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UHF TO BE ADDED, NOT VHF TAKEN AWAY: Whatever the public prints may report, whatever any public or private individual may opine personally, this can be stated unequivocally to those of you worried about loose talk from Washington:

There's no plan afoot to take away any of TV's present 12 channels.

In as straightforward language as any ex-broadcaster-newspaperman could possibly employ, FCC Chairman Wayne Coy told NBC affiliates in Chicago Tuesday: "I see no reason to expect, unless there is a major catastrophe, that Channel 4 or any other vhf channel is not going to be available for a hell of a long time...Don't get alarmed. There's no present proposal to change them, in spite of all you hear."

Reference was plainly to misapprehensions growing out of FCC's question-answer letter to Senator Johnson last week (Supplement No. 63), and the confusing news reports resulting therefrom. Even the usually careful AP scared lots of prospective TV set buyers, got many manufacturing-telecasting folks in a dither, with Washington dispatch by an obviously uninformed reporter stating: "The government's radio officials would like to put TV signals into higher frequency bands -- too high for present sets...in the uhf band. It is now limited to 12 vhf bands which the Commission termed inadequate. The move, it said, would make present sets obsolete..."

FCC of course is planning to add uhf to provide more channels for service to more areas, requiring added circuits to receive such new stations when they're built -- a year or more hence. But this is really what it said about the present 12 channels, with no dissents on this wording: "Television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely...No proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels...Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if uhf channels are added."

This statement of policy and opinion, its text somewhat elided [for full text, see Supp. 63], represents the official position of FCC. It bore no dissents, though additional opinions were stated by Comr. Jones (on color) and Comr. Hennock (on FCC and/or Trade Commission warning buying public about possible obsolescence).

MORE LIGHT ON FCC'S APPROACH TO TV: "Encouraging" is what Senator Johnson called FCC's answers to his hot TV questions of last week (Vol. 5:9, Supp. 63). But were they satisfactory? He preferred, he told us, to use the word "encouraging." He gave no indication of what's next on his Interstate & Foreign Commerce Committee's agenda. But he says TV problems are "very important, will get more study."

FCC Chairman Coy's TV quiz program went on the road this week, played in Chicago, this time before a friendlier audience -- NBC affiliates' meeting (see story, p. 3). Answering TV questions from the hip, he loosened up a little on details:

1. Freeze's end? FCC believes it almost certain by July 1, possibly during May or early June. Ad Hoc report should be available "maybe not later than March 11." Hopes in synchronization remain high, experiments continue (Vol. 5:1-9). Note: Mr. Coy may be too optimistic. After this Friday's Ad Hoc session, it looks as if

another engineering conference may be needed, regardless when Ad Hoc committee completes current project. Such a conference might have to apply to a tentative allocation plan latest data on synchronization, desired-to-undesired signal ratios, etc.

2. Uhf monochrome or color? "If we are to have a nation-wide system of television within the immediate future, [stations] must be on the present standards and in the uhf. I think it likewise makes sense there be space reserved in the uhf for continued experimentation in...color television, high definition black-and-white and stratovision."

3. Mix uhf and vhf? If you assume minimum of 4 stations needed in each of first 140 markets, as some do, you have to mix them in about 120.

4. When will first commercial uhf station go on air? "My own opinion, 1950."

Stratovision provides an interesting sidelight. FCC was by no means bearish about it in answer to Sen. Johnson last week. And this week, Mr. Coy said he thinks experimental space should be provided for it in uhf. But Westinghouse president Gwilym Price was quoted this week as saying project has been put on "dry ice." Whatever he meant, Westinghouse engineers say expensive flights have been halted but paper work goes on nevertheless, while company awaits assurance from FCC (and Congress) that it isn't working and spending in vain. It won't be surprising if somebody else (maybe the military) will decide to risk money and work on flights while Westinghouse is voluntarily grounded.

Though Mr. Coy's answers are an attempt to give an eager industry some of his thinking, it must be remembered he doesn't say they're Commission decisions or thinking. Some of his colleagues feel that they can't yet foresee their decisions on some major questions. For example, there's still some thinking that vhf and uhf might better be allocated simultaneously, which could delay freeze's end. But no one can tell whether that idea will fade or grow.

AT&T SPEEDS UP INTERCITY LINKS: TV operators can look for AT&T to meet their intercity connection requirements on expedited time basis henceforth. Coaxial-microwave construction spurt announced this week promises: (1) Addition of 13 cities to 14 now on East-Midwest hookups by end of 1949. (2) Addition of 3 more New York-Philadelphia circuits, making 7 in all, and of one more Philadelphia-Washington circuit, making 5, also by end of 1949. (3) Completion of New York-Chicago-Des Moines 2-way radio relays, with coaxial extension from Des Moines to Minneapolis, by end of 1950. Extensions to Des Moines (taking in Davenport-Moline-Rock Island) and Minneapolis were disclosed for first time.

All this is in addition to May 1 installation of 2 more circuits between Philadelphia-Chicago, making total of 3 (Vol. 5:8), and of contemplated early 1950 completion of Los Angeles-San Francisco, 9-hop, single circuit radio relay (Vol. 5:7). Here's starting schedule for additional cities this year:

Summer 1949: Boston-Providence microwave, single circuit, one hop (Vol. 5:9); Philadelphia-Wilmington microwave, single circuit, direct.

Fall 1949: Erie, Pa., receiving only, on Cleveland-Buffalo coaxial; Lancaster, Pa., receiving only, on Philadelphia-Pittsburgh coaxial; Buffalo-Rochester microwave, single circuit, one hop; Toledo-Dayton coaxial, 2 into Dayton, one out; Dayton-Columbus microwave, 2 into Columbus, one out, 2-hop; Dayton-Cincinnati microwave, 2 into Cincinnati, one out, 2-hop.

End of 1949: New York-Albany coaxial, 2 northbound; Albany-Syracuse microwave, 2 westbound via Schenectady and Utica-Rome.

New York-Des Moines relay will have 46 intermediate stations, the 33 on route to Chicago already well under way, Des Moines extension blueprinted and its 13 sites already optioned. Microwave relays will use new Bell Labs triode tube permitting immediate use of 3 circuits (Vol. 5:6).

Note: In Chicago this week, NBC-TV operations chief Carleton Smith told affiliates "if all goes well we could have our coast-to-coast network in 1953." He also forecast, for early 1950, links into Harrisburg, Norfolk, Memphis, Indianapolis, Fort Wayne; in September, 1950, Johnstown, Reading, York; October, Louisville.

To meet big demand, we've run off extra copies of our 6-page Supplement No. 63, text of *FCC Views on Present and Future Status of Television*, as set forth in letter to Sen. Johnson, (Vol. 5:9), and these are available to subscribers at \$2 each, or at \$1 each in quantities of 10 or more.

Hoover Commission on government reorganization thinks FCC ought to establish immediate short-range policy to deal with heavy backlog of work, recommends functional division of FCC (broadcast, telephone and telegraph, other services), continuance of FCC as independent agency and of 7 commissioners, isn't sold on panel idea (afraid commissioners might become too parochial in viewpoint). Study finds commissioners overburdened with routine work, spending too much time on broadcasting, establishing policies and then making decisions at variance with those policies, diffusion of responsibility in staff work.

Daily meetings are the order for ASCAP-TV Music Committee negotiating TV rights to ASCAP music. Present temporary arrangement was extended last week to April 1 while complex details are thrashed out. NBC's Robert P. Myers heads NAB committee, including Harold Burke, WBAL-TV; Robert L. Coe, WPIX; William Fay, WHAM-TV; Clair R. McCollough, WGAL-TV; Donn Tatum, Don Lee, Julius Brauner, CBS; Mortimer Loewi, DuMont; Joseph A. McDonald, ABC; Theodore Streibert, WOR (ex officio).

Because FCC feared AT&T's TV tariff modifications, relaxing absolute ban on interconnection with other systems and widening exchange areas (Vol. 5:3), would muddy hearing record on subject (Vol. 4:49, Vol. 5:6), it suspended putting them into effect until June 1. They were supposed to become effective March 1. FCC hopes to hand down ruling on AT&T's interconnection ban shortly.

Walter Reade chain's New Majestic Theatre, Perth Amboy, N. J., is using life-size (6x8-ft.) RCA projection TV (Vol. 5:9) in 25x40-ft. lounging room on mezzanine floor, filled to 100 capacity since Feb. 16 opening. It's believed to be first such movie theater installation in country.

Latest uhf TV experimental application filed this week by Detroit's Radio Electronic School, for 500-520 mc, 100 watts visual, 50 watts aural; it plans to spend \$47,000 on construction, \$10,000 operating. Among 4 partners, L. E. Howard is electronics engineer, ex-WJLB, Detroit.

Hearing on Dick Richards stations (on charges of slanting news) goes on as scheduled but on March 23 instead of March 16 as originally set. Richards had asked that hearing be waived in petition for personal appearance before FCC (Vol. 5:9).

ABC gross for 1948 was \$54,047,043, net after taxes \$468,676 (28c per share), compared to 1947 gross of \$52,922,884, net \$1,520,756 (90c)—drop in earnings due to TV costs.

Motorola credits TV for rise in net sales to \$57,370,725 for fiscal year ending Nov. 30, compared with \$46,679,149 for 1947. Net income went to \$3,312,851 (\$4.14 per share) from \$2,510,411 (\$3.14).

TV shows like Admiral's *Broadway Revue* "with acts like the Champions, Sid Caesar, Imogene Coca and Mary McCarty, equals the best that Broadway has to offer," says March 7 *Life Magazine*, devoting 4 pages to program.

Paramount consent decree (Vol. 5:7,9) was approved March 3 by Federal district court in New York, must now be voted on by stockholders meeting April 12.

CBS's always potent promotional guns turned loose this week, immediately in wake of NBC affiliates meeting in Chicago, with Frank Stanton letter to advertisers extolling its position in program ratings, radio facilities, TV. Also striking full-page ad in March 2 *New York Times* and March 4 *Wall Street Journal* showing CBS-TV camera with only this text: "CBS is setting the pace with 4 of the 5 largest-audience programs in Television today—3 of them CBS package programs. At CBS programming is the important thing in Television." Stanton's letter claims 3 of top 5 TV shows, referring doubtless to February Hooperatings of *Arthur Godfrey's Talent Scouts*, second, 56.1; *Toast of Town*, fourth, 48; Godfrey's *Chesterfield Show*, fifth, 46.6. Now watch for NBC counterclaims about TV: *Texaco Star Theater*, first, 76.6; *Admiral Broadway Revue* (with DuMont), third, 50.6. The Pulse Inc. TV report for February gives 2, 3, 4 positions to the CBS shows in New York, puts Admiral fifth; it rates these as top 10 for combined New York-Chicago-Philadelphia areas: *Texaco*, NBC, 66.5; Godfrey (Chesterfield), CBS, 50.1; *Toast of Town*, CBS, 43.2; *Admiral*, NBC-DuMont, 42.7; *Kraft TV Theater*, NBC, 36.8; *Phil Silvers Show*, NBC, 36.8; *Amateur Hour*, DuMont, 34.1; NBC Friday boxing, 32.7; *Lanny Ross Show*, NBC, 31.1; *Break the Bank*, ABC, 30.1.

Upward trend in TV station rates is pointed up by these key station changes announced this week: WCBS-TV and WNBT, New York, base night hour rate \$1,500 effective April 1, present advertisers protected on old \$1,000 rates to Oct. 1 (WCBS-TV last week had planned \$1,250 rate; Vol. 5:9); WABD, New York, base rate \$1,250, effective March 1, prior advertisers protected at old \$1,000 rate to Sept. 1. And 10-week-old DuMont WDTV, Pittsburgh, on April 1 ups base rate from \$250 to \$300. Since publishing our Jan. 1, 1949 *TV Directory No. 6: Television Rates & Factbook*, we estimate 3 out of 4 stations have upped rates. We'll have all their cards in *TV Directory No. 7*, out about April 1.

TV network sponsorships: Lincoln-Mercury Div., Ford Motor Co., takes over sponsorship of *Toast of the Town* with Ed Sullivan on CBS-TV, March 27, 8-9 p.m., Emerson dropping after March 13 show (Emerson president Ben Abrams promising to return with another TV show soon) . . . General Electric signs *Fred Waring & His Pennsylvanians* on CBS-TV starting mid-April, taking over Sun. 9-10 p.m. spot . . . *Riddle Me This* on CBS-TV Sun. 8-8:30 for GE will change title to *Celebrity Time* and go on ABC-TV, 8:30-9 p.m., with Goodrich Tire sponsoring . . . *Ford Television Theater* on CBS-TV one Sunday per month moves April 11 to Mon., 7:30-8:30 p.m. spot, plans next fall to go twice weekly.

DuMont WABD hikes Sunday but cuts weekday daytime schedules effective March 6. Sunday sign-on is now 5:45 p.m. instead of 6:30, sign-off 8:30 instead of 8. Monday thru Friday new opening time will be 10 a.m. instead of 9 (recently moved up from 7); it will also go off air 2:15-6 p.m. except when Yankees baseball games are carried. No change in Saturday schedule.

Claimed as largest parabolic antenna in the world is 16-ft. unit of Los Angeles' KTSL, called "The Mountain Shooter." Described in March *Radio & Television News* by Don Lee's TV chief Harry Lubcke, antenna was used to offset 200-ft. hills in line-of-sight from Pasadena. It weighs more than a ton, operates on special 100-ft. track.

Society of Motion Picture Engineers holds next semi-annual convention in New York's Hotel Statler (formerly Hotel Pennsylvania), April 4-8, will feature latest on theater TV.

Personal notes: Dr. C. B. Jolliffe, RCA Labs chief, sails March 17 on *Queen Mary* for month's tour of European electronics plants . . . RCA-NBC chairman David Sarnoff back from Europe March 4 . . . George E. Stoll, gen. mgr. of products division, and Lawrence A. Hyland, in charge of aviation radio research, elected v.p.'s of Bendix . . . Trevor Adams, ex-radio chief for N. Y. Yankees, joins old colleague Tom Gallery at DuMont Network as asst. sales director . . . Hugh Feltis quits BMB to return to home town Seattle as KING manager; his aide Cortland Langley and NAB's Dr. Kenneth Baker jointly take over his duties . . . New CBS-TV appointments include Jackson Green, director of production facilities; Eileen Lange, story editor; Arthur Duram, sales promotion mgr. . . Reported Julius Seebach may return to WOR as program v.p. . . . Bernard Barth promoted to program director of WLWT, Cincinnati; George Henderson, ex-Ohio Fuel Gas Co., named sales mgr. of WLWC, Columbus . . . Philips Carlin quits as MBS program v.p.

Necrology: One of earliest executives of NBC, Glen W. Payne, 54, died Feb. 24 when struck by train while crossing Hudson & Manhattan R. R. tracks near Jersey City, taking short cut . . . Ben A. McDonald, 55, sales mgr. of Westinghouse stations, died in Philadelphia apartment March 2 of heart attack, home less than 12 hours from Florida vacation . . . Dr. James Rowland Angell, 79, NBC educational advisor, president-emeritus of Yale, died in Hamden, Conn., March 4 . . . A. Atwater Kent, 75, whose Philadelphia radio factory turned out 6,000 sets a day in '20s and '30s, died at his home in Bel-Air, Cal., March 4. When he retired in 1936 with reputed fortune of \$70,000,000, he refused to permit use of his name-brand; since then, he has lived in So. Calif., his showplace home the scene of some of its most notable parties.

Dull, devious, high hat, replete with errors of fact, Gilbert Seldes' article in March *Atlantic Monthly* descants on "Television: The Golden Hope," gives TV accolade for "the incredible ingenuity of its mechanism, great skill in the production techniques"—but "stale, unrewarding, contrived and imitative banality for the total result." He's noted writer, was once CBS-TV program chief. April *Atlantic Monthly* will publish "Television: The Inside View" by ABC v.p. Charles C. Barry.

New York's WQXR-FM, on Channel 242, reports complaints of interference in some areas from Class A Station WPOE, Elizabeth, N. J., on Channel 244. FCC has sent engineer to check whether amount of interference is more than the "hole" in Class B coverage normally expected from that type of Class A assignment in congested areas. WQXR-FM fears getting "bracketed" when WGET-FM, Elizabeth, begins operating on Channel 240.

Flurry of schoolroom TV projects in Philadelphia-Camden area: Philco installing sets in 20 schools, telecasting 3 special programs weekly from its WPTZ March 2 to May 27. RCA equipping 31 schools to receive 4 programs weekly from WCAU-TV starting March 7. WFIL-TV broadcasting 2 programs each Friday beginning mid-April.

TV takes up big chunk of April 6-9 NAB Engineering Conference in Chicago's Hotel Stevens. Experts will cover: sites, coverage, mobile units, cameras, relays, antennas, film, lighting, receiving antennas, personnel training, uhf. Also scheduled: FCC-industry roundtable, tour of WENR-TV, WNBQ, and Hallicrafters plant.

Simple caution to anyone lured by stock offerings in non-registered and non-established companies: Besides taking usual investor's precautions (Vol. 5:2), we suggest you get Dun & Bradstreet reports on credit ratings of chief officers.

TV station sponsorships: Magna Engineering Corp. San Francisco (Shopsmith power tool), sponsors *Walt's Home Workshop* on WNBQ, Chicago, starting March 7, Mon., 7-7:30 p.m. . . . Hoover Co. (vacuum cleaner) takes *At Our House* on WENR-TV, Chicago, starting March 11, Fri., 8:30-8:45 p.m.; on same station Delta Mfg. Co., Detroit (workshop equipment) on March 13 starts *Tinker O'Toole & His Hobby* . . . General Foods, Emerson Drug and Barney's Clothes take all 1-min. spots preceding and following N.Y. Yankees home games on WABD, New York . . . Local Paramount chain sponsoring *Telekids*, weekly quiz shows from stages of various theaters on WPTZ, Philadelphia, Tue., 7:30-8 p.m. . . . Columbia Pictures buying trailers locally as it releases Humphrey Bogart film "Knock at Any Door" . . . Michigan Mutual Liability Insurance Co. sponsoring semi-weekly films of Detroit Tigers spring training on WXYZ-TV . . . Pabst Beer buys half of Los Angeles home baseball games, to be carried on KLAC-TV . . . Handmacher-Vogel (Weather-vane suits) buying film spots on 25 stations . . . Roothmoor Inc. (clothing mfr.) tests film on WGN-TV, Chicago plans to expand into other TV markets . . . WBKB, Chicago signs *Woodland Summer Camp* for 20-min. film—good one-shot idea, for all camps now signing prospects and usually have own film . . . Sears Roebuck and Boston Store (dept. stores) buy spots on WTMJ, Milwaukee . . . Boston & Maine R. R. and Phillips-Jones Co. (Van Heusen shirts, etc.) renew sponsorships of Bump Hadley's sports show on WBZ-TV, Boston.

There's a little bit of ham: Among top business executives who form "Billion Dollar Glee Club" making its TV debut on Tex McCrary-Jinx Falkenburg CBS *Preview* Mon., March 7 (8:30 p.m.), are James Farley, Coca Cola Corp.; George Skouras, theatreman; Jack Strauss, Macy's-WOR, etc.; Bernard Gimbel, dept. store tycoon; C. E. Hooper, surveyman; Hubbell Robinson, CBS v.p.; Carl Whitmore, president, N. Y. Telephone Co.; Sigurd S. Larmon, president, Young & Rubicam; Toots Shor, restaurateur—and other bigwigs too numerous to list here. And they got their picture in the paper, too: 5-col. cut in March 2 *Herald Tribune*, taken during rehearsal at "21" Club.

Zenith's Gene McDonald is taken sharply to task in editorial in Feb. 28 *Broadcasting* bearing barbed title "Old McD. Has a Chisel." That pioneer rugged individualist of the radio industry is scolded for deprecating broadcast commercials in ads in Chicago newspapers promoting his ad-less FM station WEFM, and suggestion is made he follow example of other big radio manufacturers and use radio advertising to promote Zenith products. Fact is, Zenith isn't endearing itself to broadcast-telecast fraternity by its attacks on commercial radio, despite Comdr. McDonald's explanation this particular promotion was confined to Chicago only where he thinks AM commercials are getting out of hand.

TV program notes: Whether Jack Benny has what it takes for TV may be disclosed when he MC's dedication of Los Angeles Times-CBS station KTTV, March 8, 8-9 p.m., with Lum & Abner, Bob Crosby, and others . . . Admiral planning another TV show this fall (thru Kudner), elated over No. 3 Hooperating of its *Broadway Revue*, which will continue . . . Summer layoffs planned by many TV shows to give stars rest, including Texaco.

Landlord has right to remove unauthorized TV antenna from apartment house roof, Bronx municipal court jury has held—but Bronx Supreme Court found tenant could place TV antenna in window if he took out \$10-20,000 liability insurance. In New York Legislature, bill has been introduced giving tenant right to put up antenna "as ordinary incident to tenancy."

ATLANTA'S SECOND, OTHERS READYING: No. 56 on the TV station parade is George Storer's WAGA-TV, Atlanta's second outlet, which goes on regular schedule next Tuesday, March 8, reports splendid signal on Channel 5 since tests started Feb. 26. It will operate 7 days weekly, 7-9 p.m., plus afternoon patterns and other periods added as programs are built and time sold. Base night hour rate is \$200. Manager George Storer Jr. says he's starting with weekly billings in excess of \$1,500, excellent prospects, lists among first sponsorships kine-recordings of Godfrey's Chesterfield Show, Gulf's We the People, spots for U.S. Rubber, De Soto, Philco, and others.

Several more turned on test juice this week. Next on schedule is WICU, Erie, STA issued for March 15 commercial start on Channel 12, base hour rate \$150. Owner Edward Lamb's Erie Dispatch Feb. 27 carried 35-p. special TV edition jam-packed with dealer-distributor advertising. Except for Albuquerque, it's smallest city yet with station. Still aiming for March 21 debut is now-testing WTVJ, Miami. And Crosley's WLWC, Columbus, Channel 3, and WLWD, Dayton, Channel 5, began equipment tests March 2, now aim for schedule starts Sunday, March 27, former with \$175 and latter with \$200 base rates. WLWD has acquired for studios big (302x165 ft.) roller skating rink, one end to be adapted for sports arena; expects to have it ready by July 1. Columbus Dispatch's WBNS-TV reports new building will be ready for equipment by June 15, now anticipates Sept. 1 debut... WOR-TV, New York, now reports it will take the air between mid-May and early June.

THE TENOR & TEMPER OF NBC'S RALLY: Fact of the matter is that not even giant RCA has brought forth a prophet, or son of a prophet, who can really answer the question: What's going to be the impact of TV on AM business? Obviously, subsidiary NBC, which accounted for \$71,000,000 of parent's 1948 gross of \$357,000,000 (Vol. 5:9) can't simply let this revenue slip away. Nor can it let down its affiliates, for whom AM must still pay the bill, in favor of the glowing allure of TV.

