

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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November 5, 1949

THE DREAMERS & THE BUILDERS: What do we, personally, think about the color TV issue as it has been unfolding here in Washington?

We've resisted answering this insistent inquiry from troubled friends until we thought the color hearings had gone far enough to warrant editorializing.

They have -- and the opinions here expressed represent the consensus of our staff, who have covered every facet of the "color case," listened to every word of testimony or read every page of the record, seen every demonstration, talked to every principal involved.

In our book, the whole color business is premature, based on an exaggerated ideal in the minds of a very few people -- and it has resulted in an unnecessary and destructive prolongation of the freeze.

We don't think anybody's color is ready, or even in early prospect.

Danger, as we see it, is that the FCC, rather than giving public color TV, could really wind up killing off what TV the public now enjoys -- a tragic abortion of the country's most promising and exciting postwar industry.

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Compatibility is the key. And the telecaster is the critical man today. He can't afford to lose any audience. He can't afford to start again building new audience from scratch. He's having tough enough going now, financially, without adding to that burden. He and his "circulation managers," the manufacturers and sellers and servicemen, deserve encouragement rather than harassment.

The incompatible system proposed has limitations clearly visible and serious. Aside from requiring conversion of existing sets just to get black-and-white -- and there would be 5,000,000 or maybe 10,000,000 sets in use by the time anybody got around to putting it into substantial operation -- it's a retrogression from today's excellent monochrome in that:

(1) It halts growth of direct-view picture size, is limited to what will soon be considered a small screen, flies in face of an unmistakable trend to larger screens.

(2) Definition of the picture, or ability to show detail, is far less than that of today's black and white.

Those who offer compatibility are obviously unready. The infant TV has enough natural growing pains now without adding artificial ones. Let it gain some strength first.

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What's so urgent about color? Who's demanding it? Who would pay good money for it in its present size and state?

Actually, only a handful of people were "sold" on its immediacy -- and we wonder whether most of them still are. The record, and preponderant industry opinion, certainly argue for a natural and gradual evolution toward color -- not its adoption in a hurry by fiat.

A basic fallacy of the whole fracas is the theory that color is the ultimate in TV. Even the color-later forces have mistakenly subscribed to it. Who knows what

new development the inventive genius of the electronic industry will bring forth? How about tri-dimensional TV, for example? And what if it's incompatible? Are we to stop everything every time a promising development appears -- while risk capital goes elsewhere in disillusionment?

Depressing in a way is the strange element of fear pervading the issue -- a fear totally out of place in an industry of such basic vitality. FCC is afraid of Sen. Johnson; industry afraid of FCC; RCA-NBC afraid to offend anyone; CBS afraid of missing out on a long-shot. Rare indeed is the man who stands up and says what he thinks, or has courage to change his mind and admit he was wrong.

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In their excess of zeal, the color-now proponents are actually doing themselves a disservice: The politicians, by tackling something too complicated to be made a popular issue or to be the basis of charges of collusion in so highly competitive an industry. The incompatible system folk, by helping prolong the freeze and retarding the spread of their own as well as others' TV facilities.

The political power, if they choose to exert it, is without doubt overwhelmingly on the side of:

(a) The telecasters, who urgently need more stations, more markets, more networking -- and who would be up in arms over the Washington goings-on if they were really organized. (Meanwhile, the anti-TV broadcasters chortle.)

(b) The makers and vendors and servicers of receivers, whose \$1 billion 1949 business may be doubled next year -- a factor in the nation's economy that cannot be blinked away. They, too, almost to a man, resent the confusion caused by all this color talk.

(c) The labor unions, whose leaders are beginning to visualize tens of thousands of new jobs melting because of artificial governmental restraints.

These, in addition to millions of bewildered TV set owners and prospective purchasers of TV sets.

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Let's get on with the allocations (really a tough problem) and then build, build, build. That's the job at hand. In the words of Comr. Hennock, before these hearings, the "important thing now is to get stations on the air; whether they're monochrome or polychrome is secondary" (Vol. 5:36).

PLAIN TALK AT THE COLOR HEARING: Blunt-spoken Allen DuMont can't swallow all this talk about color TV being ready or "just around the corner." It's completely foreign to his nature to give lip service to something he honestly doesn't believe. Thus, he stood out this week as perhaps least diplomatic but certainly the most positive-minded of all witnesses as FCC's color hearing droned through its 6th week.

On witness stand Thursday, he reiterated belief acceptable color is still 10 years or more away from public. He summed up defects he found in all current color proposals: CBS's has insufficient resolution, picture size, brilliance; RCA's and CTI's have great registry problems, are too bulky, too complex, too expensive.

And anyone who talks of converting present sets to color, said Dr. DuMont, is "just dreaming."

Further, he found both CBS and RCA systems poorer than they were 3 years ago. "The situation as of today," said he, "apparently is to decide just how bad a picture we can tolerate and still have a workable system."

On top of that, he believes no system has been adequately field-tested. He'd suggest each put several stations on the air for 6-12 months with several hundred receivers out.

"The most honest man in the color hearing," was how some corridor talk characterized this outspoken TV scientist and industrialist. He even went so far as to assert his belief even CBS doesn't think color is ready.

Like anyone who steps on touchy toes, he also evoked apparent resentment when he stated: "For the first time, the Commission is asking the industry to do

something it is not ready to do. Talk of color, at this stage of development, is fooling the public."

Whereupon Comr. Hennock remarked on Commission's duty, and acting chairman Walker interrupted to quote that section of the Communications Act requiring FCC to promote wider use of radio.

Rest of week, preceding Dr. DuMont, was taken up by his research chief T. T. Goldsmith, continuing last week's technical dissection of proposed color systems (Vol. 5:44) and laying groundwork for Dr. DuMont's conclusions.

Dr. Goldsmith underwent sharp questioning by Comrs. Jones, Hennock and Walker, wanting to know why he criticized color systems but had none of own to offer. He countered by relating work on "trichroscope," a direct-view 3-color tube (about same as Dr. Geer's), and started to tell of work with Polaroid Corp., storage tubes and other developments. But his counsel William Roberts stopped him to avoid "disclosure of company secrets."

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Comr. Sterling, who regards field-testing of prime importance, brought up 2 unexpected subjects. He believes consultant Raymond Wilmotte's proposal of FM for video transmission (Vol. 5:3,5,11,14) should be probed for effect on color. Also Air King's proposal for transmission of 2 signals by uhf stations to allow easy conversion of vhf sets (Vol. 5:36). It's likely both will be asked to testify.

Hearing next week currently shapes up thus: Starting Tuesday, completion of DuMont testimony; then Dr. Lee DeForest and U. A. Sanabria; then Dr. Goldsmith back on for TV subcommittee 4 (field tests) of RMA; and possibly Wilmotte and Air King.

FCC has called on AT&T and Western Union to describe their network expansion plans, particularly important inasmuch as RCA color system requires 4-mc bandwidth compared with coaxial's present 2.7 mc. They'll probably testify in February.

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Chairman Coy undertook to unsnarl tangled comparative demonstration plans (Vol. 5:44), came up with following schedule:

It will begin on Monday, Nov. 21, rather than Nov. 14, will probably occupy 2 days. Earlier in week, RCA said it wouldn't be able to accommodate any cameras besides own at WNBW studios; this would have made comparison inadequate.

Now, CBS and DuMont will each have a camera in Wardman Park studios. Receivers will be in Temporary Bldg. E. But RCA will have only 2 sets available, both direct-view. Subcommittee is now setting up program material.

Big comparative showdown, when CTI joins in and RCA has more equipment for better comparison, will come later than originally scheduled Feb. 8. CBS has prior commitment on equipment for medical demonstration Feb. 8.

TV STARTING IN SAN ANTONIO & UTICA: Besides those whose status was reported last few weeks (Vol. 5:43-44), forthcoming new TV markets now absorbing substantial shipments of receivers are San Antonio, Tex. and Utica, N.Y. Former's WOAI-TV began tests on Channel 4 this week, goes on regular schedule Dec. 11, is getting tremendous advance buildup. Utica's WKTV on Channel 13 starts testing Nov. 15, opens formally Dec. 1, by which time it's hoped AT&T microwave relay from Albany will be ready to bring in network service. Relay extends from Albany to Rotterdam to Cherry Valley to Bell Hill (just outside Utica) and then to Syracuse.

Situated only 37 miles from Syracuse, Utica's WKTV expects to throw signal into that one-station area. It will operate daily, 5-10:30 p.m., taking basic NBC service plus CBS. Base rate will be \$150. Michael Fusco is manager for Kallett theater chain, owners also of 46 upstate theaters and AM station WKAL, Rome, N.Y. WKTV will operate entirely separately from its AM sister and in plant of own.

Nov. 15 commercial starters are San Francisco Chronicle's KRON-TV and Huntington (W.Va.) Advertiser's WSAZ-TV, and on Nov. 17 KOTV, Tulsa, begins scheduled programming. [For full data about all the foregoing stations, including rate cards of all save WOAI-TV, see TV Directory No. 9.] This week, Cleveland's WXEL put test pattern on air, labeled "good" by Cleveland Press; it goes commercial Dec. 17.

"The Washington TV road-block"—the color hearing—brings to mind of one observer an interesting historical parallel: "Suppose," said he, "the Empire Builders of a century ago were ordered by Washington to stop pushing the Southern Pacific or Great Northern westward after they had blasted their way through mountains but had laid only a few hundred miles of track? Stopped them because someone thought the distance between rails wasn't quite right? Or someone had a pre-vision that Henry Ford or Orville Wright would someday come forward with new and different methods of transportation? How long would the winning of the West have been delayed?"

With Zenith committed to compatibility (Vol. 5:43), its v.p. H. C. Bonfig cut loose against CBS color in Kansas City Nov. 1: "Nobody is happy about color TV... There is no color system the public and the industry could live with. But if we had such a system, the time before it could go into general service would extend for months and years... I do not believe that color TV will go back to the revolving color discs of yesteryear." He revealed that the 22 color sets Zenith made for CBS cost \$1700 each, but said CBS was charged only \$1000. CBS president Frank Stanton retorted that CBS is ready now, that cost of handmade models is misleading, "that if the FCC authorizes CBS color, manufacturers will find that the problems which they are now conjuring up will disappear in their eagerness to give the public this superior service."

Motion picture industry's interest in color TV has been more or less overlooked in current color TV proceedings. At recent Theatre Owners of America convention in Los Angeles, this resolution was adopted: "That TOA endorse and stimulate the application of more time and energy by TV equipment manufacturers and inventors to develop a practical color theatre TV system as soon as possible." This represents thinking of many in movie industry that color TV will come first via large-screen theater TV.

DuMont offered to buy Dr. Geer's patents on direct-view color tube (Vol. 5:42), research chief Dr. Goldsmith revealed this week. Though Geer turned it down, offer still stands, he said. Dr. Goldsmith also reported that job of making tiny pyramids on tube face is about solved, but that circuits to keep picture registered are a "staggering" problem.

AM construction continues apace, as evidenced by our weekly AM Addenda reports. RCA says it shipped 53 AM transmitters first 9 months of this year, compared with 43 shipped during all 1948. Of the 53, 23 were 250-w; 17, 1-kw; 7, 5-kw; 5, 10-kw; one, 50-kw. Note: As of Nov. 1, there were 2027 AM stations licensed, 118 CPs outstanding, 333 applications for new stations pending, 254 applications for changes in existing AM facilities on file. (See AM Addenda 3QQ).

FCC interconnection ban decision (Vol. 5:37) is scheduled for oral argument Nov. 28. Commission's initial decision forbade AT&T to prohibit linking of its circuits with privately-owned intercity relays.

In addition to gag about FCC "blowing its top," when referring to explosions and fire that hit FCC Nov. 1, wags are saying Commission decided to test Tommy Goldsmith's big color wheel (Vol. 5:44) and it not only blew a fuse but this time blew the whole transformer, etc.

"Over \$3,000,000" is 1949 TV loss figure for ABC-TV, which chairman Ed Noble quotes to friends. Curtailed operations (Vol. 5:44) are being accompanied by personnel cuts, and executive v.p. Robert Kintner has launched plans to attract smaller-budget advertisers to radio and TV—fewer shots on smaller networks, if desired.

FCC's original docket and license files were undamaged after explosion and fire in 8th floor quarters Nov. 1. Checkup revealed papers blown out-of-doors were mostly recent docket correspondence, much of it recovered. Only real damage was to files containing extra copies of this correspondence. Injured most seriously was Walter Davis, records division chief, who suffered fractured cheekbone when transformer exploded across corridor from his office. Besides damage to 8th floor corridor, water caused ceiling of 7th floor offices (occupied by legal staff) to buckle and crack.

Gross up, net down, is CBS fiscal story once again—increased volume being attributable largely to improved record business, decreased profit to TV expenses. For 9 months ending Oct. 1, CBS reports gross income of \$74,607,071 vs. \$70,904,806 for same period of last year—indicating good probability it will equal or exceed entire 1948 gross of \$98,377,258 (Vol. 5:14). Net for 9-mo. period was \$2,003,812 (\$1.17 per share) vs. \$3,010,466 (\$1.75) for same 1948 period. CBS's net income for all 1948 was \$5,041,700 (\$2.92).

Personal notes: Paul Porter, ex-FCC chairman, now Washington attorney, has resigned as American member of Palestine Conciliation Commission, effective Nov. 30... RCA chairman David Sarnoff awarded Peter Cooper Medal for Advancement of Science and Art at Cooper Union's 90th anniversary Nov. 2... E. P. H. (Jimmy) James, ex-MBS v.p., joins Steuben Division of Corning Glass Works as advertising-promotion director, headquarters in New York... Z. C. Barnes, ex-sales v.p. of MBS, new partner in Calkins & Holden ad agency... Carroll N. Marts takes charge of MBS Chicago office, v.p. Ade Hult having been moved to New York in charge of sales... Robert W. Buckley quits as sales mgr. of Benton & Bowles radio-TV dept. to rejoin Ludlow Typograph Co., Chicago, as asst. to sales mgr.... Bruce W. Dennis acting program director of WGN, Chicago, succeeding Walter J. Preston, resigned... Robert Mayo new sales chief of WOR and WOR-TV... Herminio Traviesas, CBS-TV, named chairman of commercial operations committee of TBA, now preparing standard rate card form.

Network TV programs and sponsorships: Thanksgiving Day TV (Nov. 24) special features include Army-Navy game on NBC-TV, Gillette sponsoring, with AM version also on MBS; Elgin-American annual show on NBC-TV, 8:30-10 p.m., featuring Milton Berle, George Jessel, Ritz Brothers, et al; Longines-Wittnauer Watch Co. simulcast on CBS, 5-6 p.m., featuring *Symphonette* and *Choraliars*... Philip Morris replacing *Ruthie on the Telephone* on CBS-TV starting Nov. 7, using comedian Herb Shriner instead in 7:55-8 p.m. spot daily except Wed. and Sat.... ABC-TV will provide affiliates with prints of 26-week *Crusade in Europe* series starting second week in January, re-edited to allow for local sponsorships... CBS signs Al Jolson to exclusive radio-TV contract for 3 years; he will limit himself to guest appearances at first.

United Fruit Co. will sponsor Nov. 8 election returns on New York's WCBS-TV. Among other new sponsorships reported: John David Stores, Fri. 8-8:15 portion of *Holiday Hints* on WJZ-TV, New York, 8:15-8:30 period being sponsored by participants Castro Decorators, Ritz Thrift Shop, L. & M. Co., Pearl Wick Corp. (laundry hampers)... W. T. Grant Co. sponsoring *What's New at Grant's* on WHEN, Syracuse, Fri. 8:45-9... Blatz Beer has Sarra Inc. preparing new series of 8 film spots with Brian Donlevy and Victor McLaglen.

GE has new electronic viewfinder for its TV cameras, claims it has brighter image, minimum of distortion.

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November 12, 1949

OUT OF 'WELTER OF GUFF' ABOUT COLOR: Nothing we've ever published has evoked quite the same spontaneous reaction as our editorial comment last week, titled The Dreamers & The Builders (Vol. 5:45). With only one exception, the phone calls, letters and telegrams lauded its basic thesis: that the color TV issue, synthetic and confusing, is unduly delaying the progress of a great art and industry; that it has dangerous political and economic overtones; that the important thing is to build, build, build -- with encouragement rather than harassment from government.

Even the sole dissident wrote that, while he couldn't go along with our arguments: "I sure as hell respect your opinion in this matter. I only wish others were as honest and outspoken in their convictions."

It was from a motion picture executive, though, involved neither in telecasting nor manufacturing but a keen student of TV, that we received the most significant comment. We quote his letter not for kudos but because it adds some pertinent arguments:

"Your trenchant pen," he wrote, "has distilled out of the great welter of guff, the meaty phases of the problem and holds them up in bold relief.

"The industrial and manufacturing greatness of this country is founded upon the fact that Americans have always insisted upon having what is new and useful and they will not wait for the ultimate because there is no ultimate. They are thoroughly conditioned to constant technical improvement, new and better models, etc.

"After nearly 40 years of existence, the motion picture industry is even today turning out not more than 10% of its product in color and I know of no cases where moviegoers have refused to go and see a picture because it was in black and white and not color.

"Wouldn't it have been great for the automotive industry if millions of people had said, when Mr. Ford introduced his Model-T: 'We'll wait until the automobile is a perfect transportation device'?"

THEATER-TV PLANS & IDEAS JELLING: Many enthusiasts for theater-TV don't want too much publicity about "exclusives" -- they're afraid that aspect of their plans won't sit well with FCC in considering allocations of frequencies. But Fabian Theatres' TV consultant Nathan L. Halpern (onetime administrative aide to Frank Stanton at CBS) had no hesitancy in speaking out before theater owners in St. Louis this week. Said he, in essence:

Twenty-five good-sized theaters, equipped for large screen TV, easily interconnected, could compete with any sponsor or broadcaster for exclusive rights to major sports. With 50 theaters, it would be possible to program entertainment exclusively on regular basis. "From this number of theaters," he observed, "more money can be made available, plus profit, for program production than is paid out today for any regular entertainment program in TV."

And 1000 TV-equipped theaters, each chipping in \$1000, could have a kitty more than sufficient to buy exclusive rights for any national sports events. Halpern referred specifically to World Series cost of \$200,000 for radio-TV rights

(Vol. 5:40). Up to now the few TV-equipped theaters (Vol. 5:43) have shared telecasts of major events by agreement with telecasters.

