Co., San Luis Obispo, Cal. (KVEC) -- Opposes proposals of McClatchy Bcstg. Co.; Pacific Bcstg. Co.; KARM; DuMont proposal to substitute Channels 3, 6, 8, 10 and 12 for 10, 14, 16 at Bakersfield. (Kirkland, Fleming, Green, Martin & Ellis).
- Leonard A. Versluis, Grand Rapids, Mich. (WLAV & WLAV-TV) -- Opposes ABC proposal to delete Channel 7 from Grand Rapids. (Pierson & Ball).
- WCAE Inc., Pittsburgh, Pa. (WCAE) -- Opposes proposals of Radio-Television Co. of Baltimore; Allegheny Bcstg. Co.; Gable Bcstg. Co.; Westinghouse. (Dempsey & Koplovitz).
- WCAU Inc., Philadelphia, Pa. (WCAU & WCAU-TV) -- Opposes proposals of Meredith Champlain Television Corp. as it affects Albany-Schenectady-Troy; Troy Bcstg. Inc.; Gable Bcstg. Co. proposal to add Channel 10 to Altoona. (Pierson & Ball).
- WBEN Inc., Buffalo (WBEN & WBEN-TV) -- Opposes proposals of DuMont and Presque Isle Bcstg. Co. to add Channel 3 to Rochester. Supports proposal of Detroit News Assn. to add Channel 8 to Cleveland. (Spearman & Roberson).
- WDEL Inc., Wilmington, Del. (WDEL & WDEL-TV) -- Opposes proposals of Lehigh Valley Bcstg. Co. and Easton Publishing Co. to delete Channel 8 from Allentown-Bethlehem-Easton; Wilmington Tri-State Bcstg. Co.; Eastern Radio Corp.; Daily News Television Co.; Penn-Allen Bcstg. Co.; Trent Bcstg. Corp. (George O. Sutton).
- WGAL Inc., Lancaster, Pa. (WGAL & WGAL-TV) -- Opposes proposal of Wyoming Valley Bcstg. Co. (George O. Sutton).
- WGAR Broadcasting Co., Cleveland (WGAR) -- Opposes proposals of WCAE Inc.; Evening News Assn.; Pittsburgh Radio & Supply House; DuMont as it affects Cleveland. (Kirkland, Fleming, Green, Martin & Ellis).
- WHB Broadcasting Co. Inc., Kansas City, Mo. (WHB) -- Opposes proposal of KFEQ Inc. (Spearman & Roberson).
- WJHL Inc., Johnson City, Tenn. (WJHL) -- Opposes proposals of Kingsport Bcstg. Co.; Jefferson Standard Bcstg. Co.; Greenville News-Piedmont Co.; DuMont as it affects Johnson City. (Haley, McKenna & Wilkinson).
- WPIX Inc., New York, N. Y. (TV Station WPIX) -- Opposes proposals of Wyoming Valley Bcstg. Co.; Hudson Valley Bcstg. Co.; Philadelphia Chamber of Commerce; Daily News Television Co.; DuMont as it affects WPIX (Kirkland, Fleming, Green, Martin & Ellis).
- WSAZ Inc., Huntington, W. Va. (WSAZ & CP for WSAZ-TV) -- Opposes DuMont proposal as it affects Huntington. (Cohn & Marks)

(over)

WTAG Inc., Worcester, Mass. (WTAG) -- Opposes proposals of Fall River Herald News Publishing Co.; Massachusetts Bcstg. Co.; Matheson Radio Co. Inc.; Cherry & Webb Bcstg. Co. (Hogan & Hartson).

Westinghouse Electric Corp., Pittsburgh -- Opposes proposals of Allegheny Bcstg. Corp.; Pittsburgh Radio Supply House; Radio - Television of Baltimore Inc.; WCAE Inc.; Gable Bcstg. Co.; DuMont as it affects Cleveland and Pittsburgh.

Wyoming Valley Broadcasting Co., Wilkes Barre, Pa. (WILK) -- Opposes proposals of DuMont; any proposals which conflict with original comments. (Miller & Schroeder).

Digests of Comments

(Submitted since Supplement No. 67-A and additions listed in 67-C)

City of Davenport Iowa -- Requests 4 vhf channels be assigned to this quad-city area. (A. R. Kroppach, Mayor).

City of Durham N. C. -- Requests addition of Channel 5 to Durham; additional vhf channel to Raleigh. (Dan K. Edwards, Mayor).

Communication Measurements Laboratory Inc., New York, N. Y. -- Files supplement to original comments urging adoption of CML plan.

Utah State Department of Education -- Requests reservation of 20% of TV capacity for future use of educational broadcasting. (Allen Bateman, superintendent).

WTAG Inc., Worcester, Mass. -- Files supplement to original proposal asking elimination of original request to substitute Channel 3 for 10 at Augusta, Me. (Hogan & Hartson).

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Additional Digests of Oppositions to Comments

APPEARANCES FOR HEARING ON PROPOSED TV ALLOCATIONS

(To Be Conducted Before FCC en banc During Current Hearings: Docket 8736)

For text of proposed rules and allocations, see Supplement No. 64
as corrected by Supplement No. 66 (revised to Sept. 1, 1949)

Note: These oppositions are in answer to comments reported
in Supplements No. 67 & 67-A, and are in addition to
those reported in Supplements No 67-B, 67-C & 67-D
(through Oct. 7, 1949).

Central New York Broadcasting Corp , Syracuse, N.Y. (WSYR & CP for WSYR-TV)--
Opposes DuMont proposal as it affects Syracuse. (Dow, Lohnes & Albertson).

Cherry & Webb Broadcasting Co , Providence, R I. (WPRO) -- Opposes DuMont proposal;
any proposal which may conflict with No. 13 at Providence. (Dow, Lohnes & Albert-
son)

Fort Industry Co., Toledo, O (WSPD & WSPD-TV) -- Opposes DuMont proposal as it
affects Toledo. (Dow, Lohnes & Albertson).

Hearst Radio Inc , Baltimore, Md. (WBAL & WBAL-TV) -- Opposes proposal of Wyoming
Valley Bcstg Co. (Dempsey & Koplovitz).

Home News Publishing Co , New Brunswick, N J. (FM Station WDHN) -- Opposes DuMont
proposal as it affects New Brunswick. (Welch, Mott & Morgan).

Matheson Radio Co , Inc , Boston, Mass (WHDH)--Opposes proposals of Hampden-Hampshire
Corp ; Cherry & Webb Bcstg. Co (Dempsey & Koplovitz)

Mercer Broadcasting Co , Trenton, N.J. (FM Station WTOA) -- Opposes DuMont proposal
as it affects Trenton (Arthur W Scharfeld).

Pennsylvania Broadcasting Co , Philadelphia, Pa (WIP) -- Opposes proposal of Eastern
Radio Corp. (Dow, Lohnes & Albertson).

Scripps-Howard Radio Inc., Cleveland, O. (TV Station WEWS) -- Opposes DuMont proposal
to assign No 6 to Detroit (Dempsey & Koplovitz)

United Broadcasting Corp., Cleveland, O (WHK) -- Opposes proposals of Evening News
Assn ; Pittsburgh Radio Supply House; DuMont as it affects Cleveland. (Loucks,
Zias, Young & Jansky)

Universal Broadcasting Co. Inc., Indianapolis, Ind (WISH) -- Opposes proposal of Wabash
Valley Bcstg. Co. (Haley, McKenna & Wilkinson).

Leonard A. Versluis, Grand Rapids, Mich. (WLAV & WLAV-TV) -- Opposes DuMont pro-
posal as it affects Grand Rapids (Pierson & Ball)

WCAE Inc , Pittsburgh, Pa. (WCAE) -- Opposes proposal of Southeastern Ohio Bcstg.
System. (Dempsey & Koplovitz).

(over)

WHEC Inc., Rochester, N.Y. (WHEC) -- Opposes proposals of Cornell University; Gable Bcstg. Co. (Dow, Lohnes & Albertson).

WJAC Inc., Johnstown, Pa. (WJAC & WJAC-TV) -- Opposes proposals of Radio-Television of Baltimore Inc.; Allegheny Bcstg. Co.; Westinghouse; DuMont as it affects Johnstown. (Dow, Lohnes & Albertson).

WPTF Radio Co., Raleigh, N.C. (WPTF) -- Opposes proposals of Durham Radio Corp.; DuMont as it affects Raleigh. (Loucks, Zias, Young & Jansky).

WTAG Inc., Worcester, Mass. (WTAG) -- Opposes proposal of Hildreth & Rogers Co. (Hogan & Hartson).

Wabash Valley Broadcasting Corp., Terre Haute, Ind. (WTHI) -- Opposes proposals of Indianapolis Bcstg. Co.; Universal Bcstg. Co.; Mid-America Bcstg. Corp. (Haley, McKenna & Wilkinson).

NO STEEL SHORTAGE FOR AWHILE: Coal and steel strikes haven't hit TV producers yet -- probably won't, if they last no more than 30 days. Fact is TV-radio industry could hold out 60 days or more, inasmuch as type of steel it uses (mainly for chassis, some cabinets) is plentiful in warehouses. Major producer Armco hasn't been struck, and there are other sources of continued supply of sheets. As yet there are only scant evidences of premium-price demands.

Foregoing is essence of best information we can get on impact of strikes thus far. Only manufacturers really worried are small ones who must depend on outside stamping mills, which are now threatened with strikes. Aluminum could be used, of course, but it's not quite as workable or economical. Industry's main fear is same as rest of country's: effect of prolonged strike on nation's economy.

Actually, TV-radio isn't very large user of steel, but several manufacturers (notably RCA) have gone in for steel cabinets and some of biggest (Philco, Admiral, Crosley) are also makers of refrigerators, stoves, etc. They say they can ride out short strike, but already are talking of limiting orders. Refrigerator trade, like TV, has come out of slump into unexpected fall boom.

NOT A SINGLE DULL TV MARKET: Even in strike-bound Pittsburgh, where business in general is slow, demand for TV sets continues far ahead of supply. This is the more surprising because Pittsburgh is a one-station town -- though Johnstown's WJAC-TV is reported throwing a substantial signal into its metropolitan area, too (Vol. 5:36). But, then --

"We haven't got a single dull market," one of biggest set makers tells us.

"Not even Albuquerque?" we asked -- for that relatively small, isolated and non-interconnected one-station city has only 1100 sets accredited to it (Vol. 5:39), though station has been on air nearly year.

"Not even Albuquerque," was the reply. "The national picture, even including the one-station and non-interconnected towns, is wonderful."

"Take Buffalo, for example," said another of the Big Ten manufacturers. "They're going through the roof. We can't begin to meet the demand there -- and it's a one-station town, too, with its steel mills shut down."

Quotas are now the rule. Factories are increasing output as fast as they can -- and that goes for many of the little companies, too. Bellwether RCA admits to meeting only 30% of its current demand.