Hence president Niles Trammell and his executive entourage faced a tough situation when they met with NBC's affiliates in Chicago this week. But all rallied to NBC with a unanimous resolution of support after the popular Mr. Trammell, in a speech surcharged with emotion, assured them "we're not going to sell out AM broadcasting." They were told NBC intends to meet CBS's onslaught on its name stars with new program ideas and talent, heavy promotion, "more for money" to advertisers, relaxation of old shibboleths such as bans on recordings, giveaways, etc. (Al Jolson is already tape-recording his show). Some commercial oldtimers expressed belief advertisers won't and can't continue to pay the kind of money the big stars are getting in CBS's bid-up of talent.

It was a sort of pep meeting, a rally of allies, that apparently served its purpose. Still well-heeled, with more network time sold than any of its competitors, NBC's generals may admit privately they've lost some battles to CBS -- but they are confident their staying power is such that they cannot lose the competitive war. If any of its AMs are going to desert NBC, there are no signs of it yet -- and in the secondary markets there would be plenty more choices anyhow, thanks to FCC's postwar policy of licensing them by the hundreds.

Yet, overshadowing everything was the spectre of TV, to which the RCA-NBC family are so ardently wedded. One day's session was devoted to TV. Sales v.p. Harry Kopf reported that 43% of current NBC-TV advertisers did not use anybody's AM network time in 1948; that 61% did not use NBC-AM in 1948; that 31% are using NBC-AM; that "up to the present time none of these clients has cut its radio expenditures because of entering into TV." Also, that NBC-TV has a 4-to-1 lead over nearest competitor in number of network TV station hours sold, and by end of 1949 will have practically all evening TV time sold.

Census of the 170 NBC-AM affiliates discloses that 73 are in for TV (22 operating, 17 CP holders, 34 applicants). Most of remainder are secondary market stations, many hopeful they can defer the day, some thinking they can buck the TV tide, most probably wishing TV had never happened. They must have derived small comfort from hearing FCC chairman Wayne Coy reiterate his abounding faith in TV, call it "the greatest means of communications that has been devised." The plain-spoken Mr.

Coy said pretty much what he told N.Y. Radio Executives Club last fall (Vol. 4:43).

"I don't see," he asserted, "how an operator can be operating an AM at 8 oclock on Tuesday night and likewise operate a program on TV at 8 oclock on Tuesday night, both trying to get the attention of people in the homes. You can't listen to a radio program and watch and listen to a TV program. Advertisers, I have the feeling, are going to find it a bit difficult to give the attention they have in the past to AM radio when there is a saturation of, say, 50% of the homes with TV receivers." Mr. Coy forecast: "My guess is that [eventually] different people will be operating the sound broadcasting system, whether AM or FM, in competition with TV, rather than one operator. That's my own opinion, and I could be wrong."

WHERE'S THE TV MONEY COMING FROM? You can hardly dub Crosley's James D. Shouse a mere "televisionary". So when that veteran commercial broadcaster ventures some plain talk and hard figures about TV, such as he put into record of current Avco-WHAS hearing (which continues into next week), his radio colleagues might well sit up and take notice. No mere dreamer, here's how Jimmy Shouse sees the future:

"In the next few years, broadcasting will be going through a phase of uncertainty about its future. That transition is even now being felt, and it's nothing to what it will be in another year. The uncertainty is due mainly to TV..."

"Most of the money in TV advertising today represents additions to advertising budgets [see also NBC story, p. 3]. But next year and thereafter that money will come from existing media -- from radio, newspaper and magazine budgets. Therefore, local radio stations will feel TV's impact next year considerably more than they have already. It will be felt even by stations in cities that won't have TV [because there will be less radio money to go around]. In the difficult period ahead, clear channel stations will continue to serve audiences, may even increase in importance."

On TV operations: "Breaking even in TV is not difficult. The problem is to dare to think of breaking even. In my view, that would be unwise. My feeling is that we must continue our heavy losses in order to build TV so that our set circulation gets up. I don't mind losing money, as long as the loss period doesn't drag on and on. I want to get through the bad years fast." He went on to show how Crosley's WLWT, Cincinnati, cost \$430,000 to operate during 1948 (11 mo.), not including amortization or depreciation, half for salaries. Sales ran \$99,000, so loss was \$331,000. WLWT is budgeted to lose \$200,000 this year, and Crosley's new WLWC, Columbus, to lose \$175,000; WLWD, Dayton, \$150,000.

Crosley seeks to purchase Louisville Courier-Journal's 50 kw WHAS (with CP for TV) for \$1,975,000, reason for hearing. If sale is approved, said Shouse, Crosley will spend \$500,000 to build WHAS-TV, will get it on air in 6 mo., expects to lose \$125,000 to \$150,000 first year. If disapproved, Courier-Journal will build WHAS-TV, which hasn't yet started building due to delay in erection of newspaper's new \$10,000,000 plant. Crosley plan is to keep WHAS and WLW on separate networks (hence no overlap), but Shouse sees no reason why their TVs should go on separate networks. Also seeking CP for Indianapolis TV, Crosley plan is to have own 5-station hookup, is spending \$80,000 to link Cincinnati-Dayton-Columbus. WLW-WHAS overlap is key to FCC approval, and testimony showed there would be more than 2,000,000 people within their mutual 0.5 uv/m areas.

That Crosley Broadcasting Corp. can afford its costly TV ventures, was manifest from 1948 earnings: \$1,162,431 before taxes. (WHAS earnings last year: \$268,000.) In fact, WLW alone had income of \$4,660,809 and profit of \$1,489,043 in 1948; income of \$4,442,410, profit \$1,261,975 in 1947 -- probably the biggest single earner in AM. Noteworthy is important place radio holds in Avco, whose annual report for fiscal year ending Nov. 30, 1948, just released, shows all Avco sales totaled \$140,515,462, net income \$7,913,736 (\$1.11 per common share) vs. 1947 sales of \$105,704,556, net of \$6,960,658 (96¢). Though Avco report doesn't break figures down by divisions, it does say that more than 50% of Avco's sales are represented by Crosley Radio Division (mfg.); and foregoing WLW figures reveal importance of subsidiary Crosley Broadcasting Corp. to Avco's profit ledger.

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(Reports on "The Zenith Story" in Special Section herewith)

TV vs. RADIO, 1949 DOLLAR STORY: No one except possibly RCA's license royalty collector and RMA's auditing firm really knows the relative standing of the top TV-radio producers -- and they aren't telling. Indeed, their figures would be off, even if they could tell, for RCA doesn't collect royalties from Zenith or DuMont (in litigation) and RMA membership doesn't include big Admiral and many lesser producers.

On the other hand, it's admitted by all hands -- and RMA figures make this plain (Vol. 5:8) -- that TV dollar volume is up, radio sliding downward both in dollar and unit volume. Best informed estimate is that 1949 will see 2,000,000 TVs produced at retail value of about \$700,000,000 (average: \$350 per unit), which means retail trade of close to \$1 billion if you count aerials, tube replacements, servicing, etc. (Vol. 4:47). Best guess is that this year's non-TV radios won't exceed 11,000,000 units valued at \$375,000,000 vs. 1948's 16,500,000 units valued at \$525,000,000 and 1947's 20,000,000 units valued at \$650,000,000.

We don't know where its figures come from (suspect guesswork in some instances), but United Business Service, Boston, in its March 7 letter, comes up with these statistics on "10 representative TV set makers" estimated to do 1949 total of \$525,000,000 (note GE and Westinghouse not included, presumably because TV is still minor in their over-all operations):

Philco and RCA tied for top position, each with \$110,000,000 worth of TV business, said to be 38% of total sales volume of each; Admiral, \$50,000,000 (59%); DuMont, \$50,000,000 (91%); Avco, \$45,000,000 (30%); Motorola, \$40,000,000 (53%); Sylvania (presumably radio subsidiary Colonial), \$35,000,000 (33%); Magnavox, \$30,000,000 (75%); Zenith, \$30,000,000 (33%); Emerson, \$25,000,000 (56%). We know some of these estimates are far-fetched, don't jibe with known company figures for 1948 or expectations for 1949; but we cite them merely to show what one big investment service thinks of the relative positions of leading companies in the field.

UHF CHALLENGES THE ENGINEERS: Uhf TV has really knitted brows of the nation's radio engineers. That was readily apparent at huge IRE convention in New York this week, approx. 15,000 attending. We got the impression that vhf was considered pretty well in hand, that a fairly happy solution to freeze is in prospect. But uhf is the problem child. As DuMont's T. T. Goldsmith pointed out, vhf and microwaves benefitted greatly from wartime work, while uhf got secondary attention.

High power, of course, is the uhf bugaboo. Currently, most promise lies in tube "cluster" idea (Vol. 5:7) and the resnatron (Vol. 5:8). Eimac and RCA showed how to use apparently unlimited number of small tubes to get considerable power, but they differ in opinions about that way of achieving power. Former finds technique quite attractive, better in many ways than one or two big tubes, in fact. Latter considers it something of a jerry-built expedient while big tubes are being developed. The resnatron, capable eventually of perhaps 25 kw, was described by Collins' W. W. Salisbury.

But even optimistic uhf proponent Goldsmith estimates it would take 1-1½ years, after FCC commercial "go" signal, to build uhf transmitters suitable for TV, but only 6 months to make receivers. Philco's Joseph Fisher takes a gloomier view.

On basis of Washington 504-510 mc field tests, he feels much more power is necessary (125 kw or better) and that it will take 3 years or more to get it.

JTAC, troubled by talk of FM for TV picture (Vol. 5:3,5), took time out from sessions to work up history of system -- pointing to its inadequacy -- for submission to FCC. Group estimates it would take some \$250,000 and 6 months to test system to prove something for which it believes there is already sufficient proof.

Relaxed tension over vhf, troposphere, freeze, etc. can be credited in great part to synchronization, which looms more and more as an electronic feat of unusual brilliance and timeliness. We're told that in some respects it works even better outside the laboratory than in. Some engineers have been wondering how well it will work with stations at corners of a triangle. But RCA developer Ray Kell says: "I see no problem there." Test will come in synchro-linking Boston's WBZ-TV, Schenectady's WRGB, New York's WNBT in about 6 weeks. RCA's O. M. Woodward described unidirectional receiving antenna, also useful in reducing co-channel interference.

Note: While in New York for IRE convention this week, we dropped in on store of big Davega chain, which sells many brands including Zenith, asked salesman about Zenith ad. "Nothing to it," he said. "It won't receive anything the others can't. None of these sets will be obsolete. Zenith is just trying to sell sets."

ERIE'S WICU IS 57th TV OUTLET: Add WICU, Erie, Pa., to your log of TV stations, 57th to go on the air. It begins regular schedule next Tuesday, March 15, thenceforth will operate 20 or more hours per week -- 6 p.m. to sign-off daily except silent Mondays. It starts with some \$4,500 in commercials on the books for first 30 days (base night rate: \$150), accounts including kine recordings of Philco Playhouse, Toast of the Town, Arthur Godfrey for Chesterfield, DuMont's Window on the World -- plus Telenews sponsored by Koehler's beer and various national and local spots. Despite earlier statement by AT&T (Vol. 5:10), Erie and WICU will tap into Buffalo-Cleveland coaxial June 1 or earlier and station will feed off all 4 networks (had contracts with all save ABC by end of this week). Big promotions in Erie Dispatch, also owned by Edward Lamb interests, plus open houses, intensive dealer activity, have already brought 1,500 receivers into Erie area, and 3,000 installations are anticipated within next 30 days. Good break for WICU was dispatch of Life Magazine crew to do picture story of TV opening in typical medium-sized American city (Erie now claims to be Pennsylvania's No. 3 market).

To list of CP holders cited for hearing for lack of diligence in TV construction (Vol. 5:9), FCC added Jacksonville's WMBR-TV this week. It has held CP since May, 1948; city's other 3 CP holders got grants in August, 1948. One new application was filed this week, bringing total in pending freeze file to 318: For Beaumont, Tex. -- Sabine Television Corp., seeking Channel 3, second in for area's 4 channels. [For details of application, see TV Addenda 6-J herewith.]

IT'S THE IMPACT NOT THE COST: Does TV advertising cost too much? Here's one top adman who's convinced its impact overshadows all questions of added expense. Rhetorically replying to sponsor-agency squawks against rates and program costs, Foote, Cone & Belding's Chicago v.p. J. Hugh E. Davis used some vivid language at Chicago Television Conference this week: TV's a "precocious, headache-making, money-sucking, hydra-headed infant," said he, but it's going to be advertising's "prize-winning baby." He compared 3 TV kid shows with Nielsen rating of 81 to 4 radio juveniles with 26, asked whether any advertiser wouldn't put out twice his current radio expense for that kind of audience. He also rhetorically asked how major advertisers could overlook estimated July New York TV set total of 605,000 (as many as there are families within city limits of Philadelphia), and by implication warned broadcasters to prepare for rate adjustments since TV cuts into radio listening. Along same line, CBS's Jack Van Volkenburg said new \$1,500 base rate of WCBS-TV means cost to advertisers of \$2.72 per thousand TV sets (vs. \$4 in January), noted that retailer's were largest single category among today's 1,000 TV advertisers. Another noteworthy fact pointed out by Mr. Davis: Some TV advertisers are actually redesigning their product packages to make them more telegenic.

'RADIO MARKET HAS GONE TO HELL': Dominating all industry trade talk this week was "the Zenith story" -- see Special Report herewith -- but there were also other significant developments. Most important, perhaps, is Philco's "price-cutting to end all price-cutting." Sixteen table and console models in its radio line (none in TV) are reduced \$2.45 to \$60, effective next week, the costlier ones including FM and phono. Best information is that, in areas of high-pressure cut-rate selling and markedly in TV areas, the "radio market has gone to hell." Hence Philco's decision to take loss of millions of dollars in order to move some \$15,000,000 in distributor-dealer inventories. Liberal terms are extended to distributors, plenty of leeway on price variations, trade-ins, etc.; indeed, one model (904) listed at \$54.95 is cut to \$29.95, cost to distributor only \$8.75. Push-button 901 listed at \$44.95 can be sold at \$14.95; No. 1607, cut from \$229.95 to \$169.95; 1603 and 1605, down \$50 each to \$139.95 and \$149.95; 1405, down from \$129.95 to \$89.95. Most other cuts range from \$2.45 to \$10 -- table models. A dozen or more other radio models stay same price, though some are being retired from line. No new models are scheduled before May or June.

Note: Philco unloading of radios recalls remark by Admiral's Ross Siragusa in recent speech before N.Y. Security Analysts (Vol. 5:8): "I'm not going to kid you about our console radio-phonograph business. That business has almost completely disappeared." And there's also current report from small but solid old-line radio producer Stromberg-Carlson, that 75-80% of its receiver production facilities are now devoted to TV. [See also story on TV vs. Radio, p. 1.]

TV-AM-FM TABLE MODEL AT \$375: An RCA 10-in. table model with AM-FM at \$375 hits market in week or two, embracing same 29 tubes, 2 rectifiers as basic \$325 TV-only model. It has 3-band switch, with AM and FM manually tuned, TV using current RCA station selector; price is same as RCA's famed original 630TS. Console version will be \$425. Shortly, too, RCA's \$495 TV-only 16-in. table model will be offered as consolette at \$550 (modern), \$595 (period). These are only new models RCA says are due in near future; no intimation yet of any cut in prices of 10-in. TV-only units (Vol. 5:10). Note: Only other 10-in. table with AM-FM we know of is Garod's at \$385; Crosley has one with FM added at \$299.95 (Vol. 5:10), and there are various 12-in. with FM. Other news of the TV trade:

Further in connection with Emerson's plans (Vol. 5:10), it's reported to have a small TV portable in the works for market in about 2 months; its 16-in. console combination (\$599.95) is due out next week, projection (Vol. 5:2) week or so later. Emerson also disclosed it produced 43,000 TVs in fiscal 1948 (ending last Oct. 31), expects to produce 150,000 to 200,000 current year...Packard-Bell reports additions to line: 10-in. table at \$279.50, consolette \$299.50; 12-in. console with AM-FM-LP and recorder, \$639.50; 16-in. console with AM-FM-LP, \$1,295 -- all with "expanded" pictures...Starrett has reduced 12-in. consolette from \$795 to \$695; 15/16-in. (tube sizes interchangeable) consoles with AM-FM-LP, from \$1,575 to \$1,095; same in breakfront, from \$1,770 to \$1,275; has new 15/16-in. console at \$695, with AM-FM-LP \$849...International Television Corp. now reports 12-in. table at \$399.95, down \$75; 12x16-in. projection consolette, \$795; 27x36-in. projection console with AM-FM, \$1,995.

Kimble Glass showed face plate of rectangular tube (Vol. 5:1) at IRE convention, plans fall production. Tube weighs 15½ lb. (in minimum-lead glass), will give about same size picture as 16-in. round (20 lb.), but uses less glass, will cost less. Company insists glass can beat metal tubes price-wise in long run, particularly since metal needs insulation...GE showed its 8½ and 16-in. metal tubes at IRE but doesn't expect to produce them until "later in year"...Westinghouse has abandoned idea of going into picture tube production, for time being at least.

Two more new set makers announced in Los Angeles: Telindustries Inc., 4921 Exposition Bldg. (H. L. Greenberg) reports 10-in. table at \$354.50; 12½-in. consolette, \$434.50, both "expanded" pictures. Hollywood Electronics, 7460 Melrose Ave. (Harry L. Shaffer), says it will have 16-in. custom-built remote control sets out in 6 months...Disclosed as suppliers for new private-brand Firestone TV (Vol. 5:10) are Tele-tone and Sentinel.

Zenith reports net profit of \$2,025,781, equal to \$4.11 per share, for first 9 mo. of fiscal year ending Jan. 31; for same period last year net was \$2,116,324 or \$4.30 per share. Third quarter accounted for \$1,041,246, or \$2.11 per share. Zenith did not give out sales figures but says third quarter, first for TV shipments, were "highest in the company's peacetime history." Report adds: "Because of increasing TV sales, it is anticipated that despite some decline in radio receiver sales and the possibility of a decline in auto radio sales . . . future monthly volume will continue at a higher rate than last year." Disclosed was \$4,000,000 loan from First National Bank of Chicago to finance expansion and recent purchase of Rauland Corp. (Vol. 4:50).

Sylvania reported 1948 sales of \$99,347,751 and a record net income of \$3,823,382 (\$2.84 a share on 1,206,550 capital shares) vs. 1947 sales of \$95,715,638 and profit of \$2,507,075 (\$2.10 per share on 1,006,550 shares) in statement this week. Coincidentally, Sylvania filed registration statement with SEC for 250,000 shares of no-par common to be offered shortly at price to be set later. Statement says company last year set program for expansion of TV picture tube production, using \$2,000,000 of treasury funds, then raising \$4,000,000 through sale of stock. Tripled production program now envisages total investment of \$11,000,000, hence new stock issue.

Stockholders' protective committee has been formed to probe "full facts and financial circumstances" of proposed sale of Farnsworth to IT&T (Vol. 5:7); it's headed by Robert W. Kenny, 475 Fifth Ave., New York, ex-Attorney General of California and a "substantial stockholder of Farnsworth." Also pending is court action by stockholder Harry Hecht to halt deal (Vol. 5:8). Stockholders meeting to ratify 12-shares-of-Farnsworth-for-1-IT&T deal is set for April 14.

Motorola 1948 report says last year's TV production exceeded 100,000 units, with dollar volume of about \$15,000,000 (out of \$58,000,000 sales); estimates that at least half 1949 volume will be TV "qualified in part due to shortage of picture tubes . . . to be overcome by early summer."

Philco preliminary report indicates 1948 sales of about \$275,000,000, highest in history, 21% above 1947's \$226,508,000.

Emerson Radio reports net profit of \$808,845 (\$1.01 per share) for 13 weeks ended Jan. 29, compared with \$763,190 (95¢) for same period last year.

Disagreement on Cincinnati-Louisville overlap measurement between WLW engineers and FCC counsel caused 30-day adjournment of WLW-WHAS purchase hearing (Vol. 5:10). Hearing will resume April 4.

"Rent a TV" for \$1 per day (7-in.), \$1.50 per day (10-in.), indoor antenna installed, minimum rental period 15 days. This offer by Boston's Summerfield dept. store reportedly drew more than enough to place the 250 units made available for this merchandising scheme. If set is kept 90 days, customer can apply daily payments toward purchase price of the rented set or any other set desired.

Personal notes: G. Richard Swift now mgr. of WCBS, New York, succeeding Arthur Hull Hayes, now San Francisco v.p.; Jules Dundes named sales chief of CBS's KQW, San Francisco . . . Elmer Davis, ABC, elected president of Radio Correspondents Assn., Washington; Bill McAndrew, NBC, v.p.; Pete Tully, Yankee Network, secy; Bill Shadel, CBS, treas. . . . Rear Adm. Thomas P. Wynkoop Jr., USN (ret.), new president of Radiomarine Corp. of America . . . Fred Gigax quits as executive v.p. of Scott Radio, president H. S. Darr taking over duties.

IRE sidelights: Engineers got in a few laughs between the sines and cosines. After description of new sweep circuit by Bell Labs' B. M. Oliver, session chairman Don Fink suggested it might "enable us to see a chorus girl in her true proportions" on TV. Quipped bright young Dr. Oliver, "I wonder about that. Some of those distorted proportions are very interesting" . . . Bendix announced new remote control device for automatic positioning of microwave antennas to receive remote pickups . . . Altec Lansing smartly promoted its thumb-nail-sized microphone by providing it for all session speakers; it worked beautifully . . . GE has optics expert making intensive study of optimum TV viewing distances . . . Washington consultant Frank McIntosh exhibited his new patented audio amplifier; offered it for sale.

Our 1949 Directory of Consulting Radio Engineers is about completed, will shortly be mailed to all full subscribers. Among new firms listed: Gautney, Ray & Price, Warner Bldg., Washington, taking over practice of late John Barron (former associates Geo. Gautney, Homer Ray, John Price). Also Walter F. Kean, ex-mgr. of Andrew Corp. broadcast consulting division, now in private practice at 114 Northgate Rd., Riverside, Ill.

Network program notes: CBS-TV has signed Buick for Wed. night hour variety show, time not yet set . . . Admiral has optioned *Broadway Revue* on NBC-TV thru Jan. 20, 1950, but show vacations 13 weeks from June 10 . . . Delta Div., Rockwell Mfg. Co. (Homecraft tools) sponsoring *That's O'Toole* on 6 ABC-TV stations, Sun. 4:45-5 p.m., starting March 13 . . . ABC-TV starts *Ray Knight Revue*, sustaining, 8 p.m., March 15 . . . ABC postpones "until April" TV release of *Crusade in Europe* film series based on Eisenhower book (Vol. 5:8).

