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WITH AM FM REPORTS

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July 1, 1950

TV RATES & FACTBOOK READY JULY 15: We're purposely holding up, for about 2 weeks, publication of our new TV Directory No. 11: Television Rates & Factbook -- so that we can include therein this delayed data:

(a) Rate cards and data of all 106 TV stations now operating, plus that of now-building WSM-TV, Nashville, which will be last of this year's crop of new stations. In particular, all 5 NBC-TV owned & managed stations are changing rates as of July 15 and were not able to provide the material in time for July 1 publication.

(b) New fall-winter TV receiver models and prices. Several of the larger companies haven't released details yet -- and we propose to make our Directory of TV Manufacturers & Receivers, which is a prime feature of the Factbook, as up-to-the-minute as possible.

Accordingly, full-service subscribers will get their TV Factbooks shortly after July 15. Besides foregoing, this edition will detail all 349 pending station applications; tables of current and proposed vhf-uhf channel allocations; 450-plus TV program firms; latest figures on TV set production, sets-in-use, etc.; map of present and projected TV networks; and various other features of permanent reference value. Extra copies will cost Digest subscribers \$2.50; non-subscribers, \$5.

AT MID-YEAR, THE TV-AM-FM SCORE: Exactly 106 TV, 2122 AM, 690 FM stations were on air as of July 1, according to our current logs (TV Addenda 10-A to 10-Y, AM-FM Addenda A to Z). These are increases since last Jan. 1 -- but at rate considerably decelerated from previous postwar years (Vol. 6:1).

The 106 operating TV stations compare with 98 when 1950 began, and only one more is in prospect this year: WSM-TV, Nashville, due about Sept. 1. Only other CP holders are WJAX-TV, Jacksonville, caught up in local legal snafu, and WCON-TV, Atlanta, being dropped and its Channel 2 switched to WSB-TV, which will drop Channel 8. Exactly 349 applications for TV are now on the books (TV Directory No. 11).

As against this mere handful of TVs, 2311 AMs were authorized as of July 1, up 65 since last Jan. 1. Besides the 2122 actually on air, 189 are CPs. During last 6 months, 257 new AM station applications were filed vs. 309 at end of 1949. AM licenses surrendered since Jan. 1 numbered 8, CPs 24.

FM log is still numerically imposing, but dwindling. Total 690 on air as of July 1 compares with 728 as of Jan. 1. An additional 56 are authorized but not built. During last 6 months, 33 licenses, 40 CPs were cancelled.

ENGINEERS-LAWYERS EYE UHF CRITICALLY: Open minds on uhf prevail among those eminently practical and skeptical men -- the consulting engineers and radio attorneys. We accompanied some 50 of them, mostly from Washington, to give Bridgeport's KC2XAK (Vol. 6:5,14) a critical once-over Wednesday at invitation of RCA-NBC.

They returned with this general attitude: "So far, so good. But don't talk uhf to us as long as there's any vhf around, as long as uhf powers are low, and as long as there aren't any uhf sets in immediate prospect."

No more firm commitment on coverage could be elicited from RCA-NBC people than we got on our own previous "reconnaissance" of KC2XAK last January (Vol. 6:5). RCA-NBC experimenters are only about half-way in program of measurement and analysis

-- but their responses leaned towards optimistic. They flatly refuse to promise any particular grade of service at this time.

Complete 1-kw transmitting equipment, without tower or buildings, is offered for \$135,000, down from previous \$170,000. Further substantial decreases were promised as new power tubes, other equipment come along. RCA can't deliver 1 kw at high end of 470-890 mc band right now, but its engineers thought they would be able to before long, also that price shouldn't vary much throughout band. Transmitters up to 5 kw are expected before many months.

Visitors were impressed with neat, "commercial" appearance of equipment and record of operating efficiency -- no breakdowns to speak of in 6 months of continuous operation now averaging 340 hours monthly (rebroadcasting full schedule of WNBT, New York). What troubled most of them were "holes" in coverage behind hills, buildings, etc. and vagaries of propagation caused by foliage, rain, ice and the like.

Gradual improvement in reception has been achieved, with use of new antennas, new lead-in lines and more experience. Rather surprising, for example, is the fact that "V" antenna, one of simplest, has worked quite well in about 70% of locations. Moreover, it's often adequate for both vhf and uhf signals, unless latter are very low.

Next step in measurement program is to move most of present 88 sets to new locations for new data. Mobile measurements will continue simultaneously.

Some prospective telecasters, in non-vhf areas, are so enthusiastic about uhf that their consultants say they have to hold them down. RCA reports several have signed contracts for purchases contingent on grants. But one attorney told us he jumped on a client who had placed order, "made him cancel it."

Manufacturers have been in and out of area, sometimes unobtrusively, testing their own uhf tuners. They haven't told RCA people too much about their work, though one said he'd seen couple Zenith sets with uhf strips; he preferred not to comment on his observations. Other manufacturers who have had experts on scene: GE, Philco, Emerson, Eitel-McCullough, Tele-tone, Air King, Sears Roebuck, Hallicrafters, Collins, National Co.

Steady stream of broadcasting folk has also been through station since it started last Dec. 30 (Vol. 5:53). Among AM station "scouts" have been those from: WBRE, Wilkes-Barre, Pa.; WELI, New Haven, Conn.; WKNE, Keene, N.H.; WTIC & WDRC, Hartford; WDNC, Durham, N.C.; KFEL, Denver; KMBC, Kansas City; WCUM, Cumberland, Md.; WCAE, Pittsburgh; WATR, Waterbury, Conn.