Non-TV areas, rural and small-town, are beginning to complain, particularly to their radio stations, about not having TV service. Their prospects for stations are slim, not only in view of FCC's freeze but high cost of telecasting. As for radio dealers in such areas, Retailing Daily quotes this pertinent plaint:

"Manufacturers have gone nuts on TV and forgotten the small-town dealers who have no market for TV and probably won't have for several years. Individually, we may not sell as many sets in a year as some of the big city stores do in a week, but collectively we are the backbone of their business."

Why this sudden upsurge after last summer's slump? Here's how one leader summed it up: (1) Stabilized price base, and new public confidence that prices won't collapse again. (2) Public unworried by reports about color and obsolescence, thanks to assurances color will simply be "something added." (3) Baseball, football, better programs generally, particularly on networks. (4) New stations and new markets. (5) More cheerful economic outlook generally -- this despite current strikes.

That about tells the story. If further proof were needed that this isn't merely trade ballyhoo, here's some more statistical evidence: RMA's report for first week in September (actually, 4-day week because of Labor Day) shows close to 40,000

sets turned out. That keeps pace with progressive weekly increases shown in August's 5 weeks (Vol. 5:40). And it doesn't include Admiral, now claiming to be doing 25% of industry's dollar volume.

Total figure for all September won't be available for several more weeks, but it's good guess it will run well over 200,000 from RMA membership alone. And current rate of production is up. Last 4 months of 1949 could well add 1,000,000 to the 1,355,000 sets produced first 8 months.

TUBE TRENDS AND THE RECTANGULAR: Trend toward 12½ and 16-in. tube is attested by both Corning and Owens-Illinois, who make nearly all the glass blanks used for TV picture tubes. Their business is booming along with TV manufacturers. They say:

Corning: Increased orders are mostly for 12½ and 16-in. bulbs. The 10-in. is holding up, unit-wise, but shows no growth. It is very largely taking over 7-in., which aren't being made in quantity any more. Slight inroads on 7-in. may also be attributed to 8½-in., which Raytheon and National Union are producing and GE has announced -- though only set out with that size yet is Motorola's (Vol. 5:33).

American Structural Steel Products Co., subsidiary of Owens-Illinois (formerly known as Kimble Glass): Demand for 12½-in. "terrific" -- by far biggest seller. Relatively small demand for 10 and 16-in., though 10-in. demand changes from day to day. Making no more 7-in. at all.

ASSPC this week formally announced that rectangular-faced tube we've frequently mentioned (Vol. 5:1,11,16,36,37), said it was in production and orders on hand from several manufacturers -- though it probably won't appear in new receivers until post-Xmas market. Company calls it "an ideal all-glass bulb designed to receive 100% of the transmitted TV picture [and] it will also make possible smaller TV set cabinets without reducing the size of the picture."

Rectangular-faced tube has 16½-in. diagonal, frames picture 14¼-in. across with 4:3 width ratio, has 70-degree deflection, is about 18-in. long, weighs about 15½ lb., and "fits into any 12½-in. table set we know of." It's tinted to show "neutral filter face." It hasn't been priced yet, but will cost "somewhere between 12½ and 16-in." President Stanley McGiveran will explain it to company customers at meeting in Philadelphia's Bellevue-Stratford Hotel Oct. 13.

WHAT'S STIMULATING THE TV TRADE: At distributor-retailer levels, they're saying it isn't just the World Series that's making current TV so spectacular -- it's a loosening of purses. Reports from all over the country bear this out, including reports of increased radio set sales. This week's news, of course, was dominated by World Series demand, but the consensus is that revived buying has solid base in popular acceptance of TV as a "must" in the home. Also, inside the trade, seasonal patterns are becoming clearer -- when to expect the ups and downs of the business.

As in radio, it appears clear now that last 4 months of year will account for most of TV's business; that summer market will continue relatively light, maybe even lighter than radio because no one has yet devised a battery-operated portable TV; that post-Xmas, as in appliance trade, will bring next inventory clearances and price-cuts, if at all.

This week was frantic one for dealers in interconnected (network hookup) cities. Extra crews were pressed into service for last-minute installations before World Series, including many offices (many of which will be kept there rather than taken home). Home demonstrator firms reported such heavy demand that they virtually quit advertising after series started, though they certainly did plenty beforehand (Muntz used 6 skywriting planes in New York area last weekend).

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Very little new in new receivers -- but Admiral announced prices of those new sets we reported last week (Vol. 5:40). Its 10-in. console with AM-3 speed phono will list at \$299.95 walnut, \$319.95 magohany. New 12½-in. table is \$249.95, console \$279.95 in walnut, \$289.95 mahogany, \$299.95 blonde. All sets include Roto-Scope built-in antenna. New sets fill out Admiral's fall line. Noteworthy is absence of FM from new 10-in. combination.

Elsewhere in the trade: Hoffman Radio of Los Angeles, proving efficacy of brand concentration in own area, is reported accounting for 8 to 25% of TV market in the 11 western states, buying some \$200,000 worth of TV time in Los Angeles, San Diego, San Francisco, Seattle, Houston, Fort Worth -- largely football -- and spending as much or more on other media...TV the big tent at Chicago's Television & Electrical Living Show this week, with score of exhibitors; also to be theme of National Radio-TV Exposition in Los Angeles Shrine Auditorium, Oct. 15-23.

Stromberg-Carlson's 19-in. Emperor, with side compartment for 45rpm player (Vol. 5:35), was priced at \$645 this week, \$665 in blonde. It's same price as DuMont's 19-in. Mansfield with FM (Vol. 5:38-39). Other 19-in. sets thus far: Hoffman TV-only, \$599.50 (Vol. 5:34); Hallicrafters with FM, \$525 and \$545 (Vol. 5:36); U.S. Television's \$595, \$675 and \$699 (Vol. 5:40); and of course DuMont's original Bradford console with FM and 45rpm at \$725 (Vol. 5:29), also Fairfield at \$495 and Westwood at \$545 (Vol. 5:38)...Telequip's new line has built-in antenna, 2 knob controls, comprises: 12½-in. tables at \$200 and \$240; 12½-in. console, \$260; 16-in. tables, \$280 and \$300; 16-in. console, \$340. Telequip is maker of test equipment, heretofore has made TV for private label (Sears Roebuck, among others).

Sylvania Television is now taking most output of sister subsidiary Colonial Radio Corp., Buffalo, no longer making private brands except for Sears Roebuck... Arvin promises new 12½-in. table at \$250 in production soon...Trans-Vue showing 2 models with switch for uhf, space in chassis for converter.

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Apparent anomalies in a trade where demand exceeds supply: (a) Discounts up to 20% on current models which some dealers still allow, notably in New York area; it's a "habit" in the radio and appliance trade, is the curious explanation. (b) Even deeper price-cutting of superseded models, still noted in some cities. For most part, they're heavily advertised to bring customers into store, in order to sell them latest model. Some of the cuts are fantastic, though on inquiry stock turns out to consist of one or 2 floor models. In Washington this week, for example, Lubar's advertised Tele-tone and Motorola 7-in. table models at \$59, Philco combination at \$229 (original list \$595), Stromberg combination at \$495 (list \$895)... Gimbels-New York advertised 16-in. Sightmaster consolette at \$280 (list \$449).

Even housewives turned on their TV sets as this week's World Series games mounted in interest. For those with sets in offices, work ceased from "play ball" time until games' end. No hard and fast estimate of number of people who watched games can be made, but figuring 2,000,000 sets in 27 interconnected cities, 5 to 10 persons per set, audience outside ball parks must have numbered 10 to 20 million. Large-screen theater showings in New York, Chicago, Boston, Milwaukee, Scranton (at \$1.20 to \$1.80 admissions; 30¢ in Scranton) proved another thing: TV can fill theaters during spectacles like World Series when normally they echo to handful of patrons. All-in-all, TV again proved itself tops for sports—but unpaid-for Gillette commercials will rankle in breasts of 50 TV station managements for long time.

Implications for radio industry are seen in 2 cases involving sparkplug makers currently before Federal Trade Commission. Unfair trade practices are charged against General Motors' AC Spark Plug Co. for selling at one price to "original" manufacturer, at higher price to "replacement" market. Champion Spark Plug Co. is charged with same thing, plus selling identical sparkplug under "private label" name at less than price under Champion brand. Price differential for manufacturers and replacement markets is also imposed by radio tube and component makers, and private label practice is common in radio and TV. FTC officials say they're aware of impact on other industries if complaints are upheld.

RCA faces possible strike, unless current negotiations with United Electrical Workers succeed. Workers voted Oct. 6 to give left-wing CIO union authority to call strike unless RCA accedes to equivalent of \$500 a year average raise in wages, pension plan, other social benefits. RCA had offered 12,000 members 5¢ per hour extra, to be used any way union wants. Affected are plants in Camden, Lancaster, Hollywood, Pulaski, Va. Union reopened 2-year contract (running until June 1950) under wage clause.

Trade personnel: John S. Muller named mgr. of newly formed electronic sales dept., Corning Glass Works, handling sales to TV-radio . . . Chester Wilcox, founder and president of Wilcox-Gay Corp., resigned because of ill health, succeeded by Dr. Emil E. Mayer, onetime president of Telefunken of Germany . . . L. E. Septer, ex-Westinghouse, joining Crosley as TV-radio sales mgr. . . Sydney Jurin, recently with Tele-King, joins Tele-tone in charge of sales to dealers, chains and dept. stores . . . Dr. Martin M. Freundlich, formerly with CBS-TV, now chief of tube lab of Airborne Instruments Laboratory . . . Lee Stone, ex-Magnavox, joins Capehart-Farnsworth as chief engineer.

Since count of TV sets by cities as of Sept. 1 (Vol. 5:39), these reports of sets-in-use as of Oct. 1 have been received: Philadelphia 235,000, up 20,000 in month; Washington 63,200, up 5800; San Diego 10,100, up 2900; Omaha 6014, up 2014; Greensboro 4600, up 3400; St. Louis 49,500, up 8700.

Laughs at the color TV hearing: Last week, FCC chairman Coy told RCA's George Brown to slow down in his technical explanation, be patient with FCC. Answered Dr. Brown with a grin: "I am not a bit impatient, Mr. Coy. I will stay here just as long as you will. I was on the Ad Hoc committee, you know." Tuesday, Comr. Webster asked CBS president Stanton just what criteria should be used in determining picture quality. "You are satisfied," he asked, "if 7 of us . . . just on the basis of our own 7 eyes come up with whether it is good or indifferent?" Then, during CBS's demonstration Thursday, one critic complained that model's face looked pale, lacked proper tones. "John," Dr. Goldmark called to his assistant, "more flesh, please," and more red appeared.

Personal notes: Goddard Lieberman new executive v.p. of Columbia Records Inc., moving over from Masterworks dept. . . . Chris J. Witting named executive asst. to Mortimer W. Loewi, director of DuMont Network . . . Tony Kraber, ex-DuMont, rejoins CBS-TV as executive producer . . . Richard B. Rawls assigned to station relations of ABC-TV . . . Jeff Smith moved from WOR to WOR-TV as production mgr. . . . J. Carlton Adair new Don Lee program director, succeeding Charles Bulotti Jr.; Cecil Barker, from movies, new executive producer for KTSB . . . Kenneth Kiggins succeeds Ronald Oxford, resigned, as program chief of KFI-TV, Los Angeles.