First suggestion movie folk use their tremendous resources for exclusive TV rights was made last April by Paramount's George Shupert at Denver exhibitors meeting (Vol. 5:15). Theater investment alone is \$2.5 billion, income from admissions \$1.5 billion yearly.

More petitions asking FCC for theater-TV frequencies (Vol 5:36) are being filed, meanwhile. Latest are from Walter Reade Jr. New Jersey chain and from 17-theater MPTO of W. Va. Expected shortly, too, are half dozen more from other state and regional associations, also from operators like Fabian, Skouras, Pinanski.

Attitude of other segments of industry, such as Allied Theatre Owners (independents), is still undefined -- but its TV committee chairman Trueman Rembusch, Indiana exhibitor and FM station operator, recently told Michigan moviemen:

"The position of the motion picture industry in TV is untenable, because the networks are in control...technical, political and monopolistic aspects of TV are so tied in that they cannot be separated." He added TV can't compete with first-run theaters, assured exhibitors 200-300 miles from big cities that TV was no threat because of high operating deficits, coaxial tolls, loss of signal definition.

Now that color hearings are off until February, movie spokesmen say FCC might well come up soon with answers to theaters' petitions.

WHAT SENATOR JOHNSON THINKS NOW: Senator Johnson was thoroughly interviewed this week -- by Scripps-Howard's James Daniel, Variety, Broadcasting, Radio Daily, Billboard -- and all reporters came away with this report:

He wants FCC to set "general" color standards now, permit color "to develop naturally, letting public decide which system is best."

Puzzled by what he meant, we went to see him again, came away still puzzled. He wouldn't amplify beyond urging general standards. Thus, as we see it, his statement could only mean one of these alternatives:

(a) Fully commercialize all 3 color standards offered. Let telecasters transmit whichever system they will; let public buy whichever sets they prefer, receiving whatever they can. FCC has always acted on principle that a single standard is only way to protect set-purchasers and give telecasters stable base to build on. We can find no intention within this Commission to depart from this policy.

(b) Allow limited commercialization of all 3 systems, perhaps in a few areas, with people buying sets in full knowledge that they're purely experimental and service may be temporary. There may be some leaning that way within FCC, but not much.

(c) Conduct field tests of all 3 systems, lending receivers to public to get its comments. If that's what Sen. Johnson means, no one quarrels with him, since that procedure is customary in field tests.

Regarding freeze, he said he has received complaints about its persistence from business men, including some from applicants in Denver, in his home state, which still has no TV station. He added he hopes vhf and uhf stations won't be allocated to same city, believes Denver can be taken care of with vhf-only.

Asked whether he expects Condon committee to recommend a color system, he said "No" -- that he has only asked for report on "status of the art."

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Apparently unsatisfied with "abbreviated" press coverage of his various recent statements about color and freeze, Sen. Johnson Saturday (Nov. 12) addressed letter to FCC Chairman Coy stating:

"In order that there may be no misunderstanding with respect to my position on color, uhf and the existing freeze I feel compelled to reiterate my views in brief summary. I have taken great care to state this complete story to the reporters time after time, but apparently only portions of it registered with them.

"On Color: It is my earnest hope that the Federal Communications Commission will find it in the public interest to promulgate quickly broad and sufficiently

general standards for color so that this essential improvement may be developed naturally in the traditional American, free enterprise, non-monopolistic manner. The keener the competition the better. Furthermore compatibility, while desirable, certainly should not be the primary basis for a decision.

"On Use of the UHF: I hope, too, that the Commission will approve at the same time standards for the immediate commercial utilization of a large number of channels in the ultra high frequency band so that a realistic nationwide competitive system of television may be developed. I regard it as tragic for the ultimate development of television that the vhf allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical vhf-uhf allocation. However, I trust that the Commission's final allocation in both bands will take into consideration the problems both of set owners and television licensees and not provide a hodge-podge for each city which may have to be revamped again in a few years.

"On the Existing Freeze: The public interest requires an allocation of TV channels which will insure a national competitive system. When the proposed 42 uhf channels are allocated on a city by city basis throughout the nation and standards for their use promulgated there will remain no reason for continuing the present freeze on vhf licensing and, of course, it should then be lifted. The sooner that is done the better. But until a decision is made by the Commission on utilization and allocation of the ultra high frequencies, it would be shortsighted to lift the freeze on vhf licensing. Easily identified selfish interests are laboring day and night to lift the freeze now and nothing more. To lift the freeze without a definite plan for the allocation and use of uhf channels would be both a scientific and economic absurdity."

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All in all, it's apparent the Senator has fine grasp of some of TV's problems, very poor grasp of technical obstacles. He wants uhf before end of vhf freeze -- and he wants color, too. Foregoing text fails to disclose where he's offered any real assistance toward solution of basic problems. Nor do we see, in his own text, any basis for complaint against press.

'TIME OUT' IN COLOR TV HEARING: Color TV situation remains in mid-air, now that one phase of FCC hearing is completed. With exception of CBS-DuMont-RCA comparative demonstration Nov. 21-22 (9 a.m., Temporary Bldg. E), no more sessions are on tap until CTI shows its system in Washington Feb. 6.

Next week, however, FCC is expected to tell color principals what kind of field tests it wants conducted in interim.

Nov. 22-Feb. 6 hiatus troubles many who think end of freeze could be hastened by plunging right into general freeze testimony; they feel that Commission will want that testimony regardless of color decision.

Fact that telecasters aren't represented, as such, at hearing was pointed up by TBA board meeting Thursday; president Jack Poppele deplored telecasters' complacency, when they should be most concerned of all, said after meeting TBA may ask FCC to start general freeze hearings right away. Meanwhile, TBA will questionnaire members on how far it should go.

NAB's board meets next week, but NAB is saying nothing about color or freeze -- it isn't yet organized to go to town for TV, even if its AM membership should permit. RMA board meets on color and freeze next week (see Trade Report).

As yet, FCC has indicated no intention of touching any other aspect of freeze until color hearing is over. That means March or April.

In the hearing room this week, some unusual questions featured conclusion of Dr. DuMont's testimony Tuesday. Though Sen. Johnson has apparently eased up somewhat in his slash-bang "color-today" exhortations, Comr. Jones hasn't let up much. For example:

He asked whether DuMont network might have kept Ted Mack amateur hour (which went to NBC-TV) if it had had color! DuMont replied with emphatic negative:

"We lost that program because we haven't been able to get affiliates...This hold-up in the hearing down here is creating a very nice little monopoly." DuMont's

counsel, William Roberts, muttered that "the only color involved was gold," protested questions along that line were unfair.

Apparently, Comr. Jones felt he'd gone a little afield, offered amends with: "I think your company presents a saga in private enterprise that is well worthy of dramatization, and I congratulate you on it. But it does not mean that I agree with your position on color." DuMont was on stand better part of 2 days, Comr. Jones doing almost all the questioning -- pressing him to justify his lack of enthusiasm for color now.

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Possibility of using FM (instead of AM) for video portion of signal, and its effect on color, brought consulting engineer Raymond Wilmotte to witness stand. He admitted all his work was theoretical and in laboratory, but urged FCC to encourage study of FM, asserted it had great potentialities for reducing interference in TV.

Wilmotte said TV is too advanced in vhf to permit FM video there, but believes FM's a natural for uhf, combined with polycasting -- a system of several low-powered stations, owned by one licensee, operating simultaneously to cover an area.

With twelve 2-kw polycasting units, he asserted, one could cover a rural area which would require 200,000,000 kw with single station. System requires 2 channels per group of polycasting units (making up one station).

FCC labs chief E. W. Chapin went on stand briefly, stated he believes ghosts with FM video, in color, will probably be no worse than with AM video. Ghosting still seems to be crux with FM video, most of industry claiming military experiments during war definitely ruled it out.

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Novel idea that there's too much competition in telecasting was advanced by U. A. Sanabria, of American Television Inc., which makes CR tubes and operates technical school. He suggested vhf channels be regrouped into 24-mc channels for 1100-line color, with stations sharing time. He said this would give better programs.

Dr. Lee DeForest, Sanabria's 76-year-old associate, testified he thought 12-mc might give kind of TV Sanabria wants, reasserted no color system is ready (Vol. 5:42). He gave some details of his own color TV invention, a screen made of tiny hexagons in 3 colors, whole screen oscillating circularly in synchronism with similar screen at camera.

Strongly favoring compatibility, Dr. DeForest deplored own system's mechanical nature -- but called it improvement over CBS's in that screen need be no larger than picture tube. He couldn't demonstrate for 6-12 months, he said. November Tele-Tech Magazine carries description of system.

Dr. DeForest also said there are too many stations (sic!), making for poor programs. Like Sanabria, he recommended fewer stations.

That suggestion may be nominated the one least likely to succeed!

Great promotional success with color TV surgical demonstrations by Smith, Kline & French pharmaceutical labs has brought CBS another customer for equipment (name and business unrevealed). CBS's Dr. Peter Goldmark, just back from Britain where he lectured and demonstrated (Vol. 5:43), says he's designing new gear that is simpler, more compact and all-purpose (i.e., good for entertainment and industrial subjects). Goldmark also reported that BBC plans immediately to experiment with CBS's system, that BBC engineers are impressed with its simplicity, color fidelity, image sharpness, ease of adaptability to monochrome.

Dropping in on Sen. Johnson this week, we found the baseball-loving legislator engrossed in his own "allocations" problem—setting up next season's schedule for Western Baseball League, of which he's president. He has huge board covered with hundreds of colored pegs in holes. "I propose the 'allocation'," he said, grinning, "and the teams comment on it; then we revise it."

Angry charges by industry topkicks that TV freeze article in November *Fortune* is completely distorted has set magazine's editors to re-reading it, considering another article to redress grievances. Thesis of article (Vol. 5:44) is that FCC was incompetent, unduly influenced into making faulty TV allocation; that TV should have started in uhf in first place, with higher-quality pictures. There's also this crack: "And in familiar pattern, FCC Chairman Coy was offered the presidency of the Television Broadcasters Association as something to turn over in his mind while deliberating the future of TV." This, in spite of fact Coy turned job down many months ago.

Printers' Ink National Advertising Index, issued Nov. 4, estimates national TV time sales at \$1,584,000 for September, up 66% from year's low of \$951,000 in August. TV thus compares with 8% increase for all media for September over August, 8% increase for radio, 13% increase for newspapers. The *Printers' Ink* estimate puts total TV time sales for first 9 months of 1949 at \$11,352,000.

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365,000 TVs PRODUCED IN OCTOBER: Another new record, 304,773, is shown in RMA's October TV output figures, up nearly 80,000 from September's previous high mark (Vol. 5:44). Thus, cumulative postwar output easily passed 3,000,000-mark, meaning very close to that many sets now in use.

Adding 20% to RMA's October figure to account for very substantial non-RMA production, we arrive at our own all-industry estimate of 365,000 (round figures are handier). Cumulative therefore is 1,990,000 for first 10 months. Add these to post-war cumulative of 1,157,000 at end of 1948, and output up to Nov. 1 is 3,147,000.

At industry's current rate of increase, it will be surprising indeed if 1949 output does not run well over 2,500,000, probably near 2,750,000. For example: First RMA October week was 69,724, second 72,980, third 82,651, fourth 79,418. [For 1949-50 production forecasts, see Trade Report.]

Total of all radios produced during October was 975,053 (including the TVs), record for any month this year. [For monthly RMA statistics, see Vol. 5:44 and tables on p. 85, TV Directory No. 9.] RMA October TV breakdown: table models, 171,685 (22,128 with AM and/or FM); TV-only consoles, 100,070; combination consoles, 33,018 (17,246 with phonos, remainder with AM and/or FM only). October FMs: table models, 42,807; AM-FM consoles, 40,205; FM-only, 1; TV sets with FM, 50,545.

EARNERS, LOSERS—AND WHAT'S AHEAD: Lots more TV stations say they're nearing break-even or even going into black (Vol. 5:36,42) -- but only one we know that's earning really big return is DuMont's WDTV, Pittsburgh. We're not at liberty to quote figures but they're quite substantial, even as AM profits go, thanks to size of market (it ranks eighth in sales), low operating costs (no local studios and very small staff), strategic network bargaining position (only station in city, it feeds off all 4). There's little reason to doubt WDTV is telecasting's biggest money maker, though it doesn't offset losses of DuMont's WABD, New York, and WTTG, Washington.

Milwaukee's WTMJ-TV, first of big-league outlets to announce it had shown profit (Vol. 5:25,36), albeit for only few weeks, has now "definitely turned the corner." Walter Damm won't divulge figures, but says WTMJ-TV as of Oct. 16 went into the black "on a permanent basis", taking into account depreciation and all charges. If profitable winter and spring months can build up enough reserves for expected lean summer, he's budgeting for a 1950 profit year. WTMJ-TV operates 3:15-11 p.m. daily, on Sundays starts 2 p.m. Present rate of \$350 was based on 32,800 sets; Damm expects 60,000 by Jan. 1, so new rate card is due early next year.

From Philadelphia's WFIL-TV currently comes proud trade ad in color (Tide, Nov. 18), captioned, "We've taken the color out of Television" -- and going on to say that in October it "achieved the goal of a profit-showing ledger." Why are we telling you this? the ad asks..."because these are the facts of life-like TV. In our town the TV set has passed the novelty stage..." It was WFIL-TV's manager Roger Clipp who stated Oct. 4 in Philadelphia Inquirer's TV edition: "Within the next 12 to 18 months, dual radio-TV operators will find income from TV topping that of radio revenue. By that time TV will have taken the lead as an income factor in spite of radio's continued greater circulation."

Now also comes Balaban & Katz's WBKB, Chicago (Paramount), to say it should hit black Jan. 1; it's now operating near break-even, including depreciation. And

Detroit News' WWJ-TV manager Harry Bannister wrote in Nov. 9 Variety: "We should be out of the red by June 1950 -- maybe a little sooner." That station has ranked with New York News' WPIX and Chicago Tribune's WGN-TV among the biggest spenders -- and red ink operators -- in TV.

Note: Bluff, plain-spoken Harry Bannister's byline article in last week's Variety is highly recommended reading -- for its whimsy as well as horse sense. Titled "AM vs. TV: It's Going Thataway," article marvels how: "TV is really booming ...going up, up and UP, even while radio, too, goes up and up." Not so long ago, Bannister was certain TV would doom radio's high revenues (Vol. 5:5), yet he now finds radio is doing just as well as ever -- WWJ-AM, that is.

FREEZE & COLOR--NO QUICK WAY OUT: You may as well dismiss any thoughts about short-cuts toward ending freeze. Even with political pressures (notably from labor) now weighted heavily on side of industry, not much can be done to speed things up. Not even Senator Johnson's apparent cooling off on urgency and imminency of color.

Having begun probe of color, FCC must finish it. No one has yet come forth with workable plan for separating it from uhf and allocations problems. So they'll all be wrapped up in one big package, even if it takes FCC year or more to deliver.

Vital part of color probe is field tests. Allocations won't be touched until FCC is dead certain of propagation facts, of co-channel and adjacent-channel ratios for color and monochrome, vhf and uhf. Just how important FCC regards field tests will be shown next week when it outlines exhaustive program of specific color tests.

Even for monochrome, FCC has asked JTAC to get explicit data on adjacent-channel ratios, same as it did for co-channel (Vol. 5:28,36). Until now, few have worried much about adjacent-channel ratios.

Thus, after comparative demonstrations here next week (Nov. 21-22), color hearing will remain at standstill until Feb. 6 while fact-gathering goes on in field. Still another delay is probable in that CBS can't get equipment back to Washington until about Feb. 16 for second comparative demonstration, now scheduled for Feb. 8. That's demonstration in which Color TV Inc. is also to participate.

April is still fair guess for end of color hearing, since there's good deal more direct testimony to come and an inevitably rugged cross-examination.

Monday-Tuesday comparative demonstrations will cram everything you can get into a studio. CBS, DuMont and RCA cameras, in WNBW's Wardman Park studios, will focus on everything from soup to Elder Solomon Lightfoot Michaux's colored choir. On tap are sports, variety, plays, commercials -- live, film and slides. Color and monochrome will be sent to New York and back on coaxial (2.8 mc), to Baltimore and back on microwave (4 mc).

Show begins Monday at 9 a.m. in 3 small rooms in Temporary Bldg. E, 4th St. & Adams Drive SW, with only 75 persons accommodated. Condon committee will be on hand, as it was at first CBS and RCA showings.

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Though TV business is wonderful, long-range outlook isn't, if freeze continues, if color holds center of attention, if allocations aren't settled.

So RMA board this week made up its mind along these lines:

"We're the people who have to make TV work -- be it vhf, uhf, color or what have you. We know what we can and cannot do. In 1941, our industry got TV started by bringing a completed and tested system to FCC. We can do same with color, etc."

Definite plan for new National Television Systems Committee, set up same as pre-war NTSC, was decided upon, will be presented shortly to FCC. It will call on TV experts on industry-wide basis, including non-RMA people.

Idea for NTSC was broached to FCC during present color hearing. FCC didn't say yes or no, so RMA now takes initiative. Significance is that RMA thus publicly accepts idea color TV is "in the works" and must be nurtured by the industry that must make it practical and commercial.

Whether FCC accepts plan or not, RMA says it will go ahead anyway. Here's how president Ray Cosgrove put it:

"While it is clear that color TV is not ready for commercial application at

present, it is equally clear that progress is being made and that the time for a meeting of minds within the industry is at hand so as to expedite the ultimate solution of various problems which confront FCC, including allocations, color, etc."

You can well imagine that Comr. Jones and CBS would be suspicious that an NTSC would quietly take color, particularly non-compatible color, and bury it indefinitely in subcommittees. But no one at RMA's TV committee or board meetings suggested more delay, or even spoke out against color per se. Rather, attitude was that color must come "naturally," be integrated into existing monochrome system, rather than be "handed down from above."

Good guess is that an NTSC wouldn't accept any non-compatible system, except as last resort. But it might do plenty of work with compatible systems -- might even show how to make CBS's compatible.

Fact that color talk hasn't hurt set sales -- yet -- impelled the manufacturers to reject ideas for "educational" campaign to inform public on status of color. Feeling was public is utterly uninterested, so why protest too much?

Basic thinking of the TV enterprisers, digested from many and varied expressions, is simply this: Industry isn't against color. It's against disruption and the raising of false hopes. It doesn't think disruption is necessary to get color.