RCA has \$11.95 indoor antenna, end-loaded dipole, made so it can be positioned on any piece of furniture in room, rotated for best results. It has base of birchwood for decorative effect, comes with 20 feet of 300-ohm lead-in wire. An indoor antenna at \$9.95 is also put out by Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago (John H. Cashman, president) extends automatically to desired length for specific channels, collapses into 4½-in. piece when not in use.

CBS-TV is sending out brochures detailing its 82 film features and short subjects, first-run rights being offered its affiliates thru Film Syndication Dept. headed by H. Grant Thies . . . New York's WPIX, which syndicates 24 Korda films, has acquired TV rights to 36 more British feature films, has also acquired 3 American films to make 39-week syndicated series.

Twentieth Century-Fox wants FCC to tell it where it stands on Commission's anti-trust position, so this week asked for declaratory ruling. Movie company cites \$5,000,000 committed for TV, "hundreds of thousands of dollars" being spent on TV research, future of TV personnel, as reasons for wanting prompt decision.

Choice of FCC chief engineer, probably Ralph Clark (Vol. 5:8), apparently awaits full Commission attendance, may be delayed until return of Comr. Sterling from Mexico City conference, now expected about April 1.

Next speech on FCC Chairman Coy's agenda: Before Baltimore Ad Club Wed., March 23. Maybe he'll talk about uhf, TV receiver advertising, etc.

Wm. B. Murray, 59, who as head of radio-TV dept. of William Morris Agency Inc., New York, represented some of biggest name stars, died Thursday after brief illness. He once headed Judson Radio Corp.

Television Digest

and FM Reports

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SET-MAKING STILL SLOW IN FEBRUARY: February TV production did nothing to enhance industry's chances of hitting 2,000,000 mark this year. In fact, RMA output of 118,938 was lowest since October. Tube shortage takes most of blame, causing Feb. 6 week's shutdown of major manufacturer Philco (Vol. 5:7). Radio set production of all kinds took a nasty drop -- to 716,538 from January's 830,871, December's 1,237,820; it was worst month since last July.

February TV breakdown: table models, 82,198; TV-only consoles, 23,693 (1,055 projection); TV-radio consoles, 13,047 (220 projection). FM was unusually hard hit, dropping to 98,969 from January's 147,733, December's record 200,326. February FM breakdown: AM-FM table models, 37,771 (416 with phono); AM-FM consoles, 49,235 (170 without phono); FM-only and converters, 11,963. Worth noting is fact that last FM category actually increased from January's 11,755.

Tin shortage shouldn't become deterrent to expanded set production this year, says RMA, if tin committee (Vol. 5:7) recommendations made in Chicago this week are followed: Use no more than 50% tin in solder; use aluminum foil instead of tinfoil wherever possible. RMA also decided to: (1) Report quarterly TV set shipments as going to major cities when sets are sent to towns within 50 mi. of cities; this will be improvement, but brings up question of major cities closer together than 50 mi. (2) Report number of TV sets with FM. (3) Take over job (from National Electrical Manufacturers Assn.) of reporting cathode tube production.

'ANTI-TRUST' vs. COMMON SENSE: Motion picture industry in person of Paramount, its dander up at being suspect as unfit to operate TV, r'ared back and let fly Thursday at FCC's anti-trust thinking -- as exemplified in recent actions placing on temporary license Paramount's KTLA, Los Angeles, WBKB, Chicago, and DuMont's WABD, New York (Vol. 5:5-8). Not mentioned but similarly involved are the holdup of Warner Brothers proposed purchase of KLAC-TV, Los Angeles (Vol. 5:8) plus temporary licenses issued for similar reasons to 3 Westinghouse FM stations (Vol. 5:11).

And guess who threw the book? None other than the New Deal's onetime arch trust-buster Thurman Arnold and ex-FCC chairman Paul Porter. Taken along with last week's 20th Century-Fox petition for declaratory ruling (Vol. 5:11), it looks as if FCC is going to have to make up its mind fairly soon -- perhaps hold hearings. That is, unless it's too intimidated by Senator Johnson's current trust-busting proclivities (Vol. 5:10,11) to render judgment without further ado.

These are the main points of Paramount's "Memorandum in Support of Applications to Renew Licenses of Subsidiaries": (a) Consent decree in movie cases (Vol. 5:7,9,10) involved no admission of guilt -- was civil action, not criminal, and purpose of anti-trust laws is economic and remedial, not punitive. (b) FCC may not revoke or fail to renew license of qualified applicant because of alleged monopolistic practices in non-communications fields. (c) Even if FCC had authority, it should not penalize movie industry which has "a unique and distinct contribution to make in advancing the [TV] art."

Document's 41 pages list RCA-NBC, CBS, GE, Westinghouse, Yankee (thru owner General Tire), plus 500-odd newspaper-broadcasters involved in celebrated AP case of

1942 as being immediately involved. Listed are 114 companies once found violating anti-trust laws, 29 top ranking companies whose cases are still pending. "Unsuccessful litigants in anti-trust proceedings," memo states, "constitute a blue ribbon list of American industry...[such] proposed action lacks support of law, policy and common sense..." If FCC really means to disqualify applicants involved in anti-trust actions "a sweeping reorganization of the broadcast and TV structure of the U.S. would result."

Also in movie-TV field, Theatre Owners of America made public an exchange of letters between TOA's Gael Sullivan and FCC's Wayne Coy on Commission's attitude toward theater owners as TV licensees. Coy repeated substantially what he told TOA board recently (Vol. 5:6) -- that FCC has no policy prohibiting grants to theater owners per se, but is considering question as part of its anti-trust study. He also said Commission has not yet had occasion to consider "diversification of media of communications" in relation to theater owners -- the policy which often applies against newspaper ownership in contested cases. Note: On March 21 another movie-owned TV station takes the air -- WTVJ, Miami, controlled by Wometco chain.

DAYTON'S 2nd, MIAMI'S WTVJ MAKE 59: Crosley's WLWD, Dayton, jumped its own gun, got on the air commercially Tuesday -- nearly 2 weeks ahead of schedule (Vol. 5:10) and only 3 weeks after rival WHIO-TV (Vol. 5:8). So you can chalk up that new 2-station Ohio market as an extremely live one. And next Monday, March 21, Miami's WTVJ promises definitely to begin regular-schedule operation, somewhat belatedly for that resort's lush winter season. New Dayton and Miami stations bring score for nation to 59 operating, all of whose rate cards and data (plus those of other March and April starters) will be published in our TV Directory No. 7 off press April 1.

WLWD is being programmed from flagship WLWT, Cincinnati, 45 mi. away, and operates on Channel 5 on 7-day schedule 3:30 until 8-10 p.m. daily. Its base rate is \$200. It starts with imposing list of kine-recording, spot and local commercials, biggest account being Wooden Shoe Brewing Co. taking all 70 home games of Dayton Indians baseball club starting April 27. Crosley's WLWC, Columbus, third segment in tri-city microwave chain, is still scheduled for March 27 debut (Vol. 5:10); Dayton is taking WLWT directly off air, Columbus awaits relay setup at Mechanicsburg, O. Dayton is budgeted to lose \$150,000 this year, Columbus \$175,000.

Miami's WTVJ starts with lots of pomp and panoply, says management, will have unusually big schedule of sports. Test patterns on Channel 4 since mid-February have been received as far away as Palm Beach, 80 mi. Base rate is \$250. Trade estimates some 2,000 sets in area already. Station is controlled by Wometco theater interests (24 movie houses), managed by Robert Venn, with studios at 17 N.W. Third St., transmitter atop Everglades Hotel.

Really up-and-coming among new stations is Cincinnati's WKRC-TV, owned by Ohio's famed Taft family, affiliated with Times-Star, now definitely set to go commercial April 4. Testing on Channel 11 since March 1, it reports Dayton well within its 500 uv/m contour. It will operate 5:30-10:30 p.m. daily except Tue. and Sat., base rate \$350. Manager Hulbert Taft reports \$175,000 worth of business already on books, including Hudepohl Brewing Co. contract to sponsor all Cincinnati Stadium events -- first to be aquacade April 4. WKRC-TV expects \$225,000 loss first year.

TEXAN FILES FOR 2, ONE CP DROPPED: Dallas oilman Walter W. Lechner (Vol. 5:6) filed this week for Channel No. 11 in Dallas (now 5 for 1) and No. 4 in Houston (now 5 for 3), as Denver TV application of Aladdin Co. was being withdrawn because FCC approved theatermen Huffman-Ricketson purchase (Vol. 4:44) of Denver's KLZ (TV application retained) and KVOR, Colorado Springs. Thus, pending file now shows 319 applications.

Indianapolis' Wm. H. Block Co. gave up its CP Friday, forestalling March 21 hearing on extension and proposed sale of WUTV assets to WIRE (Vol. 5:8). It was third CP deletion in last 6 weeks (others were WAGE, Syracuse; WVTU, Utica), leaves 4 applicants for Indianapolis' 4 pre-freeze channels. CPs in pending file now total 62.

Notes from upcoming new TV stations, all holding CPs: Looks now like June 1 before ABC's KECA-TV, Los Angeles (Austin Co. now rebuilding studios) will make

formal bow; it's testing, and so is its sister station KGO-TV, San Francisco... Stromberg-Carlson's WHTM, Rochester, now building, has June 11 target date, hopes to test month or so earlier...WCPO-TV, Cincinnati, aiming for May 1 debut...WKY-TV, Oklahoma City, ought to make it by May 15 (dealers already preparing) but weather has made tough job of stringing TV cable up 915-ft tower already extended 50 ft for FM; transmitter is installed, Little Theater studios completed...KFMB-TV, San Diego, reports "we're building like mad," promises test patterns as of April 20, schedule May 15...WOW-TV, Omaha, broke ground March 1 for U-shaped TV building, 165 ft long, 75 ft deep, 2 stories high, expects to have it ready for transmitter in 5-6 mo... Johnstown's WJAC-TV, still indefinite about starting date, is assembling transmitter, has named Alvin Schrott TV manager, John Foster continuing as AM-FM manager.

ATTRITION AMONG THE AM STATIONS: Dropping of CPs, mostly FM but some AM, has been taken for granted for some time. And a few small new AMs have quit after operating awhile. But when KABR, Aberdeen, S.D., gave up its license this week after operating 14 years, unable to find buyer during several months' hunt, it's news. What's more, this MBS outlet in town of 17,000 was a regional, 5 kw on 1420 kc. Owner H. C. Jewett, who also operates profitable drugstore, reports radio losses for several years -- \$14,000 last year -- said he saw no future what with competition from new KSDN, operated by city's sole newspaper (Ridders' News) and uncertainty caused by such developments as TV. Not as striking as KABR case, but further emphasizing trend, were surrenders this week also of licenses of KRKN, Ft. Smith, Ark., 250-watts in city with 4 stations (pop. 36,500), and of WNCA, Asheville, N.C., also 250 watts in city with 5 stations (pop. 51,310). During 1948, 4 AM licenses, 49 AM CPs were turned in; 132 FM grants, 5 of them on the air, were dropped. So far this year, 5 AM licenses, 5 CPs were dropped; 30 FM grants, one of them on air, were turned in.

MORE ABOUT WHERE SETS ARE GOING: If you study RMA's receiving set shipments by cities for 1947-48, as detailed in our Supplement No. 61-B sent you March 5, several eloquent facts stand out:

(a) Some 360,000 of the 2 years' cumulative 964,206 sets counted by RMA went into the 6-station New York-New Jersey area -- and this doesn't include sales of big 1948 producer (non-RMA) Admiral, kits, etc. No wonder the trade regards New York as sweetest TV market in the land, generally allocates some 40% of current production to that area where upwards of 1,000 sets per day are reported being sold.

(b) One-station towns -- and they're still preponderant, due to the freeze -- don't do as well as 2-station towns (Boston, Cleveland, Dayton); 3-station towns are even better (Philadelphia, Detroit, Baltimore); 4-station towns excellent (Chicago, Washington). There are no 5 station areas; only other with 6 is Los Angeles.

The canny telecaster is watching TV set figures with an eagle eye, knowing his rates are dependent upon "circulation" growth. It's a fact, as will be shown in the April 1 revision of our quarterly TV Rates & Factbook, that about 75% of the operating stations have announced or will announce increased rates since Jan. 1. As for set increases, NBC Research's monthly tabulations (see Vol. 5:5 and 5:9 for Jan. 1 and Feb. 1 figures) show the steady climb. On Feb. 28, Southern California Appliance Dealers Assn claimed 101,952 in Los Angeles area (one for each 15 families), said they're selling at 300 per day. Philadelphia Electric Assn claims 82,606 sold in 1948 alone (retail value \$34,059,392), area's total to date exceeding 125,000.

Then there are current reports like these from other cities: Cleveland, claiming it's TV's "boomingest" town for size and number of stations, reporting 5,700 sets sold during February ("could have sold 500 more if we could get them"), March 1 total 30,600. Washington, one of steadiest sales towns, claiming March 1 total of 37,400, up 3,200 in one month. Chicago, whose Electrical Assn claims Feb. 1 total of 100,447 (vs. NBC Research's 75,000). Also as of March 1: Cincinnati 17,079, up 2,061 in month. Baltimore 45,359, up 4,682 since Feb. 1. Boston 53,645, of which 49,239 are in homes (this is exclusive of Providence's estimated 6,165). St. Louis 22,500, according to Union Electric Co., 19,400 in homes. Buffalo 15,469, according to Niagara Electric Corp., 13,787 in homes, up 3,134 in month.

Changes in consulting engineers among the 95 top personnel and firms listed in our 1949 *Directory of Consulting Radio Engineers* (Supp. No. 12-C herewith) include Clyde H. Bond, formerly with late John Barron, now on own in Los Angeles suburb of Orange, Cal., also West Coast affiliate of Gautney, Ray & Price, who took over Barron Washington practice; Dawkins Espey, Santa Monica, Cal.; Philip Merryman, now Ardsley, N. Y.; Walter F. Kean, now Riverside, Ill. Also listed are all engineering executives of ABC, CBS, DuMont, MBS, NBC, and 10 non-engineering radio-TV consultants.

Valuable compilation of data on TV, especially its suggested rate card format, is Katz's *TV Facts for Advertisers*, 35-p. spiral-bound booklet which also includes information on networking, programming, commercials, research activities, set distribution, case histories on commercials. Katz was one of first radio station reps to go full tilt into TV, compiled data book for its stations, but will make copies available to bona fide inquirers while supply lasts (The Katz Agency Inc., 500 Fifth Ave., New York City).

FCC has removed conditional status of CP for WTCN-TV, Minneapolis, held since October, 1946, which may or may not speed its debut, again delayed beyond last-promised April date (Vol. 5:6). Case involved interlocking stockholdings as between *St. Paul Dispatch* and *Pioneer Press* (Ridder) and *Minneapolis Tribune* and *Star-Journal* (Cowles), latter holding CP for KTRV granted in March, 1948. Minnesota Tribune Co. holds 50% stock in WTCN, 14.6% in KTRV. Condition was left on KTRV grant, and it was given until July 1 to comply.

FCC this week okayed extension of CP of WDEL-TV, Wilmington, rejecting rival WAMS' petition charging misrepresentation on construction progress (Vol. 5:8-9). This gives Steinman station until Aug. 23 to get on air, as promised, though it's not likely to make March tests, April commercial last reported to us (Vol. 5:6). WDEL-TV was warned, though, that further extension requests would take promise into account. Comr. Jones dissented, wanted hearing.

Looks like AM-FM-TV departments will be set up in NAB, judging from consensus at Thursday's meeting of NAB reorganization committee (Vol. 5:10). Committee, chaired by Clair McCullough, WGAL-TV, Lancaster, Pa., got ideas down in writing for presentation to board meeting in Chicago April 11-13. It's understood "functional" approach is dominant.

Sale of Los Angeles' KLAC to Ralph Atlass (WIND, Chicago; WLOL, Minneapolis) and Charles Lindheimer, Chicago, contingent on Warner purchase of Thackrey stations, was made final this week. Price for 5 kw outlet on 570 kc is \$405,000 plus net quick assets over \$20,000. Deal requires FCC approval, must follow Avco procedure.

Pleading illness, Dick Richards, up for March 23 hearing in Los Angeles on charges of news-slanting (Vol. 5:1, 8,9,10), told FCC he'll file application to divest himself of control of his stations (presumably to syndicate headed by Frank Mullen). FCC granted continuance of hearing, said it would decide what to do next when it gets application.

"NBC vs. CBS battle for billings has been strictly a nip and tuck affair over last 10 years," reports March 16 *Variety*, which publishes year-by-year table showing NBC's gross revenue for decade was \$545,399,590 vs. CBS's \$537,539,105—latter actually taking lead 1941 thru 1944.

To produce films for TV exclusively, president Sam Broidy of Monogram and Allied Artists has set up Interstate Television Corp., 4376 Sunset Blvd., Hollywood, Walter Mirisch, gen. mgr.

Personal notes: Wallace S. Jordan succeeds late William B. Murray (Vol. 5:11) as head of TV-radio at Wm. Morris Agency . . . Frank Samuels named gen. mgr. of ABC Western Division, with John I. Edwards program director, Leonard Reed production mgr. . . Charles L. Townsend, NBC Chicago TV operations supervisor, promoted to TV technical film director in New York, Paul Moore succeeding him . . . Julius F. Seebach definitely back at WOR as program v.p., will also head WOR-TV programming . . . DuMont's program director James Caddigan shifts Lawrence Menkin to mgr. of program planning, Les Tomalin and Miss Duncan MacDonald to co-supervisors of daytime programs, Jack Rayal to asst. to program mgr. . . Don Ball now program director of WCBS, New York, continues also as mgr. of Editing Div. . . Vincent dePaul Goubeau named RCA Victor v.p. in charge of Materials Dept. . . Roy Boscow new sales mgr. of Magnavox . . . C. M. Sherwood, from Elliott Lewis Corp., Philadelphia, new sales mgr. of Andrea . . . RCA Tube Dept. names new executives: W. L. Rothenberger, asst. sales mgr.; Wm. H. Painter, merchandising mgr.; H. F. Bersche, mgr. of renewal sales; M. J. Carroll, mgr. of equipment sales.

Network TV sponsorships: Whelan Drug Stores sponsoring *Front Row Center*, variety, on DuMont, Fri., 9-9:30 p.m., started March 18; also sponsoring *Revue of Stars*, Thu., 8:30-9 . . . Procter & Gamble sponsors *The Fireside Theater*, variety, on NBC-TV, Tue., 9-9:30 p.m., starting April 5 . . . Crosley Corp. sponsors *Who Said That?* with Bob Trout on NBC-TV, Sat., 9:30-10 p.m., starting April 9 . . . U. S. Rubber Co. (Keds) takes Fri. segment of daily CBS-TV *Lucky Pup*, 6:30-6:45 p.m., sponsored Tue. and Thu. by Ipana . . . Olsen & Johnson revealed as stars of new CBS-TV Buick show in May, probably taking over Wed. 8-9 p.m. spot, Arthur Godfrey moving to Thu. . . Fred Allen has signed exclusive contract with NBC, reserving right to decide whether he will do radio, TV, or both.

TV station sponsorships: U. S. Rubber Co. (Royal tires) and Pall Mall Cigarettes planning spot campaigns . . . WNBT, New York, signs Hoffman Beverage Co., Stevens Toy Co., DeSoto, for spots . . . Rival Mfg. Co. (Steamomatic Iron) takes *Needle Shop* 13 Thursdays, 1:30-1:45 p.m., starting March 17, on WABD, New York, which also has Odell Co. and Croton Watch Co. co-sponsoring boxing from Westchester County Center, White Plains, 9:30-11 p.m. Wed. in March, Tue. thereafter . . . Hills Brothers Co. (Dromedary products) is first sponsor on WJZ-TV's *Market Melodies*, participating, starting April 1, Tue.-Fri. 2-4 p.m., Sat. 10-noon . . . WJZ-TV also signs L'Orle Parfums Inc. and M. Sermon & Co. for *Mail-O-Vision*, new participating, Wed. 7:30-7:45 p.m. . . WNBQ, Chicago, goes on 7-day weekly schedule March 19, signs Florsheim Shoes for spots before Mon. wrestling . . . On WENR-TV, Chicago, Berghoff Brewing Corp. sponsoring amateur boxing from Rainbo Arena for 39 weeks, starting March 22, Tue., 10 p.m.

The story of TV, especially as an advertising and sales medium, is theme of *Television Today*, 35-min. documentary film produced on 16 and 35mm by CBS Promotion for release to business organizations, ad agencies, schools, etc.; also presumably to TV itself. Promotion v.p. Victor Ratner was producer, Ben Graus of IMPS director; all filming was done in CBS Grand Central studios.

Toscanini has consented to simulcast (over NBC-TV network) first 2 acts of *Aida* which he will direct with NBC Symphony and soloists Sat., March 26, 6:30-8 p.m. No decision yet whether TV will also carry Acts III and IV following Saturday.

"83 TV Results" is neat booklet issued by *Sponsor Magazine*. It's a compilation of specific TV success stories magazine has run.

Television Digest

and FM Reports

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March 26, 1949

FCC'S HIGH HOPES FOR FREEZE END: FCC Chairman Coy still looks for TV freeze to end by May or end of June at the very latest. This in spite of possibility he and Comr. Walker may go to Paris for International Telephone and Telegraph Conference due to start May 19 and last perhaps 2 months. Situation would be helped, of course, if engineering Comr. Sterling is back from Mexico City for good after April 10, as he hopes. He's in town for about 10 days just now, says he hasn't had time even to think about TV. Coy considers TV problems in good engineering staff hands, though position of chief engineer is still open (Vol. 5:5,8,11).

Meanwhile, it's really expected Ad Hoc report will be circulated among committee members early next week, approved and sent to FCC within a week thereafter. It will be long-awaited major step towards ending freeze. Next step is still to be decided: It may be further engineering conference, or issuance of proposed standards and allocations, or something else. Synchronization continues to get close FCC attention, TV engineer Hart Cowperthwait travelling to Midwest this week to observe WWJ-TV and WNBK. Engineers for both stations, though they admit they don't have exhaustive reports, are happy over results. By time FCC gets around to evaluating system, fairly conclusive data should be on hand.

ENJOY TV NOW, DON'T WAIT—COY: "I think this question of obsolescence of TV receivers is something of a tempest in a teapot. I do not think anyone buying a television set today has had a fraud perpetrated upon them. I can assure them that wherever a TV signal is available from a vhf transmitter, their set will render them fine service for many years -- and can be converted to render fine service for them if ultra-high frequencies are utilized for the present system."