Standardization of film rentals for TV is object of National Television Film Council. Study on standards, either number of sets in area, time charges or combination of both, will be made by committee headed by John H. Mitchell, TV sales manager of United Artists, and including W. W. Black, Official TV; Paul White, International Trans-Video; Connie Lazar, Film Equities; William Holland, Hyperion Films. Melvin L. Gold, National Screen Service advertising and publicity director, has been re-elected president of NTFC, as were other officers nominated last month (Vol. 5:37).

First Starch Report on TV Commercials, based on interviews in New York, Chicago, Philadelphia and Boston, got this affirmative response to question "Have you seen this commercial?": Lucky Strike, 92%, Bulova 88%, Chesterfield 85%, DuMont TV 81%, Admiral 79%, Philco 79%, Camels 69%, Auto-Lite 66%, Gulf Oil 64%, Kaiser 62%. Of commercials seen, most popular were B.V.D. film spots, though not rated among top 10 (all network) in observation. Surveyors reported many set owners tune out sound for commercials they dislike. Greatest gripe is commercial that obscures action on sports telecasts.

TV sponsorships: American Bakeries, Atlanta, sponsoring *Lone Ranger* on 5 ABC-TV Southern stations 104 weeks from Oct. 6, thrice weekly . . . Admiral signs for *Lights Out* on NBC-TV, Mon. 9-9:30 . . . Time Inc. has dropped option on second and third cycles of *Crusade in Europe* on ABC-TV, second run due to start Nov. 3 . . . Local Chevrolet Dealers Assn sponsoring *Famous Jury Trials* on WABD, New York, Wed. 9:30-10 . . . Semca Clock Co. rotating 3 weekly spots each on 5 New York stations . . . Wilpet Engineering & Mfg. Co. (toys) to test *Marvi-Toy Carnival* on WATV, Newark, then maybe extend, thru Huber Hoge & Sons . . . Ideal Novelty & Toy Co. using spots, will expand . . . Padre Vineyard Co. sponsoring Agua Caliente races on KTTV, Los Angeles . . . Among new spot buyers: Minnesota Mining & Mfg. Co. (Scotch Tape), thru BBDO; Nestles Cocoa, thru Cecil & Presbrey; Quaker Oats, thru Sherman & Marquette; Ovaltine, thru Hill Blackett Co.; Santa Fe Railway, thru Leo Burnett Co. . . . Ansonia Shoes starts *Diana Barrymore Show* on WCBS-TV Oct. 17, Mon. 11-11:30.

Asking a serious question about a funny cartoon in a recent issue of the *New Yorker*, we wrote home movie projection manufacturers, wondering whether TV is indeed making inroads on their sales. Cartoon showed dotting father displaying film of his youngster and looking daggers at one guest fiddling with TV set. Said F. S. Welsh, manager of Eastman's Cine-Kodak Sales Div.: "We do feel that TV is in competition for the customer's dollar with not only home movie equipment but also with a host of other products . . . but no more so than it is in competition with other home hobbies or interests." Replied C. K. Preston, of Bell & Howell's public relations dept.: "We do not feel that the 2 products compete on a basis of product against product, but rather on a basis of 'which will get first call on the consumer's dollar' . . . the impact of the visual medium of TV should be a great stimulus to home motion pictures . . . we like to consider it a friend rather than a foe!"

Except for Gillette's Friday night boxing on NBC-TV, sports from Madison Square Garden are conspicuously absent on TV schedules this fall. Reason, says *New York Times*, is price asked for rights and conflict with commercial shows. Among price tags: 38 college basketball games, \$150,000; pro basketball, \$60,000; pro hockey, \$60,000; Westminster dog show, \$15,000. Nor are package TV shows cheap, either. *Variety* this week lists costs of some network availabilities (programs only, not time): One-hour *54th Street Revue*, CBS, \$15,000; *Paul White-man Teen Club*, ABC, \$8000; *Jack Carter & Co.*, ABC, \$6865; *Bowling Headliners*, ABC, \$2400; *Chuck Wagon*, CBS, \$995. Half hour programs: *54th Street Revue*, \$10,000; *Front Page*, CBS, \$9450; *One Man's Family*, NBC, \$8500; *Dolph Martin Show*, CBS, \$8400; *Broadway Spotlight*, NBC, \$8000; *Actors Studio*, ABC, \$6150.

Western Union's labs report new high-power, high intensity electric light which may have application to TV film projectors. Light source is molten zirconium at 6500-degree temperature. Sharper, clearer images are claimed in movie projection due to smallness of source (.2-in. diameter) as well as more stable light conditions. Source is also said to be usable for flood and spotlights.

To get dealers together for eliminating cut-throat competition, training salesmen and technicians, etc., National Television Dealers Assn is being formed by Edwin A. Dempsey, former Baltimore auto dealer, with offices in Washington Bldg., Washington, D. C. He's now seeking initial memberships in Washington-Baltimore areas. Mr. Dempsey, 53, retired and wealthy, got idea after his investments in local retail TV stores went sour.

RCA has worked out insurance plan for renewal service contracts on TV sets that permits it to replace parts and tubes, yet remain within New York State law (Vol. 5:37). Plan uses insurance policy issued by Massachusetts Bonding & Insurance Co., and is approved by New York Insurance Dept.

Molding plastic cabinets for GE and Tele-tone, Plastics Division of General American Transportation Corp., 135 So. LaSalle St., Chicago, reports its press turning out table model cabinets at rate of 11 per hour, operating three 8-hour shifts per day.

Written for TV technician and serviceman is Bernard Grob's 596-p. textbook *Basic Television* (McGraw-Hill, \$5). Author is RCA Institutes instructor. Book includes list of available films and other training aids in TV, has chapter on color TV.

Copies of new remote pickup rules, covering AM, FM and TV audio, and including amendments effective Oct. 24, are now available from FCC. Write Engineering Dept.

3 RECTANGULAR TUBE SIZES OFFERED: Three sizes of rectangular-shaped picture tubes, all 70-degree, were shown to tube and set makers in Philadelphia Thursday by American Structural Products Co. (Owens-Illinois) -- and there were hints that at least one size may go into some receivers before Xmas. Advantages claimed: no waste area, no unnatural enlargements, "neutral filter face" (tinted glass), shorter lengths, lighter weight, smaller cabinets possible. New tube sizes were stated in diagonals, though that's somewhat cumbersome; generally they parallel 12½, 16 and 19-in.

Size that's already in production has 16½-in. diagonal, face 14.74 x 11.5-in. (picture area 138.7 sq. in.), weighs 15¼ lb., costs \$11 plus 50¢ for carton. Price is thus \$1.30 under present 16-in. glass blank and carton. Ready to go into production is another with 13 11/16-in. diagonal, or 12.52 x 9.79-in. (picture area 97.8 sq. in.), which is advanced as competitor of 12½-in. Also readying is 18½ in., or 17 x 13.09-in. (picture area 189.3 sq. in.), which would compete with 19-in. but is seen as usable mainly for public places or extraordinarily large rooms. Latter 2 haven't been priced yet.

"Several of the largest" are among about dozen tubemakers who have ordered first output, says ASPC, but it won't say who they are. Good guess is Sylvania and GE, possibly DuMont, are among them; and American Television's U. A. Sanabria told us he has ordered, one immediate customer being Garod.

'WE CANNOT POSSIBLY MEET ORDERS': TV output should exceed 2,500,000 units this year. Through August, we conservatively estimated 1,355,000 on basis of RMA reports (Vol. 5:40). Way trade is now going, with production stepped up wherever possible, last 4 months can hardly fail to top million by considerable amount. That would increase sets-in-use to 3,500,000 or more by Jan. 1, 1950 -- even allowing for inventories between factory and home.

Fairchild Publications estimates 2,600,000 for this year. Now comes Radio & Television Retailing (O. H. Caldwell, editor) with not-so-startling estimate of 5,500,000 TV sets to be sold (for \$1½ billion retail, or average \$270 per set) between Oct. 1, 1949 and end of 1950 -- or something more than 4,000,000 next year. Editor Caldwell also estimates \$60,000,000 worth of antennas and accessories will be sold next 15 months, doesn't venture guess as to sum to be spent on installation & servicing, does predict 1200 sponsors on TV networks and stations.

All are guesses -- but good guesses in light of current boom and its likely continuance through rest of this year at least. As for next year, there's better knowledge of seasonal vagaries, so that market planning should be more prudent than it was for first 6-7 months of this year.

Even radios are selling better. Some makers are kicking themselves for cutting back on these (as they did on TVs) too much after spring-summer recession.

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You've been served a plethora of bullish estimates and opinions by the TV producers (and by us) during last few months -- but they're the facts as culled from best sources. This week's items are no less eloquent:

Admiral authorizes 100% stock dividend (2 for 1), says it expects to continue 20¢ quarterly dividend rate, reports \$77,078,151 sales first 9 months of this year vs. \$42,514,509 for same period last year; profit of \$4,631,574 (\$4.63 per common share) vs. \$2,037,786 (\$2.04). Third quarter sales alone ran \$23,967,745 vs. \$15,128,165, earnings \$1,475,884 (\$1.48) vs. \$800,489 (80¢). Admiral continues to be the industry's phenomenon.

Emerson says its earnings for fiscal year ending Oct. 31 will be better than the record \$2,401,748 in 1948, reports TV production passing 1100 sets per day, aim-

ing for 1500; as for radios, Emerson is making 2500-3000 table models per day... Hallicrafters has scheduled 700 TVs per day... Tele-tone's S. W. Gross told FCC color hearing this week his company will have made 100,000 TVs this year. It pulled out of RMA 6 weeks ago, so presumably its figures won't be counted any more, rendering RMA monthly reports even more conservative... Air King's David Cogan tells FCC his company, heavy in private labels, is now producing 10,000 per month, hopes to turn out 250,000 next year. And Tele-tone and Air King are relatively small companies.

One of top 5, Motorola, which doesn't divulge units but likes to deal in comparatives, puts it this way: In September, TV dollar volume was up 424%, unit sales up 403% over same 1948 month. "We cannot possibly meet our orders." Note: Motorola gives no dollar or unit figures for September, but its last report to stockholders (Vol 5:30) showed \$33,815,000 sales for first 6 months of 1949, up 25% from same 1948 period; stated it had expanded by 40% its facilities for TV manufacture, which is now more than half its business.

NEWS & NOTES ABOUT THE TV TRADE: Most present TV lines should "stay put" until after Xmas trade -- though inevitably there will be exceptions. Manufacturers, by and large, say they're plenty busy now turning out merchandise for which there's plenteous demand. New designs are always on drawing boards or in labs, but they say nothing startlingly new may be expected next few months at least.

New lines and price reductions are conspicuously meager these days, though Westinghouse, Zenith and Sentinel announced new models this week.

Westinghouse line contains 5 new sets, all with built-in antennas, 2 incorporating switch for enlarging pictures which it calls "Electronic Magnifier." Sets are 10-in. table, \$199.95; 12½-in. table, \$269.95; 16-in. table, \$375; 12½-in. console, \$325 (blonde \$335); 12½-in. console with AM-FM-3 speed, \$450 (blonde \$470). Tubes range from 20 to 26, plus 3 or 4 rectifiers. Only 12½-in. consoles have enlargers. Continued in line are 10-in. console combination, cut from \$645 to \$475; same with 12½-in. period furniture, cut from \$725 to \$550 -- both with built-ins.