98 AT YEAR'S END, THEN 13 TO GO: Looks now like year will end with 98 regularly operating TV stations. At this moment, there are 91. Of the non-frozen 20 CPs outstanding, exactly 7 are now testing -- 6 having announced these formal opening dates: WNBC-TV, Binghamton, and WKTV, Utica, N.Y., both Dec. 1; KRLD-TV, Dallas, Dec. 3; KPHO-TV, Phoenix, Dec. 4; WOAI-TV, San Antonio, Dec. 11; WXEL, Cleveland, Dec. 17 (will carry Metropolitan Opera opening Nov. 21 off ABC-TV lines as "test program"). Still to go on regular schedule is WTTV, Bloomington, Ind.

It's possible Atlanta's WCON-TV, Syracuse's WSyr-TV and Kalamazoo's WKZO-TV will go on tests before year's end, but regular operation isn't contemplated until early 1950. Latest dope on Norfolk's WTAR-TV is sometime in April, to coincide with opening of AT&T microwave link. Rock Island's WHBF-TV, which this week signed for DuMont equipment, is now set for April 1.

Of remaining 8, still awaiting FCC decision on extension of their CPs are WRTB, Waltham, Mass.; WJAX-TV, Jacksonville; WRTV, New Orleans. Reported building or in planning stages are WHAS-TV, Louisville; WJIM-TV, Lansing; WOI-TV, Ames, Ia.; WSM-TV, Nashville; KEYL, San Antonio. [For their CP status, see TV Directory No. 9.]

NAB BOARD DEFERS TV DIRECTIVES: NAB board didn't get around to TV this week. So it's not yet determined where new TV dept., which G. Emerson Markham took over Sept. 1 (Vol. 5:32), fits into over-all setup -- whether it should be run as distinct entity with own research, sales and other divisions or be integrated into general organization. Even plan for NAB to take over monthly "TV set census" compilation job from NBC Research, which is anxious to let it go, has had no consideration yet.

Board did set up TV standing committee, headed by Eugene S. Thomas, WOIC, Washington; continued current TV dues (\$10 per month for AM-affiliated stations, \$1500 year for TV-only stations); elected Thomas and Robert D. Swezey, WDSU-TV, New Orleans, as directors representing NAB's 36 TV members (operators plus CP holders). New board member to succeed Harry Bannister, WWJ, Detroit, is Harry Bitner Jr., WFBM & WFBM-TV, Indianapolis. This makes 6 TV operators on 25-man board -- others being James Shouse, Crosley; Clair McCollough, Mason-Dixon; Henry Slavick, WMCT, Memphis. Also on board are 2 CP holders: Campbell Arnoux, WTAR-TV, Norfolk, and Clyde Rembert, KRLD-TV, Dallas.

Board's main concern was with budget, BMB, BAB. It decided: (1) To continue on present \$700,000 budget until next meeting in February in Phoenix. (2) To dissolve BMB, setting up new corporation to carry on measurement work. (3) To rescind previous action envisaging BAB as independent entity, continuing it as NAB dept. It also invited FMA to merge into NAB (Vol. 5:44); wound up 4-day session by slapping at Cuban assignments that are playing havoc with U.S. channels, urging State Dept. to get Cuba to rescind grants and plumping for new NARBA.

Note: NAB-Motion Picture Assn dinner Tuesday night was mainly concerned

with mutual interest in "freedom of expression." Networks failed to send representatives. Joint committee on "freedom" issue has Gilmore N. Nunn as radio chairman, Paramount's Y. Frank Freeman heading moviemen.

ONE BIG UNION FOR TV PERFORMERS: Newly authorized TV Authority, aiming at one big union for TV performers, sharpens focus on current labor dilemma -- overlapping jurisdiction of unions in TV. So-called TVA was voted this week by Associated Actors & Artistes of America, spearheaded by AFRA's George Heller. Still objecting, though, are Screen Actors Guild and Screen Extras Guild who claim complete jurisdiction over film workers, whether they perform in film or TV studios, presumably also on kine-recordings. Labor experts say pulling and hauling is mainly caused by personalities -- Heller on one side, SAG president Ronald Reagan on other -- plus unfamiliarity of West Coast unions with those in East.

On other labor fronts: (1) Two meetings on Petrillo's proposed contract for live music in TV films (Vol. 5:41,44) have been held by Hal Roach Jr.'s committee of telecasters, film producers, agencies, reps; still undecided is when they meet with AFM boss. (2) IATSE angry at Petrillo for including film cutters and film librarians in proposed film contract, claiming those jobs fall in its jurisdiction. (3) NABET looking for place in an affiliated union, thus far has had talks with AFL's IBEW and IATSE and with CIO's CWA (mainly telephone-telegraph communications workers).

LOOKING AHEAD--PROPHECIES & OPINIONS: It's always open season for forecasts about radio and TV -- but recent conventions, trade interviews and press releases have served up an unusual crop. Month ago, we reported on forebodings about radio-TV competition expressed by Crosley's James Shouse (Vol. 5:42). This week, herewith, we cull and digest other publicly expressed opinions:

"Radio does not have to die [but] radio will become a secondary medium rather than a primary one...When I talk of the future of radio I [mean] that day when almost everyone who wants a TV set can have one, and when programs are available to all but perhaps the most remote areas of our country. Certainly until that time, radio will continue to be a primary advertising medium and also almost an advertising necessity." -- J. Hugh E. Davis, executive v.p., Foote, Cone & Belding, before Chicago Management Club Oct. 12.

Nothing could be further from truth than prophecy that TV means the death of radio. Indeed, radio is just completing its best year. One medium helps others. "Newspapers have not killed billboards; magazines, even the news magazines, did not kill newspapers; radio...did not kill or even injure other existing media. TV, destined to be the greatest advertising force ever created, if used in conjunction with newspapers, magazines and radio, will follow the same pattern."--Robert E. Kintner, ABC executive v.p., before Advertising Women of New York Oct. 18.

"TV is on the march. It's a cream medium now but it's going to be a whole milk medium soon. In cities which have had TV quite a while, it can already reach as many people among the upper income groups as do national magazines." -- Sylvester L. (Pat) Weaver, NBC-TV v.p., at AAAA conference.

A TV program offers advertisers 5 times as much as any other medium: the opportunity to entertain, display, demonstrate, merchandise and sell prospects. -- Mortimer W. Loewi, director, DuMont Network, before Boston Radio Executives Club.

TV has the advantage [over radio] of knowing that "it is and will continue to be the most powerful advertising medium in the world." -- Theodore C. Streibert, president of WOR & WOR-TV, chairman of MBS, at WOR-TV opening Oct. 11.

Television, if properly developed, can make any advertising medium that has gone before it "look silly" -- but AM will always be around to serve those who haven't time to look. -- Louis G. Cowan, radio producer, at AAAA conference.

"There is no TV outdoors" so it won't affect outdoor advertising, but TV will help advance advertising techniques and the idea of media combinations will become more important. -- Kerwin H. Fuller, president, Outdoor Advertising Inc.

"TV will sooner or later replace radio absolutely." -- John Crosby, New York Herald Tribune TV-radio critic, before AAAA.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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November 26, 1949

GOOD MARKETS BETTER, POOR IMPROVE: If you study the Nov. 1 count of TV sets-in-use by metropolitan areas on p. 3, and compare them with Jan. 1 figures (Vol. 5:5), you get a good index to flow of receivers. Some remarkable facts are brought to light, not least of which is fact that markets not long ago regarded as "dogs" are now hotter than the proverbial pistol.

It's true that the 25 interconnected cities, each with one or more stations capable of offering network programs, account for 5 times as many receivers as the 33 non-interconnected cities, most with only one station. But rate of increase in many of latter is truly phenomenal, as revealed in 10-month comparison.

Take Minneapolis-St. Paul, for example: On Jan. 1, with one station, Twin Cities accounted for 9200 sets; now with 2 stations, figure as of Nov. 1 was 41,300. Or Atlanta, up from 5000 to 18,500; San Francisco, 3500 to 18,000; Syracuse, 1000 to 15,100; Seattle, 2100 to 12,600. These are only a random few, chosen only because the set makers once eyed them with less than enthusiasm.

No rule of thumb is possible, for the TV-served areas are nearly all clamoring for as many sets as they can get. Non-interconnected Los Angeles, now with 7 stations, then with 6, jumps from 79,600 to 251,000 in 10 months; Albuquerque, with one station, only from 300 to 1400.

Interconnected cities remain the favored markets due to their network connections, their size and (in 11 cities) program competition from multiple stations. Take the top ones: New York, up from 410,000 (45% of all) to 875,000 (27% of all); Philadelphia, 102,000 to 285,000; Chicago, 52,000 to 254,000; Boston, 35,300 to 177,000; Detroit, 32,000 to 129,000; Cleveland, 22,300 to 101,000; Baltimore, 35,600 to 100,000.

Make your own comparisons of the other cities -- most of them up in equal or better proportions, though of course in varying totals. If you haven't our Jan. 1 TV sets-in-use table, as published in Vol. 5:5, we'll be glad to send you copy.

DAYTIME NETWORK FOR LOCAL SPONSORS: As in radio, it will take daytime sponsorships to make telecasting pay. But though they've been gradually "inching" into afternoon hours, not many TV stations have as yet ventured very extensive daytime operation. Reasoning has been that there are still too few receivers, that studio-transmitter operating costs are too high, that not many people have time to watch daytime shows except perhaps week ends.

Now comes DuMont Network with plan to feed affiliates 2 hours of live shows from New York at 2:30-4:30 p.m. Mon. thru Fri., starting Dec. 5. Just year ago (Vol. 4:39,45), DuMont placed its New York key WABD on all-day schedule, starting at 7 a.m. (but later dropping most morning shows).

Format is to be shopping tour of mythical dept. store, interspersed with entertainment, about 10 spots per hour left open for commercials each station can sell locally at low enough rate to attract small advertisers. Idea is also to fashion programs so they're 60% audio (i.e., enjoyable that much of time without viewing). Network chief Mortimer W. Loewi is convinced that:

"Those who think that homemakers are weighed down by an unrelenting schedule of household chores have a very wrong picture of American home life today. That old

bromide that 'woman's work is never done' just isn't true any more. Launderettes, pressure cookers, frozen foods, vacuum cleaners...have provided today's housewives with a great deal of leisure time, and Pulse and Hooper ratings leave no doubt that many are willing to spend portions of it before their TV sets...it saves her shopping time by permitting her to see and hear about -- right in her own living room -- new merchandise she couldn't begin to see in a whole day's movement around town."

Comdr. Loewi noted too that daytime TV helps dealers demonstrate sets, reported that WABD's year of daytime operation has paid its way. Nine coaxial-linked stations have already "subscribed", including DuMont's own 3; non-interconnected affiliates will get programs via kine-recordings.

Note: Such stations as Washington's WTTG, Milwaukee's WTMJ-TV, St. Louis' KSD-TV start fairly early in afternoons (2-3 p.m.) and go in heavily for participating sponsors. Cincinnati's WCPO-TV, which since it began last July (Vol. 5:30) has signed on daily at noon, now tells us it hopes soon to start its telecast day at 9 a.m. Los Angeles KLAC-TV is just beginning morning "disc jockey" programs, and KFI-TV has been operating daytime-only most of this year (Vol. 5:9,14,17). It's also pertinent that Ford-sponsored telecasts of UN, 11 a.m.-1 p.m. and 3-4 p.m. daily (Vol. 5:44), have been attracting lots of viewers on CBS-TV.

ADD 5 TO YOUR LOG OF TV STATIONS: Now operating on regular schedule, we're informed, is Sarkes Tarzian's WTTV, Bloomington, Ind., Channel No. 10, so it can be put down in your records as No. 92. In home town of Indiana U, 1940 pop. 20,870, it claims distinction of being in smallest town yet with TV.

Next week, 4 more new stations are due to go into regular operation: Thursday, Dec. 1, WKTU, Utica, N.Y., Channel 13, and WNEF-TV, Binghamton, N.Y., Channel 12; Saturday, Dec. 3, KRLD-TV, Dallas, Channel 4 (inaugurating with Southern Methodist-Notre Dame game); Sunday, Dec. 4, KPHO-TV, Phoenix, Channel 5. All are new TV markets save Dallas.

That makes 96 in all, leaving only 15 CPs outstanding. Only other ones definitely set to start before end of year are WOAI-TV, San Antonio, Dec. 11, and WXEL, Cleveland, Dec. 17. Of the then remaining 13 CPs, several (we'd guess 3) are likely to go by the boards -- either dropped by FCC or by principals. That leaves prospect of 10 more new stations during 1950, or until freeze ends.

ST. LOUIS' KSD-TV OUT OF RED, TOO: Next year should be the turning point for most telecasters -- out of the red into the black. Profits won't be large, but at least the legend of huge losses won't persist. Many more are actually making money now than will admit it, for the very good reasons (a) that profits are still too small to brag about, and (b) why invite demands from unions that might sink the boat during its trial runs?

Nobody's keeping authentic statistics on telecasters' income and outgo -- most of them resist prying eyes -- but facts are gradually seeping out. Last week (Vol. 5:47), we reported statistic-less statements about the profitable operations of DuMont's WDTV in Pittsburgh, Milwaukee Journal's WTMJ-TV, Philadelphia Inquirer's WFIL-TV -- and the rosier 1950 prospects of Balaban & Katz's WBKB, Chicago, and Detroit News' WWJ-TV. These were in addition to others reported (Vol. 5:25,36).

This week, we can add another major-league operator to the permanent profit column: St. Louis Post-Dispatch's KSD-TV. Manager George Burbach tells us: "KSD-TV is out of the red. For many consecutive weeks we have shown a profit after experiencing small losses during the summer months. However, we may have a small loss for the entire year as a result of expenses exceeding income the first 6 months. As it appears now, we should have a fairly substantial profit in 1950. Let me assure you that we include all expenses -- depreciation, high rent, part-time employes, etc."

KSD-TV actually has sponsor waiting list now, being sold out from 5 to 10 p.m. daily, several nights until 11 p.m. It operates 7 days per week, signing on often as early as 2 p.m. Only station in city, it's served via coaxial by all 4 networks. It's TV business is only about 20% local. Mr. Burbach estimates KSD-TV

COLOR TOSSED IN LAPS OF INDUSTRY: A little clearer -- and a little colder. That's the Washington color-freeze-uhf front this week as color hearing goes into recess for fully 2½ months, or until February.

Comparative demonstrations Monday and Tuesday showed, with pictures, what thousands of words haven't: how systems currently stack up side-by-side. And list of field tests FCC wants, released Tuesday, shows that TV at its source will continue frozen solid for many, many months -- certainly until latter 1950 (Vol. 5:44).

In color, the big questions are still open: How much can RCA's compatible system improve? What has Color Television Inc. got? Since RCA had said it needed several more months, no one expected great developments. And there weren't any. In brief, demonstrations showed:

1. RCA can get good definition (about 325 lines horizontal), which means good registration. But its colors are still way off most of the time, drifting all over the rainbow. Its sets (dichroic mirror type) are far too bulky and their viewing angle is even more restricted than CBS's. Networks (4-mc, still non-existent) can carry system without significant changes.

2. CBS must be given its due, if you can forget about its incompatibility. Colors are good as ever -- superb, at times, notably the closeup shots of fashions, flowers, cookery. Sometimes, color strikingly outweighs definition deficiency (about 180-190 lines horizontal); sometimes it clearly suffers from comparison with sharp detail of good black-and-white. Though CBS made valiant effort to meet criticisms of limited picture size by magnifying up to 16-in., the lens is obviously as unsatisfactory here as it has proved to be in black-and-white.

3. DuMont's black-and-white was fine stuff, alongside the color jobs. Number of observers remarked it would be wonderful if we could have that clarity with CBS's colors. Dr. DuMont complained that he wasn't permitted to show his 19-in. sets, yet CBS was allowed lens enlargers.

* * * *

Setup was in 3 rooms and groups moved from room-to-room intermittently. CBS supplied 10, 12, 16-in. color sets, plus 10-in. 405-line black-and-white with converter. RCA had two 10-in. dichroic-type color sets, plus 12 and 16-in. black-and-white. DuMont had 12½ and 15-in.

Programming ran gamut of studio subjects. RCA technicians were constantly on dials, correcting colors. CBS sets, too, couldn't be left alone very long; in addition to occasional adjustments for color balance, "rephasing" of color wheel must be made as system is switched on and off coaxial or microwave. CBS says it's developing automatic phasing to eliminate latter manipulation.

CBS's colors, generally satisfactory, can stand improvement; faces of colored folk in choir seemed lighter and yellower than normal, and there were other shots wherein the colors seemed unnatural.

RCA's were at times laughably bad; in cooking demonstration, pie dough turned purple, blue and green; colored choir was mostly purple; blonde's hair was pink. Purple and deep reds seemed to pervade virtually all RCA's pictures.

CBS's pictures flickered noticeably much of time. CBS and opponents have a running argument about that, former claiming it's due to hum or other troubles in AT&T lines, latter asserting it's true flicker inherent in system.

Since CTI won't show its system until February, there's nothing much to say

about it. Its principals seemed to feel good about this week's showings, and president Arthur Matthews reported work in San Francisco labs is coming along nicely. It would be ironic if CTI dark horse confounded almost uniformly dubious experts by coming up with something hot.

DuMont pricked up Commission's ears when it showed slides of pictures made in laboratory with an 8-mc, 150-field, 441-line, field-sequential system. Horizontal resolution is about 400 lines and pictures are really striking. Dr. DuMont also reported he hoped to show a 525-line, 180-field system in a month. Said he: "We are trying to bring the quality up to what we consider satisfactory, and then it's a problem of trying to narrow the band width into 6 mc." Still strongly opposed to color-now, he made it clear he isn't advocating the system.

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FCC is asking for the works in field tests. Not merely hearing participants, but "all interested persons," are asked to join in. This wide-open invitation could bring in so many new outfits (with either real information or desire for publicity) that time needed for remaining direct testimony and cross examination may make April look like a pipe dream as far as end of color hearing and beginning of allocations hearing is concerned.

That delay would be hard on everyone: CBS, because it would have weight of 5,000,000 or more sets-already-in-use against it; rest of industry, because prospects of new stations would be driven even further out of sight.

Most industry people can't see how FCC can get all the data it requests in time allotted (progress reports by week of Dec. 26, rest of data presumably when hearings resume in February). Many research experts say they'd need 1-2 years. It's apparent FCC asked for a lot in expectation of getting at least minimum it needs for color decision.

FCC's aspirations were expressed by Chairman Coy at conclusion of demonstrations: "We hope we can have a very high percentage of those tests completed. We are not in a position to say to anybody when they must be, because we recognize the fact that problems do come up...which you cannot predict."