The words are FCC Chairman Wayne Coy's, widely publicized since he uttered them Wednesday before the Baltimore Ad Club. If the Zenith imbroglio and Senator Johnson's letters (Vol. 5:10-12) still have you at a loss for lucid explanation to pass on to trade and buying public, Coy's statement should help dispel that. It came in reply to endless demands upon the FCC for a clarifying statement.

That the public prints were willing to make amends for harm already done the TV trade by undue publicity of the last few weeks, was manifest from the big play Coy's remarks got via such news media as AP and UP (which put full reports on their wires), N.Y. World Telegram (streamer headline), Baltimore Sun (3 full columns with display box), Wall Street Journal and Chicago Journal of Commerce (front page stories), Retailing, Radio Daily -- to mention only those that came readily to hand.

Because they come from the figurative feedbox, because he minced no words, because of the intense interest we saw manifested in the audience at Baltimore, we think Coy's words bear careful study:

"American TV today is performing a valuable service," he said. "The system as now set up is potentially capable of serving many millions of Americans and most metropolitan areas. And in most areas technical transmission is satisfactory."

What's planned, he continued, is "more and better TV coverage" and "FCC and the industry are now working together to determine what can be done to bring about

those improvements." Among other things, they're investigating the possibility of making available more channels in the uhf band 475-890 mc. But note:

"There is no proposal to eliminate or discard the use of the present 12 TV channels. The Commission would not be taking the time to revise the standards for the presently available service if it had in mind eliminating, in the near future, the use of these channels...It seems a bit absurd for me to be making such a statement when it is so obvious, but I have had so many inquiries about this subject that I think I should answer in my most unbureaucratic language.

"To repeat, no one is proposing to eliminate the present 12 TV channels... This service will not be eliminated. Obviously, therefore, present TV sets available on the market will get service from these channels continuously.

"If the Commission should adopt another system of TV (such as color or high definition black and white) for use in the uhf band, the present TV sets will probably not be able to get service from those frequencies [and] if the present system of TV is adopted as standard for uhf, the problem of obsolescence will be a relatively minor one and, in my opinion, a small price to pay for the development of a nation-wide competitive system of TV."

In a word, then, all the fuss and bother is about TV roadways (channels) still to be surveyed and constructed and TV vehicles (transmitters and receivers) whose specifications have not yet been laid down by the Federal authority. All the to-do concerns new and additional channels needed to spread TV's service more widely. Coy cited Baltimore as a good example of the basic problem -- and his remarks bear repeating because they're so explicit and to the point:

"Three vhf TV channels have been assigned to this city and construction permits issued. If the uhf are authorized by the Commission, there is no doubt in my mind but that some of those frequencies will be utilized for TV in this city. When such uhf stations are authorized, there will be a degree of obsolescence in Baltimore for all of those receivers not equipped to receive TV from the uhf. The degree of obsolescence will be determined by each individual owner by his desire to get TV service from such uhf station or stations as may be established here. If he wants service from the new stations badly enough, he can make his present receiver render him services by the addition of [a] converter. Or, he can buy a set that has been engineered to receive a television signal from either the vhf or uhf frequencies.

"If I lived in Baltimore, I would have no hesitancy today in buying a TV receiver. I would not wait until the FCC had decided what they were going to do about the uhf because that may be some time off and, more than that, the time to develop transmitters and new receivers after such a decision is made means that considerable time will have elapsed before I could get any service from a uhf station.

"I would buy a TV receiver today because of the many worthwhile programs now available...I like the variety shows, the dramatic shows, Meet the Press, Author Meets Critic, the wrestling matches, the prizefights, and most of all, I am an inveterate baseball fan...I would want to enjoy them now.

"I would not want to wait until some bureaucratic agency decided whether there was sufficient propagation data available to write new standards. Nor would I want to wait on some equally bureaucratic industrial establishments to produce television sets at some indefinite date in the future. Until such time as the Commission makes a decision, the radio manufacturing industry cannot know, with any degree of certainty, what kind of receivers to make for the future. But we at the Commission cannot rush scientific development nor [conform it] to a time schedule."

UHF FEVER IN THE LABORATORIES: An engineering authority who ought to know tells us this about uhf in Zenith sets:

"Each uhf strip is equivalent of converter for each channel. It comprises silicon crystals (probably 2) plus associated small circuits. I can't believe strips can be added for less than \$10-15 each. There's nothing striking in this. It has been done before and we've duplicated it. We've tested Zenith set with our own uhf strips. It's one of at least 10 ways of receiving uhf. We're not satisfied it's

(Continued on Inside Back Cover)

TV IN COLUMBUS, 2 CPs GET THE EYE: Latest to go on test is WLWC, Columbus -- now asking for STA to begin scheduled operation Mon., April 4. It will operate 3:45 p.m. to 8-10 p.m. daily, same as its sister Crosley-owned stations WLWT, Cincinnati, and WLWD, Dayton, with which it's linked via microwave. Without studios as yet, WLWC had \$33,000 in local business signed (base rate \$200) and is carrying national for time being without charge via films and feeds from Cincinnati. Manager is James Leonard, production chief Richard L. Rider.

FCC ordered another alleged "laggard" to hearing on eve of March 28 hearing on CP extension request of Maison Blanche's WRTV, New Orleans, also charged with stalling. Even after being told last January it wouldn't wink at CP holders doing nothing while freeze is on (Vol. 5:2), FCC apparently found need to cite WSAZ, Huntington, W. Va., for lack of diligence. It has held CP since July 1948, is owned by same (John Kennedy) interests applying for Charleston, W. Va.

Only holder of CP for a non-existent channel, Wm. Gleeson's KARO, Riverside, Cal., was finally told this week CP extension is denied because Channel No. 1 was deleted year ago (Vol. 4:19). CP was held 27 months.

Notes on upcoming new TV stations: WKRC-TV, Cincinnati, nearly set for April 4 commercial debut...WGAL-TV, Lancaster, Pa., started test patterns March 18, but no definite commercial date set yet...WSYR-TV, Syracuse, has set target date for Sept. 12...WLAV-TV, Grand Rapids, now aiming for July 15 test patterns, commercial start Aug. 15...Cleveland's WXEL has about completed transmitter building, but installation awaits reallocation decision whether it must go to Channel No. 11 instead of originally assigned No. 9...ABC-TV Television Center, 7 W. 66th St., New York, will house WOR-TV studios when that station starts this summer.

Note: Our new TV Directory No. 7: Television Rates & Factbook should be ready for mailing with your Newsletter next Saturday. It will bring your log of stations on the air, CPs outstanding, applications pending up to date.

TV network sponsorships: A. S. Beck Shoe Co. on March 31 starts *Candlelight Revue* variety, on NBC-TV, Thu., 10-10:20 p.m. . . . Summer vacation signoffs of major TV shows include *Texaco Star Theater* (NBC) from June 14: *Admiral's Broadway Revue* (NBC), from June 10; *The Goldbergs* (CBS), from June 27, meanwhile on April 11 shifts to Mon., 9:30-10 p.m.; *Chesterfield's Arthur Godfrey and His Friends* (CBS), from June 15 . . . *Ford Theater* on CBS-TV starting April 11 shifts to Mon., 9-10 p.m., once 10-10:20 p.m. . . . Summer vacation signoffs of major TV monthly . . . Quaker Oats, for Ken-L-Ration, sponsors International Kennel Club's big dog show in Chicago on 12 NBC-TV stations, Sun., March 27, 10:30 p.m.

Station sponsorship notes: General Mills reported to be readying *The Lone Ranger* for TV serial release on films . . . "Natural" for TV was auctioneer sale of antiques in Beverly Hills this week, KTLA selling 9:30-11 p.m. time . . . ABC-TV has sold co-op sponsorship of *Tomorrow's Champions*, amateur boxing, to Miller Beer, WJZ-TV; New York; Courtesy Motors (Hudson), WENR-TV, Chicago; Miles Auto Stores, WEWS, Cleveland; A. Sagner & Son (Northcool suits), WAAM, Baltimore; Fort Pitt Brewing Co., WDTV, Pittsburgh . . . WENR-TV signs Morris B. Sachs clothing chain for simulcasts of *Amateur Hour*, Sun., 12:30-1:30 p.m. . . . WNBQ, Chicago signs Edward Hines Lumber Co. for *Walt's Workshop*, 26 weeks starting April 4, Mon., 7-7:30 p.m. . . Charles A. Eton Co. (shoes) and Benrus Watch buy 7 p.m. station breaks on WNBT.

Add to new firms in our 1949 *Directory of Consulting Engineers Specializing in Radio* (Supp. No. 12-C) the following: W. M. Witty, Broadcast Facilities Consultant, 6923 Snider Plaza, Dallas 5, Tex.; phones L-7118 and J8-2402. Also, Forbes & Wagner Inc., consultants and manufacturers, 339 Central Ave., Silver Creek, N. Y.; phone 514.

New York Sun TV edition is due March 28, and *New York Times* publishing Radio-TV section April 24.

NBC Research counts 1,315,000 TV sets in use as of March 1, according to its monthly 'census' report estimating sets installed and no. of families within 40-mi. service area (.5 Mv). Detailed listing of TV towns to date:

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	500,000
Baltimore	3	732,000	44,700
Boston	2	1,175,000	53,600
Philadelphia	3	1,184,000	130,000
Richmond	1	130,000	7,700
Schenectady	1	258,000	17,900
Washington	4	691,000	37,400
New Haven	1	557,000	20,700
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	15,500
Chicago	4	1,438,000	100,000
Cleveland	2	695,000	30,400
Detroit	3	839,000	43,500
Milwaukee	1	327,000	19,000
Pittsburgh	1	742,000	9,500
St. Louis	1	474,000	22,500
Tolcdo	1	241,000	8,500
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	600
Atlanta	2	233,000	5,900
Cincinnati	1(a)	384,000	17,100
Dayton	2	291,000	4,600
Erle	1	112,000	500
Fort Worth- Dallas (b)	1	269,000	3,100
Houston	1	277,000	4,100
Los Angeles	1	217,000	3,000
Los Angeles	6	1,372,000	102,000
Louisville	1	188,000	5,700
Memphis	1	177,000	3,400
Miami	1	117,000	1,700
Minneapolis-St. Paul	1	333,000	12,300
New Orleans	1	225,000	4,000
Salt Lake City	1	93,000	3,300
San Francisco	1	825,000	4,600
Seattle	1	307,000	5,000
Syracuse	1	199,000	2,300
<i>Stations Not Yet Operating</i>			
Indianapolis	281,000	800
Providence	1,011,000	5,500
Wilmington	728,000	3,300
Others	61,300
TOTAL	1,315,000

(a) Second station (WKRC-TV) due to start April 4. (b) Included in coverage of Fort Worth station (WBAP-TV).

NBC kine-recording has reached rate of 14 hours per week, 700 hours per year—almost 50% more than Hollywood's 550 hours for 1948 feature film output. That's estimate of NBC-TV director Carleton Smith, who made analogy at demonstration of new off-film recording equipment Tuesday. NBC's kine-recording operations has jumped 100% since first of year, he said. Network puts out 28 commercial and sustaining shows weekly, totaling 30 hours, ships 223 prints a week to affiliates, has staff of 32 men in department. Los Angeles KNBH, for example, uses 7¼ hours of kine-recordings out of present 19 hours of weekly programming. New \$250,000 equipment has 4 cameras, permitting double or single system recording (sound and video separately or simultaneously). Note: CBS reports its kine-films now total 143 prints, (8½ hours), go to 23 stations, require 6-man staff.

Offered to TV stations (1) as their film counterpart to a sound effects library, and (2) as means of sending out daytime movie test patterns that can carry commercial messages and be made to pay, is the new "Continuous Film Reel" developed by Capt. Bill Eddy and previewed in Washington this week. It's in a metal case out of which 3 to 125 ft. of reel can be played and repeated without rewinding; case is attachable to station's movie projector; films are good for short commercials, insert program shots, titles with moving background. At WHEN, Syracuse, it's being used as demonstration film to sell TV sets, repeated continuously and sponsored daytime by local dealers eager to have animated test pattern on air. Keith Kiggins, v.p. of Television Associates Inc., 225 No. Michigan Ave., Chicago, will send you further data.

Prospect of pay raises to \$16,000 for FCC members are looking up, both Senate Post Office & Civil Service Committee (S. 498, Report No. 130) and House subcommittee having reported favorably. Legislation would allow President to increase chairman's pay to \$18,000 if he has extra duties. Pay raise may be attraction to persuade Chairman Coy to stay on.

Personal notes: Dr. Ray H. Manson retires as president of Stromberg-Carlson, becoming board chairman, and on April 4 Robert C. Tait, a v.p. of Mellon Bank of Pittsburgh, assumes presidency; all other Stromberg officers reelected . . . W. P. Hilliard moves to Detroit executive staff of Bendix president Malcolm P. Ferguson, ad chief W. A. Mara becoming gen. mgr. of new Radio-TV-Broadcast Division in Baltimore, sales continuing under Edward C. Bonia, engineering under W. L. Webb . . . J. D. Percy leaves J. Arthur Rank to join London's Scophony-Baird Ltd. as director of TV development, A. J. Gale now TV production manager . . . Paul Ware is now head of DuMont electronics parts division . . . Joe G. Csida quits as editor of *Billboard* to join RCA Victor as asst. to public relations v.p. John K. West . . . Ellis L. Redden, ex-Avco, named advertising director of Motorola.

Telecast personnel notes: Leonard Hole promoted to director of DuMont Network operations; Wade Thompson quits DuMont April 15 as advertising and sales promotion mgr., succeeded by Arthur C. Schofield, formerly with RCA Victor, WFIL and KYW . . . Richard J. Redmond now director of CBS general TV operations in New York, newly created post; Allen Parr now CBS-TV program mgr. . . . Harold P. See has left Baltimore's WBAL-TV to become director of San Francisco Chronicle's KRON-TV, due on air this summer . . . P. A. Sugg elected v.p. and director of WKY, Oklahoma City, now building WKY-TV; James Meyerson has quit *Oklahoman* . . . Having dissolved Hollywood rep firm bearing his name, Homer Griffith has joined sales executive staff of KDYL, KDYL-TV, Salt Lake City.

Farnsworth's president E. A. Nicholas has written company's 18,000 stockholders that if they don't approve sale of company to IT&T (Vol. 5:7, 8) "they face probability of reduction in the value of their stock to a nominal amount," and possibility company can't continue in business. Sale deal pends stockholders' meeting in Ft. Wayne April 14, proposes exchange of one share IT&T for 12 Farnsworth. Hearing on suit by stockholder Harry Hecht (Vol. 5:8) is scheduled in New York Supreme Court March 31, his counsel Barney Rosenstein making this statement quoted from *New York Times* March 24: "The IT&T offer comes to about \$1,200,000, or about 70 cents a share. Even after consideration of the value of patents of Farnsworth, and after write-offs, the stock is worth many times the 70 cents."

Note on Magnavox from March 22 *Wall Street Journal*: "Magnavox Co., the market break in which was a highlight of stock market trading last mid-week [Vol. 5:12] floated additional loans early this month . . . at present, borrowings are said to be a little above \$3,000,000 . . . Richard A. O'Connor, president, said that dealer inventories of Magnavox TV sets are equivalent to less than 10 days' supply at the present rate of sales. Dealer stocks of Magnavox radio-phonographs are only 50% of what they were last June. Although radio sales generally are down sharply, Magnavox radio-phonograph sales currently are almost as good as the firm's volume of TV sets. They are equivalent to 75% of TV sales . . ." From another source, it's indicated Magnavox lost big source of picture tubes when Zenith purchased supplier Rauland, and March 22 board meeting it deferred usual quarterly dividend.

DuMont more than doubled volume in 1948, gross sales rising to \$26,859,049 from \$11,109,172 in 1947. Profit was \$2,701,767, equal to \$1.29 per share on 2,043,652 shares outstanding, compared with \$563,677 (27c) on 2,031,040 in calendar 1947. Dr. DuMont's statement March 24 also revealed that sales for first 10 weeks of 1949 were \$9,023,000 vs. \$3,595,000 for same period last year.

Bearing out advance estimates (Vol. 5:12), Admiral Corp's annual report for calendar 1948 shows net sales of \$66,764,266, up 39% over 1947's \$47,898,938 and 85% ahead of 1946's \$36,169,850. Net earnings after taxes and all charges were \$3,782,825 in 1948 (\$3.78 per share of common stock) vs. \$2,248,186 in 1947 (\$2.25). Net worth is put at \$10,814,886 at end of 1948 vs. \$7,795,460 in 1947. TV will account for 60% of 1949 sales, it's stated.

H. L. Federman, analyst for Ira Haupt & Co., investments, told N. Y. Institute of Finance he estimates 2,300,000 TVs will be produced this year, not counting output of Zenith, DuMont and many smaller producers. He likened Zenith's Phonevision merchandising angle to 1939 campaign of selling radios with plug marked "Plug television in here." He recalled statement by Zenith's Comdr. McDonald quoted in July, 24, 1947 *Chicago Journal of Commerce*, that Phonevision wouldn't be launched until uhf was opened and a contract signed with AT&T—though Zenith now says Phonevision will work on all channels.

Motorola's 1948 sales rose to \$58,080,236 from \$46,679,148 in 1947, largely due to TV. Earnings in 1948 were \$3,332,739—(\$4.17 per share) vs. \$2,510,410 (\$3.14) in 1947.

CBS net income for 1948 was \$5,041,682 (\$2.94 a share) vs. \$5,920,104 in 1947 (\$3.45); though standard radio income was increased last year, this was offset by expanded TV costs and reduced earnings of Columbia Records Inc.

Answer filed by State Attorney General March 24 in Pennsylvania TV film censorship case (Vol. 5:6, 7) concedes no points, indicates issue will go to trial.

better or cheaper than several others. Zenith has 'over-engineered' its set, with uhf in mind, charging consumer about \$60 more than competitive sets. Most of these latter sets can be adapted, either by replacing tuner or by adding converter, as well as and perhaps better and more cheaply than Zenith's.

"Zenith's system should be able to receive entire 475-890 mc band. The clue lies in word 'reception.' It depends on noise, signal strength, number of channels in city, frequency separation of those channels, receiver radiation, drift, etc. I think Zenith idea should work out in one-channel town. Beyond that, much depends on FCC's allocation. And, of course, Zenith set could work only on 6 mc monochrome."

Meanwhile, Zenith's activity has certainly helped build a uhf fire under nation's radio laboratories. Virtually all major manufacturers are working on tuners and converters, are assuring their dealers they'll be right there when uhf opens up. Take Magnavox: "We have a uhf tuning unit (not a converter in any sense of the word) especially designed to properly tune the complete range of proposed frequencies... and in every television chassis made by Magnavox, space has been provided to install this uhf tuner...It is a pre-planned part of the original circuit -- not a converter -- not a hurriedly assembled makeshift. Because of our pre-planning this conversion will be a relatively simple matter and at no great cost."

Independent groups are in the race, too. Stanford Research Institute is working on converter for an unnamed West Coast set manufacturer. Even Denver's Decimeter Inc., which makes uhf devices, writes: "We have a hunch that our little outfit, right here in colorful Colorado, will produce a converter in plenty of time to keep present sets in the running." Some solid information may come out of April 23 Cincinnati IRE meeting, when DuMont's Robert Wakeman and RCA's Robert Romero read papers on uhf receiving circuits.

At transmission end of uhf chicken-or-the-egg cycle, reasons became apparent for FCC's holdup of grant to NBC for Bridgeport uhf satellite to its WNBT (Vol. 5:7,8). Commission asked NBC some questions -- all stemming from fear NBC is trying to freeze uhf standards to its own liking: (1) What experimental data is to be gathered? (2) Will Bridgeport uhf audience be used to enhance WNBT sales? (3) Will it carry WNBT commercials? (4) What kind of promotion will be used in Bridgeport? (5) Why does NBC want waiver of rules requiring visual and aural identification? (6) Will RCA sell receivers; if not, how will reception be gauged?

ASPECTS OF MOVIE-TV HASSLES: Prompt nudge came this week from San Francisco TV applicant Ed Pauley, following Chairman Coy's statement to Theater Owners of America that FCC hasn't yet decided whether, in competitive cases, theater ownership of TV runs afoul of "diversification of media of communications" policy (Vol. 5:12). Seems FCC in 1946 turned down an Orangeburg (S.C.) AM applicant because he controlled 2 out of 3 local movie houses, and Pauley doesn't want Coy to forget it -- particularly since that's the argument he's using to bolster his Television California application as against those of Paramount and 20th Century-Fox.

From Capitol Hill this week, Senator Johnson was quoted by Film Daily as saying he thinks broadcasters should be given first crack at TV as against movie owners or producers. But, he added, he thinks the problem is academic since imminence of uhf channels will give every city enough to go 'round. His only fear, he said, is "monopoly" due to present vhf scarcity (Vol. 5:6). And, on question of anti-trust implications in movie TV applications, Boston's WCOP (Cowles) and 20th Century are having a hassle: WCOP doesn't think Commission ought to act on 20th Century's petition for declaratory ruling (Vol. 5:11) -- asks that whole question be threshed out at Boston hearing.

Pow-wow of theater owners and movie technicians is scheduled for next week to work out brass tacks plan on how to get and use theater-TV frequencies. There's talk of setting up new corporation for that purpose. TOA leaders Gael Sullivan, Walter Read Jr., Robert Coyne will meet with SMPE's TV committee headed by Don Hyndman (Eastman Kodak). SMPE convention April 4-8 in New York's Hotel Statler calls for 2 days of TV topics, with Dr. Allen DuMont first day luncheon speaker. Latest in large-screen TV will be demonstrated Monday for 20th Century executives in N.Y.

THE RADIO-TV TRADE SLOWS DOWN: Dominant note in the news of the radio-TV trade this week was one of depressed buying conditions -- attributed variously to (a) declining purchasing power, manifest not only in electronics but in other appliance lines; (b) normal seasonal decline, which may soon be somewhat offset by interest in baseball broadcasts and telecasts; (c) the Zenith-Johnson folderol over TV, now showing signs of abating. Several more major brand-name producers have slashed their radio set prices: Westinghouse, Farnsworth, Hallicrafters, Bendix. Latter is discontinuing 18 models, cut one of them down 55%.

In the TV trade, there was an unconfirmable report RCA too would soon be out with an "under \$300" table model TV. Meanwhile, RCA was introducing its 10-in. \$375 TV-AM-FM table model (Vol. 5:11), console version of same \$425...Philco's mid-April offering will be new 7-in. line -- a "family" of 3 units utilizing same "expanded picture" principle (27½ sq. in. vs. normal 23) employed in its 10 and 12-in. models; data isn't out yet, but one was previously announced at \$189.50 (Vol. 5:2) and another will probably be a portable. Philco plans no push on 16-in. until its June convention, date and place still undecided.