Zenith's new line has 12 models, all with built-in antennas and "black" tubes. It starts with 12½-in. table at \$249.95, includes 3 TV-only consoles with 12½-in., 4 with 15/16-in., plus two 12½-in. consoles with AM-FM-3 speed and two 15/16-in. combinations at top price of \$625. Prices of in-between models were unobtainable at press time. Continued is circular picture with switch to rectangular. Sentinel's new sets, all with built-ins, were reported as 10-in. table at \$190; 12½-in. table, \$230; 12½-in. console, \$250. Meck is currently advertising 10-in. table with built-in antenna at \$140.

RCA, DuMont, Emerson and other best-selling leaders still take dim view of built-in antennas, aren't yet offering them. Besides foregoing, only new ones reporting built-ins since our recent list of 12 making them (Vol. 5:39) are Telequip and TrueTone (latter is Western Auto's private label). After New York, Philadelphia, Chicago survey, Retailing Daily Oct. 11 reported that built-in makes good selling point -- but notes that many retailers feel constrained to warn customers that they work only in some locations, that indoor antennas are better, outdoor best. But ads bring them into stores, and of course in some locations they work beautifully.

"Skyrider" private label recently reported (Vol. 5:40) turns out to be Hallicrafters product, sold by parts distributors who formerly handled its TV line and whose business is more suited to less well-known name at slightly lower price... New private brand is "Beverly" advertised by Hecht-Washington at \$200 for 12½-in. table, \$250 for 12½-in. console, \$300 for 16-in. console. Manufacturer's name is unobtainable, but same set under different label is sold by Gimbels-Philadelphia.

DuMont receiver sales moves this week end into E. Paterson plant (gen. mgr. Ernest Marx and staff); New York area sales chief R. H. Guildford takes over 515 Madison Ave. offices... Eitel-McCullough's new Salt Lake City plant (Vol. 5:23) reported readying to produce 16-in. metal-coned tubes for deliveries early next year... Philco reported about to hike radio production 50%; RCA says demand for both table radios and radio-phonos increasing; Zenith says it "never lost faith in radio" and is running at capacity, especially on FMs.

ADS REFLECT FLOURISHING TV TRADE: There's no way to calculate total yet, but advertising by TV manufacturers -- particularly in newspapers and magazines -- has reached enormous proportions, probably ranks with top ad classifications, certainly reflects flourishing state of the current market. That's not to forget distributor-dealer advertising at the local level, which also has zoomed and no longer concerns itself mainly with bargain sales and price cuts. Noteworthy is fact that of top 10 makers (Vol. 5:35), only Emerson, Hallicrafters and Tele-tone are currently not using TV networks; among second 10, Westinghouse uses network TV. Most buy local spot time.

National Radio & Television Week promotion by RMA and NAB this year places TV on par with radio. Week is Oct. 30-Nov. 5. All newspaper, radio, dealer copy for TV-served areas speaks of "See and Hear..." In non-TV areas, emphasis is on "A Radio for Every Room -- A Radio for Everyone -- Everywhere."

Stromberg-Carlson page ad series which broke Sept. 25 in 30 TV markets had "lesson in TV" idea back of it. "Are you on the fence about Television?" initial copy asked. "Lots of folks are! But maybe we can help a bit." It went on to answer usual questions about size of picture, tuning, etc., color and uhf. Ad's reassurance to public led FCC Comr. Jones, who apparently sensed an industry "plot" to hold back color, to seek vainly at the FCC color hearings to get RMA president Cosgrove to disclaim it. This was the paragraph to which Jones alluded:

"Right now, nobody knows when color television will be practical. But when it is, the receiver you buy today will not be obsolete. It will receive color pictures and simply translate them into black and white. By attaching an adapter, you'll be able to get full color." Cosgrove said he saw nothing wrong with the copy.

Prediction that non-TV radio sales will total 8,000,000 this year, valued at \$320,000,000, was made at Westinghouse distributor meeting in New York Oct. 14. Roger Bolin, asst. to radio-appliance v.p. J. M. McKibben, quoted this breakdown: 6,000,000 table radios retailing for \$180,000,000; 800,000 to 1,000,000 radio-phono consoles, \$80,000,000; 750,000 portables, \$22,500,000; remainder, auto and farm radios. Note: Industry's radio-only output last year ran about 15,000,000 units.

Ruling of excise tax division, Bureau of Internal Revenue, has some TV manufacturers concerned because it would apply 10% radio excise tax to FM portion of TV sets. FM Assn, seeing TV as saviour of FM as more sets incorporate it, says it will move in if any set makers decide to delete FM. RMA's tax committee is also looking into matter. Added cost might run up to \$10 per set. Making TVs with FM are Atwater, Crosley, DuMont, Federal TV, Fisher, Pilot, Remington, Sightmaster, Trad, Trans-Vue, UST, Vidcraft.

Hallicrafters Co. reports sales of \$14,572,008 and profit of \$403,050 (60¢ per share) for fiscal year ending Aug. 31, compared with \$11,233,759 sales and \$318,177 (47¢) profit for preceding year. Not only TV, in which it is major private brand maker, but military and non-military communications contracts account for increase, according to executive v.p. Ray Durst. Govt. contracts on hand now run about \$4,500,000.

Television Fund Inc., specialized investment trust (Vol. 5:4, 8, 24, 34), has declared dividend of 16¢ share payable Oct. 27 to stockholders of record Oct. 17, 11¢ coming from capital gain and 5¢ from income. This is year's third dividend: 10¢ Feb. 15, 7¢ May 16, 6¢ Aug. 15. Interesting sizeup of TV in the economy: Speech before Boston Investment Club Sept. 28 by Paul A. Just, executive v.p. of Television Shares Management Co., reprinted in full in Oct. 13 *Commercial & Financial Chronicle*.

Shielding TV sets from diathermy interference is now completely up to set-makers, FCC finalizing proposed rule (Vol. 5:30) this week.

Latest estimate of TV set operating cost comes from RCA Victor's sales manager Dan Halpin, who told International Assn of Electrical Leagues in Cleveland Thursday average set pulls 270 watts per hour (vs. radio's 65). At 2¢ per kilowatt-hour, this would mean 2/5th of a cent per hour, Halpin said, which could mean \$18,500,000 additional revenue per year for electric utilities. Previous cost figure by Detroit Edison indicated 1.33¢ per hour based on rate of 2.5¢ per kilowatt-hour (Vol. 5:12).

Kansas U Medical Center, Kansas City, Kan., has first permanent TV installation for surgical teaching. It's Remington Rand Vericon closed circuit apparatus, recently demonstrated at American Hospital Assn convention in Cleveland. Medical students watch operations while in their lecture halls. Monochrome is presently being used, but color will be added when practicable.

Uhf propagation tests from KDKA tower have just been concluded in Pittsburgh by Westinghouse's C. E. ("Chili") Nobles. Signal was 508 mc, 165 kw peak pulse power, from about 700 ft above average terrain. It was measured over 3-month period, compared with 92.9 mc FM emission. Westinghouse will present findings during TV hearing.

Third edition of *Reference Data for Radio Engineers* is being distributed by Federal Telephone & Radio Corp. It's not only completely revised, but also contains chapter on FCC regulations on all types of broadcasting with special attention to field intensity requirements. It can be purchased (\$3.75 per copy) from Publication Dept., FTR, 67 Broad St., New York.

Maine's Senator Margaret Chase Smith was pictured on AP Wirephoto this week with caption telling how she and her executive asst. Wm. C. Lewis Jr. built own TV set in 50 hours last summer. Inquiry discloses it was built from \$300 kit, has 12-in. tube with circular picture and inverter enabling it to work off Capitol Hill's DC power. This and the TV in "veep" Barkley's office are believed to be only sets on Capitol Hill.

Long-gossiped separate company to take over CBS's color TV operation (Vol. 5:34) is known inside company as "X Corporation" and incorporation papers are ready moment policy is decided—presumably awaiting FCC decision on color. Plan is to bring "7 or 8 interested parties" into new company, which would take over Dr. Goldmark's lab and staff, license patents, work on film recording and industrial as well as telecast applications. CBS would simply be one stockholder. It wants to get back some of \$3,500,000 president Stanton says has been spent on color development since 1940. CBS thus far has 4 licensees: Westinghouse, Bendix, Federal, WPAT of Paterson, N. J.; latter has no TV permit. Royalty rate is 1% on transmitter-studio apparatus; 25¢ to \$1 per receiver. CBS reports these companies working on its designs, pre-production and production models, or components: Air King, Alliance Mfg., Astatic, Birtman Electric, Crosley, Eastern Air Devices, Eastman Kodak, Monsanto Chemical, Tele-tone, Webster-Chicago. Other makers in past have been Federal, Westinghouse, Zenith, Bendix—and currently Jerrold is making scanning adapters. CBS has also worked with 20th Century-Fox on recording colorcasts on film off kinescope.

Bitterness of color controversy really comes into open away from hearing room. Committee on comparative demonstrations has met twice, with meetings characterized by violent outbursts, still no final agreement on nature of demonstrations. With stakes so high, cross-examination may develop into biggest battle FCC has ever seen. Supreme Court members are said to have declined invitation to RCA's demonstration, apparently keeping clear in event court faced with ultimate decision.

"Surprise" witness for CBS was Dr. D. B. Judd, Bureau of Standards color expert. Brought in by Dr. Goldmark to talk down RCA's 2-color sets, he ended up by admitting that it's up to FCC and "the man in the street" to determine how much color adds to black-and-white. He said CBS's color fidelity is comparable with movies' technicolor. Color-blindness occurs, in greater or lesser degree, in 8% of men, he reported. Incidence is far less among women.

Singing praises of color TV, J. N. DuBarry of Smith, Kline & French (which uses CBS equipment), ventures that in time all 70 U. S. medical schools will have installations. He cited TV's advantages over color film: (1) Economy; film for single technique has run up to \$40,000. (2) Obsolescence; technique shown on film may be quickly outmoded. (3) Immediacy; student can see emergencies dealt with—unrehearsed.

Personal notes: W. B. Potter, director of advertising operations, Eastman Kodak, elected chairman of Assn of National Advertisers; Albert B. Brown, v.p. of Best Foods, vice chairman; Paul B. West reelected president . . . CBS chairman Wm. S. Paley reaches Hollywood Oct. 17 for several weeks visit . . . Royal V. (Doc) Howard has applied for 250-watt AM on 850 kc in Honolulu; he's ex-engineering director of NAB, former chief engineer of KSFO, San Francisco . . . Harold B. Day new ABC director of radio-TV sales development, Ludwig W. Simmel new mgr. of Cooperative Program Dept. and Frank Atkinson asst. mgr. . . . Charles Hull Wolfe, ex-BBDO, new radio-TV copy director of McCann-Erickson.