Uhf also enters picture. FCC wants to know not only how color behaves on uhf, but also needs to supplement its skimpy data on how TV itself behaves up there. Incidentally, one researcher who has made considerable propagation tests believes FCC's "guesstimated" uhf coverage in its proposal (Supp. 64) is close to facts.

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For full details of field tests, ask FCC for Notice 49-1547 (or we'll get it for you). These are the general requirements: test all color systems on vhf and uhf for basic capabilities; determine station interference ratios, co-channel and adjacent, offset and non-offset, color-to-color, color-to-monochrome; determine effects of receiver noise, other interference (oscillator, diathermy, ignition, etc.); estimate costs of receivers, adapters, converters; test public reaction with sets in homes (see Trade Report).

Several stations on each color system are believed needed to verify laboratory tests, according to many. If so, getting stations operating is considered major job in itself, at least for RCA and CTI. Frank Stanton sees no great difficulty for CBS, whose equipment is portable. He says one way of doing job is to buy time on other stations.

How RMA will go about assisting in field tests, is tied up with its plan for National Television Systems Committee (Vol. 5:47), to be presented to FCC in 7-10 days. GE's Dr. W. R. G. Baker is polishing up presentation. An FCC representative is definitely desired as full-fledged NTSC member.

In a felicitous mood at demonstration's end, Chairman Coy sent participants home with: "For myself and for the Commission, now that we have gotten to be bosom friends in the protracted period of this hearing, I wish you a very happy Thanksgiving and a very Merry Christmas and a Happy New Year and may you come back with a lot of field test information."

this year has brought to its parent newspaper in excess of \$150,000 worth of advertising, attributable to TV alone, plus perhaps \$100,000 to other local newspaper.

Thus, in its fourth full year, 1950, KSD-TV will achieve "reasonable profitability" after 2 deficit years (about \$150,000 each) and one break-even or slight-loss year. Meanwhile, its AM counterpart continues to hold its own, down only slightly in gross and net from last year, and (Mr. Burbach says) with few if any AM sponsor losses due to TV.

EVERY HOME A NEWSREEL THEATRE: We used this same caption just about 2 years ago (Vol. 3:44) to point out "that just as surely as radio introduced radical changes in news reporting, just as radio took over a goodly portion of the phonograph record business, TV is going to dominate the newsreels."

"Another Blow to Newsreels: Television Kills Them Off" headlines article in Nov. 20 New York Herald Tribune, reporting that the 20-year-old Embassy Newsreel Theatre in Times Square, nation's first newsreel-only showhouse, has gone over to feature films. That leaves only 2 out of Newsreel Theatre Inc.'s original string still showing newsreels, only 3 in all New York City; year ago, Washington's sole newsreel house changed to features, too.

President W. French Githens stated reason frankly: "Most of our customers are men and they like action and sports. Now they can see all that on TV in any bar." He might have added "in many homes, too"; the nightly 15-min. Camel Newsreel on NBC-TV is particularly popular, usually has shots you see week later at movies.

TV is "whipping boy" in several big cities for 5-10% decline in movie attendance noted in Nov. 22 Wall Street Journal, mentioning particularly Boston, Detroit, Cleveland, Los Angeles. One moviemanager is quoted: "People either stay at home to watch TV, or stay away from the movies to keep up monthly payments on their TV sets." Other factors such as too many theatres, weather, football, strikes, etc. are mentioned -- but article pays scant attention to theatre-TV and lounges with TV that might hypo admissions.

Count of TV Sets-in-Use by Cities

As of November 1, 1949

Sets-in-use rose to 3,025,000 as of Nov. 1, according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service areas (.5Mv). November report embraces 2 new just-starting TV areas (Binghamton and Phoenix).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	100,000
Boston	2	1,175,000	177,000
Buffalo	1	323,000	44,100
Chicago	4	1,438,000	254,000
Cincinnati	3	384,000	42,000
Cleveland	2(f)	695,000	101,000
Columbus	3	225,000	19,700
Dayton	2	291,000	18,600
Detroit	3	839,000	129,000
Erie	1	112,000	14,000
Grand Rapids	1	182,000	7,000
Lancaster	1	85,000	16,000
Milwaukee	1	327,000	50,100
New Haven	1	557,000	50,300
New York	7	3,597,000	875,000
Philadelphia	3	1,184,000	235,000
Pittsburgh	1	742,000	40,000
Providence	1	1,011,000	17,100
Richmond	1	130,000	16,800
Rochester	1	208,000	11,300
Schenectady	1	258,000	38,000
St. Louis	1	474,000	57,600
Toledo	1	241,000	25,000
Washington	4	691,000	69,600
Wilmington	1	183,000	17,300
Total			
Interconnected	50	16,084,000	2,475,400

Non-Interconnected Cities

Albuquerque	1	22,000	1,400
Atlanta	2	233,000	18,500
Binghamton	1(a)	131,000	1,000

Birmingham	2	196,000	5,700
Bloomington	1(b)	104,000	300
Charlotte	1	171,000	7,800
Davenport	1	133,000	2,900
Fort Worth	1(c)	269,000	9,900
Dallas	2(d)	277,000	10,900
Greensboro	1	165,000	6,500
Houston	1	217,000	9,000
Huntington	1(e)	132,000	1,300
Indianapolis	1	281,000	11,500
Jacksonville	1	94,000	3,000
Johnstown	1	250,000	7,800
Kansas City	1	275,000	15,800
Los Angeles	7	1,372,000	251,000
Louisville	1	188,000	13,100
Memphis	1	177,000	9,900
Miami	1	117,000	12,000
Minneapolis			
St. Paul	2	333,000	41,300
New Orleans	1	225,000	9,000
Oklahoma City	1	138,000	11,600
Omaha	2	132,000	7,700
Phoenix	1(f)	49,000	100
Salt Lake City	2	93,000	7,000
San Antonio	—(g)	130,000	200
San Diego	1	113,000	12,100
San Francisco	3(h)	825,000	18,000
Seattle	1	307,000	12,600
Syracuse	1	199,000	15,100
Tulsa	1(i)	125,000	1,400
Utica	1(j)	127,000	3,000
Others	—	—	11,200
Total Non-Interconnected	46	7,600,000	549,600
Total Interconnected and Non-Interconnected	96	23,684,000	3,025,000*

(f) Third Cleveland station, WKEL, due to begin Dec. 17.

(a) WBNF-TV begins scheduled operation Dec. 1. (b) WTTV began scheduled operation Nov. 11. (c) Fort Worth-Dallas stations' coverage overlaps. (d) KRDL-TV begins scheduled operation Dec. 3. (e) WSAZ-TV began scheduled operation Nov. 15. (f) KPHO-TV begins scheduled operation Dec. 4. (g) WOAI-TV to begin scheduled operation Dec. 11. (h) KRON-TV began scheduled operation Nov. 15. (i) KOTV began scheduled operation Nov. 17. (j) WKTV begins scheduled operation Dec. 1.

* Note: NBC calls attention to fact that Nov. 1 data shows increase of 460,000 sets since Oct. 1 (Vol. 5:43), but that part of this increase actually occurred during September. So it's incorrect to assume difference between October and November figures represents sales during October alone.

Stories about anti-trust probes of network practices, published in *Radio Daily* Nov. 21 and *Washington Post* Nov. 24, had network executives in tizzy—none able to put finger on what, if anything, was in wind. Careful check with highest sources indicates: (1) Justice Dept. has not visited any networks. Since that's usual procedure, it's safe to assume it isn't investigating, though it's admitted "some complaints" are on file. (2) FCC's interest in own network rules, often honored in breach, is "quite alive"—but no decision has been made on what to do. FCC has hands full otherwise. Chairman Coy issued statement Friday saying no inquiry was in progress but FCC feels subject needs looking into, repeating in effect what he said last February (Vol. 5:9). Some network-owned stations are on temporary licenses (Vol. 5:45). It's recalled, too, that Rep. Sheppard (D-Cal.) has bill (HR-6373) to divorce networks from station ownership, limit stations to carrying their programs alternate hours only, etc.

New method of recording sound on film, developed by Minnesota Mining & Mfg. Co., may get first real workout in TV rather than in theatres. Instead of light-on-film method, company is offering "erasable" magnetic process, using metallic-coated film. It's similar to tape-recording, now used extensively for sound recording in radio broadcasting. Company, noted for development of scotch tape, thinks new method will cut costs, speed film production (e.g. sound head will cost about \$100 vs. present system's \$4000), New method requires complete changeover of existing theatre equipment, so company doesn't believe it will be used in theatres for some time.

FCC Comr. Robert Jones is hero of article in Nov. 26 *Saturday Evening Post* titled "He Refused to be Smeared by Pearson"—relating columnist Drew Pearson's unavailing efforts in 1947 to defeat ex-Congressman Jones' nomination to FCC on charges (which fell flat) that he was member of notorious Black Legion.

ABC reports \$482,000 loss for first 9 months of 1949, after carryback tax credit. Same period last year it reported profit of \$440,000 and in 1947 period profit was \$1,050,000. First 3 months (1949) loss was \$64,000 (Vol. 5:21), first 6 months \$46,141 (Vol. 5:33). TV is said to account for deficits.

Network TV scenic designers were still out at week's end, with no solution apparently in sight. Artmen want wages equal to those in theatres and motion pictures. Network officials insist there's basic difference between regular yearly salaries and scale for single shows, that higher salaries are unrealistic in TV today. Set designers are out at ABC, CBS, DuMont, NBC, WPIX.

More reverberations on TV freeze article in November *Fortune* (Vol. 5:44, 46), this one from telecaster-publisher Edward Lamb (WICU, Erie), who writes in Nov. 20 issue of his *Erie Dispatch*: "It's a lot of bunk . . . Government agents always make good whipping boys . . . The 'confusion' which is said to exist lies in the minds of the technicians and those who might wish to scuttle television."

GE has TV station-planning workbook, containing scaled floor plan sheets and gummed back cutouts so prospective telecasters can determine exact layout for station equipment. Copies can be secured from transmitter division, Electronics Park, Syracuse.

CBS color equipment stays in Washington for Dec. 6-9 American Medical Assn sessions. All 4 days, operations and clinics at Baltimore's Johns Hopkins Hospital will be microwaved (via hops at Jessup and Cheverly, Md.) to District's National Guard Armory.

Annual meeting of TBA will be held Feb. 8 in New York City, place not yet chosen.

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1949 issues of the *Television Digest* Newsletters plus the year's quarterly TV Factbooks. This volume of 52 Newsletters, 4 Factbooks and Index will provide a handy and handsome permanent reference covering TV's biggest year. Orders will be taken only until Dec. 31. Price, \$25 per volume.

Pye Ltd., of Cambridge, England, in frank effort to win foothold in American TV transmitter equipment market and earn dollar exchange, showed its wares to FCC, consulting engineers, et al., in Washington's Carlyle Hotel this week—demonstrating excellent pictures on closed circuit. Heart of British equipment is image photicon tube, said to have "the fine detail response of iconoscope and the light sensitivity of image orthicon." Tube comes pre-packaged in unit containing also amplifier circuits, optically and electronically aligned at factory, replaceable in entirety if anything goes wrong. It's priced at \$1200 (same cost as RCA's image orthicon alone). Other equipment for sale, all made to U. S. standards: camera chain, \$11,000; film projector and camera, \$15,000; pulse supply, \$10,000; 12-in. monitor, \$750—all prices somewhat under American manufacturers'. Pye is noted in England as electronics and precision instrument manufacturer, did some \$6,000,000 volume in 1948 (including TV receiving sets and equipment for BBC). It has engaged Frank McIntosh as American consulting engineer. New York demonstration is scheduled Dec. 6-10 in Park-Sheraton Hotel.

TV sponsorships: Allis-Chalmers Mfg. Co. will sponsor 2:30-4 p.m. telecast of judging at International Livestock Exposition in Chicago Nov. 29 on NBC-TV . . . Sundial Shoe Div., International Shoe Co., starts Jan. 20 to sponsor Fri. 6:30-6:45 *Lucky Pup* on CBS-TV . . . Anheuser Busch Brewing Co. starts Jan. 7 to sponsor *Ken Murray's Blackouts* on CBS-TV, every other Sat. 8-9 p.m. . . . Bonafide Mills renews *Versatile Varieties* on NBC-TV Fri. 9-9:30, subject to possible shift for hour programs for either *Lucky Strike* or *Sunoco* . . . Hamilton Watch Co., in addition to sponsoring 11:45 p.m.-12:05 a.m. show *New Year's Eve* on NBC-TV, is placing series of 5-min. pre-Xmas films titled *To Jim* and *To Peggy* on about 30 stations . . . Planning TV films and radio spots is Alemite Corp., subsidiary of Stewart-Warner . . . Noteworthy local sponsors: Admiral with dealers, *Hollywood in 3 Dimensions* on KTTV, Los Angeles, 15-min., may go national; Televendors Inc. (Flying Saucer kites), spots on WBAP-TV, Ft. Worth, thru Lee Smith, Hollywood; Alka Seltzer, weekly half-hour *Queen for a Day* on KTSN, Los Angeles, to be made available also on kine-recordings.

Fabian's Brooklyn-Fox this week invited 4,000 junior high students in to watch morning sessions of UN on its 15x20-ft screen, as telecast via CBS-TV, sponsored by Ford (Vol. 5:44), charging no admissions. Many theatres have TV lounges, said to be particularly popular on Tuesday nights when Milton Berle's hour is telecast. Just as candy and popcorn are holding up profits of many theatres, possibly TV shows projected on big screens or viewable in lounges can reverse downward boxoffice trend.

Halt in theatre-TV experimental authorizations, as announced last week by FCC (Vol. 5:47), got such unclear interpretations that TOA's Gael Sullivan has issued clarifying press release. He emphasized that FCC ruling does not affect current theatre-TV activities, has no bearing on movie industry requests for theatre-TV frequencies.

IS FREEZE SHRINKING TV SET MARKET? Over the short term, at least, TV manufacturers don't seem particularly worried lest market for receivers be stunted by drying up of CPs -- only 23 still left, 12 of them for new stations in areas not yet TV-served (see TV Directory No. 9 and Addenda to date).

Even though FCC's freeze will probably last far into 1950 (Vol. 5:44), meaning few if any new stations until well into 1951, belief is plenty of exploitation remains to be done in existing TV-served markets. There are 55 of these (including the several with stations still testing) -- and only an estimated 2,565,000 sets-in-use among the 23,504,000 families within their 40-mi. (.5Mv) radii (Vol. 5:43).

This means only 11% of homes in TV-served areas have TVs -- that is, if you count public places as "families". Thus, actually, more than 9 out of 10 homes in TV-served areas remain to be sold first TV sets.

Exploitation of these markets alone will consume plenty of output, say the manufacturers, though sales efforts may have to be intensified next year. Thus, freeze may not be an unmixed evil. Said one top sales manager: "We can develop the slow-moving markets without having to stretch ourselves the way we're doing now and did last year, when new markets were opening on top of each other. Even now, we're allocating all our output. We're not too worried about the freeze, not yet anyhow."

Note: U.S. Census Bureau counted 37,280,000 families in whole U.S. as of April 1948. With 23,504,000 of these in TV areas, that means 63% of all families already within service range. New markets yet to be opened up by pre-freeze CP holders are Phoenix, Ariz.; Bloomington, Ind.; Ames, Iowa; Kalamazoo, Mich.; Lansing, Mich.; Binghamton, N.Y.; Utica, N.Y.; Nashville, Tenn.; San Antonio, Tex.; Norfolk, Va.; Huntington, W.Va.

BLACK MARKET REARS UGLY HEAD: Recurring reports give credence to an almost unbelievable fact -- that shortages in some lines have led a few quick-buck retailers to demand payoff premiums for delivery of TV sets. On small scale, it's a condition not unlike automobile business not so long ago.

It's probably not widespread enough to be common practice, and certainly the brand manufacturers and wholesalers wouldn't condone it -- remembering the ill-will so many auto dealers engendered during recent shortage.

But the reports persist, and we have first-hand one ourselves of a New York customer who actually was asked \$50 above list for early delivery of a 16-in. set.

There are complaints, too, of tie-in sales but they stem mostly from distributors balking at being required to buy goods they don't want in order to get TV sets they do want. On the other hand, once-unwanted items like expensive TV and radio consoles, even phono units, are said to be moving well these days.

It's probably unfair to say these conditions betoken a trend, for TV business is being built up by pretty solid merchandisers for most part -- men with good backgrounds in radio and appliances who know (or should know) that the quick buck doesn't make for good customer relations, let alone replacement orders.

Yet fact is that sets are so tight that one of telecasting's VIPIs (very important person indeed) couldn't even "get them wholesale" the other day when he asked president of one of biggest factories for early delivery of 2 expensive models he wanted to give as gifts. All the VIPI got was a delivery priority.

Radios are also in shorter supply than ever, even radio-phonos, and from some non-TV areas come reports that retailers are getting sore because they feel manufacturers are neglecting them in favor of TV.

TREND TO THE 16-in. PICTURE TUBE: RMA third quarter figures aren't ready yet, but tubemakers will all tell you trend of TV picture tube size has been consistently upward all this year (Vol. 5:43). The 10-in. is still tops, but 12½-in. is rapidly overtaking it. With new shorter-necked tubes, it looks as though 1950 will be 16-in. year -- and that size should sweep the market once prices reach lower levels. Now in mass production, fitting into cabinets no larger than 12½-in. require, there's no reason why 16-in. TVs shouldn't get cheaper eventually.

Biggest tubemaker RCA says its 16-in. production in October and November will account for 30% of its total. Ratio will continue to rise as its new Marion, Ind. plant, now entirely on 16-in. metal-coned tubes, increases its production.

RMA figures show 7-in. rose from 55,263 units first quarter of this year to 112,375 second quarter; 10-in. went down from 378,760 to 337,685; 12½-in. up from 190,046 to 234,998; 15/16-in. up from 54,614 to 87,409; projection tubes, down from 6,921 to 3,848. Thus, for first half of this year, 10-in. ran close to 50% of all, 12½-in. about 30%, 15/16-in. about 10%.

Practically all 30 tubemakers (see p. 83, TV Directory No. 9) have their customers on allocation now. Sylvania says heavy fourth quarter demand is already taxing capacity of all, anticipates this will continue "well into 1950." DuMont reports flourishing tube business, is especially delighted with way 19-in. has caught on -- says 10,000 of these are being made each month. Hytron reports plan to build additional tube factory in Newburyport, Mass.; present plant working night shifts.

Radio tubes are running at high rate, too; not only are radios moving well, but what's often forgotten is that average TV set uses more tubes than radio.