Philco is one of the TV top-dogs (along with RCA and Admiral) who say they haven't yet felt any adverse market reactions to Zenith publicity. Yet this week Philco conceded cutback in its oft-predicted 1949 production of 600,000 TVs to "somewhere between 400,000 and 500,000." This is ascribed to (1) continued tube shortages, and (2) slowdowns caused while new deflection coils for "spread pictures" are being manufactured. Philco says it has less than 10 days stock in field.

Zenith showed new TV-only console with 15-in. circle screen, listing at \$545 at its Chicago distributors convention this week; also a 15-in. TV-FM-AM phono (2-speed) console at \$795. Zenith also showed FM-only "Ace" table model to sell for \$39.95, FM-AM "Tip Top" table model at \$49.95. Comdr. McDonald said Zenith has no inventory of old radio models, will continue policy of introducing new models throughout year, will guarantee factory list prices on TVs and radios.

Macy's New York this week advertised Artone 16-in. TV console at \$494, including installation; set is made by Hallicrafters for Affiliated Retailers Inc., cooperative buyer for big dept. store group (Vol. 4:48)...Garod has new 15-in. console with 154 sq. in. circular picture plus AM-FM, \$525 and \$545; also a 12-in. console (95 sq. in. circular) with AM-FM-LP, \$795; latter with 15-in. at \$1,095... Los Angeles reports have Hoffman Radio out with new 10-in. at \$299.50, 12-in. at \$385, 16-in. at \$595, stands on casters extra.

Empire Coil Co., New Rochelle, N.Y., major supplier of TV transformers and coils, has taken over bankrupt Airadio Inc., Stamford, Conn., will utilize its plant to expand production and produce other (non-radio) lines...Admiral's annual report reveals its Canadian subsidiary will begin TV set production from new Malton, Ont. plant in mid-April; Canadian Admiral Corp. Ltd. 1948 sales were \$1,832,944 (profit \$52,000) vs. \$1,907,764 in 1947 (profit \$57,000).

* * * *

Big push is on to promote and sell RCA's new 45rpm player and records (Vol. 5:7) -- and at same time still more multiple-speed changers are emerging. Admiral this week showed what it claimed was first single tone-arm 3-speed changer. Unit goes into all its radio-phonos save those below \$69.95. General Instrument's new 3-speed changer likewise has single tone-arm. Lincoln Engineering Co., St. Louis, at Macy's New York this week showed changer playing up to 15 hours with one loading of LP records; it also has 45rpm attachment, costs \$250. Carbonneau Industries, Grand Rapids, has new converter enabling 78 rpm to play LP.

RCA broke first ads on 45rpm players Thursday, plunges full tilt into national merchandising campaign March 31. RCA Victor's Joe Wilson said 2,500,000-3,000,000 will be sold this year, listed these manufacturers incorporating it into their radio-phonos: Admiral, Crosley, Emerson, Fada, Freed, Farnsworth, Motorola, Stewart-Warner, Stromberg-Carlson. Intensity of record "war" seen in Columbia price reductions on its whole line of 78rpm records April 1.

WHERE THE TV SETS ARE GOING: Somewhat aged, but useful nevertheless, RMA's report on 4th quarter 1948 TV set shipments, issued this week, is tabulated in Supplement No. 61-B herewith. It shows not only to what cities the 354,314 sets were sent during that period, but also where the 1947-48 cumulative shipments of 964,206 went. Generally speaking, older TV cities increased their take by one-third to one-half in last 3 months of 1948. Again we caution that these figures should be regarded as good guide rather than exact census because (a) they're 2 months late, (b) sets aren't always installed in city to which shipped, (c) non-RMA (including Admiral), kits and pre-1947 production aren't counted.

PRICES TREND DOWN, REG. W HELPS: More 10-in. receivers priced under \$300, added to those reported in recent issues (Vol. 5:6-9), plus further reductions in other direct-view sizes, is dominant theme of this week's TV trade news. Also, feeling that easing of Regulation W (now requiring 15% down with 21 mo. to pay) will stimulate sales was expressed by Bruno-New York's Irving Sarnoff: "It is definitely a step in the right direction and certainly will increase sales considerably."

Question now asked on all hands is whether prime producers RCA and Philco will meet downward trend with cuts or with new lower-priced models -- but answer is in negative, for time being at least. Philco's Jimmy Carmine made his company's position quite clear recently, in announcing new line (Vol. 5:2). RCA says it hasn't any inventory whatsoever, is selling every set it can turn out, could sell more except that it's restrained by same tube shortage holding back others.

Currently, RCA distributors are disturbed by what they call "whispering campaign" against 16-in. metal-coned tube -- allegations it's defective, dangerous, etc. This is attributed to competition, dealer reluctance to push unit in such short supply. RCA topside says it's had nothing but good reports on 16-in. already in use, counters the whispers with announcement it's erecting new 100,000 sq. ft. addition to 160,000 sq. ft. factories at Marion, Ind. recently purchased from Farnsworth -- whole plant to be devoted to mass production of metal-coned picture tubes. In fact, pending new space, temporary machinery is being installed for immediate production.

* * * *

Westinghouse's new 10-in. table model (No. 223) is priced at \$269.95, built for areas of high signal intensity. Disclosed week after its more sensitive set at \$325 was announced (Vol. 5:9), new unit contains automatic frequency and gain controls, has 21 tubes and 3 rectifiers, will be on market end of this month...Crosley has cut price of 10-in. TV-FM table model from \$375 to \$299.95; 12-in. table, which Crosley also made for DuMont, from \$445 to \$425, same as DuMont Chatham (Vol. 5:9). New Crosley 10-in. consoles have AM-FM-LP, priced at \$499.95 and \$529.95; 10 and 16-in. console prices not yet announced...Manufacturing tieup between Crosley and DuMont (Vol. 4:8) has been terminated...GE's "under \$300" 10-in. (Vol. 5:7) has 17 tubes plus 3 rectifiers (Dome circuit), is priced at \$239.95 in plastic case, \$279.95 mahogany, \$289.95 blonde.

New private brand TVs are Firestone Tire & Rubber Co. 7-in. table at \$179.95; 10-in. table, \$279.95; 10-in. console, \$329.95...Tele-King now has 10-in. table model at \$229.95, down from \$289.50, and 10-in. console at \$289.95 (from \$319); nothing said about 10-in. at \$189.50 promised early this year (Vol. 5:2) but it has 2 new 12½-in. jobs: table at \$329.95, console, \$389.95...Regal Electronics has new 10-in. table model at \$199.95, 12½-in. console at \$299.95 -- both with 19 tubes and one rectifier. Its old 10-in. table model is cut from \$375 to \$350; new 12½-in. table model is \$389.50 -- both with 29 tubes, 2 rectifiers.

Stromberg-Carlson has reduced 12½-in. Manchester console with FM to \$549.50 (from original \$625), Lanchester console with AM-FM-LP to \$879.50 (from

\$985)...Brunswick has cut 15-in. TV-only \$895 Canton and \$995 Consort both down to \$795, and AM-FM-LP plus 45rpm Tibet console to \$1,295 (from \$1,795); has added 12x16-in. TV-only projection console Cathay, \$895. Brunswick recently turned over 10-in. to Emerson (Vol. 5:4), has eliminated \$795 Club and \$1,450 Brighton, both 15-in...Midwest Radio & Television Corp., Cincinnati, selling 12-in. chassis and sets by mail (Vol. 5:5), has reduced prices, now offers audio-less chassis for \$243.50; same with audio, \$269; same with AM-FM, \$344; audio-less console, \$322.50; same with audio, \$348; console with AM-FM-LP, \$475...Mars Television has cut 12-in. Baldwin table model from \$499 to \$449, has added 15-in. Princeton table and LaSalle console at \$549 and \$649 respectively in place of former \$750 Oxford table...Sentinel has 12-in. table out at \$369.95.

* * * *

Newly formed Tel-A-See Co., 706 Walnut St., Cincinnati, plans to make console embracing TV-radio-phono-motion picture projector (with sound) at \$350; founder is Fred C. Forney, industrial designer, with Samuel Shure, Cincinnati business man. Also planned is radio-silent movie console at \$150, radio-sound movie, \$200...New Snaider Television Corp., 540 Bushwick Ave., Brooklyn, N.Y. (associated with kit-maker Television Assembly) has 12-in. table model at \$425, 15-in. console \$555, 20x26-in. commercial projection console \$1,495 -- all with FM...Scophony's new TV receiver, reports Time Magazine, was shown in London last week; it's 7x6½-in., sells for \$220, and is said to use electrical wiring of home as antenna.

Stewart-Warner is coming out with DC-only 10-in. console at \$369.95 for DC areas, New York market first...New Delco private-brand TVs (General Motors) are 10-in. table and consoles (one of latter with AM-FM-LP and 45rpm), and 16-in. table -- no prices yet...Trav-Ler due with 10, 12-in. lines by end of March...Hoffman Radio out with new 10 and 12-in. tables, not yet priced; console at \$445 and \$495; 12-in. console with AM-FM-LP, \$845; 16-in. console with AM-FM-LP, \$945; plans big dealer meeting in Los Angeles March 21...Gilfillan has quit making radios, turning entirely to Govt. radar contracts, which leaves Hoffman and Packard-Bell only sizeable manufacturers on Pacific Coast...Magnavox is including adapter for RCA's 45rpm in all combinations, which already include Columbia LP.

EMERSON EXCITED ABOUT PROJECTIONS: Voicing what some radio makers and quite a few engineers are saying privately -- though RMA production reports up to now certainly don't even hint any such trend -- Emerson's president Ben Abrams predicts projection TV will dominate future set market. He told N.Y. Society of Security Analysts Friday his company is working on new low-price projection which will throw 12x16-in., 15x20-in., or even larger, pictures onto flat screen. Also in Emerson works is remote control device enabling viewers to operate TV sets from their chairs. Company, he said, is now producing 500 TV sets per day, expects to double that figure later, produce 150,000-200,000 this year; he estimated whole industry for 1949 at 2,250,000. Biggest of small-radio makers, Emerson's radio set production was reported running 3,500 to 4,000 per day, compared with 10,000 per day a year ago -- yet, due to TV, dollar volume is considerably up. Of Emerson's 1938 volume of \$31,000,000, Abrams said TV accounted for 25%, predicted it would be about 60% this year.

Critical importance of TV to radio manufacturers is emphasized in statistics adduced by RMA president Max Balcom (Sylvania) in talk March 2 before Los Angeles servicemen's Town Meeting. Though TV accounted for only 5.6% of all sets made in 1948, it accounted for 31% of dollars. During December, figures rose to 11½% and "almost 50%," respectively. And TV can take credit for pushing total value of sets sold in 1948 to record \$750,000,000 (manufacturers' level), despite 20% drop in sales of non-TV sets. It's obvious radio industry would be in tough situation without TV, unless it had come up with some other potent revenue producer.

Farnsworth report for 9 mo. ending Jan. 31 (subject to audit) shows net loss of \$3,479,148 vs. net income of \$230,041 for same period preceding year.

Westinghouse president Gwilym A. Price told newsmen Feb. 28 that TV will outrank AM-FM sales 4 to 1 this year, estimated Westinghouse will turn out 125,000 TV sets this year. Crosley radio-TV chief Stanley Glaser told Columbus dealer meeting same day his company will produce 200,000 TVs this year.

Wall Street Journal says preliminary reports indicate DuMont 1948 sales more than double 1947, profits up 400%. Volume for 1948 is estimated at \$26,000,000, profit more than \$2,600,000 vs. \$11,000,000 sales and \$563,677 profits in 1947. "Since the turn of this year," says the *Journal*, "DuMont, it is understood, has been operating at a rate of \$50,000,000 a year."

Scophony Ltd., London, having recently acquired John Logie Baird Ltd., is changing name to Scophony-Baird Ltd.

Cumulative Figures

TV RECEIVING SET SHIPMENTS BY AREAS, 1947 & 1948

RMA's latest quarterly report on members' shipments, released March 4. Note: 1946 shipments (6,476) and pre-war output (estimated at around 10,000) not included, nor are kits and non-RMA shipments.

Area	Last 3 mo. 1948	Total 1948	Total 1947-48	Area	Last 3 mo. 1948	Total 1948	Total 1947-48
<u>ALABAMA</u>				<u>GEORGIA</u>			
Birmingham.....	21	23	23	Atlanta.....	2,215	4,455	4,455
<u>ARKANSAS</u>				Other.....	31	376	376
Little Rock.....	19	19	19	<u>ILLINOIS</u>			
Other.....	41	42	42	Chicago.....	25,419	58,622	72,345
<u>CALIFORNIA</u>				Moline.....	26	26	26
Fresno.....	8	11	11	Peoria.....	304	365	365
Los Angeles.....	29,060	67,392	75,250	Rockford.....	52	82	82
Long Beach.....	554	554	554	Rock Island.....	20	20	20
Oakland.....	58	60	60	Sterling.....	20	37	37
Santa Barbara.....	201	201	201	Tuscola.....	16	16	16
San Diego.....	337	536	536	Other.....	416	729	733
San Francisco.....	8,698	11,638	11,665	<u>INDIANA</u>			
Other.....	470	1,144	1,157	Fort Wayne.....	47	47	47
<u>COLORADO</u>				Gary.....	1,931	2,261	2,261
Denver.....	25	37	37	Hammond.....	214	214	214
<u>CONNECTICUT</u>				Indianapolis.....	301	423	423
Bridgeport.....	963	2,039	2,039	South Bend.....	705	1,172	1,429
Hartford.....	2,730	8,546	11,492	Other.....	144	206	206
New Britain.....	37	144	144	Cities unstated.....	---	91	160
New Haven.....	748	2,012	2,012	<u>IOWA</u>			
Waterbury.....	23	117	117	Madison.....	42	42	42
Other.....	147	331	688	Other.....	6	6	6
Cities unstated.....	214	580	580	<u>KANSAS</u>			
<u>DELAWARE</u>				Cities unstated.....	8	9	9
Wilmington.....	1,157	2,550	2,724	<u>KENTUCKY</u>			
Other.....	7	7	7	Louisville.....	2,002	2,897	2,897
<u>DISTRICT OF COLUMBIA</u>				Other.....	49	57	57
Washington.....	10,124	25,556	30,338	Cities unstated.....	---	165	165
<u>FLORIDA</u>				<u>LOUISIANA</u>			
Miami.....	52	748	789	New Orleans.....	3,338	3,970	3,970
Tampa.....	--	44	44	Other.....	13	13	13
Cities unstated.....	--	54	54				

(over)

Area	Last 3 mo. 1948	Total 1948	Total 1947-48
<u>MAINE</u>			
Cities unstated.....9		14	14
<u>MARYLAND</u>			
Baltimore.....12,115		24,219	27,885
Other.....258		318	375
<u>MASSACHUSETTS</u>			
Boston.....11,692		27,728	29,095
Cambridge.....2,182		3,797	3,797
Springfield.....46		159	159
Taunton.....48		48	48
Worcester.....152		994	994
Other.....120		229	265
Cities unstated.....46		321	321
<u>MICHIGAN</u>			
Detroit.....12,602		21,090	25,942
Grand Rapids.....117		148	148
Pontiac.....24		24	24
Other.....126		187	222
<u>MINNESOTA</u>			
Minneapolis-			
St. Paul.....2,407		5,823	6,223
Other.....9		13	13
<u>MISSISSIPPI</u>			
Cities unstated.....27		30	30
<u>MISSOURI</u>			
Kansas City.....18		502	502
St. Louis.....5,718		11,759	15,849
Other.....25		76	76
<u>NEBRASKA</u>			
Cities unstated.....1		31	31
<u>NEW HAMPSHIRE</u>			
Manchester.....100		309	309
Other.....36		46	46
<u>NEW JERSEY</u>			
Atlantic City.....915		1,109	1,109
Camden.....11		11	11
Irvington.....587		587	587
Jersey City.....286		286	286
Newark.....23,120		65,301	87,459
Newark-Trenton.....---		2,155	2,155
New Brunswick.....21		21	21
Paterson.....958		1,864	1,864

Area	Last 3 mo. 1948	Total 1948	Total 1947-48
<u>NEW JERSEY (Cont'd)</u>			
Runnemede.....13		13	13
Trenton... ..1,832		3,942	5,101
Other.....861		1,445	5,128
Cities unstated....4,019		6,579	6,579
<u>NEW MEXICO</u>			
Albuquerque.....118		225	246
<u>NEW YORK</u>			
Albany.....3,836		9,015	11,933
Binghamton.....20		53	53
Buffalo.....3,320		8,044	8,687
Long Island.....5,217		9,362	9,986
Middletown.....153		153	153
Newburgh.....34		34	34
New Rochelle.....63		110	110
New York City.....79,087		200,228	256,873
Poughkeepsie.....251		677	813
Rochester.....57		65	65
Schenectady.....85		453	491
Syracuse.....1,679		1,734	1,734
Tarrytown.....33		33	33
Utica.....45		66	66
Westchester.....929		1,251	1,486
Other.....474		677	683
Cities unstated.....---		729	729
<u>NORTH CAROLINA</u>			
Charlotte.....202		219	219
Other.....1		12	12
<u>NORTH DAKOTA</u>			
City unstated.....-		1	1
<u>OHIO</u>			
Akron.....840		1,319	1,565
Canton.....89		186	186
Cincinnati.....3,449		7,457	9,617
Cleveland.....7,878		16,880	19,462
Columbus.....16		22	22
Dayton.....995		1,763	1,763
Toledo.....2,716		5,346	5,349
Youngstown.....135		142	142
Other.....289		843	843
<u>OKLAHOMA</u>			
Oklahoma City.....13		18	18
Other.....9		10	10
<u>OREGON</u>			
Portland.....123		125	125
Other.....4		9	9

(more)

<u>Area</u>	<u>Last 3 mo.</u> <u>1948</u>	<u>Total</u> <u>1948</u>	<u>Total</u> <u>1947-48</u>	<u>Area</u>	<u>Last 3 mo.</u> <u>1948</u>	<u>Total</u> <u>1948</u>	<u>Total</u> <u>1947-48</u>
<u>PENNSYLVANIA</u>				<u>UTAH</u>			
Allentown.....	700	2,024	2,147	Salt Lake City.....	473	977	977
Easton.....	46	46	46	Cities unstated.....	23	24	24
Erie.....	248	303	303	<u>VERMONT</u>			
Harrisburg.....	195	201	201	Cities unstated.....	-	3	3
Hazleton.....	2	103	103	<u>VIRGINIA</u>			
Lancaster.....	139	285	285	Alexandria.....	15	15	15
Philadelphia.....	34,874	79,446	98,369	Norfolk.....	196	286	286
Pittsburgh.....	4,544	5,652	5,652	Richmond.....	648	2,452	2,846
Pottsville.....	122	144	144	Other.....	46	168	173
Reading.....	563	1,224	1,449	<u>WASHINGTON</u>			
Sunbury.....	80	119	119	Seattle.....	4,123	4,450	4,450
Williamsport.....	21	31	31	Tacoma.....	43	47	47
Other.....	304	720	838	Other.....	66	72	72
<u>RHODE ISLAND</u>				<u>WEST VIRGINIA</u>			
Providence.....	1,610	3,263	3,266	Clarksburg.....	30	41	41
Other.....	142	1,115	1,115	Wheeling.....	94	97	97
<u>TENNESSEE</u>				Other.....	21	29	29
Chattanooga.....	--	--	15	<u>WISCONSIN</u>			
Knoxville.....	10	19	19	Madison.....	73	96	96
Memphis.....	2,212	3,057	3,057	Milwaukee.....	6,129	10,544	12,859
Nashville.....	39	40	40	Other.....	49	80	80
Other.....	22	30	30	<u>AREAS NOT DETERMINED</u>			
<u>TEXAS</u>				DETERMINED.....	6,366	26,991	29,037
Dallas.....	1,495	3,979	3,982	<u>TOTAL SHIPMENTS</u>			
El Paso.....	63	163	163	354,314	802,025	964,206	
Fort Worth.....	800	2,093	2,093				
Houston.....	1,981	2,047	2,047				
Other.....	33	249	249				
Cities unstated.....	---	175	175				

- end -

AS WE SIZE UP 'THE ZENITH STORY': It's Zenith vs. the entire TV industry on Comdr. Gene McDonald's widely advertised thesis that Zenith's TV sets -- and Zenith's alone -- won't be obsolete when uhf is added. From where we sit, it looks like a knock-down-drag-out which nobody's going to win and which may slow down the billion-dollar TV industry's meteoric pace. Unless a halt is called to the bitterest trade outbursts in all radio's checkered history, a lot of folk are going to get hurt -- manufacturers, distributors, dealers, telecasters. Irony of it all is that the main target of McDonald's attack, RCA, and the dozen biggest among the 100-odd manufacturers presently engaged in TV manufacture are best able to withstand the onslaught by reason of their market and financial positions. For no one feels today's TV can be stopped -- though it could be slowed down.

First, let's reemphasize what we stated last week (Vol. 5:10) in reporting on talk by FCC Chairman Wayne Coy: There is no plan afoot to take away any of TV's present 12 channels. Not even Zenith claims that. What the fight's all about, then, resolves itself to this:

Has Zenith played fair in its full page ads of March 6 and 13 captioned "Expected changes in wavelengths will not obsolete Zenith television"? [See enclosed facsimiles of both ads.] Comdr. McDonald said 26 newspapers accepted, 10 rejected March 6 ad which makes flat claim that only Zenith's sets are ready for new uhf channels as and when they're added. Yet, these are the unquestioned facts:

(a) FCC hasn't allocated uhf yet, nobody knows what portion of band will be allocated for black and white or color, no commercial stations on uhf are in prospect for a year or more.

(b) If uhf allocations are made before year's end, which is likely, Zenith assumes uhf standards will be same as for present vhf, also likely -- though fact is this hasn't been officially decided. For example, as against present 6 mc bandwidth, there's some sentiment for 8 mc, 10-12 mc, color, or polycasting (using FM). Zenith's turret tuners admittedly would be useless on anything but 6 mc.

(c) Also undecided is whether and where uhf will be added: Will existing vhf cities get them? Will there continue to be vhf-only cities? Will there be uhf-only cities? Answers aren't forthcoming from FCC yet, though some intermingling is likely (Vol. 5:9), and on FCC's allocations rest determination whether present TV sets will be adequate. Meanwhile, in today's 32 TV areas each owner must decide for himself whether he's getting his money's worth out of today's TV service, which is in no danger of being curtailed by loss of any present channels.