Although ASCAP permission to use its music on TV runs out Oct. 15, no one seems much worried. Meetings have been taking place all week to work out exact wording of blanket license contracts. Per-program committee (Vol. 5:39) picks up from there next week for individual station licenses.

ABC's New York WJZ-TV has FCC okay to move antenna from Hotel Pierre to top of Empire State Bldg., sharing 1255-ft site with NBC. Visual power must accordingly be cut to 3.8 kw from present 29.5 kw. Move awaits contract with NBC and building, is expected to cost \$50,000, annual rent around \$100,000. There's talk Newark's WATV wants Empire State site, too, but cost may deter. Another new transmitter just put into operation is Philadelphia's WFIL-TV at Roxborough, 7½-mi. northwest of city's center; visual power is now 27 kw, better coverage offered in fringe areas.

Authority of CAA and aviation industries to deny broadcast antenna sites and heights is being contested on industry-wide basis in pending FCC hearing on request of WOR, New York, to increase height of its AM tower at Carteret, N. J., from 410 ft to 638 ft. Commission agreed to permit NAB, TBA, CAA and Air Transport Assn to enter case as intervenors at Oct. 17 session. Expectation is decision will set policy on how far CAA and aviation interests can go in objecting to radio towers. Also at stake are antenna criteria proposed as FCC rule fixing standards as guide for applicants (Vol. 5:19,22).

Rorabaugh Reports lists 71 commercial TV shows on networks during September: NBC 25, CBS 23, ABC 14, DuMont 9. No dollar figures are reported, but on "unit" basis month's top timebuyers are RCA, Chesterfield, Old Gold, DuMont, Gillette, General Foods, Chesebrough, Colgate-Palmolive-Peet, Philco. Counting as "units" the number of shows times number of stations time length of show (viz., Gulf Oil's 4 shows times 11 stations times 30 minutes), it ranks networks thus: NBC 93,476 units, CBS 33,395, ABC 20,965, DuMont 20,265.

TV medium has reached payoff point for advertisers, cutting costs of distribution and promotion. Five years from now radio will complement TV, their circulations unduplicated but together reaching 95% of American homes in all income groups in all areas. About one-third of top income families in all markets with TV now have sets. Foregoing is essence of talks by NBC's new TV v.p. Pat Weaver before AAAA last week and ANA this week. At ANA session, NBC's research chief Hugh Beville noted that since the war Americans have bought 44,000,000 new radios; that between 1946 and 1949, increase in radio families had exceeded circulation growth of all newspapers; that recent *Fortune* survey revealed 51% of all men, 54% of all women claim radio as favorite leisure activity, 70% of all saying they listened more today than year ago.

Network accounts: A. C. Gilbert Co. returns *Roar of the Rails* to CBS-TV Oct. 24, Mon. 7-7:15 . . . Chesterfield starts Perry Como with guests (first, Milton Berle) in *Supper Club* on NBC-TV, Oct. 16, 8-8:30, continues from Thu. NBC-AM show . . . Air-Wick, Maiden Form Brassiere, Robeson Cutlery on Oct. 17 start sharing CBS-TV *Vanity Fair*, Mon. thru Fri. 4:30-5 on hookup of WCBS-TV, WCAU-TV, WOIC . . . Buick's *Olsen & Johnson* show quits NBC-TV Oct. 27, comics planning to return after Jan. 1 . . . Clipper Craft Clothes terminating *The Amazing Polgar* on CBS-TV after Oct. 21, can't get time-station clearances wanted . . . Texas Co. has signed again to sponsor *Metropolitan Opera* Saturday afternoons on ABC-AM starting Nov. 27, but has no plans yet to telecast any of them . . . Goodyear reported arranging with ABC-TV for Sunday time for variety show with Paul Whiteman.

TV sets-in-use as of Oct. 1, in addition to those reported last week (Vol. 5:41): Cleveland 87,741, up 12,235 in month; Milwaukee 41,147, up 8317; Buffalo 36,764, up 7431; Syracuse 11,500, up 3100.

SIGNIFICANT SIGNS OF THE TV TIMES: More manifestations of TV's growing importance in the nation's economy -- its uptrend unimpaired (though it may yet be) even by the current wave of strikes:

1. Department stores, once chary of handling so complex a mechanism, are finding TV sets among fastest-moving items; in TV areas, they're literally crying for more merchandise -- but, then, so are most radio-appliance dealers. Overall dept. store sales are off slightly, but they look to November-December to produce 25% of year's business, according to NRDGA sales promotion chief Howard P. Abrahams. In TV-radio category, NRDGA estimates 39% of sales will come those 2 months.

2. Big mail order houses are pushing TVs more strongly than ever, both in catalogs and stores -- evidently well stocked for Xmas season with own private labels. Sears Roebuck has even shaved Silvertone prices slightly [see story, p. 2].

3. Stock exchanges this week saw TV-radio shares continuing what New York Herald Tribune called "their own private bull market in the face of declining tendencies in all other parts of the list." Most active this week were Admiral, Emerson, Magnavox, RCA, Zenith, all now well up. Notably upward, too, was ABC; it's a network organization not in manufacturing in any way but operates 5 TV stations on which (with network TV) it claims to have spent \$7,500,000 thus far.

RCA & EMERSON OFFERING BUILT-INS: RCA and others may take dim view of indoor antennas, but fact is they're one by one capitulating to growing demand and competitive necessity. Neither RCA nor Emerson is "playing them up" -- indeed, they're warning dealers against too enthusiastic claims -- but former now has 10 sets with built-ins, latter 2. We now count more than score of manufacturers offering built-ins since Philco started things last summer (Vol. 5:30-31).

Utilizing Brite-Pix transmission line developed for Navy, RCA puts aerials in legs of \$19.95 matching optional tables that go with its 10 and 12½-in. metal table models. In its 12½-in. consoles, 16-in. table and consoles, 15x20-in. projections, antenna is built into chassis. Service contracts are same as for indoor antennas: \$45 for 10-in., \$50 for 12½-in., \$60 for 16-in. Distributors are being supplied with built-in antenna kits for receivers in stock.

Emerson hasn't given them publicity, but its 10-in. \$200 and 12½-in. \$250 table models have had built-ins since last month. It takes same attitude as RCA -- that customers shouldn't be led to expect too much, that built-ins won't work everywhere and shouldn't be pushed on that basis. Moreover, its 2 sets don't have aerial tuning buttons.

DuMont is still undecided about built-ins, doesn't like them but is being forced to consider them seriously. At moment it has about dozen sets with built-ins on test, largely in company executives' homes. Antenna is electronically directable.

With varying degrees of promotional claims, these are now offering built-ins according to best available records: Admiral, Bendix, Capehart, DeWald, ITI, Emerson, Hallicrafters, Meck, Motorola, Muntz, Philco, Pilot, Raytheon, RCA, Sentinel, Stewart-Warner, Starrett, Sylvania, Telequip, Tele-tone, Trans-Vue, Trav-Ler, True-tone (Western Auto), Westinghouse, Zenith. In its upcoming new line, Crosley will also offer built-ins as will Sears in its new Silvertone line.

Note: RCA letter to distributors claims its antenna as efficient as any other, but warns that performance is limited and "cannot begin to approach the 'made to order' effectiveness of the outdoor antenna." It helps where landlords won't permit outdoor aerials. But it has limitations, letter emphasizes, so shouldn't be overplayed for fear of "lost good will and lost sales".

MAIL ORDER PRICES & OTHER TV NEWS: "We can't get enough sets," is still cry of distributors and dealers in almost all TV-served areas -- particularly those handling name brands. Even off-brands are enjoying market that absorbs almost all they can turn out. Except for what little remains of summer stock, price-cutting is now on miniscule scale. As for new lines, GE and Crosley have some new sets on the way. GE is expected out next week with 7 new models beginning with 10-in. at \$199.95.

Sears Roebuck's Silvertone TVs, made for it by Colonial (Sylvania) and others, in special Xmas catalog are priced \$10-\$20 below last lists (TV Directory No. 9): 7-in. portable, now \$119.95; 10-in. table, \$169.95; 12½-in. table, \$209.95; 10-in. console with AM-FM-3 speed, \$349.95; 12½-in. console combination, \$379.95. Installation fees and warranty are: \$23.95 for indoor antenna, 90 days; \$33.95 for indoor antenna, one year; \$54.95, outdoor antenna and 90 days; \$64.95, outdoor antenna and one year.

Montgomery Ward doesn't list Airline sets in catalogs, but has them in retail stores as follows: 7-in. table, \$99.95; 7-in. portable, \$149.95; 10-in. table, \$189.95; 12½-in. table, \$229.95 & \$249.95; 12½-in. console, \$249.95 & \$279.95; 16-in. console, \$349.95; 12½-in. console with AM-FM-3 speed, \$449.95. Sets are made by Wells-Gardner, Sentinel, Belmont.

Spiegel has cut its Aircastle prices for Xmas: 7-in. table, from \$124.95 to \$119.95; 10-in. table, from \$174.95 to \$149.95; 12-in. table, from \$229.95 to \$169.95. It also has new 16-in. table at \$219.95.

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Zenith's new line (Vol. 5:42) is named and priced as follows: 12½-in. Claridge table, \$249.95; 12½-in. Saratoga console, \$289.95; 12½-in. Biltmore (blonde), \$309.95; 12½-in. Graemere console, \$329.95; 16-in. Lexington console, \$399.95; 16-in. Warwick console, \$429.95; 16-in. Mayfair & Waldorf consoles, \$449.95; 12½-in. Riviera console with AM-FM-3 speed, \$449.95; 12½-in. Regent console combination in Queen Anne cabinet, \$489.95; 16-in. Classic console combination, \$599.95; 16-in. Sheraton console combination, \$625. All have built-in antennas, "black" tube. Tubes range from 19 to 26, plus 3 rectifiers.

In Los Angeles for dedication of Herbert H. Horn distributor plant this week, Admiral's Ross Siragusa was quoted as saying shortages are getting so acute that "black market" in TV sets may develop by Thanksgiving; also stating he plans survey of Los Angeles area for possible plant there...Reporting increase in percentages rather than units or dollars (as does Motorola; Vol. 5:42), Capehart says September TV dollar volume sales were up 314% over September 1948; Garod reports October production up 100%; Meck says TV sales up 80%, radios 30%; Pilot, up 60%.

Emerson's 16-in. console with AM-FM-45 & 78rpm has been priced at \$599.50... Philmore, mainly a kitmaker, is advertising 16-in. table at \$365, console \$395, both with 25 tubes plus 4 rectifiers...Sears Roebuck expected out soon with 8½-in. table model at \$134.95...John Meck reports Plymouth, Ind. plant now turning out 600-800 TVs daily; he not only makes own line but also for Philharmonic, Brunswick, Spiegel.

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Merchandising notes: Olympic master TV set with "slave" duplicator, both 10-in., advertised this week for \$250; they're connected by coaxial...New Beverly private label TV sold by Hecht-Washington (Vol. 5:42) is made by Olympic...GE dealers giving away matching table and indoor V-antenna with \$189.95 plastic 10-in. and \$269.95 wood 12½-in. table models...Muntz TV, heavy buyer of radio spots in TV areas, reported seeking MBS network for 15-min. Sunday night program; Muntz has full-page ad in Oct. 24 Life Magazine to promote Muntz-to-You sales in 12 cities.