* * * *

Prices of 16-in. table models already on market: \$250, Philharmonic; \$270, Jackson, Televista, Video Corp.; \$280, Brunswick, Meck, Sovereign, Vidcraft; \$300, Olympic, Raytheon, Regal, Telindustries; \$320, Hallicrafters, Tele King; \$325, Bace; \$330, Emerson, Mattison; \$340, DeWald; \$350, Garod, Sentinel, Starrett; \$360, Federal TV; \$367, Altec-Lansing (chassis); \$375, Westinghouse; \$395, Ansley, Bowers, Multiple, RCA; \$400, Fada, Magnavox, Mars; \$445, Sightmaster; \$545, Bell. Also, these 15-in. table models: \$395, Cascade; \$400, Remington, UST; \$425, DuMont.

The 19-in. thus far come only in consoles, and are as yet made only by DuMont, Hallicrafters, Bace, Hoffman, Stromberg, Remington, UST -- ranging up from DuMont's lowest-priced at \$495. There are also several 20-in. models turned out by DuMont, Multiple, Sightmaster, Bell, ITI.

GOOD 'GUESSTIMATES' OF TOP TV MAKERS: Some variants to list of top 10 TV producers, as we recently adduced them (Vol. 5:35), are offered by researchers for Television Shares Management Co., Chicago (Television Fund), who go a bit further than we did and actually rank them for whole of this year by unit and dollar volume. Frankly conceding they're "guesstimates" -- but based on close study of financial statements, RMA figures, executives' forecasts and trade reports -- TSMC's Edgar Greenebaum and Bruce Carlson pick 1949's "first 13" but warn: "These are only semi-educated guesses, for as you realize, in the majority of cases among the manufacturers, Gimbels doesn't tell Macys":

TV Unit Volume for 1949: RCA, 410,000; Admiral, 400,000; Philco, 315,000; Motorola, 250,000; Emerson, 215,000; Zenith, 160,000; Crosley, 160,000; GE, 150,000; Westinghouse, 125,000; Tele-tone, 110,000; Hallicrafters, 85,000; DuMont, 80,000; Magnavox, 70,000. Total, 2,530,000.

TV Dollar Volume for 1949 (factory prices): RCA, \$75,850,000; Admiral, \$68,000,000; Philco, \$56,700,000; Motorola, \$41,250,000; Emerson, \$33,325,000; Zenith, \$30,400,000; Crosley, \$28,800,000; GE, \$27,750,000; Westinghouse, \$23,125,000; DuMont, \$20,000,000; Tele-tone, \$16,400,000; Magnavox, \$15,400,000; Hallicrafters, \$13,175,000. Total, \$450,175,000.

Note that top 9 rank same in units and dollars, but next 4 vary. Note, too, that average price per set varies with different companies, but average list for all makes is approximately \$180. As for 1949 total of 2,530,000 units for these 13 set

makers, it looks quite reasonable in light of whole industry's calculated 1,625,000 for first 9 months (Vol. 5:44) and virtual certainty that last 3 months will account for well over 1,000,000.

Actually, there are about 100 set and kit makers, as listed in our TV Directory No. 9. But there's scant doubt these 13 turn out best-known brands, good probability they do 90% or more of whole industry's business.

TRENDS & TOPICS OF THE TV TRADE: Demand continues high, labor market up, so there aren't many who anticipate immediate breaks in TV prices. Not before next year's new models, at least.

Quite the contrary -- you hear peeps, now and then, of price increases. This week, Raytheon upped 16-in. models \$10 each, making table unit \$299.95, console \$349.95. Only reason, we're told, was "re-evaluation of manufacturing costs."

Major tubemaker which only recently began marketing TVs under own brand name (Vol. 5:34), Raytheon is also offering "black" tube as optional in 12½-in. console for \$10 extra. Its Belmont plant in Chicago, said executive v.p. H. C. Mattes, is now turning out 500 Raytheon TVs per day, expects to reach 750 by month's end.

To quiet trade reports that prices would soon be raised because of higher labor costs, RCA's consumer products v.p. Joe Elliott stated Friday RCA Victor has no plans to increase prices of TV receivers.

* * * *

Trade news is still dominated by excess of demand over supply and boom pre-Xmas trade, radios as well as TVs. Nearly everybody seems to think condition will run well into next year. In non-TV areas, merchants as well as local folk are prodding local broadcasters to provide that much-talked-about TV service, urging them to install stations; most local merchants have only vague ideas about TV freeze.

Bellwether RCA isn't ignoring radio set market, this week announced radio-phonograph console (with 45rpm) at \$99.95, about \$100 lower than its lowest, designed for tight-spaced homes or apartments; also 2 new table model AC-DC radios with 8-in. speakers at \$29.95 and \$39.95, both with plug-ins for 45rpm players. RCA officially denied reports it's going into 33rpm; to many rumors about abandoning 45rpm, consumer products v.p. Joe Elliott replied that these changers, reduced from \$24.95 to \$12.95, are now selling at rate of 50,000 per month while 45rpm record sales have increased 260% in last 90 days and are running at annual rate of 20,000,000 units.

* * * *

You're going to hear lots about RCA's Antenaplex System of simplified multiple antennas for apartment houses, hotels, hospitals, stores, etc. It hasn't been promoted much, partly because of receiver scarcities. But it has already been installed in 26 places, mainly New York area (Shelton Hotel is latest). Among store installations now working are those in Macy's New York and White Plains stores; Liberty Music Shop, New York; Rich's and Davis & Paxson, Atlanta; Dayton's, Minneapolis; Shillito's, Cincinnati.

Specialty distributors are handling Antenaplex contracts, which RCA's Engineering Products Dept. -- its TV transmitter business stymied by freeze -- plans to extend gradually into many more cities. It will be promoted heavily as answer to landlords' objections. System doesn't necessarily require RCA receivers; Shelton bought up quantities of Admiral 7 and 10-in.

* * * *

Miscellaneous trade news notes: Emerson has new 12½-in. console at \$279.50, includes 19 tubes plus 2 rectifiers; has also put out new \$19.95 table radio and \$24.95 personal radio with batteries...DuMont billings reported running some \$5,000,000 every 4 weeks; it works on 13 four-week cycles...Regal has new 16-in. console at \$397.50; with AM-FM, \$447.50...Video Corp. of America shaved 16-in. prices somewhat (around \$10) to list table now at \$270, open console \$300, console with doors \$320...Sonora seeking tax settlement with Uncle Sam, in connection with bankruptcy; president Joe Gerl then hoping to get it back into private radio and TV production...Arvin's 12½-in. table model (Vol. 5:41) is listed at \$260...Motorola out with new 16-in. TV-only console at \$349.95.

Zenith is still beating drums for Phonevision, appears to be going ahead with tests in some 300 Chicago homes, though FCC approval requested last August not yet obtained (Vol. 5:32). Recurrent trade paper reports tell of sets adapted and installed, phone lines readied, "A" feature films obtained, but details are lacking. MPA spokesman denies any of its producers is participating. Sales v.p. H. C. Bonfig, speaking this week before Kansas City Co-op Club, was quoted as saying TV is "an economic monstrosity because its spectacular popularity is coupled with enormous losses on the part of TV broadcasters . . . The biggest worm in TV's apple is programming, and the only solution is to give TV Hollywood motion pictures plus a boxoffice."

Illinois Bell Telephone Co. put serious crimp if not quietus in Zenith's Phonevision plans when it recently informed company it would have nothing to do with pay-as-you-look TV beyond furnishing leased lines for test now planned for early next year. Phone company said it wouldn't participate "either now or, so far as we can see in the future, in the other aspects of the fee-type TV such as billing, collecting or operating the switching of unlocking signals, or handling the orders therefor, by our operating forces." One fundamental of plan (Vol. 3:27) is to have phone company handle keying signal as well as bill customer for special movie telecasts.

DuMont has appointed Canadian Marconi exclusive representative to sell station equipment in Canada (Vol. 5:41). Although preliminary talks have been had with same company to make and sell DuMont receivers, nothing definite has been decided. Emerson recently appointed Canadian Marconi to make its TV sets (Vol. 5:38). DuMont also has sold transmitter and equipment to Mexico City publisher Romulo O'Farrill, who is reported hoping to get signal on air by end of year.

TV habits of 2000 Los Angeles families, according to Woodbury College survey: 91% listen less to radio; 68% report decreased movie attendance; 56% read fewer books, 43% fewer magazines, 15% fewer newspapers. Favored programs are sports, Milton Berle, movies, with football well in lead; 37% would be willing to pay something to watch football on TV, 34% would pay for championship boxing match. Set ownership: RCA 16%, Philco 15%, Admiral 13%, Hoffman 9%, Packard-Bell 7%, GE 6%, others 34%.

Since "census" of TV sets by cities as of Oct. 1 (Vol. 5:43), these reports of sets-in-use as of Nov. 1 have been received from station operators: Los Angeles 240,000, up 27,000 in month; Washington 69,550, up 6350; Kansas City 15,755, up 8755; Syracuse 15,104, up 3604; Memphis 9910, up 1810; Omaha 7748, up 1748; Greensboro 6531, up 1931.

Newly organized National Television Dealers Assn. (Vol. 5:41) announces comedian Bob Hope has accepted honorary president; he's chairman of board of Quality Electric Corp., Los Angeles, DuMont distributor (Vol. 5:23). Group says it now has 300 members, has fixed dues at \$25, plans first convention early next year.

Edward E. Shumaker, 67, former president of old Victor Talking Machine Co. and president of initial RCA-Victor when it was merged in 1930, died Nov. 4 at his home in Merchantville, N. J.

William Vassar, engineering asst. to Emerson Radio's executive v.p. Dorman Israel last 5 years, this week was named Emerson's chief engineer.

IT&T's Radio Corp. of Porto Rico has sold its WKAQ, San Juan, 5 kw on 620 kc, to *El Mundo* for \$325,000.

RCA's vestpocket tube manual, 1950 edition, is now available, includes TV servicing and battery data.

Magnavox directors have called special stockholders meeting Dec. 12 for vote on new preferred stock issue designed to retire outstanding bank loans and strengthen working capital. Stockholders of record Nov. 15 will be entitled to vote. Present capitalization consists of 1,000,000 shares of \$1 par capital stock, of which 659,898 are outstanding. There's unverified report that Music Corp. of America principals (notably Jules Stein) recently bought heavily into Magnavox, whose stock pulled up considerably after big summer dip.

Big boost in sales and net of Corning Glass attributed in good part to TV tube blanks. For year ended Oct. 9, sales were \$70,091,514 vs. \$64,989,541 for preceding year. Net income was \$5,617,900 (\$2.01 per common share after preferred requirements) vs. \$2,795,841 (93¢). For final 16 weeks of fiscal year (when TV sales really became brisk), Corning's net sales were \$19,182,756 vs. \$18,596,862 for same period last year; profit after all charges was \$2,466,335 (55¢) vs. \$975,675 (15¢).

Call for proxies at Admiral stockholders meeting, set for Nov. 9 in corporation's Chicago offices, discloses president Ross D. Siragusa and family hold approximately 40% of its 1,000,000 outstanding shares. Stockholders will vote on proposal to issue 2 shares for one (Vol. 5:42).

Noblitt-Sparks, whose Arvin Division makes TVs and radios, reports net profit of \$1,691,634 (\$2.85 per share) for 9 months ended Oct. 2, compared with \$1,675,793 (\$2.82) for same period last year. Third quarter accounted for \$734,653 (\$1.24) vs. \$605,962 (\$1.02).

TV pickups of United Nations (Vol. 5:44) will be done by Paramount cameras and crew. Movie company says it will feed UN General Assembly sessions to CBS-TV network daily while meetings take place (Ford sponsoring), will also beam pickups to Paramount Theatre in New York where they will be film-recorded, edited, selected highlights projected on large screen for theater audience. During non-broadcast hours, cameras will continue pickups, feeding to receivers in lounges for viewing.

FCC action putting 11 network-owned AM stations on temporary license until March 1 is only an expedient until Commission clears up question (1) whether representation of some affiliates by network spot sales departments is contrary to chain regulations and public interest, as charged by National Assn. of Radio Spot Representatives at hearings last November (Vol. 4:49) and January (Vol. 5:3), and (2) whether ABC and NBC have attempted to pressure affiliates into granting them more than optioned time, subject also of not-yet-decided Don Lee hearing of January 1947.

New baseball rules ease long-standing broadcasters' gripes over broadcast-telecast restrictions, are so liberal that Justice Dept. last week called off anti-trust probe. New rules virtually free each team to make own terms with broadcasters or telecasters without subjecting them to veto by any other teams. NAB is supplying members text of amendments.

Hooper gives TV 19.07% of total broadcast audience in 13 TV cities, 6-10 p.m. during August-September—in other words, approximately one out of 5. By cities, he rates TV share of audience thus: Baltimore 33.4%, New York 31.9, Philadelphia 31.1, Washington 26.2, Los Angeles 25.7, Chicago 24.6, Toledo 23.1, Detroit 19, Boston 18, Milwaukee 16.2, Cleveland 13.3, St. Louis 11.8, Cincinnati 11.3.

State Dept. called in industry and govt. representatives Friday for preliminary meeting to discuss: (1) demonstrations and meetings for benefit of international TV committee (CCIR) due in U. S. in spring; (2) request by Uruguay for assistance in setting up TV system; (3) better acquainting other American countries with TV.

DEMAND CONTINUES AHEAD OF SUPPLY: "Some geographical contraction of demand," as in steel and coal-struck areas, but even in those areas demand still running well ahead of supply -- that's the continuing TV market picture. Even yet, the factories can't turn out enough sets, and inventories are virtually non-existent. RCA says it's still producing only about 30% of what its distributors want; most of rest of top 13 TV producers (Vol. 5:45) report in much the same vein.

RMA production figure for first 2 weeks in October is about 141,000, which augurs RMA total of around 300,000 for month and truer all-industry total of more nearly 350,000 -- up some 30% from record September (Vol. 5:44). But that's only good guessing yet, for final figure won't be out for several weeks. Nonetheless, production rate is upward -- and there are conservative industry folk who are even betting on "100,000-set weeks" before end of year. Veteran manufacturer Frank A. D. Andrea even predicts 5,000,000 TV sets will be made and sold in 1950!

Settlements in steel strike, hiatus in coal strike, high incomes, Xmas trade all conduce to continued good TV market, and there's growing belief it will be good right through first quarter of 1950. It's a phenomenal business, right now, that has the hardest-headed producers and distributors gasping in wonderment.

RMA PARLEYS TO MAP COLOR STRATEGY: They're such rugged individualists, so keenly competitive, so flushed with success of the TV-radio trade, that you hear all sorts of suggestions from top TV-radio set and parts makers on how to meet the Washington "color threat." Not that it's hurting trade just now, but there's no gainsaying handicap on TV's natural growth (Vol. 5:45). Hence, on eve of RMA's winter conference in New York's Hotel Roosevelt next week (Nov. 14-16), we hear such remarks as:

"Let's take it up with President Truman." And -- "To hell with the politicians, let's tell the public the facts," And -- "Labor has just as big a stake as we have, let's show them what a mess Washington can make of the industry if the freeze continues." Needless to say, there are few kind words for FCC, fewer for Comr. Jones for spearheading color-in-a-hurry.

Counsel of caution and realism is expected to prevail, however, in RMA's parleys next week with ex-Senator Wheeler and son Edward, its lawyers in current hearings. What the organized industry will say next, when president Ray Cosgrove reappears at February hearings, will be planned by TV committee at Tuesday meeting, and at board meeting Wednesday. That the industry is united on compatibility idea, on belief that color is neither ready nor important yet, on conviction that acceptable system can't be hatched overnight simply on say-so of somebody in Washington, is manifest to any observer.

Though no longer with Crosley (Vol. 5:43), Ray Cosgrove will serve out term as RMA president; there's even talk about engaging him as full-time paid president, which might lead to refrigerator producers joining up with RMA -- might even bring Admiral back into the fold. RMA board meets Wednesday. TV committee meets Tuesday, comprising Max Balcom, Sylvania, chairman; Benjamin Abrams, Emerson; W. R. G. Baker, GE; W. J. Barkley, Collins; H. C. Bonfig, Zenith; Allen B. DuMont; J. B. Elliott, RCA; Paul V. Galvin, Motorola; G. M. Gardner, Wells-Gardner; W. J. Halligan, Halli-crafters; Larry F. Hardy, Philco.

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Note: No one is more disgusted with "waste of time in Washington" over color TV than outspoken Dr. Allen DuMont (Vol. 5:45). Quite aside from possible adverse effect on trade, later if not now, he calculates current FCC hearings are costing about \$1,000,000 in out-of-pocket expenses for legal, travel, hotel, time, etc. That's apart from what it's costing Government. Luckily for rank and file of industry, brunt is being borne by CBS, DuMont, Philco, RCA -- and, of course, RMA.

TRENDS & TOPICS OF THE TV TRADE: Shortage of TVs in big cities is exemplified by the many big stores showing and advertising obscure brands. They simply can't get enough name-brand sets. New York newspapers particularly are replete with dept., music store and furniture store advertising giving some small manufacturers buildup they never dreamed of. Such cut-price advertising as still prevails -- and Washington is reputed one of the worst towns in that respect -- often turns out to cover traded-in sets. The trend still is to larger pictures (Vol. 5:43) and 7 and 10-in. sets are often being returned in favor of 12½ and 16-in.

Magnitude of TV trade is indicated by prediction New York area by Jan. 1 will have 1,000,000 TVs, made by editors of Radio & Television Retailing. As of Oct. 1, estimate was 800,000 (Vol. 5:43). It's estimated that these, with antennas and installations, mean an outlay of nearly half billion dollars. And Philadelphia Electric Assn reports retail value of TV sales in that area was \$45,526,876 during first 9 months of this year, compared with \$19,414,215 for same 1948 period. It reports 131,123 sets were sold at average \$347.

Planning for winter distributor conventions has already begun. Admiral will hold one in Chicago probably in January. Philco's also will be in that city in January, place undetermined. But Philco's will merely display full TV-radio lines along with refrigerators, freezers, air conditioners, ranges, etc.; mainly, it's to be a "refrigeration convention." National Assn. of Music Merchants, very much concerned now with TV, has set regional meetings Feb. 1-2 in Houston, March 13-14 Cleveland, March 27-28 Washington.

Philco right now is preparing for Nov. 28-Dec. 6 "Philco Television Week," sending out mass mailings of 4-p. tabloids illustrating its lines. During week, dealers can give away \$11.50 Sessions electric clock to anyone buying Philco TV; it's optional, and some dealers say they won't because sets are so scarce anyway.