Main point is that FCC hasn't acted yet, is still working on tough technical problems, presumably has situation in hand. Certainly, under Chairman Coy, whose relations with McDonald are as pleasant as with most other industry leaders, this Commission isn't under any undue influences. There's also the inescapable fact that the first projected uhf station planned for full scale "guinea pig" operation, in Bridgeport, Conn. (Vol. 5:7), hasn't even been authorized yet, much less built. Nor is much known about uhf propagation due to lack of sustained experience, and it's a fact that no one yet has come forth with power tubes capable of doing a job comparable to today's vhf.

In a word, then, vhf is here to stay, uhf will be added -- though when and how and where remain to be decided by the FCC. Meanwhile, the Zenith ads fell like a bombshell on the flourishing TV market, its impact threefold:

1. Struck fear into trade lest public be discouraged from buying sets in areas already TV-served. Aroused bitter resentment among most manufacturers, for a depressed radio market was just beginning to turn into a lush TV business. Angered most telecasters, dependent on continued set sales for increased "circulation."

2. Paralleled another "loaded" letter from Colorado's Senator Johnson, indicating his Committee on Interstate Commerce will investigate monopoly, patent

situation, trade practices -- though date isn't set yet. This has aroused FCC to point of exasperation since it felt last week's answer to Sen. Johnson (Supp. 63) showed situation with respect to vhf freeze and uhf allocations and standards was reasonably well in hand and shouldn't be obfuscated by semblances of duress.

3. Had the entire radio technical fraternity in a dither, with nearly everybody at IRE's big New York convention talking about it; with Zenith's activity due to be taken up at RMA board meeting in Chicago next week.

Meanwhile, FCC will say nothing, coyly refers all inquirers to its letter to Sen. Johnson. Federal Trade Commission, to whom some rival manufacturers appealed, also will say nothing officially except that it has been approached. It's understood FTC has been studying TV receiver advertising for some time -- not merely Zenith's but Emerson's "long distance," GE's "daylight" and certain kit claims. FTC investigation and study routine usually runs months, outcome sometimes never made public after advertisers follow FTC suggestions.

There are so many facets of "the Zenith story" that we'll treat each of the foregoing 3 angles separately in the three items that follow...

I--ACTION AND REACTION IN THE TRADE: Inside the trade, the cauldron was seething as we mailed this letter, probably will go to boiling point when second ad appears this Sunday (March 13). Some manufacturers at first seemed nonplussed by Zenith's obvious implications. Many were bitterly angry. Several of the very biggest apparently were uncertain what to do about the latest publicity coups sprung by Comdr. McDonald, who revels in "doing the unorthodox" (his own words), enjoys nothing more than to play role of rugged individualist, put his big company into TV production rather later than most other big radio manufacturers (Vol. 4:47) after first plumping for color, then leveling some pretty strenuous criticism of black-and-white TV, advertising support, etc. (Vol. 2:25, 3:31).

Most had little to say publicly, plenty privately. RMA had no comment pending its March 15-17 board meeting in Chicago's Hotel Stevens, where fur is expected to fly (Zenith is RMA member). Sightmaster's Michael Kaplan called meeting of set makers in New York Ad Club March 21 to form new organization to serve as guide and spokesman for TV. TBA president Jack Poppele issued statement assuring present and prospective set owners today's receivers aren't obsolescent. Better Business Bureau was reported studying issue. Meetings of some of the big boys were being held, closely guarded against publicity for fear of conspiracy charges.

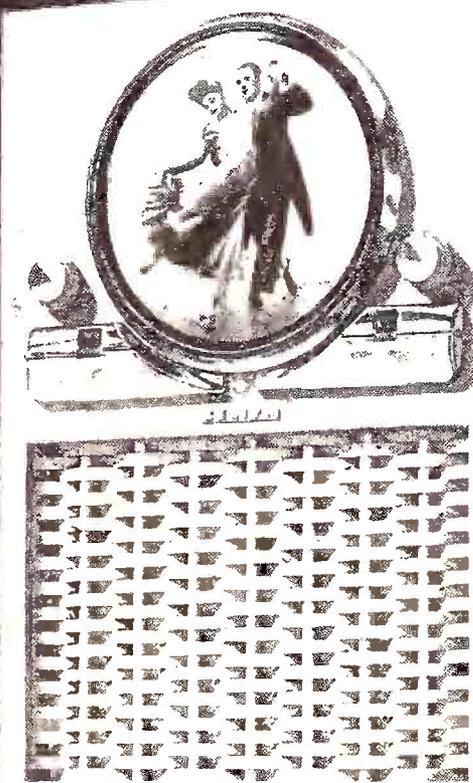
"Sour grapes," some rivals called the Zenith outburst, quoting reports from around country that Zenith's circle-faced sets haven't been selling and claiming Comdr. McDonald's move was "act of desperation." One even said he had information that Zenith employment rolls had dwindled perceptibly.

It remained for Admiral's Ross Siragusa, non-RMA member, to tackle his Chicago rival a-flying. He sent an emissary to Federal Trade Commission, asked for action (Motorola also wired protest) but filed no formal complaint. Upon hearing of March 6 ad, Admiral wired every newspaper in every TV area to caution that the "accuracy of the advertisements is questionable and the appearance of the ads would be detrimental to the entire TV industry." According to Comdr. McDonald, only 10 out of 36 rejected the first ad. These included Chicago, Milwaukee, Buffalo, Cleveland newspapers, some owning TV stations; Newhouse's Newark Ledger was reported to have yanked ad after 4,500 run. New York Times, Herald Tribune, Washington Post, Retailing, Philadelphia Inquirer, Detroit News, St. Louis Post Dispatch, Los Angeles Times (latter 4 owning TV stations) all carried March 6 ad. Comdr. McDonald said Friday he had "so far heard from very few papers on new [March 13] ad. The Chicago Tribune, Chicago Herald-American and Chicago Sun-Times, who refused our last week's ad, have advised us that they are accepting this week's new ad."

When Siragusa heard Zenith would offer TV stations a film showing how sets will be obsoleted (our understanding is that film treats mainly of Phonevision; Vol. 5:3), his ad manager Seymour Mintz wired all stations to "check film for accuracy" with FCC and FTC. This led McDonald to state, with obvious relish: "I don't know how we would be offering our Phonevision film to TV stations before even I had seen it." Check at several independent stations indicated no such film had been offered.

These are the ads causing all the rumpus!

Expected Changes in Wavelengths will not Obsolete Zenith Television



ZENITH® is the only television receiver on the market today with a specially designed *built-in* turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

When you invest in television, now or later,

be sure that you buy a television receiver with positive *built-in* assurance that it *will not* be made obsolete by any contemplated changes in television channels.

With Zenith Television no "converter" will be needed.

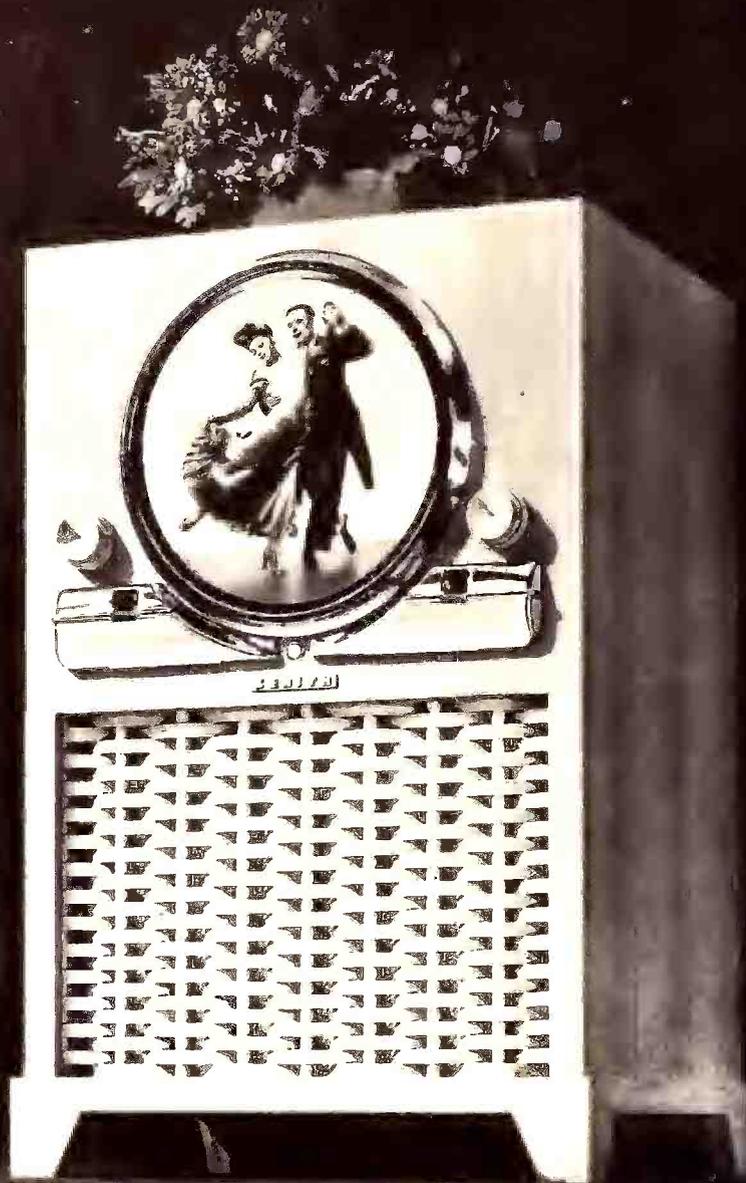
INSIST ON ZENITH TELEVISION—with the exclusive Giant Circle Screen—the sensational Bulls Eye Automatic Tuner, your *insurance against obsolescence*—and other Zenith developments found in no other television set. Truly, it is today's television receiver with a future.



Released Sunday, March 6, 1949

(See other side for March 13 ad)

Expected Changes in Wavelengths will not Obsolete Zenith Television



Some facts the Public is entitled to know

In a published letter written in the public interest by Senator Edwin C. Johnson, Chairman of the Senate Committee on Interstate and Foreign Commerce, dated February 15, 1949, to the Honorable Wayne Coy, Chairman of the Federal Communications Commission, Senator Johnson said among other things:

Quote: "Also, we are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolete. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or

advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection." Unquote.

Chairman Wayne Coy, by direction of the Federal Communications Commission, in responding to Senator Johnson's letter on February 25th, said among other things:

*Quote: "... The 12 channels presently available for television are not nearly enough to take care of the demand." * * * * **
"Of course, if ultra high channels are added there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat, but as recognized in your letter converters are not as satisfactory as regular receivers." End of quote.

In its May, 1945, published report the Federal Communications Commission stated, "... there is insufficient spectrum space available below 300 megacycles to make possible a truly nation-wide and competitive television system ... development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system."

In a public notice issued on May 5, 1948, the FCC reiterated its opinion of May, 1945, and pointed out that the 475-890 megacycle band would have to be used for television if this country were to have a nationwide competitive system of television. So public notice has been given by FCC.

FOR YOUR INSURANCE

EVERY Zenith television receiver is equipped with a specially designed *built-in turret tuner* with provision for receiving the proposed new ultra high frequency channels on the present standards.

With Zenith television no "converter" will be needed for proposed new ultra high channels.

ZENITH RADIO CORPORATION
Chicago 39, Illinois



Dealers and distributors were bitterest, including some Zenith franchisers, as reflected in column after column of quotes from all parts of the country carried in Retailing. Typical items: "Mad as hornets" -- Detroit. "Why throw a monkey wrench into the works" -- Washington. "Confusing consumers and angering dealers" -- St. Louis. Some dealers said sales had not been affected, but nobody seemed happy -- not even Zenith dealers. Retailing reported from San Francisco the dealer observation that Zenith model so highly touted now would be out of date by time uhf would be in use there.

Coming in wake of AP's misleading story last week (Vol. 5:10), which was widely published even in TV-owning newspapers, the trade waters really were muddied. Milwaukee Journal, which carried AP story, devoted 2 columns March 6 to set things straight -- a good article to pass on to distributors and dealers. Most manufacturers were writing their distributors to "explain situation" so as to enable them, their dealers and clerks to answer mounting volume of questions from public.

II--ANOTHER LETTER FROM CAPITOL HILL: What's in back of the mind of Sen. Ed Johnson, who "plays it dumb but knows the score," as those who know him put it? To some extent, his thinking was indicated Wednesday when he issued another letter calling on FCC for its data on (1) patent monopoly and (2) rules and decisions on anti-trust violators. Like his TV questions, which FCC answered last week (Vol. 5:9; Supp. 63), this letter too was "loaded," indicates clearly that the Colorado Senator sees radio as fair game and intends to follow the Western tradition of attacking "monopoly."

Wording of new letter makes it clear he has benefit of industry and government advice, implies hearings on TV allocations as well as "monopoly," may even presage extension of freeze beyond expected thaw date if Commission gets all tied up in such hearings. His thinking was also manifested in these sentences: "In this connection, it is alarming to learn that 10 or more very important daily newspapers owning TV licenses this week refused advertising which sought to caution the public concerning the usable life of TV sets. If, as a matter of truth, the FCC does permit TV to develop and expand, many TV sets now being marketed will suffer early obsolescence." This, of course, was grist for the Zenith publicity mill.

He's concerned, the Senator writes, "with making certain that in eventually adopting standards for TV operation, the Commission does not tolerate standards which permit or promote monopoly control...would not foreclose competition and freeze development in the art to the whim and will of whoever may be dominant in the industry." Obviously aiming at RCA's big patent pool, Sen. Johnson seems to be picking up last year's inquiry initiated by New Hampshire's firebrand Senator Tobey (Vol. 4:20), which had RCA executives defending their position on FM. RCA's patents are under court attack by Zenith (Vol. 4:50), which is represented on the Washington scene by ex-Senator (now attorney) Wheeler, who formerly held Johnson's post.

Data on rules and hearing decisions concerned with anti-trust violators is also requested -- even about "persons not convicted or adjudged guilty but whose conduct or operations with respect to anti-trust laws is such as violates the standard of 'public interest, convenience and necessity'..." FCC is already studying movie anti-trust decision (Vol. 5:5-8), last week even put 3 Westinghouse FM stations on 90-day temporary licenses because of Jan. 19 N.J. court decision in Govt. case against GE's alleged electric bulb monopoly which also involves Westinghouse.

Wording of certain parts of letter indicate "inside FCC" sources, especially with respect to patent information. There's even intimation TV freeze may be with us for longer than Chairman Coy's July target date (Vol. 5:10), for the Senator asks information be furnished promptly "so that decisions can be formulated during the inactive period while the Commission has frozen processing applications and [TV] is confined to relatively few of the areas where the allocations in the vhf frequencies have been made."

One thing should be noted: Letters are Senator Johnson's own, not passed on by full Interstate Commerce Committee, who like Sen. Johnson are already beginning to hear from manufacturers and dealers. One small manufacturer, Remington, who wrote strong protest to Johnson, sent copies to his own Congressional delegation. Other members of committee are: Senators McFarland (D-Ariz.), Myers (D-Pa.), McMahon

(D-Conn.), O'Connor (D-Md.), Johnson (D-Tex.), Kefauver (D-Tenn.), Tobey (R-N.H.), Reed (R-Kan.), Brewster (R-Me.), Capehart (R-Ind.), Bricker (R-O.). Committee has pending a request for \$15,000 to continue last year's study by Senators Tobey and McFarland, first report of which concerned itself with clear channels, TV, FM, FCC organization (Vol. 5:5).

Sen. Johnson sees vhf and uhf channels intermingled; that's clearly stated in his reply to Remington's Robert Kramer objecting to implications in original Feb. 15 letter to FCC. Johnson called vhf-only and uhf-only allocations "purely hypothetical" but asserted, "It is logical to assume that those cities which today are limited in the number of allocations [will] have assigned to them additional television stations in the uhf band." He added: "The FCC has no legal power to protect American buyers other than to make a public statement warning the purchasers of television sets of the likelihood of pressing technological developments."

With respect to current TV issue, industry might well consider asking for full committee hearings to air whole "obsolescence" controversy -- to spread not merely the stories of big fellows like RCA, Admiral and Zenith on the record but also those of the scores of little manufacturers trying to gain foothold in the new TV industry. TV can stand a public probe far better than any "battle of publicity"; the kid's too healthy now and too promising to have its growth stunted in infancy.

III—WHAT THE TECHNICIANS ARE SAYING: "Zenith has something none of us knows anything about -- or else Comdr. McDonald is simply bluffing."

There you have the epitome of what the unbiased engineer, who isn't industry connected, is saying about Zenith's turret tuner for uhf. We've been trying to nail down some expert engineering opinion on the Zenith controversy to add to what we reported last December (Vol. 4:51). Best we can get is guarded comment, for electronics engineers are too cautious these days to make categorical statements about an art so magical as TV.

At IRE convention press conference with DuMont's Rodney Chipp, Federal's Trevor Clark, GE's E. H. Vogel, RCA's George Beers, this was essence of comment: "We haven't seen the set pick up uhf. Theoretically, it can. But we don't see how the 'replaceable strip' idea can do it economically and well at the same time."

Then, when we wired Comdr. McDonald to ask exactly how much work and cost is involved in switching set to add uhf, explanation was same as when it was first announced (Vol. 4:47). He wired back: "Changeover involves removing two screws and substituting an ultra high strip for the very high strip."

Oddly enough, we've found no one -- not even among biggest manufacturers -- who says his laboratory has taken set apart, run it through exhaustive tests. Thus no one will say precisely what it will or will not do. One prominent researcher guessed it might be all right at low end of 475-890 mc uhf band, but was very dubious about high end. Electronics Magazine's editor Don Fink, who can speak impartially, wonders how set compensates for drift, generally a serious problem in uhf.

Engineers also point out that no receiver is known to be satisfactory until it's under actual regular broadcast conditions -- witness early troubles on Channels 7-13 -- and no uhf field tests have been announced since RCA-NBC's in Washington last year (Vol. 4:37, 45). Philco's Joseph Fisher reported to IRE this week on 60-location tests on this setup at distances of 1½ to 23 mi. on 504-510 mc. He found advantages were that man-made noise (such as ignition) and multi-path transmissions (ghosts) had less effect on picture quality than on vhf. Contrariwise, shadow effects from hills, buildings, trees, etc. were greater on uhf, requiring higher antennas and 4-5 times as much power. Mr. Fisher predicted it will take 3 years or more to develop uhf transmitters with power needed.

Only Zenith receiver reported tested for uhf during Washington tests was in home of FCC Chairman Wayne Coy, and he won't comment publicly. Uhf strips aren't available yet, nor so far as we can learn has any Zenith rival tried to make some of his own.

Suggestion: Why not submit Zenith turret tuner with uhf strips to an impartial agency, like the Bureau of Standards, for tests and unimpeachable appraisal?