FOREIGNERS CAN'T TOUCH OUR PRODUCT: Effect of Britain's pound devaluation on TV-radio business may become somewhat detrimental to a few U.S. manufacturers heavily in export trade or having foreign subsidiaries -- but quite slight compared with, say, effect on manufacturers of expensive leather goods, synthetic rubber, fabrics. Effect on TV set market here will be just about nil for the visible future.

Except for Philips of Eindhoven (North American Philips), no foreign radio maker has been much of a factor in American market, though it's interesting to note

that branches of Pye, Cossor, MasterVision have recently been set up in Canada. For the present, from all we can gather from key government and industry men, there will be slight impact on TV since there is so little TV in the world outside U.S. and Britain's tiny TV industry. Devaluation, permitting cheaper imports, was given this week as reason why Philips is closing down plant at Dobbs Ferry, N.Y.

RMA export committee chairman V. S. Mameyeff (Raytheon) says that in such items as ordinary radio parts, chassis, tubes and radar, Britain may make some inroads in our overseas sales, since foreign countries will be able to get pounds far more easily than dollars. About 10-12% of U.S. radio manufacturers' income derives from exports, ranging from about 3% to 20% for individual companies. Radar is unique in that foreign countries have raked up dollars for it, pinching other vital purchases. Raytheon, for example, sells 50% of its radar overseas. Britain is expected to redouble its efforts to crack that field.

Good advice to pass on to TV customers and audience—from Detroit Edison's *Synchroscope*, which says this is how TV can be made as easy on the eyes as reading: (1) Sit at least 6 feet away from set; persuade children, especially, not to crouch nearer. (2) Sit as nearly in front of screen as possible; from sidelines picture looks somewhat distorted. (3) Look away from screen occasionally to rest eyes; it helps them just as it helps you to get up and walk about after sitting in one position a long time. (4) Keep room lights on while watching; they eliminate kind of eyestrain occurring when there's sharp contrast between dark room and bright screen. (5) Don't put lamp near set; let illumination come from overhead or behind audience. (6) If set must be near window, draw drapes when watching in daytime. (7) Adjust controls properly so image is clear and not too contrasty. And, also: Don't try to be your own serviceman; set is delicate and complicated, voltages sometimes up to 10,000, tube may shatter if handled inexpertly. Dr. Theodore H. Conklin, president of New York State Optometric Assn, offers much the same advice, adds that 6 to 10 feet is best viewing distance for 15 to 19-in. pictures; that bigger the picture the better, with the ideal as large as home movie screen.

Photicon TV tube having "depth, perception and range of vision of the human eye," disclosed by RCA's Zworykin at SMPE convention last week, won't be commercially ready until about mid-spring. Tube's sensitivity is so great, it will permit elimination of presently required multipliers, will make TV cameras simpler and smaller. It also makes tube perfect for color pickups, Zworykin said.

September TV advertising lineage in newspapers in 9 major cities ran nearly 5 times as great as next leading home furnishings item, bedroom suites. Total of 1,800,425 lines was 256% ahead of September 1948, according to Neustadt Report. Radio sets in same survey ran 183,861 lines, down 64%.

RMA fall conference is Nov. 14-16 in Hotel Roosevelt, New York. Chairman Max Balcom's TV committee meets Nov. 15, and on Nov. 16 president Ray Cosgrove will report to board on Washington color hearings.

Color TV Inc. is short on its hearing exhibits (No. 238 is principal one, describing system), but limited number of requests can be taken care of by counsel Wheat, May & Shannon, Shoreham Bldg., Washington.

Sex appeal is finally making color TV hearing interesting, what with compatibility and fidelity as issues, quips consulting engineer C. M. Jansky. The press corps, weary of abstruse technicalities, has found even bawdier angles, least of which is "propagation."

Strike threat at RCA Victor faded this week when UEW-CIO agreed to 3½¢ an hour raise, company assuming full payments to life and health insurance fund and other benefits. Employees had been contributing average 3-4¢ per hour. Overall raise for 12,000 Camden workers is estimated about 8¢ an hour. New contract is to June 1951. UEW officials have also started negotiations with GE and Westinghouse, where they claim 150,000 and 70,000 members, respectively, asking for same average \$500 increase originally sought from RCA (Vol. 5:41). Meanwhile, RCA is now engaged in negotiating with 500 technicians (Federation of Architects, Engineers, Chemists and Technicians-CIO), with a strike call set for Oct. 24.

Sale of 5 kw GE transmitter to Brazilian newspaper-radio tycoon Dr. Assis Chateaubriand, for installation atop Rio's famed Sugar Loaf Mt., points up new emphasis top American companies are placing on TV export. Not only is domestic transmitter market stymied by freeze, but installations of U. S. equipment can help sell U. S. standards—and there won't be any market for U. S. receivers until and unless standards are set. First meeting on international standards took place last July in Zurich (Vol. 5:31), second is set in U. S. next year. GE sale to Brazil is second in recent months; it sold Radio Italy 5 kw transmitter, 3 cameras, microwave link, for station that began operation Sept. 11 in Turin. Recent reports indicate Cuba and Argentina are interested. Because most foreign countries use 50-cycle current, U. S. transmitters have to be modified to transmit 625 lines instead of 525.

Trade personals: Samuel Insull Jr. resigns as TV-radio v.p. of Stewart-Warner . . . Fred Sterritt resigns as adv. and sales promotion mgr. of Bendix, Baltimore . . . Stewart Roberts new asst. sales mgr. of Magnavox, which also named L. K. Hagaman as adv. and public relations director . . . V. C. Jespersen new sales mgr. of electronics-merchandising division, International GE . . . Frank B. Powers new director of mfg. operations for Federal Telephone & Radio; he's ex-asst. v.p. for production of American Car & Foundry Co.

RMA's second quarter transmitter sales came to \$2,365,668 in orders received, \$1,826,506 in sales billed. This compares with first quarter's \$1,622,468 and \$1,490,930, respectively. As in first quarter, no sales at all are attributed to TV (due to freeze).

General Instrument Corp. reports \$76,591 loss for quarter ended Aug. 31, compared with \$187,840 loss for preceding quarter, says there has been sharp rise in sales of radio-TV components and current operations are on profitable basis.

Next Southwestern IRE Conference has been scheduled for Dec. 9-10 in Baker Hotel, Dallas.

Raymond C. Cosgrove, Avco executive v.p. in charge of Crosley Division, has resigned his \$100,000 post (with bonus, about \$212,000 last year)—but he will remain on board and continue with Crosley in consulting capacity. He will also continue representing Crosley in RMA, of which he is president, and will continue handling RMA's color TV case before FCC. Reason for resignation, as best we can ascertain: incompatibility (with Avco president Victor Emanuel). Now 54, he has been with Crosley 10 years. His Avco duties will be assumed by Mr. Emanuel. John W. Craig is v.p. and gen. mgr. of Crosley Division.

Financial district is revising upward its estimates of CBS's earnings this year, reports Oct. 18 *Wall Street Journal*. From initial estimate of \$2, they now figure 1949 profit will top \$2.15 a share (it was \$2.94 in 1948) the drop reflecting cost of TV. Better outlook is largely attributed to upturn in record and LP attachment sales. Also foreseen are reduced losses from TV, especially when TV rates are raised in near future. It's indicated fourth quarter AM time sales will approximate last year's.

Erie vs. Buffalo-Rochester hassle over TV programs should be cleared up by January, when AT&T installs second coaxial circuit from Cleveland to Erie. This will enable Buffalo's WBEN-TV and Rochester's WHAM-TV to take programs they want, without running into veto by Erie's WICU, simply because Erie is first on the line from Cleveland. *Buffalo News* was so exercised over situation (it owns WBEN-TV) that it ran critical feature article last month, threatened to ask FCC for succor.

Stations signed up to take Paramount kine-recordings from its KTLA, Los Angeles (Vol. 5:37) are: KLEE-TV, Houston; KBTB, Dallas; WFIL-TV, Philadelphia; KFMB-TV, San Diego; KING-TV, Seattle; KPIX, San Francisco. Paramount hopes to have 25 or 30 on its syndicate list by end of November.

TV does not hurt sports attendance, reports *Detroit News* sports editor H. G. Salsinger. He cites all-time admission record of 1,821,204 for Detroit Tigers' 1949 home games, even though half were televised. World Series, he notes, drew capacity crowds, even though games were available in New York via TV. Salsinger holds TV creates new customers—also new revenue from sponsors.

Question of color kinescope recordings seems to have been answered by Navy photographers. They shot color film off receivers during CBS's transmissions in Baltimore (Vol. 5:34), showed them at SMPTE meeting in Hollywood last week.

Treating TV as a live mail-order catalog, Sterling E. Norcross, 35 Walnut St., Bloomfield, N. J., offers TV stations his "C-Mail" service. He prints up order blanks, looking like wartime V-Mail, with station's address. Station distributes blanks to viewers who can immediately jot down and send in orders for whatever products they see on station's commercials.

Excellent lay explanation of international radio is contained in *Who Gets the Air?* by Forney A. Rankin, NAB government relations director, now being mailed to members. Booklet's 64 pages describe NARBA, International Telecommunications Convention, other treaties, plus discussion of broadcasters' relationship to FCC, State Dept., IRAC, etc.

By attaching TV camera tube to movie camera, London's Pye Ltd. foresees "really spectacular reductions in studio floor time" in film industry. The idea is to enable number of people to see what film will look like without waiting for next day's "rushes." Pye uses "Image Photicon" tube, rather than American-type tubes, claiming theirs responds more nearly like film.

Count of TV Sets-in-Use by Cities

As of October 1, 1949

Sets-in-use rose to 2,565,000 as of Oct. 1, according to NBC's monthly "census" report estimating families and sets within 40-mi. service areas (.5Mv). October report embraces 6 new areas not previously included, mostly cities in which new first stations are still testing.