* * * *

A few new name models currently making their appearance: Crosley's first 3 sets of new line (Vol. 5:44), now being delivered, are 10-in. plastic table model at \$199.95, 12½-in. table at \$279.95, 16-in. console at \$499.95 -- all with built-in antennas. Crosley is also coming out with new line of vari-colored table radios, all at \$42.95...Stromberg-Carlson's 2 new 12½-in. consoles feature its first built-in -- Silver Anniversary at \$329.95, Salem Chest with doors at \$385. Monoplane antenna is included for lower channels, rotatable antenna for upper...DuMont replacing 12½-in. Sheffield console with Canterbury, same set in new cabinet but with "local-distant" switch for improving weak signals; price is undecided but may be slightly higher than present \$379.50.

New price of Westinghouse 12½-in. console with AM-FM-3 speed (Vol. 5:42) is \$475, up from original list of \$450. Set is just going to market, now has "black" aluminized tube, new AGC circuit. Westinghouse has ceased production of 10-in. console-combination, cut price from \$625 to \$475; also has quit making 12½-in. console-combination, cut from \$725 to \$550.

Emerson has new 16-in. console with doors, due out at \$449.50, replacing present 16-in. open console at same price; Emerson has also priced 12½-in. console with AM-FM-45 & 78rpm at \$449.50, and has cut 10-in. table from \$249.50 to \$229.50.

New to New York market is Hoffman brand, heretofore sold entirely in West and Southwest; Schirmer's is advertising it...Add private labels: Madison, 10-in. table at \$150 offered by Vandervoorts, St. Louis, made by Garod...Sentinel has cut 7-in. table from \$160 to \$140...Brunswick has cut 12½-in. table from \$219 to \$200, 16-in. table from \$280 to \$260...ITI has new 16-in. table at \$350, with built-in antenna, 18 tubes, 3 rectifiers...Freed has new Sheraton cabinet 16-in. console at \$525...Sylvania, which put own-brand TV on market in September (Vol. 5:37), plans to put out 2 radio models under own name; if they click, more will be added.

RCA is about to ship some tubes with new "Filterglass" face plates, expects 100% changeover (at no increase in cost) to be completed shortly after Jan. 1 -- or as soon as existing inventories of materials are depleted and suppliers can increase output...Big cuts in prices of 5TP4 projection tube announced Nov. 4 by RCA, effective Oct. 24: New price to distributor is \$32.75, down from \$50.49; suggested dealer

price \$40.90, down from \$59.40; suggested list \$54.60, down from \$74.25...GE has 2 new receiver tubes (6BN6 and 12BN6) each designed to act as combined limiter and FM discriminator, permitting reduction in number of tubes in FM and TV set circuits.

Capehart-Farnsworth Corp. broke ground Nov. 9 for new \$200,000 plant addition at Fort Wayne, providing 43,000 more sq. ft. of space and enabling "100% increase in output"...Hallicrafters launching promotion via AM, sponsoring "Hollywood Quiz" on Mutual network starting Dec. 10, Sat. 5:45-6 p.m....Columbia Records reported now producing 500,000 LPs per month.

91 STATIONS NOW IN 52 MARKETS: Phoenix's KPHO-TV got permission to go on equipment tests this weekend, making 7 stations now testing preparatory to formal debuts (see TV Addenda 9-F herewith). KPHO-TV says it will begin test patterns Nov. 16, may go on regular schedule Dec. 4. Meanwhile, 3 more stations can be added to the log of regularly-operating outlets: KRON-TV, San Francisco, and WSAZ-TV, Huntington, W.Va., both of which dedicate next Tuesday, Nov. 15, and KOTV, Tulsa, which begins regular schedules Nov. 17. All of these have been fully reported on in newsletters of last few weeks, and rate cards and data on KRON-TV and KOTV will be found in TV Directory No. 9. These 3 bring total to 91 operating stations in 52 markets (not including those having stations still testing). Next ones definitely due (others now testing haven't announced formal starting dates yet): WKTV, Utica, and WBNF-TV, Binghamton, N.Y., both Dec. 1; WOAI-TV, San Antonio, Dec. 11; WXEL, Cleveland, Dec. 17.

CIO claims 125,000 of nation's 450,000 electrical workers already have gone over to its week-old International Union of Electrical, Radio & Machine Workers, set up to take over from expelled, left-wing UEW. Although many UEW locals haven't voted yet, reports indicate some locals at following companies have voted to affiliate with IUE: Columbia Records, Delco, GE, Philco, Westinghouse, RCA plant in Pulaski, Va.; newspaper reports told how Pulaski workers "escorted" UEW leaders out of town. IUE this week asked managements of 1378 plants (including many in radio-TV) for recognition in place of UEW, but most companies are neutral or claim, as did GE, that law requires them to continue contracts with UEW unless otherwise directed by NLRB. Ownership of funds and books of disaffiliating locals will be subject of court fights for some time, UEW has already applied for injunctions in some cities.

"Incidental radiation devices," including TV sets, subject of FCC-Industry conference last week, under direction of FCC Technical Information Div., brought 60-odd conferees together to discuss means of reducing interference from such equipment as ignition, switches, motors, generators, fluorescent signs, even electric lights. It's expected progress will be rather slow, with such matters as measurement methods still to be agreed upon. To regulate receivers, some think RMA might set up approval system like that of Underwriters Laboratories. Most of industry and FCC are dubious of having latter type-approve sets.

Stock offering of 275,000 shares at \$1 per share, without underwriter, is announced by Skiatron Corp., 381 Fourth Ave., New York (Arthur Levey, president). Elaborate brochure describes system and the corporation formed to commercialize 58 patents developed by Scophony Corp. Claim is made Skiatron system offers new methods which "eliminate the cathode ray tube in TV reception."

Trade personnel: R. T. Capodanno, ex-Philco, new Emerson director of engineering under chief engineer William Vassar . . . Stanley J. Glaser resigns as Crosley radio-TV mgr. . . Kirk Torney, ex-KGO, new sales mgr. of Hoffman Radio's new San Francisco district office, 1339 Mission St., headed by Walter Epstein . . . David H. Grigsby promoted from sales promotion chief to advertising mgr. of Zenith.

Those Television Fund researchers' "guesstimates" of top TV producers and their unit and dollar volume for 1949 (Vol. 5:45) went way off on Admiral, apparently; spokesman for that company says 400,000 unit figure is "good guess" but \$68,000,000 dollar figure is "way off." Company actually passed that, for TV alone, by Nov. 1—and its first 9-mo. statement (Vol. 5:42) showed gross sales of all products of \$77,098,151. Motorola, too, has taken exception—says "guesstimate" was 20,000 too low in figuring its 1949 set output at 250,000.

First effort by any foreign TV manufacturer of transmitting equipment to break into U. S. market is that of Pye Ltd., Cambridge, England, which already has crew of 4 in this country to demonstrate its line of studio and "Tele-cine" equipment—cameras, control desks, wave-form generators, sound and monitoring apparatus, etc. Five more men are en route, and equipment was to arrive this week end. Head of delegation is B. J. Edwards, who says equipment will compete price-wise despite tariff, giving American buyers benefit of devaluation. He claims Pye cameras are superior to American-made. Demonstrations are tentatively set for Washington Nov. 21-25 (place undecided), New York Dec. 6-10 (Park Sheraton Hotel).

RCA has developed non-synchronous TV receiver for export market. It covers all 12 channels (most foreign makes cover only one), operates on varying power line voltages and frequencies—from 110 to 240 volts and from 40 to 60 cycles—which need not be same for receiver and transmitter. It also operates either on U. S. system of 60 fields, 525 lines, or proposed European system of 50 fields, 625 lines.

"Lensless lens" is latest development by TV-optics expert Dr. Frank Back. Using 4 mirrors, device has 40-in. focal length, yet is only 16-in. long. Invention, called "Video-Reflector," will be used first by CBS-TV for Columbia-Brown game Nov. 19. CBS says its magnification is so great that figure of man a block away is blown up to fill screen.

An automatic switch, changing a set from present 525-lines to CBS's 405-lines, has been under development in FCC labs, it was brought out in hearing this week. Lab chief E. W. Chapin will describe it at Nov. 21-22 comparative demonstrations.

Separation of NBC-TV network operations into own self-contained organization under v.p. Pat Weaver, effected this week, doesn't change top echelon at NBC: Niles Trammell, chairman; Joseph McConnell, president; Charles Denny, executive v.p. Rumors Denny is slated to head up parallel sound radio dept. are discounted, though he is temporarily handling both sound and owned-and-operated stations. Top man for sound awaits choice of "right man" for what McConnell calls "challenging job"; he's not in sight yet, nor has anyone been picked for O&M. Top TV operating executives under Weaver now are: Carleton D. Smith, continuing as operations director; Frederic W. Wile Jr., moved from assistant to Weaver to director of production; George H. Frey, from Eastern radio-TV sales manager to TV sales manager; Norman Blackburn, from national TV program to Hollywood TV operations mgr.

Despite official disclaimer (Vol. 5:44), reports persist CBS is dickering for Los Angeles' KFI-TV, given impetus by Harry Witt's Nov. 15 return to CBS-Hollywood on special TV assignment. Witt has been manager of KTTV, which *Los Angeles Times* owns 51%, CBS 49%. Earle Anthony reported eager to make deal, in view of fact KFI will lose NBC-AM affiliation if network goes through with plan to buy KMPC. In recent report (Vol. 5:44), we referred to KTLA as Dorothy (Thackrey) Schiff station in Los Angeles; we meant KLAC-TV, of course.

Boston's Pilgrim Theatre is carrying remaining Notre Dame games (starting with No. Carolina this week) on its 15x20-ft screen with recently installed RCA projection TV equipment (Vol. 5:43) by arrangement with DuMont Network (which has been carrying Chevrolet-sponsored games since beginning of season). Upcoming games with Iowa and So. California at South Bend will also be carried. Telecasts will be shown in addition to usual double feature, 50¢ and 65¢ matinee prices to prevail. Financial arrangements between theater-owner Sam Pinanski (also TOA president) and DuMont were not divulged.

Broadcasting rights don't cover TV, Maryland Court of Appeals ruled Nov. 10 in reversing Baltimore Circuit Court decision, holding Century Athletic Club could sell TV as well as radio rights under its contract with Baltimore Coliseum. Unanimous verdict said, "We have been referred to no definition, and have found none, of 'broadcast' as meaning to transmit by TV."

E. C. Page Consulting Engineers, Washington, has been awarded sub-contract to install and put into operation four 100-kw GE and two 50-kw RCA transmitters at Tangier for Voice of America, to operate in 6-20 mc band for relaying U. S. programs to Europe and Middle East. Prime contractor is Steers-Groves & Co., New York.

MBS gets new 7-year contract for exclusive radio rights to World Series, Gillette to sponsor; cost of rights reported in excess of \$1,000,000. But Mutual, which has no TV network operating or in prospect, did not get TV rights; with Gillette, was given option to meet any offers.

October Rorabaugh Reports list 1891 advertisers using TV during October, up 23% from September's 1537 and up 282% from October, 1948 total of 495. They're divided as follows: 76 network advertisers, 399 national-regional spot, 1416 local-retail.

Network sponsorships: Phillips Packing Co. will sponsor *Easy Aces* on 15 DuMont stations, starting Dec. 14... Anheuser-Busch Inc. (Budweiser beer) reported dickering for sponsorship on CBS-TV of *Ken Murray's Blackouts* every other Sat.; deal also in wind whereby 15 dept. stores might cooperatively sponsor that show, handled by Lamb & Keen, Philadelphia.

Station sponsorships: Among advertisers reported using or planning to use multiple TV outlets are Amurof Products Co. (ammoniated dentifrices), thru Jones Frankel Co.; Gillespie Varnish Co. (Gillespie paints and Bull Dog paint remover), thru H. W. Fairfax Adv. Agency; Heet Division, Demert & Dougherty (Heet anti-freeze), thru Ruthrauff & Ryan; Westclox, thru BBDO; Ironrite Ironer, thru Brooke, Smith, French & Dorrance; Minnesota Valley Canning Co., thru Leo Burnett; Van Camp Sea Food Co. (Chicken-of-the-Sea tuna), thru Brisacher, Wheeler & Staff; Von Schrader Mfg. Co. (Powder-ene rug cleaner), thru Reincke, Meyer & Finn; Kendall Mfg. Co. (Soapine), thru Bennett, Walther & Menadier; D'Arrigo Bros. (Andy Boy vegetables), thru James Thomas Chirurg Co.; D. L. Clark & Co. (Clark Bars), thru BBDO; U. S. Tobacco Co. (Old Briar, Model, Dill's Best), thru Kudner Agency (spots in addition to its *Martin Kane, Private Eye* on NBC-TV).

Telecasting notes: Rate card revisions—upward—and extensions of schedules are order of day among telecasters, but ABC's WJZ-TV, New York, is reversing trend by cancelling all Monday and Tuesday telecasting instead of merely curtailing schedules those days, as first planned (Vol. 5:45). Economy is reason... Crosley's WLWT, Cincinnati, reports average daily schedule during October of 11 hours, 4 minutes—3 hours, 6 minutes per day more than preceding month. Network service accounted for 37.4% of hours; 42.1% of total telecast time commercial... Following example of all-daytime KFI-TV, Los Angeles' KLAC-TV is second station in area to go daytime—in addition to night schedule.

Personal notes: Henry Ladner, with NBC law dept. since 1935, has resigned to open own law offices in Bar Bldg., 36 W. 44th St., New York... Frederick Anderson, ex-Compton v.p., new director of radio-TV plans at McCann-Erickson... Leonard Asch succeeded by Fred Ripley, from WTRY, Troy, as gen. mgr. of Schine Theater chain's WPTR, Albany; Asch stays with WBCA (FM), Schenectady... Willard E. Walbridge now asst. mgr. of *Detroit News'* WWJ & WWJ-TV.

More Nov. 1 counts of TV sets-in-use since NBC Research reports of Oct. 1 (Vol. 5:43), as received from station operators: Boston 177,026, up 31,634 in month; Cleveland 101,358, up 13,617; St. Louis 57,600, up 8100; Milwaukee 50,115, up 8968; Providence 19,750, up 3250; Rochester 11,290, up 2790.

"Depth of penetration" of TV set distribution, i.e., number of receivers in each market per 1,000 families, is calculated by *Milwaukee Journal* (WTMJ-TV) researchers by dividing total sets by number of families within 40-mi. radius. As of Oct. 1, they're ranked thus (for number of stations, estimated sets, total families, see Vol. 5:43; for comparison with Aug. 1 "depth of penetration," see Vol. 5:37):

Market	Sets per 1,000 Families	Market	Sets per 1,000 Families
New York	222	Salt Lake City	72
Philadelphia	192	Oklahoma City	70
Lancaster	162	Syracuse	58
Los Angeles	155	Columbus	58
Chicago	136	Louisville	56
Cleveland	126	Albuquerque	55
Milwaukee	126	Dayton	51
Schenectady	124	Memphis	46
Boston	124	Omaha	45
Baltimore	120	Pittsburgh	43
Richmond	118	Rochester	41
Buffalo	111	Houston	39
Detroit	107	Charlotte	38
Minneapolis-St. Paul	106	New Orleans	36
St. Louis	104	Grand Rapids	34
Washington	91	Seattle	33
Toledo	91	Indianapolis	33
Cincinnati	90	Fort Worth-Dallas	29
San Diego	89	Greensboro	28
Erie	89	Birmingham	26
Wilmington	87	Kansas City	25
Miami	83	Johnstown	20
New Haven	79	San Francisco	18
Atlanta	73	Providence	16

NO TV CUTBACKS UNTIL APRIL: As things look now, by and large, there probably will be no TV production cutbacks until next April. Many key industry leaders think first 1950 quarter will continue high. Then, following normal radio cycle, a spring and summer dip -- deeper perhaps than radio's seasonal slump because TV sets usually can't be taken out-of-doors. (Battery portable TV set remains to be invented!)

Production planning now is for next 2 or 3 months mainly, and varies with various companies. They're naturally not tipping off their hands. But it's good guess that by January-February, maybe a few before then, some new "fill-in" models will come along; that price levels won't change much, if demand continues ahead of supply; that new gimmicks, new cabinets, bigger pictures will be featured.

Optimism is manifest on all hands -- same high spirits evident in the flourishing manufacturing industry you find on any winning team.

1949-50 FORECASTS BY RMA, ET AL: Out of RMA winter conference this week, this official prediction: 2,500,000 TV sets produced in 1949 plus 10,000,000 radios, entire output having factory value of \$750-\$800 million. From tube committee chairman Max Balcom (Sylvania), this additional forecast: 3,750,000 TV sets to be produced in 1950, based on prospective tube availabilities.

Our own estimate is about 2,750,000 sets this year (see latest production figures, p. 1), but we won't hazard guess on next year. It's no guess, though, to say that 65% of present dollar volume of radio industry derives from TV.

* * * *

RCA v.p. Joe Elliott (consumer products) estimated 2,300,000 TV set output for 1949, forecast 1950 production of 3,100,000 valued at \$700,000,000 retail (average: \$226 per set), said TV production will eventually hit 5,000,000 units per year. He spoke Nov. 15 before Philadelphia chapter, American Institute of Banking. It took automobile industry 12 years to accumulate first \$1 billion in wholesale sales, he observed -- and TV will achieve that sum next year, its fourth full year!

Oft-overlooked is corollary of TV set sales -- TV servicing -- much more important dollar-wise than its subsidiary and unglamorous status would indicate. Elliott calculates that, for all 1949, servicing will account for \$90,000,000 in installation and service charges; \$22,500,000 in antenna sales; \$20,750,000 in accessory sales.

Bankers were told TV next year will consume 100,000 tons of steel, 47,500,000 lbs. copper, 40,000,000 lbs. aluminum, 83,000,000 lbs. glass, 103,000,000 board-ft. wood. Elliott suggested financiers participate by: (a) Investing in retailing and distributing firms handling TV and financing paper for brand-name sets; more than 25% of all TV set sales are on time. (b) Participating in TV station ownership. (c) Advertising via TV, as 4 Philadelphia area banks and others are already doing. (d) Establishing "TV savings accounts" to help depositors save to buy receivers.

TUBES PLENTIFUL, SIZE TRENDS UPWARD: No shortage of picture tubes is in prospect, despite fact all 30 tubemakers (p. 83, TV Directory No. 9) are selling all they can turn out. Their present annual capacity, estimated around 3,500,000, can probably be boosted to 5,000,000 if demanded. Glass blank makers are meeting all demands, as are metal-coned components makers. They have no fears they will falter rest of this year or all through 1950 -- not even if rate of set production and replacement orders continues upward.