1949 Directory of

Consulting Engineers Specializing in Radio Broadcasting

Including Network Engineering Executives and Radio-Television Consultants

- ADAIR, GEORGE P.**
1833 M St. NW., Washington 6, D. C. Executive 1230.
- ADLER, BEN**
15 Gedney Circle, White Plains, N. Y. Telephone: 8-3796.
- AMOO, LLOYD R.**
3709 Carpenter, Des Moines, Ia. Telephone: 7-9272.
- ANDERSON, H. VERNON**
134 Clarence St., Lake Charles, La. Phone: 7-277.
- ANDREW CORP.**
363 E. 75th St., Chicago 19, Ill. Triangle 4-4400.
John W. McLeod, manager, broadcast consulting division; Leonard J. Petraltis, Wilbur Gemulla, field engineers.
- ANTHONY, W. E.**
Broadcast Engineering Service, P.O. Box 1387, Shreveport 92, La.
Telephone: 2-8711.
Partner: O. S. Droke. Associates: T. A. Tinsley, E. S. Gunning.
- BAILEY, STUART L.**
Jansky & Bailey, National Press Bldg., Washington 4, D. C.
Metropolitan 5411. Laboratory: 1339 Wisconsin Ave. NW.,
Washington 7, D. C. Adams 2414.
Partner: C. M. Jansky Jr. Associates: Delmer C. Ports, Frank T.
Mitchell Jr., Oscar W. B. Reed Jr., Dan O. Hunter, Edward
Webster, N. J. Schairer, W. B. Frazier, R. E. Rohrer.
- BAIREY, GEORGE B.**
Rothrock & Bairey, 1757 K St. NW., Washington 6, D. C. Na-
tional 0196.
Partner: Harold B. Rothrock. Staff: Russell G. Geiger Jr.
- BAKER, LEE E.**
826 Landers Bldg., Springfield 4, Mo. Telephone: 3621.
- BARCLAY, JAMES N.**
Silliman & Barclay, 1011 New Hampshire Ave. N.W., Washington
7, D. C. Republic 6646.
Partner: Robert M. Silliman. Staff: Carl L. Kowalski.
- BENNS, WILLIAM E. Jr.**
3738 Kanawha St. N.W., Washington, D. C. Ordway 8071.
- BERNARD ASSOCIATES**
5010 Sunset Blvd., Hollywood 27, Calif. Normandy 2-6715.
Field Offices: 86 Webster Ave., Harrison, N. Y. Harrison 8-3083-J.
(Edward Iannelli). 1155 S. York St., Denver, Colo. Spruce
4798 (Fred D. Willimek).
- BISER, MARK H.**
Preisman & Biser, 3308 Fourteenth St. NW., Washington 10, D. C.
Adams 7299.
Partner: Albert Preisman.
- BITTER, A. R.**
Bitter Associates Inc., 4125 Monroe St., Toledo 6, O. Kingswood
7831.
- CARR, LESTER H.**
Weldon & Carr, 1605 Connecticut Ave. NW., Washington 9, D. C.
Michigan 4151.
Dallas Office: 1728 Wood St., Dallas 1, Tex. Riverside 3611 (James
O. Weldon).
Partner: James O. Weldon. Staff: Ross Hilker, Jules Cohen,
Wilson C. Wearn, James E. Hardwick, E. W. Griffith Jr., C. A.
Brawner Jr., Eugene E. Arnold.
- CHAMBERS, JOSEPH A.**
Chambers & Garrison, 1519 Connecticut Ave., Washington 6, D. C.
Michigan 2261.
Partner: Millard M. Garrison. Staff: J. R. McKenna, M. F. Cook,
H. D. Carlson, D. L. Steel, Donn Combelic, J. E. Angell.
- CRAVEN, T. A. M.**
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C.
District 8215.
Partners: George M. Lohnes, Ronald H. Culver. Staff: LaVerne
M. Poast.
- CROSBY, MURRAY G.**
Crosby Laboratories, 126 Old Country Road, Mineola, N. Y. Gar-
den City 7-0284.
- CREUTZ, JOHN**
Bond Bldg., Washington 5, D. C. Republic 2151.
- CULLUM, A. EARL Jr.**
Highland Park Village, Dallas 5, Tex. Justin 8-6108.
Partners: D. A. Peterson, C. M. Daniell, R. L. Hammett. Associ-
ates: J. G. Rountree, O. S. Droke, L. E. Cox.
- CULVER, RONALD H.**
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C.
District 8215.
Partners: T. A. M. Craven, George M. Lohnes. Staff: LaVerne
M. Poast.
- DAVIS, GEORGE C.**
Munsey Bldg., Washington 4 D. C. Sterling 0111.
Staff: Joseph W. Collier, Julius Cohen, A. P. Barsis, Ralph Dip-
pell, A. F. Barghausen, Walter L. Davis.
- DeMARS, PAUL A. (on leave)**
Raymond M. Wilmotte Inc., 1469 Church St. N.W., Washington 5,
D. C. Decatur 1231.
Raymond M. Wilmotte. Staff: C. X. Castle, Warner R. Sinback,
G. J. Harmon.
- DILLARD, EVERETT L.**
Commercial Radio Equipment Co., 1319 F St. NW., Washington 4,
D. C. District 1319; Porter Bldg., Kansas City 2, Mo. Logan
8821.
Associates, Washington: Kenneth M. Hollingsworth, Edward F.
Lorentz, Irl T. Newton, Leigh L. Kimball. Kansas City: Robert
F. Wolfskill, Earl W. Chamberlin, Ernest A. McCall, Orren Nigh.
- DROKE, O. S.**
Broadcast Engineering Service, P.O. Box 1387, Shreveport 92, La.
Telephone: 2-8711.
Partner: W. E. Anthony. Associates: T. A. Tinsley, E. S. Gunning.
- EASLEY, ROBERT L.**
Dixie Engineering Co., 1825 Gadsden Ave., Columbia 1, S. C.
Telephones: 2-2742, 2-7347.
Partners: T. V. Miller, J. H. Willis. Associates: M. E. Green, J. W.
Bauknight.
- EBEL, A. JAMES**
212 So. Jefferson St., Peoria 2, Ill. Telephone: 7133.
Associates: George Pyle, Willard Hall, Dale King.
- ESPEY, DAWKINS**
1039B Pacific Street, Santa Monica, Calif. Telephone: 6-8807.
Associates: Eugene L. Scott, Joseph F. Sodara, Edward J. Lark,
James F. Ruel.
- FOSS, WILLIAM L.**
William L. Foss Inc., 927 Fifteenth St. NW., Washington 5, D. C.
Republic 3883.
Staff: John A. Moffet, Edmund E. Pendleton, Charles Allen Rader.
- BOND, CLYDE H.**
629 E. Maple St., Orange, Calif. Telephone: 1403M. Affiliated
with Gautney, Ray & Price, Washington, D. C.
- GARRISON, MILLARD M.**
Chambers & Garrison, 1519 Connecticut Ave., Washington 6,
D. C. Michigan 2261.
Partner: Joseph A. Chambers. Staff: J. R. McKenna, M. F. Cook,
H. D. Carlson, D. L. Steel, Donn Combelic, J. E. Angell.
- GAUTNEY, GEORGE E.**
Gautney, Ray & Price, Warner Bldg., Washington 4, D. C. Na-
tional 7757. West Coast Affiliate: Clyde H. Bond, 629 E. Maple
St., Orange, Calif. Telephone: 1403M.
Partners: Homer A. Ray Jr., John C. Price. Associates: Carl T.
Jones, John S. Chavez.
- GELLERUP, D. W.**
5437 N. Santa Monica Blvd., Milwaukee, Wis. Woodruff 2-5172.
- GILLE, BENSON D.**
Gille Bros., 1108 N. Lillian Way, Hollywood 38, Cal. Gladstone 6178.
Associate: C. E. Taylor.
- GILLET, GLENN D.**
Glenn D. Gillett & Associates, National Press Bldg., Washing-
ton 4, D. C. National 3373.
Associates: William E. Plummer, E. M. Hinsdale Jr., Paul Berg-
quist.

GODLEY, PAUL F.
Paul Godley Co., P.O. Box J, Upper Montclair, N. J. *Laboratory:*
Great Notch, N. J. *Telephones:* Montclair 3-3000 and Little
Falls 4-1000.
Associates: B. C. Coffman, P. F. Godley Jr., C. W. Kaufman,
R. F. Holtz, J. G. Littlefield, G. H. Wagner.

GOLDSMITH, DR. ALFRED N.
597 Fifth Ave., New York City 17, New York. Plaza 3-4150.

GRIMWOOD, FRED O.
Fred O. Grimwood & Co. Inc., 2033 Railway Exchange Bldg.,
St. Louis 1, Mo. Chestnut 4977.
Ralph J. Bitzer, Theodore A. Giles.

HATFIELD, J. B.
936 Thirty-fifth Ave., Seattle 22, Wash. Prospect 7860.

HIGGY, ROBERT C.
2032 Indianola Ave., Columbus 1, O. University 9229.

HOGAN, JOHN V. L.
730 Fifth Ave., New York City 19, New York. Columbus 5-5536.

HOLEY, W. J.
1146 Briarcliff Place NE., Atlanta, Ga. Atwood 3328.

HOWARD, ROYAL V.
Director of Engineering Dept., National Association of Broad-
casters, 1771 N St. NW., Washington 6, D. C. Decatur 9300.
Assistant Director: Neal McNaughten.

HUTCHESON, GUY C.
1100 W. Abram St., Arlington, Tex. Telephone: 1218.

INGLIS, ANDREW F.
Frank H. McIntosh, 710 Fourteenth St. NW., Washington 5, D. C.
Metropolitan 4477.
Laboratory: 910 King St., Silver Spring, Md. Shepard 0874.
Associate: Frank H. McIntosh. *Staff:* Robert Ankers, Robert E.
Baluta, Ambrose Cavegn, James R. Croy, Elizabeth Dahlburg,
Gordon Gow, L. T. Hayner, Maurice L. Painchaud, Richard
Walter.

JANSKY, C. M. Jr.
Jansky & Bailey, National Press Bldg., Washington 4, D. C.
Metropolitan 5411. *Laboratory:* 1339 Wisconsin Ave. NW.,
Washington 7, D. C. Adams 2414.
Partner: Stuart L. Bailey. *Associates:* Delmer C. Ports, Frank T.
Mitchell Jr., Oscar W. B. Reed Jr., Dan O. Hunter, Edward
Webster, N. J. Schairer, W. B. Frazier, R. E. Rohrer.

JONKER, WILLIAM E.
Dixie B. McKey & Associates, 1820 Jefferson Pl. NW., Washington
6, D. C. Republic 7236.
Associate: Dixie B. McKey.

KEAN, WALTER F.
114 Northgate Rd., Riverside, Ill. Riverside 2795.

KEAR, DR. FRANK G.
Kear & Kennedy, 1703 K St. NW., Washington 6, D. C. Sterling
7932.
Partner: Robert L. Kennedy.

KEEL, JOHN J.
Warner Bldg., Washington 4, D. C. National 6513.
Associates: Paul L. Muller, Joseph Wrenn, J. O'Connor.

KENNEDY, ROBERT L.
Kear & Kennedy, 1703 K St. NW., Washington 6, D. C. Sterling
7932.
Partner: Dr. Frank G. Kear.

KEYWORTH, J. GORDON
42 Main St., Williamstown, Mass. Telephone: 869-J.

LENT, WORTHINGTON C.
4813 Bethesda Ave., Bethesda, Md. Oliver 8200.

LOHNES, GEORGE M.
Craven, Lohnes & Culver, Munsey Bldg., Washington 4, D. C.
District 8215.
Partners: T. A. M. Craven, Ronald H. Culver. *Staff:* LaVerne M.
Poast.

MAY, RUSSELL P.
1422 F St. NW., Washington 4, D. C. Republic 3984.
Frederick N. Lee.

MCCACHREN, WINFIELD SCOTT
410 Bond Bldg., Washington 5, D. C. District 6923. 2404 Colum-
bia Pike, Arlington, Va. Glebe 9096.

MCINTOSH, FRANK II.
710 Fourteenth St. NW., Washington 5, D. C. Metropolitan 4477.
Laboratory: 910 King St., Silver Spring, Md. Shepard 0874.
Associate: Andrew F. Inglis. *Staff:* Robert Ankers, Robert E.
Baluta, Ambrose Cavegn, James R. Croy, Elizabeth Dahlburg,
Gordon Gow, L. T. Hayner, Maurice L. Painchaud, Richard
Walter.

MCKEY, DIXIE B.
Dixie B. McKey & Associates, 1820 Jefferson Pl. NW., Washing-
ton 6, D. C. Republic 7236.
Associate: William E. Jonker.

MENARY, JAMES C.
McNary & Wrathall, National Press Bldg., Washington 4, D. C.
District 1205; 1407 Pacific Ave., Santa Cruz, Cal. Telephone:
5140.
Partner: Grant R. Wrathall (Director, Western Office). *Staff:*
C. T. James, C. P. Horne, C. J. Rohrich Jr.

MCNAUGHTEN, NEAL
Assistant Director of Engineering Dept., National Association of
Broadcasters, 1771 N St. NW., Washington 6, D. C. Decatur
9300.
Director: Royal V. Howard.

MERRYMAN, PHILIP
Philip Merryman & Associates, Heatherdell Rd., Ardsley N. Y.
Telephone: Dobbs Ferry 3-2373; also 33 W. 42nd St., New York
City.

MILLER, T. V.
Dixie Engineering Co., 1825 Gadsden St., Columbia 1, S. C.
Telephones: 2-2742, 2-7347.
Partners: Robert L. Easley, J. H. Willis. *Associates:* M. E. Green,
J. W. Bauknight.

MURRAY, ALBERT F.
4707 Windom Pl. NW., Washington 16, D. C. Ordway 4841.

PAGE, E. C.
E. C. Page Consulting Engineers, Bond Bldg., Washington 5,
D. C. Executive 5670.
Partner: Joseph A. Waldschmitt. *Staff:* Wilbur F. DuBois, Vir-
ginia R. Erwin, Robert W. Moss.

PATTERSON, NORWOOD J.
Radio Engineering Co., 1355 Market St., San Francisco 3, Calif.
Market 1-8173.

PLOTTS, ELLERY L.
8223 No. Merrill, P.O. Box 165, Park Ridge, Ill. Park Ridge 2704.

POAST, LAVERNE M.
Craven, Lohnes & Culver, Munsey Bldg. Washington 4, D. C.
District 8215.
T. A. M. Craven, George M. Lohnes, Ronald H. Culver.

POLLACK, DALE
352 Pequot Ave., New London, Conn. Telephone: 2-4824.

PREISMAN, ALBERT
Preisman & Biser, 3308 Fourteenth St. NW., Washington 10, D. C.
Adams 7299.
Partner: Mark H. Biser.

PRICE, JOHN C.
Gautney, Ray & Price, Warner Bldg., Washington 4, D. C. Na-
tional 7757. *West Coast Affiliate:* Clyde H. Bond, 629 E. Maple
St., Orange, Calif. Telephone: 1403M.
Partners: George E. Gautney, Homer A. Ray Jr. *Associates:* Carl
T. Jones, John S. Chavez.

RAY, GARO W.
Hilltop Drive, Stratford, Conn. Telephone: 7-2465.

RAY, HOMER A. JR.
Gautney, Ray & Price, Warner Bldg., Washington 4, D. C. Na-
tional 7757. *West Coast Affiliate:* Clyde H. Bond, 629 E. Maple
St., Orange, Calif. Telephone: 1403M.
Partners: George E. Gautney, John C. Price. *Associates:* Carl T.
Jones, John S. Chavez.

RING, ANDREW D.
A. D. Ring & Co., Munsey Bldg., Washington 4, D. C. Republic
2347.
Associates: Howard T. Head, Stephen W. Kirshner. *Staff:* Ray-
mond P. Aylor Jr., Charles S. Wright, Charles Kellar, G. Allen
Fuller.

ROBINSON, ODES E.
1016 Lee St., P.O. Box 451, Charleston, W. Va. *Telephones:* 28-131.
53-491.

ROTHROCK, HAROLD B.
Rothrock & Bairey, 1757 K St. NW., Washington 6, D. C. Na-
tional 0196.
Partner: George B. Bairey. *Staff:* Russell G. Geiger Jr.

SAXON, MERL
P.O. Box 1866, Longview, Tex. Telephone: 4331.

SILLIMAN, ROBERT M.
Silliman & Barclay, 1011 New Hampshire Ave. NW., Washington
7, D. C. Republic 6646.
Partner: James N. Barclay. *Staff:* Carl L. Kowalski.

SINGLETON, HAROLD C.
2073 SW Park Ave., Portland 1, Ore. Beacon 1201.

SMEBY, LYNNE C.
820 Thirteenth St. NW., Washington 5, D. C. Executive 8073.

SMITH, CARL E.
4900 Euclid Ave., Cleveland 3, O. *Telephones:* Prospect 6660,
Express 8888, Fairmount 3335.

STILES, WALTER J.
Stiles & Waring, Warner Bldg., Washington 4, D. C. Sterling
4957.
Partner: Dabney T. Waring.

TAPP, JAY E.
T & T Radio Measurements Co., 1577 Cross Roads of the World,
Hollywood 28, Calif. Gladstone 6455.
Partner: Ray Torlan.

TAYLOR, ARCHER S.
P.O. Box 1479, Missoula, Mont. Telephone: 8562.

TAYLOR, C. E.
Gille Bros., 1108 N. Lillian Way, Hollywood 38, Calif. Gladstone
6178.
Associate: Benson D. Gille.

TORIAN, RAYMOND B.
T & T Radio Measurements Co., 1577 Cross Roads of the World,
Hollywood 28, Calif. Gladstone 6455.
Partner: J. E. Tapp.

TOWNE, ALFRED E.
Universal Research Laboratories, 1 Nob Hill Circle, San Fran-
cisco 6, Calif. Douglas 5380.

VOGT, ERNEST J.
Rm. 310, 2200 N. Tejon, Colorado Springs, Colo. Main 184, Ext. 50.

WALDSCHMITT, JOSEPH A.
E. C. Page Consulting Engineers, Bond Bldg., Washington 5,
D. C. Executive 5670.
Partner: E. C. Page. *Staff:* Wilbur F. DuBois, Virginia R. Erwin,
Robert W. Moss.

WARING, DABNEY T.
Stiles & Waring Warner Bldg., Washington 4, D. C. Sterling
4957.
Partner: Walter J. Stiles.

WELDON, JAMES O.
Weldon & Carr, 1728 Wood St., Dallas 1, Tex. Riverside 3611.
Washington Office: 1605 Connecticut Ave. NW. Michigan 4151
(Lester H. Carr).
Partner: Lester H. Carr. *Staff:* Ross Hilker, Jules Cohen, Wilson
C. Wearn, James E. Hardwick, B. W. Griffith Jr., C. A. Brawner
Jr., Eugene E. Arnold.

WILLIAMS, MARTIN R.
1131 North Delaware St., Indianapolis 2, Ind. Riley 8057.

WILLIAMS, NATHAN
20 Algoma Blvd., Oshkosh, Wis. Blackhawk 22.
Engineers: Valerius Herzfeld, Robert Ziehlke, Harold Timmer-
man.

WILLIS, J. H.
Dixie Engineering Co., 1825 Gadsden Ave., Columbia 1, S. C.
Telephones: 2-2742, 2-7345.
Partners: Robert L. Easley, T. V. Miller. *Associates:* M. E. Green,
J. W. Bauknight.

WILMOTTE, RAYMOND M.
Raymond M. Wilmotte Inc., 1469 Church St. NW., Washington 5,
D. C. Decatur 1231.
Staff: Paul A. deMars (on leave), C. X. Castle, Warner R. Sin-
back, G. J. Harmon.

WILSON, HERBERT L.
Herbert L. Wilson Associates, 1025 Connecticut Ave., Washing-
ton 6, D. C. National 7161.
Associates: Karl Gerhard, Irving Steele Jr.

WOLFSKILL, ROBERT F.
Commercial Radio Equipment Co., Porter Bldg., Kansas City 2,
Mo. Logan 8821; 1319 F St. NW., Washington 4, D. C. District
1319.
Associates, Kansas City: Earl W. Chamberlin, Ernest A. McCall,
Orren Nigh. *Washington:* Everett L. Dillard, Kenneth M. Hol-
lingsworth, Edward F. Lorentz, Irl T. Newton, Leigh L. Kimball.

WRATHALL, GRANT R.
McNary & Wrathall, 1407 Pacific Ave., Santa Cruz Cal. Tele-
phone 5140; National Press Bldg., Washington 4, D. C. District
1205.
Partner: James C. McNary, Washington, D. C. *Staff:* C. T.
James, C. P. Horne, C. J. Rohrich Jr.

Network Engineering Departments

AMERICAN BROADCASTING CO.
30 Rockefeller Plaza, New York City 20. Circle 7-5700.
Engineering Executives: Frank Marx, v.p. in charge of engineer-
ing; Clure H. Owen, administrative assistant; George O. Milne,
director of technical operations; James L. Middlebrooks, chief
facilities engineer; Robert M. Morris, radio facilities engineer;
John D. Colvin, audio facilities engineer; John G. Preston,
allocations engineer. *Kear & Kennedy, Washington consulting
engineers.*

COLUMBIA BROADCASTING SYSTEM, Inc.
485 Madison Ave., New York City 22. Plaza 5-2000.
Engineering Executives, General Engineering Dept.: William B.
Lodge, v.p.; A. B. Chamberlain, chief engineer; H. A. Chinn,
chief audio-video engineer; J. W. Wright, chief radio engineer.
Engineering Research & Development Dept.: Peter C. Gold-
mark, director; J. W. Christensen, chief engineer; J. J. Reeves,
studio equipment development; R. Snepvangers, recording de-
velopment; G. R. Tingley, television receiver development;
J. T. Wilner, transmitter development.

DuMONT TELEVISION NETWORK
515 Madison Ave., New York City 22. Murray Hill 8-2600.
Engineering Executives: Rodney D. Chipp, director of engineer-
ing; Robert Bigwood, chief facilities engineer; Henry Fraser,
chief operations engineer; Harry Milholland, chief engineer of
teletranscriptions; Sal Patremio, chief engineer of WABD;
Malcolm Burleson, chief engineer of WTTG (Washington);
Raymond Rodgers, chief engineer of WDTV (Pittsburgh).

MUTUAL BROADCASTING SYSTEM, Inc.
1440 Broadway, New York City 18. Pennsylvania 6-9600.
Engineering Executives: Earl M. Johnson, v.p. in charge of sta-
tion relations and engineering; L. Learned, chief of engineer-
ing traffic division; L. Tower, chief of facilities division;
Ernest K. Smith, chief of plans and allocations division.

NATIONAL BROADCASTING CO.
30 Rockefeller Plaza, New York 20. Circle 7-8300.
Engineering Executives: O. B. Hanson, vice president and chief
engineer; George McElrath, director of engineering operations;
W. A. Clarke, administrative assistant; Raymond F. Guy,
manager, radio and allocations engineering; C. A. Rackey, man-
ager, audio and video engineering; J. Wood Jr., manager of
technical services; E. R. Cullen, operations assistant manager;
J. D'Agostino, liaison engineer; George M. Nixon, manager of
engineering development; Thomas H. Phelan, New York di-
vision engineer; Robert E. Shelby, director of television en-
gineering operations; H. C. Luttgens, Central Division Engi-
neer (Chicago); A. H. Saxton, Western Division Engineer
(Hollywood); Donald H. Cooper, engineer in charge (Wash-
ington); S. E. Leonard, engineer in charge (Cleveland); R. H.
Owen, engineer in charge (Denver); C. D. Peck, engineer in
charge (San Francisco).

Radio Consultants

(Handling problems of management, etc., other than legal or engineering.)

L. W. ANDREWS Inc.
Consultants, Construction and Supervision.
219 Whitaker Bldg., Davenport, Ia. Phone: 2-7824.

RALPH B. AUSTRIAN
Television Consultant.
RKO Bldg., 1270 Avenue of the Americas, New York 20, N. Y.
Columbus 5-6848.

CARL H. BUTMAN
Washington Radio Consultant.
National Press Bldg., Washington 4, D. C. National 7846.

EDWARD J. CONTENT
Acoustical and Radio Engineering Consultant, Roxbury Rd.,
Stamford, Conn. Stamford 3-7459.
H. M. Urlass.

FRAZIER & PETER
Television and Radio Management Consultants.
Bond Bldg., Washington 5, D. C. National 2173.
Howard S. Frazier, Paul F. Peter.

RICHARD W. HUBBELL & ASSOCIATES
Television and Radio Management, Engineering and Program
Consultants.
Main office: 118 East 40th St., New York 16, N. Y. Murray Hill
3-0028.
Engineering offices: Dr. Alfred N. Goldsmith, 597 Fifth Ave.,
New York 17, N. Y. Plaza 3-4150.

CLARENCE R. JACOBS
Studio Consultant.
P.O. Box 69, Princeton, Ill. Telephone: 4200.

GEORGE H. JASPERT
Consultant on Broadcasting Operation and Management.
10 Stonehedge Rd., Andover, Mass. Andover 158.

M. S. NOVIK
Public Service Radio Consultant.
630 Fifth Ave., New York City 20. Circle 6-3976.

LAWRENCE PHILLIPS
Management Consultant.
8 West 40th St., New York 18, N. Y. Longacre 4-7929.

HOW THE TV TRADE WINDS ARE BLOWING: Plain facts, common sense and calmer counsel inevitably must prevail, so it's likely Zenith and Capitol Hill flurries over TV will blow over -- but its anybody's guess how soon.

Yet, there's little doubt the TV market has been hit. The little fellows especially -- non-brand manufacturers, local distributors, dealers. Made fearful of "obsolescence," hearing talk about "color" and "junk" and suchlike, some buyers are becoming cautious, hesitant. There's nothing like a panic situation, but some cancelled orders are being reported.

Even Zenith, now strangely silent, can't be too happy about the tempest it aroused (Vol. 5:11); reports are many of its dealers are irked no less than others.

In a week marked by trade meetings, statements of protest, frayed tempers, these developments in the trade can be summarized:

WHAT THE RMA AND OTHERS ARE DOING: RMA board and committee meetings in Chicago this week revealed virtually unanimous antagonism toward the Zenith advertising campaign (Vol. 5:11), resulted in plan for an "objective, orderly and constructive" program of making available "complete and accurate information" about the present and probable future status of TV. This will be done via a public relations committee president Max Balcom will name next week.