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	87,700
Boston	2	1,175,000	146,000
Buffalo	1	323,000	35,900
Chicago	4	1,438,000	195,000
Cincinnati	3	384,000	34,600
Cleveland	2	695,000	87,700
Columbus	3(a)	225,000	13,000
Dayton	2	291,000	14,700
Detroit	3	839,000	90,000
Erie	1	112,000	10,000
Grand Rapids	1	182,000	6,200
Lancaster	1	85,000	13,800
Milwaukee	1	327,000	41,100
New Haven	1	557,000	44,100
New York	7(b)	3,597,000	800,000
Philadelphia	3	1,184,000	228,000
Pittsburgh	1	742,000	32,000
Providence	1	1,011,000	16,500
Richmond	1	130,000	15,500
Rochester	1	208,000	8,500
Schenectady	1	258,000	32,000
St. Louis	1	474,000	49,500
Toledo	1	241,000	22,000
Washington	4	691,000	63,200
Wilmington	1	183,000	15,900
Total Interconnected	50	16,084,000	2,102,900

Non-Interconnected Cities

Albuquerque	1	22,000	1,200
Atlanta	2	233,000	17,000
Birmingham	2	196,000	5,100
Bloomington	—(c)	104,000	300
Charlotte	1	171,000	6,500
Davenport	—(d)	133,000	1,000
Fort Worth	1(e)	269,000	7,700
Dallas	1(e)	277,000	8,300
Greensboro	1	165,000	4,600
Houston	1	217,000	8,500
Huntington	—(f)	132,000	400
Indianapolis	1	281,000	9,200
Jacksonville	1(g)	94,000	1,500
Johnstown	1	250,000	5,000
Kansas City	1(h)	275,000	7,000
Los Angeles	7	1,372,000	213,000
Louisville	1	188,000	10,600
Memphis	1	177,000	8,100
Miami	1	117,000	9,700
Minneapolis-St. Paul	2	333,000	35,200
New Orleans	1	225,000	8,000
Oklahoma City	1	138,000	9,700
Omaha	2	132,000	6,000
Salt Lake City	2	93,000	6,700
San Antonio	—(i)	130,000	100
San Diego	1	113,000	10,100
San Francisco	2	825,000	14,600
Seattle	1	307,000	10,100
Syracuse	1	199,000	11,500
Tulsa	—(j)	125,000	1,000
Utica	—(k)	127,000	2,500
Others	—	—	21,900
Total Non-Interconnected	37	7,420,000	462,100
Total Interconnected and Non-Interconnected	87	23,504,000	2,565,000

(a) Third station, WBNS-TV, began scheduled operation Oct. 15. (b) Seventh station, WOR-TV, began scheduled operation Oct. 5. (c) WTTV now testing, starting date indefinite. (d) WOC-TV now testing, begins scheduled operation Oct. 31. (e) Fort Worth-Dallas stations' coverage overlap. (f) WSAZ-TV now testing, begins scheduled operation Nov. 15. (g) WMBR-TV began scheduled operation Oct. 16. (h) WDAF-TV began scheduled operation Oct. 16. (i) WOAI-TV, San Antonio, begins operation sometime in November. (j) KOTV now testing, begins scheduled operation in mid-November. (k) WKTV due to test in November.

GE estimates 5,600,000 TV sets in use by end of 1950, thus topping other forecasts (Vol. 5:42). More than that, it anticipates 19,300,000 over next 5 years. Figures are based on new research studies disclosed by G. L. Roark, New York electronic sales chief. *Note:* We told you (Vol. 5:41) that September RMA output figure, due in week or so, will exceed 200,000. First (Labor Day) week ran close to 40,000, second week about 61,000—and curve is upward, so that 200,000 figure should easily be topped.

SEPTEMBER'S 270,000 TV OUTPUT: Again, TV output record is broken -- RMA reporting 224,532 sets for 4-week September, up somewhat more than expected from 5-week August's previous record of 185,706 (Vol. 5:40). There's scant doubt figure will be considerably higher for October, but that won't be known for another month.

Because neither Admiral nor Tele-tone, to say nothing of several dozen smaller manufacturers, is reporting to RMA, we are arbitrarily adding 20% to RMA's figure to arrive at truer all-industry total. Everybody agrees it's conservative, probably errs on low side. Thus, we arrive at round figure of 270,000 for the month. Adding this to previous cumulative of 1,355,000, we get 1,625,000 for first 9 months of 1949. Add this to estimated 1,157,000 postwar cumulative until end of 1948 (Vol. 5:8), and total TV sets produced up to Oct. 1 is 2,782,000. You can assume all these in use now, inventories consisting of no more than October's production.

Total of all radios produced during September (including TVs) was 757,000, down from August (see monthly tables, p. 85, TV Directory No. 9). RMA's September TV breakdown: table models, 125,379 (18,969 with AM and/or FM); TV-only consoles, 70,024; combination consoles, 29,129 (13,971 with phonos, balance with AM and/or FM only). September FMs: table models, 41,458; AM-FM consoles, 29,478; FM only, none.

Note: TV sets now account for 62.5% of industry's receiver sales volume, though only 20% of units, according to most authoritative sources.

THE TV 'TEMPERATURE' STILL WAY UP: Boom-flushed TV marketeers are talking bigger than ever -- but the last year has proved that this business is mercurial, can rise overnight to the heights (as it did in 1948), plunge overnight to the depths (as it did last spring and summer). Then surge once again to undreamt proportions.

There could be slips, but only clouds on horizon right now seem to be the strikes. Not so much because of shortages of materials they may create -- but because of their impact on the nation's economy, on buying power. In that respect, TV is in same boat as other businesses. Actually, so far, it's amazingly better off.

For even in hardest-hit Pittsburgh, Buffalo and Cleveland, TV sets are moving in surprisingly large quantities. Radios, too.

There are a cautious few manufacturers who are treading warily, recalling the recent sudden dip, repeating the adage "what goes up must come down." Inquiries and current trade reports elicit these reactions:

(a) Strikes are bound to end, general business bound to pick up, TV bound to maintain healthy if not break-neck pace in view of low prices of sets and good programs. Remember, too, that some \$2.8 billion in GI insurance dividends will be payable in mid-January -- average check \$175, VA tells us. Many will doubtless use their checks to buy TVs. It's a good mid-winter market prospect.

(b) Scarcely a discordant note appears in the local trade news roundups being published by the merchandisers' best newspaper, Retailing Daily. Consistently, it reports flourishing markets -- even in one-station and in non-interconnected towns. Consistently, plaint of dealers is that they can't get enough merchandise. Only two complaints we've actually heard: "They're not breaking the doors in any more (as during World Series) in this town, but we're selling all we can get." And Muntz sales manager Don Adams tells us his sales are off 20% in Cleveland.

(c) Industry leaders are of one accord in avowals of confidence -- and it doesn't sound like mere ballyhoo. An RCA topkick, just back from West, where there's no network service and programs aren't as choice as in East and Midwest, actually puts recently laggard San Francisco, Seattle and Salt Lake into the "hot market" category; said merchants there think peak won't be reached until Xmas. And --

Philco's Jimmy Carmine reports production now 12,000-14,000 TVs per week,

should soon reach 18,000, everybody on allocation...Motorola's Paul Galvin reports record-breaking sales (of all products, but TV is big leader) in excess of \$50,000,000 for first 9 months of this year vs. \$57,000,000 for all 1948 (see note, p. 4) and forecasts more than \$75,000,000 for year...Crosley's W. A. Brees tells us he calculates that if TVs were in free supply, market between now and Xmas could absorb 1,000,000 more TVs than present production will permit; adds that Crosley is now selling 16,000-18,000 per month, gearing for 30,000-40,000, aiming for \$100,000,000 per year business in TV alone...Admiral's Ross Siragusa adds to previous salutary news about his production and earnings (Vol. 5:42) by telling San Francisco reporters he plans 25% production increase next year.

And, curious phenomenon, upsurging radio set sales are reported from all quarters. Both table radios and phono combinations. In TV as well as non-TV areas. Industry underestimated this demand too. Big factories as well as little are doing land-office business. Philco actually raised prices on several radios -- \$199.95 console with AM-FM-3 speed to \$229.95; clock sets from \$34.95 to \$37.95 mahogany, \$37.50 to \$39.95 ivory, because price of clock was hiked.

TRENDS AND TOPICS OF THE TV TRADE: Noteworthy changes of pace in the TV trade:

(1) Several manufacturers report console TVs and console combinations actually beginning to outsell table models. Reason is believed to be heightened interest in phono -- all 3 speeds. One major wholesaler explains it thus: Lots of radio-phono owners want new sets, with big speakers, are readily sold same with TV ("only a few more bucks"). In fact, price with TV is little more than they paid for original radio-phono combination.

(2) First outright raise in prices of TV sets, with no pretense of disguising them as "new models", was disclosed this week by Muntz -- now listing 10-in. table at \$189.50, up \$10; 12½-in. table, \$249.50, up \$30; 12½-in. console, \$279.50, up \$30. Sales manager Don Adams stated demand is so great he felt he would be sold out by Xmas, so he thought price rise might slow up demand a bit! Muntz now producing 400 sets per day (in old Howard Radio plant), opening up next in Cincinnati and Minneapolis-St. Paul.

GE's new sets mostly include built-in antenna and "black" tube. They are: plastic 10-in. table, \$199.95; wood 10-in. table, \$239.95 (blonde \$249.95); 10-in. console, \$259.95; 12½-in. table, \$279.95; 12½-in. console, \$299.95; same in better cabinet, \$319.95 (blonde \$329.95); 12½-in. console with AM-FM-3 speed, \$459.95. Notably absent, though presumably coming later, are new 16-in. models, though GE announced own 16GP4 wide-angle, shorter-length 16-in. metal-coned tube (same as RCA's; Vol. 5:43) would be in limited production in December. All sets have 18 tubes plus 3 rectifiers, except 12½-in. combination with 24 and 5. Only one without built-in is 10-in. plastic. All save 10-in. have "black" tube.

Crosley's new sets will be shipped to distributors early in November, all including built-in. Basic 10-in. table will be \$200; others, not yet priced, are 12½-in. table and console, several 16-in. consoles.

Besides GE and Crosley, you can add Air King and Sparton to list of TV makers offering built-ins (Vol. 5:43) -- but it's noteworthy that so many use very small type in ads, reading "includes built-in antenna"...DuMont is one of majors who sees trend to consoles, who also sees 16-in. and 19-in. tubes soon outstripping 12½-in...Though its big success has been with consoles, Magnavox has new 12½-in. table at \$239.50, with built-in, lowest Magnavox price yet; also will have new 16-in. console with AM-FM-3 speed, \$995, due in mid-November...DeWald has cut price of 10-in. table from \$240 to \$200; same with doors, from \$258 to \$210; 16-in. console, from \$460 to \$370; and has new 12½-in. table at \$270.

Bendix has new 12½-in. console at \$279.95, with built-in; long maker of auto radios (about third of Ford's), it's now going after private label TV business, none signed up yet. Bendix brand TV and radios will continue, said sales manager E. C. Bonia...Bace has 19-in. console at \$595, with 26 tubes plus 4 rectifiers; uses Zetka all-glass tube.

North American Philips turning on promotional heat for Protelgram projec-

tions, featured in dozen pages of advertising and articles in Oct. 26 Radio & Television Weekly; Philips lists these present producers of sets with Protelgram: Ansley, Automatic, Brunswick, DeWald, Emerson, Fada, Fisher, Pilot, Scott, Stewart-Warner...Sylvania now turning out 8½-in. tube (8BP4) listing at \$27.75; Philco toying with idea of 8½-in. set...Dim view some take of 7-in. reflected in current liquidations of Philco 7s, no longer being made. One big wholesaler unloaded with soap manufacturer to be given as premiums; sold some to local firm renting them out along with hospital beds and wheelchairs. Philco got rid of stock by sending them as bonus in lieu of price slash on old combinations last summer -- then price landslide came anyhow!