Not even, in fact, if still-latent demand for rectangular tubes (Vol. 5:42) suddenly blossoms into full force.

Right now, rectangulars aren't being ordered in quantities because everybody is tooled for rounds, for which demand is sure and steady. As one big manufacturer

said, there's not enough saving in space (and none in price indicated yet) in the 12 and 16-in. rectangular sizes to warrant changing present production lines. The 19-in. rectangular may turn out to be hot number next year, though, because it's a substantial space-saver.

Corning Glass thinks rectangulars will crop out in small way just after first of year, then be featured big to hypo spring trade. If 19-in. round tube being featured currently by DuMont and several others goes over big, then rectangular in that size should also be substantial factor in next year's market.

Meanwhile, nobody's telling the other fellow what he's planning with respect to rectangulars, whose popular and cabinet-design appeal should be great. But keep your eye on new 19-in. sets by DuMont, et al (Vol. 5:41). When you can buy 19-in. console for \$495, same price as RCA's 16-in. table when introduced only last January (now \$395), it's plain that swing toward larger pictures is a continuing trend.

Also, watch what 19-in. spells for projections. Right now, Emerson and RCA alone among Big 13 producers (Vol. 5:45) are still turning out projections. They're selling steadily, though in small quantities; Emerson's with Protelgram at \$399.50, RCA's cheapest at \$795.

Glass blank makers verify that 16-in. continues to show faster rate of increase than any other size, with 12½-in. dominant, 10-in. receding, 7-in. minor.

TRENDS & TOPICS OF THE TV TRADE: Little and big set producers alike continuing at capacity until next spring, all offering built-in antennas due to competitive necessity rather than belief in their efficacy, everybody making sets with rectangular and "black" tubes -- that's trend picture we get from sales manager Morton Schwartz, of fast-moving Tele-tone, one of the industry's "big little fellows" (Vol. 5:45).

If demand drops after Xmas, says Schwartz, it will merely drop back to set-makers' capacity. Inventories are nil, so there won't be any post-Xmas dumping. Tele-tone's president S. W. Gross told FCC recently (Vol. 5:42) he expects to turn out 100,000 sets this year. Private-label business runs about 15% of output.

Despite high production pace of TV industry at large, a few smaller set makers apparently have some unused capacity. Nov. 9 Radio & Television Weekly carried ads by Regal and Techmaster's Videola (TV Directory No. 9), stating their availability for private-brand production; another blind ad in same issue announced new firm soliciting private-brand business.

Now wedded to regional distributorship idea, though as yet having only 18 of them in as many TV markets, Hallicrafters will hold convention Dec. 1 in Chicago's Knickerbocker Hotel to discuss 1950 plans; more major market distributors will be appointed as sets become available.

Pilot Radio, seeking place in the TV sun, its plant now 80% devoted to govt. contracts running out this year, is stepping up advertising of its new 12½-in. \$270 table model, begins sponsoring thrice weekly newscasts on WOR (AM) Nov. 21; its wireless-veteran president Isidor Goldberg told Retailing Daily it hopes to achieve 500 TV units per day by spring. Record-making plant will be sold. Pilot's \$100 set with 3-in. screen (Vol. 4:24) proved interesting novelty, but interest flagged.

Demand for radios continues high, and many set makers are veering back to it while seeking not to disturb TV production lines. Emerson is still in full swing on small sets. Dealers in non-TV and fringe areas of West are clamoring so hard for radios that Hoffman, which went all-out for TV, is resuming radio lines. Hoffman TV sets offered by Schirmer-New York (Vol. 5:46) doesn't mean Los Angeles firm is invading that area; Los Angeles Schirmer handles lines, so took some for New York too.

Survey of key TV cities by Retailing Daily, Nov. 17, finds black market negligible -- though some instances are reported, mainly of trans-shippers getting premiums up to 15% from retailers for standard brands...Macy's-New York last week advertised new 12½-in private-brand Hyde Park console at \$229; rest of that line is 12½-in. table at \$190, 16-in. consolette at \$280 (Vol. 5:38)...ITI has new 16-in. console with non-directional built-in antenna at \$390; ITI offers "black" tube optional at \$10 extra in its 12½-in. sets...RCA has named 16-in. line the "Lancaster Series," has sent dealers illustrated booklet.

Trade personals: Fred D. Wilson, ex-RCA Victor, recently executive v.p. of Bendix Home Appliances Inc., elected Nov. 15 president of Capehart-Farnsworth Corp., succeeding Ellery W. Stone . . . Sir Ernest Fisk, managing director of EMI, London, due on *Queen Elizabeth* next week; coming here to size up potential market for British radios and TVs . . . Carl J. Hollatz, ex-Belmont v.p., retained by RCA tube dept. as sales consultant . . . Dr. Alexander Ellett, research chief since 1946, elected Zenith v.p.; Karl Hassell elected secretary . . . James D. Shouse, president of Crosley Broadcasting Corp., elected to Avco executive committee in place of Raymond C. Cosgrove, resigned (Vol. 5:43); William M. Werner, gen. mgr. of Avco's New Idea Division, elected v.p. . . . Charles T. Lawson, Kelvinator sales v.p., elected president of National Electrical Manufacturers Assn. . . . Correction: R. T. Capodanno, ex-Philco, is new Emerson director of engineering under executive v.p. Dorman D. Israel, with chief engineer William Vassar reporting to Capodanno; we regret our error.

IRE has elected NBC's Raymond F. Guy as 1950 president, Sir Robert Watson-Watt of London as v.p. New directors-at-large are William R. Hewlett, Hewlett Packard Co., and James W. McRae, Bell Labs. Regional directors elected: Prof. Herbert J. Reich, Yale; Prof. Ferdinand Hamburger Jr., Johns Hopkins; John D. Reid, Crosley Div., Cincinnati; Prof. Austin Eastman, Washington U.

Phono and record business is reported going well, and RCA this week began offering 14-record 45rpm package (\$10 value) free with each \$39.50 player. Rumor won't down—and denials sound rather guarded—that RCA will make 33 $\frac{1}{3}$ rpm records after Jan. 1. Meanwhile, its big 45rpm promotion includes page ads signed by president Frank Folsom stating, "RCA Victor '45' is here . . . and here to stay."

Allen B. DuMont Laboratories, which operates on basis of 13 four-week cycles, reports that first 40 weeks of 1949 to Oct. 9 showed net sales of \$29,507,000 compared with \$17,374,000 for same 1948 period. Unaudited net profit was \$1,676,000 (75¢ a common share) vs. \$1,421,000 (70¢). Dividend payment Dec. 22 will be 50¢ per common share, payable to stockholders of record Dec. 1, compared to 25¢ last December.

Bullish 5-page analysis of TV by investment brokers Bache & Co., 36 Wall St., New York, reports set-makers going great guns now and networks good for the long run. Company favors these stocks: ABC, Admiral, CBS, DuMont, Emerson, Motorola, Philco, RCA, Zenith.

Potential for TV set sales in markets not now TV-served will be surveyed by RMA statistics committee headed by Sylvania's Frank Mansfield, authorized at this week's board meeting. Though running at capacity now, set makers want some kind of gauge of markets that will exist when freeze is lifted and new stations authorized.

Assn of Electronic Parts & Equipment Manufacturers suggests series of meetings in key cities, to permit local manufacturers' representatives and distributors to meet together, as means of relieving manufacturers from exhibiting at many small conferences. AEPSEM would reserve May Parts Show in Chicago as sole big convention.

Flying spot scanner that takes opaques as well as transparencies, has automatic feed feature, will be offered TV set manufacturers and broadcasters in spring by Philco Industrial Div. (James McLean, mgr.). To be priced about \$5000, scanner is said to permit set-makers to test receivers in factory, obviating need for field tests.

Headline of the Week (from Nov. 15 *Radio Daily*): Sen. Johnson Clarifies Stand on Color-Tele and 'Freeze'.

How touchy are the color TV protagonists is shown by this little press release battle: Last week, CBS's Peter Goldmark returned from London, reported that BBC planned to experiment with CBS's color system and that BBC's engineers were favorably impressed with it (Vol. 5:46). This week, RCA produced statement from Sir Noel Ashbridge, director of BBC technical services, saying, "The only work in color TV by BBC consists purely of research experiments. Naturally, all existing and proposed systems are under review. The BBC is equally interested in RCA and other promising systems. No arrangements have been entered into with any British or American firm so far." Goldmark's reply to that: "RCA has rushed in after CBS, as it has done in the past in this country, to block the CBS system and keep color TV from the public."

People claiming to have color TV systems are making more and more inquiries at FCC as color hearing publicity spreads. Latest filing petition to participate in hearing is Prismacolor Pictures Inc., 1902 S. Western Ave., Chicago (F. E. Oakhill, president). Company says its system, used for color film, is good for color TV. Engineers who've read description of system tell us it may be okay optically but looks far-fetched electronically.

Banning of football telecasts by some Western colleges impelled RMA to name special committee this week to look into charges TV causes attendance drop, seek to work out some agreement to keep colleges happy. Committee to work with telecasters is headed by H. L. Hoffman, Hoffman Radio; includes Leonard F. Cramer, DuMont; A. A. Brandt, GE; Joseph B. Elliott, RCA. Meanwhile, Saturday's Stanford-U of California game, with seats sold out, was scheduled to be seen by ticketless alumni via TV on Stanford campus.

Increased FM station hours, much along lines of FMA's petition (Vol. 5:32), were proposed by FCC this week. New rules, on which Commission will accept comments until Dec. 19, propose these minimum requirements: (a) For FM-only stations, 6 hours during first year, 8 during second, 12 thereafter. (b) FM station with AM affiliate to operate same number of hours from 6 a.m. to midnight as AM station, in addition to meeting same requirements as those for FM-only stations. FCC is still mulling suggestion of Chairman Coy, who had suggested FM stations duplicate programs, as well as hours, of AM affiliates (Vol. 5:19).

Philadelphia would lose 3 unoccupied FM channels and 3 stations in other cities would have to shift frequencies under proposal issued by FCC this week (Docket 9502, FCC Notice 49-1517). Those would be principal effects of reallocation, covering 21 cities (mostly small), designed to afford greater protection to stations 400 kc and 600 kc apart. Stations which would switch: WAMS-FM & WDEL-FM, Wilmington, Del.; WRFL, Winchester, Va. Comments on proposal may be submitted until Dec. 19.

Telecast of Barkley-Hadley wedding-of-the-year properly thrilled housewives who remembered to tune in NBC-TV at noon Friday. St. Louis' KSD-TV originated program for 29-station network from cameras in front of church and at luncheon in home of bride's friend, Mrs. T. M. Sayman. Camera wasn't permitted in church.

New AT&T long lines v.p. is Henry T. Killingsworth, succeeding Fred R. Kappel, now v.p. in charge of operations and engineering. Charles E. Wampler succeeds Killingsworth as long lines general manager.

Dr. Frank B. Jewett, 70, former chief of Bell Labs and pioneer in electronics and communications, died Nov. 18. He retired in 1944.

Empire State Bldg. may eventually support most New York TV transmitting antennas if legalities and technicalities work out. NBC's WNBT had site to itself until WJZ-TV recently got permission to move there (Vol. 5:38, 42). Now, WABD, WPIX, WATV are interested. WOR-TV and WCBS-TV aren't considered likely to move, now at least, since they have new installations and good sites. WATV may run into snag at FCC, since it's allocated to Newark. Building's operators have engaged Washington firm of Kear & Kennedy as consultants; they're working with station engineers to design antennas, on 200-ft. mast, to accommodate 4 or 5 stations, provide for future uhf additions. Technical problem is a stickler, particularly since stations may get varying powers when FCC adopts new standards. Also, top floors must be strengthened to support weight. Project would be wonderful for public, which often resorts to receiving antenna monstrosities to get all stations.

One of biggest AM station deals in history was announced this week—sale of New York's WNEW (10 kw on 1130 kc) to Bernice Judis and group of Providence business men headed by William S. Cherry Jr., of Cherry & Webb dept. store which owns WPRO, Providence. Sellers are Arde Bulova and Milton Biow, and price is "substantially more than \$2,000,000." Mr. Cherry becomes president, Miss Judis continues as executive v.p.; Ira Herbert, station v.p.; Ted Cott, program v.p. Non-network independent outlet WNEW operates 24 hours per day, grossed some \$3,000,000 last year, is reputed to be one of biggest money makers in radio.

Grants of experimental TV facilities for one-shot exhibitions or theatre-TV demonstrations were put on FCC verboten list this week in Public Notice 42088. Commission referred pointedly to recent Wilkes-Barre and Scranton exhibitions (Vol. 5:35, 39), although not identifying them by name. It also referred to World Series theatre-TV showings (Vol. 5:41). FCC said wavelengths weren't supposed to be used that way, that investors might get wrong idea about theatre-TV if service were permitted before decision on frequency allocations were made. Movie companies with experimental TV grants (Paramount, 20th Century-Fox) can go ahead with large-screen showings, provided it's part of experimentation. Exhibitors with theatre-TV installations (Vol. 5:43) can continue to use common carrier facilities (coaxial or microwave) or pick telecasts off air.

Both direct projection and intermediate (or film-storage) theatre-TV equipment are subjects of new 16-p. booklet titled *Theatre Television* issued by RCA. It answers theatre owners' questions about space requirements, operating costs, servicing, etc. Intermediate system, first time revealed by RCA, is much same as Paramount's. Skiatron Corp. (Vol. 5:46) reports it "plans shortly to offer Supersonic Theatre-Vision Projectors" on rental basis. This week, 2 more petitions for theatre-TV frequencies (Vol. 5:46) were filed—by MPTO of Oklahoma and Washington chain operator Sidney Lust.

Variety estimates (Nov. 16) 4 AM networks will wind up 1949 with combined loss of \$5,000,000 in gross time sales under 1948. All were down in September. These are *Variety's* unofficial estimates for first 9 months: CBS \$46,304,700, up 2.3% over 1948; NBC \$47,221,703, down 8.1%; ABC \$31,874,710, down 0.8%; MBS \$13,710,341, down 17.1%.

Movie house charging 2 admission prices—one for picture, other for TV in lounge—is reported in Nov. 3 American Television Society newsletter. It's Mountain Theatre, Toronto, Canada, which picks up WBEN-TV, Buffalo.

Personal notes: Robert E. Dunville elected president of Crosley Broadcasting Corp., succeeding James D. Shouse, now chairman and member of Avco executive management committee . . . Robert L. Coe, mgr. of New York News' WPIX, elected director of TBA, taking place of G. Emerson Markham, now chief of NAB's TV division . . . A. D. (Jess) Willard, ex-NAB executive v.p., new president and gen. mgr. of WGAC, Augusta, Ga. (ABC) . . . Lin Mason new program director of WLWT, Cincinnati, under John T. Murphy, Crosley TV director . . . Joe Conn new director of operations of KTTV, Los Angeles . . . William E. Schneider new business mgr. of radio-TV dept. of Benton & Bowles . . . Francis C. McCall named director of news and special events of NBC-TV.

Network accounts: Texaco, which is again sponsoring broadcasts of Saturday matinees of *Metropolitan Opera* on ABC this season, will sponsor telecast of opening night Nov. 21 on 6 ABC-TV stations, using 8 cameras for all-evening affair starting at 8 . . . Gillette will sponsor *Rose Bowl* broadcast from Pasadena Jan. 2 on CBS, also local telecast on KTTV, filmed highlights to be carried by CBS-TV affiliates following day . . . Hotpoint Inc. sponsors *Hotpoint Holiday*, Thanksgiving Day, 4-5 p.m. on CBS-TV, one-time special featuring Guy Lombardo and orchestra, comedian Sam Levenson, singer Carol Bruce, et al . . . When *Cavalcade of Stars* enters second 26-week cycle on DuMont Network (13 cities live, 5 via kine), its cooperative sponsors will number 17 drugstore chains . . . Old Gold discontinuing first 15-min. of Sun. night *Stop the Music* on ABC-AM, retaining second 15-min.; it's continuing Thu. night half-hour on ABC-TV, however . . . Speidel Corp. reported planning to sponsor *Ed Wynn Show* on CBS-TV on alternate Thursdays after Jan. 1.

Broadcast on MBS, simulcast on NBC-TV—that's plan for Ronson's *Twenty Questions*, starting Nov. 26, Sat. 8-8:30 p.m. In New York, WOR-TV will carry show as well as WNBT. It's first time such split has occurred, forced by Ronson's determination to go on TV and MBS's inability to provide TV hookup.

NAB's first TV rate-card study was being mailed to members this week. Analysis by BAB's Charles Batson indicates these major differences from radio rate-card practice: (a) extra charges for studio programs; (b) tendency to charge more percentagewise for shorter periods in relation to basic hourly rate (25% of base for 5 minutes vs. radio's more common 20%); (c) shorter guarantee periods (reflecting rapid increase in set circulation). Meanwhile, TBA's commercial operation committee has drawn up sample TV rate-card, will distribute it to members before end of year after approval by board.

Demand that canned music or film recordings be banned from radio and TV, proposed by worker representatives at recent International Labor Office conference in Geneva, got nowhere—and conference wound up with innocuous declaration that further study be given performers' rights. NAB's Richard P. Doherty was president of employers' group at conference.

Ad Hoc committee on vhf propagation (Vol. 5:16-24) met Friday, after several months hiatus, is about agreed on tremendously complex matter of weighing effects of multiple interfering TV signals. Some members feel report, expected out soon, won't mean much because it deals with too many unknowns.

"Father of Television" is title bestowed on Dr. Allen DuMont in *Look Magazine's* "Look Applauds" section, Dec. 6 issue going on newsstands Nov. 22.

New 16mm camera designed for TV weighs 5 lbs., is offered at \$400 by Pathe Cine, 521 Fifth Ave., New York.

BIGGER SCREENS MEAN TRADE-INS: Not much thought has been given to it yet, what with today's flush market, but trade-ins will soon become big merchandising factor. As more people turn to larger-screen sets, small-picture receivers will be traded in -- though it's to be expected, as Radio & Television Retailing suggests, some people will keep them as second sets for another room in the house. (Very convenient for Junior, who wants to see western while his parents prefer a political discussion.)