Specifically, its job will be to make clear that vhf is here to stay, and that uhf is something yet to be added, still hasn't been allocated or standardized by FCC, is year or more away, won't obsolete present receivers. Ever fearful of treading on someone's toes -- though its instructions are to pull no punches -- RMA in carefully worded press release Friday noted that "RMA program to fully inform all interests on both vhf and uhf television was initiated Feb. 22, before many recent statements, articles and incidents caused confusion and misunderstandings..."

There's even talk of engaging Washington attorney Max O. Truitt, who also happens to be Vice President Alben Barkley's son-in-law, as counsel. Zenith is represented in Washington by ex-Senator Burton K. Wheeler. "Open war chest" would start with \$50,000, would be aimed not merely at Zenith's campaign but at such outpourings as Senator Johnson's (see next page).

Zenith's role as an RMA member would thus be anomalous, for there's no doubt where its fellow manufacturers stand. Meanwhile, Zenith's ebullient Comdr. McDonald ignored all inquiries about any further advertising plans. But he's supposed to have ads breaking soon in national magazines, if not more prepared for newspaper release. It's known that newspapers were somewhat more chary about accepting Zenith's second ad March 13; Philadelphia Inquirer, for example, which carried first, rejected second. In all, 37 newspapers are supposed to have carried it, 15 turned it down.

Telecasters were up in arms, too, seeing a menace to normal growth of the "circulation" on which their rates must be based. But they weren't organizing to do anything. However, such TV-owning newspapers as Milwaukee Journal, Detroit News, Philadelphia Inquirer, Buffalo News, St. Louis Post-Dispatch all published feature articles to explain things to their readers -- Post-Dispatch also publishing brochure answering question, "Will uhf TV make my present set obsolete?"

At Chicago RMA meeting, verbal barrage sometimes got hot and heavy, tempered somewhat by great personal popularity of Zenith's sales v.p. Henry Bonfig, RMA board member. Most vocal were Motorola's Paul Galvin, who presided, Philco's Larry Hardy, Emerson's Ben Abrams, RCA's Joe Elliott, DeWald's Dave Wald, Sonora's Joe Gerl -- the big and the little. It was plain Zenith stood alone vs. the whole organized industry, but there were unverifiable reports that a "meeting of minds" might result from a parley supposed to be held with Comdr. McDonald next Wednesday.

Zenith's position was stated before RMA meeting began by Mr. Bonfig in

statement reading: "Let's take the whiskers off the question of television obsolescence...There is an acute shortage of TV channels which can be relieved only by addition of many more high frequency channels...In the public interest, every manufacturer should move rapidly to provide sets which operate on both old and new TV channels. We know it can be done, as we are doing it. Others can do it, too...it is better for the public, the dealers and the industry that they be made now, rather than wait until the public has purchased additional millions of TV receivers that will tune only the present channels."

Bonfig statement assumes, of course, that uhf transmitters as well as receivers are faits accomplis, which many competent observers deny. It also presumes FCC policy and actions not yet decided upon. And Zenith ads imply, too, that only Zenith sets won't be obsoleted by FCC's still-to-be-decided uhf allocations. Zenith campaign impelled the usually calm Allen DuMont to remark, "I'm going to recommend ...we hire Dunninger and attempt to find out (1) what channels will be allocated and where, (2) what standards will be used on the new channels, (3) whether color, black-and-white or 3-dimension pictures will be specified, etc., etc."

Big and little manufacturers were pouring letters, reprints, explanations to their distributors and dealers. Biggest non-RMA producer Admiral, over signature of president Ross Siragusa, hit at "clairvoyant advertising and unstable predictions... and confusion." Philco dealers were told again uhf stations are 3 years away. GE sales chief W. M. Skillman said, "Any prediction of commercially acceptable [uhf] services within the next 2 years is highly improbable." Dr. DuMont told Art Directors Club present 12 channels won't change, added: "Just as the sets we made in 1938 are still in use, so the sets made today will be in use in 1959 and 1969."

A few big producers, though annoyed, were inclined to deprecate impact of Zenith campaign. RCA said demand continues high, but is preparing a statement for its dealers. Motorola said orders this week and last were up a bit. Crosley's J. W. Craig released statement that orders for week after first Zenith ad (March 5) were highest for any week in company's TV history, said backlog of orders is "larger than ever," referred to Zenith affair as "minor stir." DuMont said its output has climbed to \$1,000,000 per week, hasn't been touched by what it told its dealers were "misleading statements that have no factual basis."

RMA publicity campaign contemplates use of TV, radio, newspapers, and some manufacturers are considering using their own time or space, too. Emerson on March 13 Toast of the Town TV show telecast a placard with accompanying announcer reading: "Will my television receiver be outdated in 6, 12 or 18 months? Not if you buy an Emerson television set."

CAPITOL GETS SOME TRADE REACTIONS: Big Ed Johnson, U.S. Senator from Colorado, is unpredictable, isn't one to change his mind very readily. But, like other members of his Senate Interstate Commerce Committee, he has received plenty of squawks about his freely expressed opinions on TV (Vol. 5:9-11), may possibly approach this highly technical problem more circumspectly henceforth. After another week of talk-and-more-talk, this much seemed clear:

Chairman Johnson's letters to FCC were his, and his alone, and do not necessarily represent thinking of his colleagues, some of them are plenty disturbed by effect of his statements on an otherwise flourishing industry. There's some sentiment for a hearing, to which not only FCC spokesmen but rival manufacturers might be called, so that whole issue may be aired.

Senate committee perhaps might do the simple and obvious: Get an unbiased report on uhf receiver claims and status of uhf transmitters from the U.S. Bureau of Standards (Vol. 5:11), after hearing FCC Chairman Coy explain what his harassed FCC is trying to do about vhf freeze, new allocations, opening up still-uncharted uhf.

One member of Johnson's committee, a Republican whose name we can't use, remarked to us that "someone's sold Johnson a bill of goods." What Johnson's doing, he said, he's doing all by himself. He has never called a committee meeting to discuss TV. "He runs our committee like a czar," was the obviously partisan plaint.

Yet this Senator had another very pertinent observation: No radio manufac-

turer, said he, except Zenith's Gene McDonald a few years ago, ever came to him for advice or assistance. He said he'd push for an investigation if he thought that would be better than letting things blow over. Maybe it would be a good idea, he suggested, for several hundred small dealers to descend en masse on the committee "the way CIO does" to drive their points home.

It's obvious that the little fellows of the trade, the dozens of small manufacturers trying to gain footholds in a new industry, build up new brand names, are being hardest hit -- not only by Zenith's ads but by Johnson's letters to FCC and their published interpretations (Vol. 5:10,11). Big brand-name firms have plenty of cushion against cutbacks in demand because for them it's still a sellers' market.

Hence the reply of Remington Radio's Robert Kramer to Sen. Johnson's answer to his original protest bears mention. Said Mr. Kramer, in effect: Federal officials should try to build public confidence instead of undermining it with opinions on "hypothetical" issues. There is no factual evidence from either FCC or industry that present TV receivers will become obsolete, so Kramer asserts: "Neither you nor I have, at this time, the answer to this question [re uhf] or any other question pertaining to the future of TV frequencies."

RCA's Gen. David Sarnoff visited with Sen. Johnson Thursday, mainly to report on his recent trip to Europe, on international communications and on TV in England and France (which he has stated is inferior to ours, despite newspaper reports otherwise). Naturally, they talked about TV, uhf, color, etc., but nothing for publication. Another recent off-record conference about which we also learned was one with CBS's president Frank Stanton, asked by Sen. Johnson and others about color TV. They got no indication there's anything "sinister" about CBS's present policy of wholehearted support of black-and-white system -- and not even a U.S. Senator can very well accuse the bitterly competitive CBS of playing footie-footie with RCA-NBC!

PROTELGRAM CUT & OTHER TRADE NOTES: Everything else in the TV trade seems to be obscured currently by (a) the Zenith imbroglio, about which more herein, and (2) price-cutting of radios to hypo declining demand and move inventories. Last week's Letter (Vol. 5:11) reported Philco's drastic cuts in most of its radio line; this week, Stewart-Warner also reduced prices on a score or more AM-FM models, some down 50%, and other brand-names very likely will do likewise. The emphasis henceforth, certainly in TV areas, is going to be on TV. Stromberg-Carlson, for example, in April launches heavy advertising campaign in 9 popular magazines, and locally in all TV areas, promoting primarily its TV line. Otherwise, the main items of current TV trade news may be summarized thus:

North American Philips reduces its 3NP4 Protelgram picture tube (2½-in., building 12x16-in. projection images) from \$59.80 to \$39.85, effective immediately. This may mean lower prices on projections, which are vastly improved but sales of which have lagged because of cabinet size and hence higher prices. Philips also makes point of fact that present owners of Protelgrams can thus replace tubes at less than cost of standard 10-in. Cut was attributed to increased production and "growing swing to projection TV"; Philips says Protelgram is now licensed to Ansley, Brunswick, Emerson, Fada, Fisher, Pilot, Scott, Stewart-Warner, International.

Direct-view picture tube shortage continues, with unverifiable reports of more companies entering field and Tel-0-Tube Corp. of America, Paterson, N.J., announcing expansion of factory space by 10,000 sq. ft. for its 12½, 15 and 16-in. flat-face kinescopes -- estimating it will be turning out 2,500 per week by May 1... Remington cuts prices of Rembrandt 12-in. console \$100, down to \$495; 15-in. console \$100, now \$595; 15-in. consolette \$50, now \$595; 15-in. table \$20, now \$525 -- all include FM.

Private-brand maker Harold Shevers Inc., New York City, announces complete line, all TV-only: 10-in. table, \$299.95; 12-in. table, \$385; 15-in. table, \$449. Same in consoles are \$395, \$425, \$495, respectively; 10-in. console with 45rpm phono is \$495; 15-in. chassis, \$385... Videodyne Inc. has 10-in. table model at \$299.50 (down from original \$369.50, which had more tubes); 12-in. "expanded picture" consolette, \$389 (down from \$469.50), with FM, \$425 (down from \$499.50); 15-in. con-

solette, \$495, with FM, \$525. Latter 2 are new. Videodyne reports it's manufacturing for "Federal" and "Brite Ray" brand names...Bell Television Co., 147 W. 42nd St., New York City, which year ago went in for renting TVs (Vol. 4:29), now is selling commercial line including 15 and 20-in. units, some with remote controls, at prices from \$795 to \$1,595...TV-only console (10-in.) bearing name-plate "Freshman", said to be made by Belmont, was offered on Washington market March 16 at \$199, "original list \$369.50"; it's a new one to us...Kitmaker Espey has 3-in. table kit, with 18 tubes and 2 rectifiers, for \$69.50.

ANOTHER STATISTICAL SIZEUP OF TV: Here's a rhetorical and statistical mouthful -- another slant on the fabulous TV industry -- by RCA Victor's public relations v.p. John K. West, speaking Thursday before American Management Assn. Television, said he, is "a heart industry, stimulating flow from thousands of veins and capillaries of production and pumping out economic lifeblood to as many arteries of commerce... vitally important when various ideologies are performing in competition for the favor and support of the people of the world." Already a billion dollar industry, by 1953 industry estimates put annual receiver output at 5,000,000 units, which Mr. West translates into: 200,000,000 lb. steel, 47,500,000 lb. copper, 40,000,000 lb. aluminum, 103,000,000 board feet of wood for cabinets, 83,000,000 lb. glass for picture tubes alone. He added that within a few years TV will "rival the mail order catalog in selling products by phone or mail." And he noted that the New York area, with 14% of homes now having TVs, will count 21½% by next Jan. 1, Philadelphia 20%, Washington 19%, Baltimore 18%, Los Angeles 15½%, all U.S. homes 12%.

SIGHT AND SOUND

Salaries and fees of RCA board members for 1948 are disclosed as follows in notice calling stockholders' meeting May 3: David Sarnoff, chairman, \$175,560; Frank M. Folsom, president, \$100,360; Niles Trammell, director, president NBC, \$100,320; C. B. Jolliffe, director, executive v.p. RCA Laboratories, \$50,540; John G. Wilson, executive v.p. RCA Victor, \$65,000; Edward F. McGrady, director, v.p. RCA, \$30,480; Harry C. Ingles, director, president RCAC, \$29,153; Gano Dunn, director, consulting engineer, \$26,940; Edward J. Nally, director, \$8,860. In addition, incentive compensation paid to Mr. Folsom and Mr. Trammell was \$25,000 each; Mr. Wilson, \$20,000; Dr. Jolliffe, \$15,000.

Stromberg-Carlson and its Canadian subsidiary did gross business of \$29,470,232 in 1948, earned net profit of \$877,602 or \$2.74 per share of common stock. This compared with 1947 sales of \$32,190,872, net of \$1,084,149 (\$3.50). Its broadcasting station WHAM showed profit of \$129,438 for 1948 vs. \$301,873 in 1947. Stockholders report also states net worth of company increased from \$11,032,526 in 1947 to \$11,720,481 in 1948.

Magnavox sales for its fiscal year ending Feb. 28 totaled \$24,408,000, of which \$7,403,000 was realized in 4th quarter. Audit is now being made, but net income for 11 mo. ended Jan. 31 was estimated at \$1,638,000 (\$2.73 per share). President Richard O'Connor said 1949 outlook is for substantial increase, foresaw no price reduction in present line. Figures were given out after several days of active trading in stock depressed price from 16 to 12½%; it closed at 13½ March 18.

Advertised as an analysis of TV industry, but elementary and superficial, report by investment house Bache & Co. lists these as "better situated companies": RCA, Philco, Admiral, DuMont, Eastman Kodak (film for TV). Equally obvious is summary: "In these early days of TV, purchase of any TV issue must be recognized as a risk and speculation."

Advance reports put Admiral's 1948 sales at \$66,764,500 vs. \$47,898,938 in 1947; third quarter 1948 sales were \$24,249,757 vs. \$15,229,715 in same period of 1947.

TV set consumes about 75¢ worth of electricity a month, figures Detroit Edison. This is based on average operation of 3 hours and 42 min. daily, using .944 kwh, which at Detroit power rates means about 2½¢ daily. If radio set in home is assumed not used when TV is on, cost is estimated at about 50¢ per month. Paramount's Paul Raibourn, addressing Investment Bankers Assn in Chicago Wednesday said: "No matter how anyone figures, [a TV set] is going to cost \$100 a year when original cost, installation, repairs, electricity, maintenance and obsolescence are considered." His point was that people are more than willing to spend that kind of money for today's TV programs.

Heightened interest in theater-TV frequencies was manifest this week when Warners' Col. Nathan Levinson and 20th Century-Fox's Earl Sponable, both experimenting with RCA large-screen, came to Washington to check with FCC law and engineering staffs on where they stood, learned they'd have to move fast if their companies really wanted in under present and pending frequency allocations. Trend of technical moviemens' thinking seems to indicate desire for higher definition system (perhaps 800 lines vs. telecasting's 525), which would involve wider bandwidth (perhaps 10 mc); and system of feeding number of theaters from central transmission point. Possible decision to do something (besides talk-talk) may come out of convention of Society of Motion Picture Engineers in New York's Statler Hotel April 4-5, where theater TV will be dominant topic.

"FM—Why Not?" by MBS president Edgar Kobak is scheduled for FMA's April 1 clinic (Vol. 5:8). Also lined up is "FM from the Agency Point of View" by Linnea Nelson, chief timebuyer for J. Walter Thompson.

Booklet on theater TV, compiled by Society of Motion Picture Engineers' TV committee (Don Hyndman, Eastman Kodak, chairman) is being distributed by RCA to every theater owner in U. S. (more than 18,000).

White House executive offices got another new TV set last week—the DuMont "Manchu," new swivel 20-in. deluxe unit just put on market (Vol. 5:5,9).

IN WAKE OF THE BIG TRADE SQUALL: As did the flurry over color a few years ago, hysteria over alleged "obsolescence" of present TV sets is subsiding -- indeed, it will probably soon be a dead issue.

Yet, when prospective customers demand "guarantees against obsolescence," it's apparent that the publicity has taken hold, has done a lot of harm. Despite avowals of major manufacturers that their sales haven't been affected (Vol. 5:12), the industry still echoes the cries of smaller manufacturers and local dealers.

Even some component makers are complaining, and saying privately that they know big fellows have been more seriously affected than they will admit.

How soon the Zenith-Johnson imbroglios will blow over, no one can say with certainty. Meanwhile, FCC Chairman Coy's speech in Baltimore (see p. 1), the enormous publicity it got, the silence of Zenith, the less belligerent attitude now manifested by Senator Johnson -- plus the baseball season and constantly improving TV programs -- should hasten the day of recovery.

We commend a careful reading of Coy's remarks. Meanwhile, again, the events of the last week have so many angles, so many sidelights, so many implications, that we'll summarize them in topical order...

I--RMA PUBLIC RELATIONS PLANS: There were those who thought the Coy speech and the widespread publicity it got nullified the obsolescence bugaboo, precluded need for any such high-powered "public relations campaign" as RMA projected last week (Vol. 5:12). RMA president Max Balcom did not name public relations committee this week as promised, now says he'll do so next week. By then, there may be even less need -- though a definitive publicity program on part of RMA may be deemed desirable.

Meanwhile, such other antidotes to the Zenith-Johnson outbursts as were available continued to come mainly from individual companies by way of letters to their dealers and from comprehensive newspaper and trade paper reports. Curiously enough, radio and TV itself, to say nothing of newspaper advertising space, were used very little in the counter-campaign -- a tacit tribute to the power of the press.

Besides the articles we listed last week, one of most succinct and straightforward explanations of current TV status was Wayne Oliver's AP dispatch of March 20 which more than compensated for adverse implications in the AP story reporting first Johnson-Coy exchange of letters (Vol. 5:10). This certainly should help dispel fears of those who merely read and run.

II--WHERE ZENITH NOW STANDS: Indications were that Zenith, possibly persuaded by its own harassed distributors and dealers, will veer away from the "obsolescence" theme. For it boomeranged on the whole trade (including Zenith) in a manner which even the ruggedly individualistic Comdr. Gene McDonald probably never anticipated.

Comdr. McDonald continues to ignore all inquiries, and his 4-day convention of distributors in Chicago this week was conducted behind closed doors. But it was hard to believe he would continue to buck the entire industry on that particular issue. An RMA delegation including Motorola's Paul Galvin (a warm personal friend), Philco's James Carmine and David Smith, Sentinel's Ernie Alschuler were due to meet with Comdr. McDonald Friday (March 25) -- a sort of "peace parley."

Zenith's next publicity tack may be Phonevision. Shown at its distributors meeting was a 35mm film titled "Zenith Presents Phonevision" and pictorializing McDonald's pet pay-as-you-look plan for telecasting feature films (Vol. 5:3,7,8). However, though Zenith stated that the "first commercial tests of Phonevision will be made in 1949 and thereafter additional systems can be expected to go into operation rapidly in various cities," there's no evidence yet that either AT&T, any existing commercial telecaster or any big-time film producer is ready to start Phonevision.

Zenith is conducting tests of Phonevision (with old film) from its own ex-

perimental station in Chicago, of course, and these may continue. But FCC will have to approve any commercial project, both as to use of channels for "distorted" images and as to Bell System acting as a collection agent to unscramble the distortions for a fee added to phone bill -- and it hasn't even been asked to do so yet.

Only some actual "guinea-pigging" -- with all the various elements cooperating -- will prove or disprove the Phonevision thesis.

III—TELEVISION MANUFACTURERS ASS'N: Not satisfied that RMA is doing an adequate job, 16 relatively small producers of TV sets and parts met March 21 in New York to set up their own trade group. They propose to combat what was called "careless bandying of highly technical and scientific information to mislead the public." Also to set up code of ethics, exchange credit and technical information.

Instigator was Michael Kaplan, president of Sightmaster, named temporary chairman. Other temporary officers: Robert Kramer, Remington Radio, v.p.; Herbert Mayer, Empire Coil Co., secy; Abel Kessler, U.S. Television Mfg. Co., treas. They're to incorporate, meet again in week or so for further planning, meanwhile try to persuade the big companies (RCA, Philco, Admiral, DuMont, GE) to join up. Other firms represented at meeting: Royal, Transvision, Industrial, Mars, Bobley, Bell, Nielsen, Tele-King, Taybern, Major, Starrett, Snaider (see TV Directory No. 6).

IV—SUING FOR 'SLANDER OF MERCHANDISE': Illustrative of the ire of the little fellows toward the Zenith ads, setmaker Sightmaster Corp. and components maker Empire Coil Co. filed joint damage suit for \$1,000,000 against Zenith in New York Supreme Court March 21. They asked for an injunction to prevent "false and fraudulent disparaging statements against the plaintiffs' goods that the FCC was about to change TV wave lengths, which would render all present TV receivers and component parts thereof obsolete and junk."

Papers were served on Zenith's New York subsidiary by Friedman & Friedman, New York attorneys. Spokesmen cited Federal Trade Commission 1944 case vs. Zenith shortwave claims (143 Fed. 2nd 29) -- also said any more ads like those of recent weeks will cause them to move to enjoin.

Sightmaster's Michael Kaplan charged that Zenith "has declared war on all TV set manufacturers by a misleading advertising campaign which has damaged the industry and confused the public." Empire Coil's president Herbert Mayer, who is also a lawyer, said there's ample precedent for suits against "slander of merchandise."

V—CAPITOL HILL NOW A TEMPERATE ZONE: It's apparent blunt-spoken Senator Johnson has been somewhat taken aback by the reaction to his letters to the FCC (Vol. 5:10-12), that he now realizes they contained implications damaging beyond his expectations. It's equally obvious the little manufacturers were hardest hit by the adverse publicity which he helped generate. They're the ones -- more so than the big fellows -- who have been doing most of the crying on Congressional shoulders.

But it doesn't look like a hearing is in prospect, and by the time Senator Johnson's Interstate Commerce Committee gets around to the subject, if at all, the squall will probably have blown itself out. Meeting Wednesday, the committee didn't even take up the TV issue -- despite indications from several Senators they might demand that Johnson make it clear he spoke for himself and not for the committee.

Though Sen. Johnson may have calmed down somewhat, he says he retains his concern about set "obsolescence." Radio Daily quoted him this week as saying: "Eventually, they'll probably have to close the present channels entirely, but that's so far off we don't have to worry about that now." Story went on to say he believes people will get their money's worth out of their sets by then. But Johnson said later: "I have never said that, nor anything remotely resembling it." Asked what he thought of the Coy Baltimore speech, he said he wasn't very impressed; Coy hasn't fully answered the question, said the Senator, but has simply indicated that on the one hand the 12 vhf channels will be retained and on the other hand has admitted there will be some obsolescence.

After his committee's meeting, Sen. Johnson told us he has "no big study" of TV in mind, plans no hearings, will treat topics as they arise "day by day." Committee isn't scheduled to meet again until April 6.