MORE ABOUT RECTANGULAR TUBES: Demand for "round tubes" continues so great that there's no rush to rectangular tubes (Vol. 5:42). But if we're to believe both Owens-Illinois and Corning, there's very little doubt that the rectangular will win dominant place in 1950 market. Particularly the 16-in., following current trend of market toward bigger pictures and smaller sets (Vol. 5:43). As a Corning spokesman put it, "Eventually the rectangular must take over; it alone can provide 4:3 aspect ratio, most complete detail, fullest picture, in smallest space."

This, coming from Corning, is the more significant, because Corning isn't yet taking orders for rectangulars -- whereas spokesman for Owens-Illinois' American Structural Products Co. tells us it already is making them and has orders for 100,000 blanks and is "betting every single manufacturer will have some rectangulars in his line after first of the year." Corning says it can produce as soon as there's demand. "It depends on the set people -- what they want," said Corning's spokesman. "It won't be hard to shift over, and of course nobody orders blanks more than 30 days ahead." Like ASPC, Corning has 13 and 18-in. sizes, but expects initial interest mostly in 16-in. It's claimed, too, 16-in. can fit into 12½-in. chassis.

Ever-changing tube picture is also evidenced by these current developments: Corning's tube blanks now being turned out in both tinted and clear glass, and ASPC forecasts "everything will be filter glass by January"...Big tubemakers RCA and Sylvania deeply interested in rectangular-faced tubes, readying for any shift in demand; RCA not overlooking possibility of making them with metal-cones, too...Dr. Allen DuMont reveals at Washington color hearing that his 19-in. metal-coned tubes are now going into "10,000 DuMont sets alone per month, with several more set manufacturers turning to it...Tubemakers asserting 12½-in. still hot, but rate of increase in 16-in. orders greater than for any other size.

Specs of new 16-in. all-glass rectangular bulb, as published by ASPC: 70-degree deflection angle; 18.754 or 20.282-in. over-all length; weight 15¼ lbs.; usable screen area, 138.7 sq. in.; face dimension of outside glass, 14.738-in. wide x 11.5-in. high; dimension of screen, 13.739-in. wide x 10.304-in. high; diagonal, 15.164-in.; price, \$11 plus 50¢ for carton.

New York City area, with 800,000 TVs, accounted for 31% of sets-in-use as of Oct. 1, reports NBC Research. Last year at this time it was 46%, but many more markets have opened up. Analysis of monthly increases (comparison of tabulars for Oct. 1 vs. Sept. 1; Vol. 5:43 & 39) reveals New York still showing greatest increase, up 45,000 in month; Los Angeles next, up 26,000; Boston, up 21,000; Chicago, up 17,000; Philadelphia, up 13,000; Cleveland, up 12,200; Baltimore up 11,600; Detroit, up 9000; St. Louis, up 8700; Milwaukee, up 8300; Buffalo, up 7400; Pittsburgh, up 7000. Note: On basis of 3,597,000 families in .5Mv area, New York would rate one set to approximately every 4.5 families, but fact is many sets are in bars and public places.

RCA Victor has reached agreement with technical workers, who had voted to strike (Vol. 5:43), with terms said to be comparable with those reached with UEW.

RMA has issued new 97-p. membership list and trade directory for 1949-50.

Reasons why 80% of Washington's 340,000 families haven't got TV sets yet are given in American Research Bureau survey of 1000 sample homes last week: Financial, 44%; not interested, 22.2%; awaiting technical improvements, 11.8%; awaiting program improvements, 5.1%; awaiting color, 4.7%; expect to buy in near future, 4.1%; eyestrain, 3.2%; miscellaneous, 4.9% (including such reasons as no electricity, travel too much, "instrument of Satan," etc.).

Andrea Radio's president Frank A. D. Andrea, real veteran of the business, who started his "wireless" career as an assistant to Marconi, has written booklet on *History and Manufacture of Television Receivers*, available from Andrea dealers or from plant in Long Island City, N. Y.

Dept. of Commerce has issued *Schematic Manual for Surplus Electronic Equipment, Vol. 1*, (\$1), 44-p. booklet covering most common types of surplus gear. Write Office of Technical Services, Dept. of Commerce, Washington 25, D. C.

Whether to get on with regularization of TV auxiliary services, or hold back until after theater TV requests are disposed of, is a big question at FCC. Motion picture people have asked for same 7000-mc frequencies assigned for TV pickup, STL and intercity relaying (Vol. 5:36). TV broadcasters want permanent rights in intercity relay frequencies and elimination of proposal to permit use of microwaves only when wire lines are not available (Vol. 5:41); also want more 7000-mc channels for big cities (New York, Chicago, Los Angeles), don't like proposed remote control and identification rules. Telecasters assert equipment can be operated properly with operator more than 100 feet from transmitter, also feel it's unnecessary to require identification every time transmitter goes on air since remotes involve much lining up of circuits, etc. AT&T opposed any change in FCC policy on temporary use of privately-owned microwaves for intercity relaying. Latest comments were filed by ABC, DuMont, Federal, NBC, Philco, TBA.

Petrillo's contract for employment of musicians in TV films sets scale, invites further discussions on royalty payments (Vol. 5:41). Sentiment is growing TV stations may have to kick in all or part of royalties, with Petrillo reported favoring such a move. He's quoted as saying: "Stations are getting by with murder." Producers can go ahead with live music in TV films at following rates: \$27 per man for 15-min. program (1 hour rehearsal); \$9 per man for each extra 5 min. (20 min. rehearsal); \$4.50 per man for each 15 min. of extra rehearsal; double scale for leaders and musicians who play more than one instrument.

Zenith's president E. F. McDonald, unable to be present for RCA color demonstration for licensees in Washington Oct. 11 (Vol. 5:42), was given private demonstration Oct. 21 as personal guest of RCA president Frank Folsom. Though he's not an RCA licensee and in litigation with it on patents, he came away expressing firm belief in "compatibility" (Vol. 5:43).

Merger of FMA into NAB was one of topics at NAB organization committee meeting last week, when it discussed details with FM executives. Subject is due to be aired by FMA board, meeting soon, as well as at Nov. 15-17 NAB board meeting in Washington. Meanwhile, NAB study by FM director Art Stringer, going to FM members this week, shows Philadelphia super-market chain increasing business average of 94.3% through use of storecasting—with some products jumping sales 260%.

Station accounts: Currently reported TV users or prospective users, mostly spot, include: Schick Injector Razors, thru Biow Co.; Ken-L-Ration Dog Food, thru Ruthrauff & Ryan (using "talking dog" films); Excelsior Quick Frozen Meat Products, thru Tracy, Kent & Co.; Borden Co., thru Young & Rubicam; Doubleday Dollar Book Club, thru Hoge & Sons; Artistic Foundations Inc., thru Hirshon-Garfield; Hamilton Watch Co., thru BBDO; Alexander Smith Carpet Co., thru Anderson, Davis & Platt; United Air Lines, thru N. W. Ayer; Corliss Lamont & Co., thru Cecil & Presbey; Illinois Bell Telephone Co., thru N. W. Ayer (on WBKB, Chicago); Consolidated Edison, New York, 5-min. nightly *WNBT Weatherman*.

Much ado in trade press about fact New York dept. stores are getting more TV-minded—notably Saks-34th St., buying time on WABD's *Your TV Shopper*; Gimbels sponsoring *The Truex Family* on WPIX; Lord & Taylor, Wanamaker's, Stern Bros., Alexanders having used TV in past. With Victor Ratner, ex-CBS promotion v.p., becoming public relations director of Macy's Nov. 1, *Billboard* headlines "Gimbel's In, Can Macy's Be Far Behind?"

RCA gross income rose to \$275,673,666 first 9 months of this year, but net went down to \$14,095,186 (84½¢ per share). This compares with \$256,968,537 gross and \$15,128,783 (92¢) for same 1948 period. Fourth quarter is biggest sales month (particularly TV), so gross income for year should exceed 1948's \$357,617,231 (Vol. 5:9). Third quarter gross income was \$88,415,679 vs. \$80,888,824 last year; net \$3,973,138 (23¢) vs. \$4,278,495 (25¢).

Philco sales for first 9 months of this year dropped to \$150,043,000 from \$194,156,000 in same period last year. Net income dropped to \$2,506,000 (\$1.32 per share) from \$7,218,000 (\$3.95) year ago. Third quarter sales totaled \$46,776,000 vs. \$69,539,000 last year; profit \$508,000 (24¢) vs. \$2,416,000 (\$1.44).

Spurt in demand for TV tubes, sellout of its 1949 TV receiver production, prospect of "record-breaking TV fourth quarter," are noted in Sylvania report for 9 months ended Sept. 30. Net sales were \$73,041,240 vs. \$71,735,038 for same 1948 period. Net income was \$1,911,597 (\$1.17 per share) vs. \$2,724,717 (\$2.32) in 1948. Third quarter sales were \$23,375,692, profit \$356,530 (18¢), compared with \$23,524,962 sales and \$613,415 (46¢) profit in same quarter last year.

Motorola's sales reached record of \$51,795,564 for first 9 months of this year, compared with \$39,848,775 for same 1948 period and slightly over \$50,000,000 for all 1948 (Vol. 5:10). Net profit for period totaled \$2,672,613 (\$3.34 per share) vs. \$2,215,914 (\$2.77) in 1948. Third quarter sales ran \$17,973,196, profit \$764,377 (96¢) vs. \$12,930,235 sales and \$565,874 profit (71¢) for same 1948 quarter. President Paul Galvin predicted more than \$75,000,000 sales, better than \$5 per share profit, for 1949.

Stewart-Warner Corp. sales for first 9 months of 1949 were \$40,445,152, down 27.8% from \$55,993,599 for same period in 1948 and \$56,926,546 in 1947. Profit for period was \$1,296,284 (\$1 per share) vs. \$2,609,725 (\$2.02) for 1948 period and \$1,938,851 (\$1.49) for 1947 period. Company announced promotion of Erling G. Fossum, ex-service mgr. of Alemite and Heater divisions, as gen. mgr. of Stewart-Warner Electric, its TV-radio division.

Hoffman Radio's sales for 9 months ended Sept. 30 were \$5,784,304, compared with \$3,221,970 same period last year. Net profit was \$222,844 vs. \$130,760. Report to stockholders indicates TV is biggest factor now, but says 1950 Govt. sales of special electronic equipment will also be largest in company's history. Los Angeles company concentrates on western TV-radio markets.

Noting how TV manufacturers are using AM stations to plug product, spending to tune of \$250,000 on New York's WNEW alone, *Variety* sees "strange anomaly . . . a situation where radio is playing a major role in helping to build up its TV competitor. [The] build-up has snowballed into a lucrative source of income for the radio stations, and in an era of dwindling AM billings, stations are taking no chances looking a gift horse in the mouth."

Fast development process for color kinescope recordings used in intermediate film system of theater TV can be achieved in 6 months once FCC sets color TV standards, predicts Paramount's Paul Raibourn. He thinks time can be shaved to 40 seconds, says Paramount now has black-and-white process down to 10, with quality superior to 16mm film.

"Living newspaper" is what New York's WOR-TV calls unique 2-5 p.m. daily *Telefax News*. It's actually printed (Fototype heads, Varitype text, Ozalid process) and placed before camera in galley form. Departmentalized, it includes regular stories, comics, pictures, etc., has at least 3 editions daily.