TV trade-ins can make satisfactory profits on both new sets and old ones taken in and put in shape for resale, says the authoritative Caldwell-Clements trade journal. Its November issue, incidentally, carries 32-city survey which reveals dealer emphasis on pocket-book selling rather than quality of picture, etc., as it was year ago. Budget terms, meters, banks, "free indoor" antennas, home demonstrations and trials were found widespread. Frowned on was practice of advertising "nationally famous" sets at ridiculously low prices, when sets are usually off-brands; and using term "RCA-licensed chassis" or "DuMont tube."

BUYERS UNDETERRED BY COLOR REPORTS: It's much too early to say whether this week's resurgent flow of publicity about color TV out of Washington has affected or will affect TV set sales. At moment, no manufacturers or distributors seem to be complaining that customers in any substantial numbers are shying away because they think color is imminent. Biggest headache is to supply booming Xmas demand.

Press reports of this week's comparative tests apparently didn't strike any sensitive chords. "Public participation" in color field tests, requested in schedule FCC released Tuesday, caught eye of editors and so was well publicized in newspapers. In general, story was handled in clear, straight-forward manner.

[Newspaper reporters covering FCC's protracted color hearings take far calmer and more objective view of proceeding than do participants; most of them, to our knowledge, if they haven't already got them, are planning to buy black-and-white receivers -- obviously undisturbed by any threat of obsolescence.]

All reports we saw made clear that tests would be temporary, sets not sold. What stories didn't mention was fact only CBS will have any sets to loan out -- and then very few -- in the visible future. Neither RCA nor CTI has yet even supplied one to FCC for testing, nor are they likely to have any to spare for a long time.

In coverage of comparative demonstrations, UP reported observers' reactions: "RCA...was clearer and steadier than in the October demonstration." "CBS system... had considerable color fidelity but the picture flickered occasionally." "DuMont's black-and-white was sharper than black-and-white picked up from RCA color." "Commissioners agreed color telecasting had improved."

Retailing Daily was struck by FCC lab's invention which switches monochrome set from standard 525 lines to CBS's 405 lines (see story, p. 2), conjectured it "conceivably could be the answer to the color TV question and...compatibility of color systems."

Time Magazine's first full-scale roundup on color is in Nov. 28 issue, with good diagram of CBS and RCA systems. Except for few not vital discrepancies, it's a good exposition. It concludes, quite aptly:

"Telev viewers can have color quickly: the CBS system. But to get such color programs (when & if they are telecast), the owners of existing sets will have to spend something like \$100 each for attachments. The pictures will be good, but probably not so good as those supplied by some radical system not yet invented. The public, which ultimately controls FCC, can eat its color-cake now, thus commit itself to eating it from now on. Or it can wait for a better, as well as a less expensive, cake that may be ready 5 or 10 years from now."

FCC 'CONSUMER PRODUCTS DIVISION': A small gadget brought most caustic exchange of week's color demonstrations. Invented by FCC's lab chief Edward Chapin and assistant Willmar Roberts, it's a switch that changes receiver automatically from 525 lines to 405 lines, depending on whether standard black-and-white or CBS color is transmitted. Of course, set must also be adapted to handle both standards.

What switch does is relieve viewer of burden of manually switching set when he tunes from present monochrome station to CBS color station, or when a station switches from monochrome to CBS color.

RCA counsel Glen McDaniel objected as Chapin prepared to demonstrate. He contended FCC is "out of order" when its staff develops something which "seems to be an improvement" in CBS's system.

Chairman Coy's dander rose: "I resent the suggestion very much that the FCC is influenced in its determination by the work [of its staff] when it comes to making a decision on the record in these proceedings." He added that patents, to be assigned to Government, had been applied for.

"You will recall," Coy told McDaniel, "that we have asked RCA for its equipment...I suspect that some of our people have capabilities of effecting some improvement in that system and that we may, when and if we get hold of that equipment, file a patent on an improvement...for the benefit of the Government."

Other industry people complained, outside hearing room. "We show FCC people our secret developments," said one, "but how do we know whether they won't take something and patent it?" Another charged: "Chapin's prejudice in favor of CBS is emphasized by this thing."

Device comprises single tube, plus relays and associated circuits. Difference in line frequencies of the 2 systems actuates it. Incorporated in Bendix push-button set, it worked well as WOIC switched from 405 lines to 525.

List price of parts is about \$8, said Chapin. He didn't estimate cost of installation. Built into sets at factory, cost would be very small, he claimed.

Inexpensive color converter, built from odds and ends by FCC labs (Vol. 5:38), wasn't shown. CBS opponents have been asking to see it. Whether it will be demonstrated eventually isn't known.

TRENDS AND TOPICS OF THE TV TRADE: Rather quiet are the TV tycoons these days -- even their advertising conspicuously lacking in seasonal quantity and "big noise" quality, thanks to a market that's still absorbing all they can make.

"We're busy as hell," one of biggest remarked, "trying to get out all the sets we possibly can before Christmas." Also, he might have added, preparing year-end reports, planning 1950 production and sales.

So there's not much time for such publicity folderol as predictions, claims, market theories, etc. This week's only new prediction comes from spokesman for telecasters, TBA president Jack Poppele, who calculated TV set ownership should exceed 7,500,000 by end of 1950 -- reasonable guess in light of fact this year will end with very nearly 4,000,000 cumulative postwar output (Vol. 5:47).

Poppele, engineering v.p. of Macy stations (New York's WOR and WOR-TV, Washington's WOIC), has perhaps paid closer attention to manufacturing phase of TV than most telecast executives; he was an early (and quite substantial) investor in DuMont -- bought low, long before its 10-for-1 stock splitup.

* * * *

Chicago Furniture Mart Jan. 9 will doubtless bring forth some new models. In January, too, Philco and Admiral hold their Chicago conventions (Vol. 5:46). And a few set makers will bring new models out in latter December -- but no one is making any noise about them yet. Most manufacturers we've contacted look to see set market hold up nicely through March, as we reported last week (Vol. 5:47), but there are a few who expect high pace of final 1949 quarter to hold all the way through May. Everyone looks for a poor summer.

There's some apprehension, though, lest next year's market will eventually feel effect of the freeze on new-station construction -- for some 40% of U.S. popu-

lation will continue through 1950 (maybe 1951) to remain out of reach of any TV service. Dealers in unserved areas would like nothing better than new stations, but the broadcasters are in no hurry -- indeed, most are quite happy about freeze.

From the trade come only sporadic hints of what's ahead: "Something new and big" in the way of plastic cabinets is presaged from Admiral in January. With giant new press, Molded Products Co., Chicago (Dom Siragusa, president) is reported capable of turning out 4 every 10 minutes...Problem of getting cabinets to West Coast may defer Admiral president Ross Siragusa's idea of setting up branch TV-radio factory there; he's still very sold on market's potential (especially after freeze is lifted) and has factory committee studying project.

Philco's Lansdale tube plant had to accept both "white" and "black" 12½-in. glass bulbs from Corning and American Structural Products in order to maintain volume. So Philco is now putting these indiscriminately into all models, at no extra cost. It's first company to sell "black" tube that way; other early users like Zenith, Raytheon, Capehart, Westinghouse, Tele-tone, ITI, GE either charge extra for it or offer special sets with that type tube.

* * * *

In current production streamlining, Magnavox is cutting present line of 25 radio-TV models using 12 chassis down to 13 models, 7 chassis...Regal has raised price of 12-in. console table from \$270 to \$300, has added new 16-in. console table at \$350, has resumed old 10-in. table at \$300 (down from \$350) and 12-in. table at \$325 (down from \$390), both of latter with 26 tubes, 3 rectifiers...Sentinel has raised 12½-in. table \$10 to \$340, also upped console \$20 to \$270. Models were introduced 6 weeks ago (Vol. 5:42)...Capehart-Farnsworth has new 16-in. console at \$399.50, with built-in antenna, 19 tubes, 4 rectifiers...MP Concert Installations, Fairfield, Conn., has 12½-in. table at \$278 installed, plans 16-in. Feb. 1.

New set maker: Manufacturers Television Co., 99 Featherbed Lane, Bronx, N.Y. (Bob & Sid Meyers), announcing 16-in. table with AM-FM, built-in antenna, "black" tube, at \$395; same with 19-in. tube, \$439; also 9x12-ft projection console, \$1495 ...Mars Television has moved to new plant at 122-33 Colonial Ave., Corona, Queens, N.Y., will be producing at capacity by Dec. 1, says sales v.p. Jack Somber...Aerovox Corp., parts maker, which did \$5,500,000 volume in 9 months ending Sept. 30, has bought out Electrical Resistance Corp., Franklinville, N.Y. (ceramic capacitors).

Reports of tie-in sales by distributors (Vol. 5:45) were officially denied by Bruno-New York (RCA) this week. In letter to all dealers, Bruno unequivocally denied dealers must order 45rpm record players to get TV sets. Letter states Bruno can't keep up with orders for either players or TV sets...Hoffman Radio has taken over Los Angeles and San Francisco distributorships previously owned by president H. L. Hoffman personally, paying him original cost of \$5333.

Where the TV sets went: Third quarter RMA city-by-city shipment figures again provide an authoritative, if dated, census. RMA members, representing 80% of all TV production (RMA's estimate), delivered 503,352 sets, bringing Oct. 1 cumulative total to 2,209,724 since Jan. 1, 1947. (For shipments first half of 1949, see Vol. 5:37.) This Oct. 1 figure may be compared with NBC's Nov. 1

set-in-use estimate of 3,025,000 (see tabulation this issue) and our own Nov. 1 total production estimate of 3,147,000 (Vol. 5:47). Again, in using RMA figures, note: they're about 2 months old; they're shipments, not production or installation; they don't account for overlap among areas or trans-shipments; they don't include Admiral and a few lesser producers not RMA members. RMA breakdown:

TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947	TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947	TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947
Albany	5,305	27,885	Jacksonville	1,140	1,235	St. Louis	11,206	40,402
Albuquerque	119	436	Kansas City	8,425	13,523	St. Petersburg	16	111
Atlanta	3,586	11,601	Los Angeles	52,962	190,294	Salt Lake City	797	2,659
Baltimore	13,674	62,923	Louisville	1,685	6,846	San Antonio	293	380
Birmingham	1,319	3,541	Memphis	769	5,841	San Francisco	4,785	24,979
Boston	30,695	118,923	Miami	857	4,500	Seattle	1,553	8,713
Buffalo	7,431	28,627	Milwaukee	6,907	30,285	Syracuse	2,724	7,323
Charlotte	3,396	5,345	Minneapolis	8,585	19,532	Toledo	6,325	19,333
Chicago	52,906	209,600	Nashville	141	254	Tulsa	122	325
Cincinnati	16,729	50,012	Newark	33,842	197,346	Washington	14,820	68,125
Cleveland	13,070	65,784	New Haven	5,434	33,239	Unallocated	8,529	14,490
Dallas	3,741	12,044	New Orleans	852	6,526			
Davenport	2,542	3,463	New York City	80,055	505,703			
Detroit	23,766	86,637	Oklahoma City	1,467	4,305			
Erle	1,091	2,084	Omaha	5,138	6,284			
Greensboro	713	1,275	Philadelphia	48,842	253,303			
Houston	1,722	6,087	Phoenix	158	180			
Huntington	418	6,087	Pittsburgh	8,119	29,442			
Indianapolis	3,016	9,292	Portland	148	707			
			Richmond	1,417	7,517			
						TOTAL	*503,352	2,209,724

* Shipments as reported in weekly production reports by members aggregated 517,809 sets for July 1 to Sept. 30, 1949; quarterly reports submitted by members for third quarter of 1949 allocated 494,823 sets to specific broadcast areas, or 95.56%.

Third quarter cathode ray tube shipments by RMA members substantiate trend to larger tube sizes (Vol. 5:44), the 12-in. sizes running considerably ahead of 10-in., as during second quarter (Vol. 5:39). Third quarter breakdown: under 6-in., 251 units shipped; 6-8.9-in. (mostly 7-in.), 37,949, about 6% of total; 9-11.9-in. (mostly 10-in.), 198,792 or 31% of total; 12-13.9-in. (mostly 12½-in.), 279,413, or 43%; 14-in. and over (mostly 16-in.), 130,437, or 20%; projection types, 1981 or .31%; all others, including oscillographs, camera pickup tubes, etc., 14,901. Total of 648,823 CR receiver tubes (plus 14,901 other types) compares with 777,054 second quarter, 686,620 first quarter. Factory value of all third quarter CR shipments was \$18,020,897.

Magnavox turned in profit for first quarter of its new fiscal year starting July 1, reporting net earnings of \$48,684 on net sales of \$4,324,898. For 4 months ended June 30, net loss was \$893,000. For previous fiscal year ended Feb. 28, profit was \$1,300,000, or \$2.01 per common share. Proxy statement for stockholders meeting Dec. 12 in Fort Wayne asks approval of new issue of 100,000 shares of Class A cumulative convertible stock at \$15 par, designed to strengthen company's financial position by replacing bank loans with longer term capital. Thanks largely to TV demand, company is back on profit basis; inventories went down to \$6,200,000 as of June 30 from \$8,100,000 on Feb. 28.

Set up to promote Phonevision, Zenith's proposed system of "subscription TV," Teco Co., Chicago (Television Entertainment Co. Inc.) has filed SEC registration statement covering 100,000 shares of \$10 par common stock to be offered at \$10 a share to Zenith stockholders of record as of last July 15 at rate of one-fifth share for each share of Zenith held. Prospectus describes how Zenith device would permit set owners to get first-run movies by calling phone company. Proceeds of stock sale are to be used for working capital. Several Zenith officials have already subscribed to some of stock (Vol. 5:28).

Pye Ltd. doesn't intend to sell TV receivers in U. S. market, said director B. J. Edwards, here with crew to demonstrate transmitter equipment. It manufactures and sells TVs in Canada, but higher costs there and tariff render it impossible to compete here. Mr. Edwards says there are about 1,000,000 TVs in London area, of which Pye sold about third. It's now making some 1500 per week, he said, lowest-priced being 9-in. (one-channel) for about \$100. He also reported Britain's second transmitter in Birmingham starts in about 3 weeks; London's Alexandra station now puts out about 70 kw ERP.

Dividends declared: Philco, regular quarterly 50¢ dividend on common, payable Dec. 12 to stockholders of record Dec. 3; also regular quarterly preferred dividend of 93¼¢, payable Jan. 1 . . . Sylvania, 35¢ on common, payable Dec. 20 to Dec. 10 stockholders; also regular quarterly \$1 on \$4 cumulative preferred, payable Jan. 3 . . . Hazeltine, 50¢ on common, payable Dec. 15 to Dec. 1 stockholders . . . Hoffman, "initial regular quarterly dividend" of 25¢, payable Jan. 10 to Dec. 16 stockholders.

Emerson reports sales for fiscal year ended Oct. 31 were \$40,500,000, compared with \$30,900,000 preceding fiscal year. Stock dividend of 10% has been declared.

After reporting \$22,884 net profit for first 9 months of this year (Vol. 5:44), Hoffman Radio advised shareholders Nov. 23 that unaudited statement of profits for first 10 months shows \$491,703 before taxes.

B. Ray Cummings, 58, engineering v.p. of Farnsworth company before its absorption by IT&T in May, died in Baltimore Nov. 23.

Trade personals: Edward C. Bonia resigns as gen. sales mgr. of Bendix receiver division, succeeded by R. W. Fordyce; Mr. Bonia plans new firm to market TVs, radios, appliances . . . Admiral elects 4 new v.p.'s: Cy S. Rossate, production; Kenneth D. Turner, engineering; Frank J. Kazda, purchasing; Richard F. Dooley, real estate . . . Robert M. Jones promoted by Admiral to engineering director, Electronics Division, Evans T. Morton to engineering director, Major Appliance Division . . . Ralston H. Coffin leaves McCann-Erickson Dec. 1 to become RCA Victor advertising director . . . Frank M. Folsom, RCA president, prominent as a Catholic layman, awarded bronze plaque Nov. 20 for services to humanitarian causes at dinner sponsored by National Jewish Hospital of Denver . . . Lewis M. Clement, Crosley engineering-research director, named chairman of executive committee, RMA Receiver Section, succeeding Dorman Israel, Emerson . . . Herbert DuVal, ex-GE, recently with WPTR, Albany, joins Airborne Instruments Laboratory as technical asst. to H. R. Skifter, president . . . B. O. Sullivan resigns as sales mgr. of WPIX, New York, for reasons of health; Scott Donahue made acting sales mgr. . . . Walter Scott new NBC Eastern sales mgr.

For good technical roundup of color TV, read December *Electronics*, which has "New Directions in Color Television" by editor Donald Fink, and "Dot Systems of Color Television" by Philco's Wilson Boothroyd. In his summary, Fink says: "It is possible that the good points of [all] the systems might be combined with advantage. Dot-interlace might conceivably be used in a field-sequential system . . . with consequent improved resolution while retaining simple terminal apparatus." Boothroyd goes into theory and mathematics involved.

Opera lovers bravos resounded all over 6 cities which saw Texaco-sponsored ABC-TV telecast of Metropolitan Opera's first night Nov. 21. Most observers agreed camera work was outstanding, giving viewers closeups even box patrons couldn't possibly have seen. ABC had 6 cameras on *Der Rosenkavalier*, plus one in lounge and one at Sherry's bar. Latter 2 covered colorful opening night activities. Only adverse comment was on length of show, almost 4½ hours, and the switching back and forth of cameras on performers.

Color kits and parts will be offered to public by Arco Electronics, parts distributor, 135 Liberty St., New York, company has informed FCC. Handling distribution for Electro Motive Mfg. Co., Willimantic, Conn., Arco has urged Commission that hams and radio fans are good audience to try color on. Representative of Arco admits there's currently a problem in getting color tubes and dichroic mirrors for RCA system.

British color TV is 10 years away at least, said B. J. Edwards, technical director of Pye Ltd., in Washington Monday. He considers it next step in TV, doesn't believe much to be gained in raising present monochrome standards from 405 lines. His company has built and is testing CBS-type color equipment (Vol. 5:46, 47).

A DeForest TV manufacturing firm is still in planning phase, Dr. Lee DeForest told us while in Washington this week to testify in color hearing. Undisclosed Chicago backers contemplate luxury-type, direct-view receivers to be produced in an unidentified New England plant.

Midwinter RMA board and committee meetings will take place in Chicago's Stevens Hotel Feb. 15-17. RMA board will be guests of Canadian RMA board April 20-21 at Chantecler Hotel, Ste. Adele, Quebec.

Projected sale to NBC of KMPC, Los Angeles (Vol. 5:43), apparently has been called off—meaning KFI will continue as NBC key there.