THE SUMMING UP BY COLOR CONTENDERS: Compatibility was keynote of proposed findings and conclusions filed this week by all 3 color proponents. Even CBS, completely aware that compatibility is its major bugaboo, sought to show that its system is more compatible "in the broad sense" than other 2.

Although all 3 briefs represent enormous amount of work (CBS 370 pages, RCA 87, CTI 71), they are actually merely summaries of hearing as seen by each.

CBS insists its system is good, simple, cheap, ready; and transition to it can be smooth. CTI reasserts it has best compromise between RCA's complexity and costs and CBS's incompatibility. RCA again claims that its system performs well now, has great potential, offers greatest impetus for color because of its compatibility. They all make fascinating reading.

Only 2 others filed at June 26 deadline -- Paramount-Chromatic (Vol. 6:20-22) and DuMont. Former's was the surprise, recommending something entirely novel. They held that no system is adequate, that decision should be held off for year. However, they said, if FCC insists on choosing a system, make it field sequential -- but with a difference:

This system, said Paramount and Chromatic, should be 405 lines, 180 fields, rather than 405/144 as proposed by CBS. Purpose is to raise brightness without increasing flicker. Further, they propose, sound should be multiplexed into video, making fuller use of 6-mc channel. On top of that, horizontal interlace should be employed for maximum resolution.

Then, to get around compatibility, they came up with this:

Network Accounts: Colgate-Palmolive-Peet has signed with NBC-TV for Sun. 8-9, featuring Fred Allen, Eddie Cantor and 2 more unselected stars, who will alternate appearances every fourth week, starting date undecided . . . Lucky Strike starts 4-week test of *Hit Parade* on NBC-TV, July 10, Mon. 9-9:30 . . . Kroger Co. buys *Alan Young Show* on 18 Midwest and Southern CBS-TV stations from Sept. 14, Thu. 9-9:30; Esso continues in East . . . Arnold Bakers starts Robert Q. Lewis July 16 on CBS-TV, replacing *Faye Emerson Show*, Sun. 9-9:15 . . . Pabst Beer resumes sponsorship of International Boxing Bouts on CBS-TV starting Sept. 27, Wed. 10-11 . . . Arthur Murray dance studios buys *Party Time at Arthur Murray's* on 20 ABC-TV stations for 8 weeks from July 20, Thu. 9-9:30 . . . Best Foods Inc. (Shinola & Rit) buys variety show starring Betty Furness on ABC-TV from Sept. 15, Fri. 10-10:30 . . . Chrysler Corp. (DeSoto) options Thu. 8:30-9 on NBC-TV for Groucho Marx program . . . P. Lorillard Co., for Embassy Cigarettes, sponsors *The Web* from July 11, Tue. 9:30-10, replacement for *Suspense*; after Sept. 5, show moves to Tue. 10:30-11 . . . Schlitz Brewing Co. reported ready to sponsor *Pulitzer Prize Playhouse*, which Wm. Morris Agency is handling for Columbia U; show would dramatize old and new Pulitzer prize winners.

Station Accounts: General Shoe Corp. (Jarman Shoes) to test TV on KTTV, Los Angeles, with two 15-min. sportscasts titled *Harmon for Jarman*, with Tom Harmon, starting in October, placed thru Noble, Drury & Associates, Nashville . . . Pfeiffer Brewing Co. sponsoring entire 2 hours of 8 Saturday night summer concerts of *Detroit Symphony* on WWJ-TV, thru Maxon Inc. . . . Wanamaker's Store, Philadelphia, signs for 1½ hours daily, Mon. thru Fri. on WCAU-TV, in what's said by Lamb & Keen agency to be "probably the largest commitment ever undertaken by a single sponsor with a single station"; WCAU-TV also has Lit and Snellenburg stores as sponsors, latter's *TV Jamboree* a daily one-hour live remote from store . . . New York's WNBT reports signing these new participating and spot sponsors: Morgan Jones Co. (pot holders & tea towels), thru Victor Van Der Linde Co.; Diplomat Products Inc., thru Tracy Kent & Co.; Fred W. Amend Co. (Chuckles candy), thru Henri, Hurst & McDonald; Fedder's Quiggan Corp. (air conditioners), thru BBDO; C. H. Musselman Co. (apple products), thru Clements Co.; Potter Drug & Chemical Corp. (Cuticura), thru Atherton & Currier; Pepsi Cola Co., thru Biow Co. . . . County Perfumery Co. (Brylcreem hair dressing) has signed for *Sports Scholar*, quiz film, on WWJ-TV, Detroit, Mon. 10:15-10:30 . . . WPTZ, Philadelphia, claims new high in "long range advertising" in signing British-American Oil of Canada for 3 announcements to promote gas & oil sales among summer visitors to Canada; agency is James-Lovick & Co., Toronto . . . Among other advertisers reported using or planning to use TV: National Assn. of Tobacco Distributors, cigar promotion campaign; Enzo Jel Co. (Enzo tomato aspic, etc.), thru Schoenfeld, Huber & Green, Chicago; Rainier Brewing Co., thru Buchanan & Co., San Francisco (KTTV); S & W Foods, thru Foote, Cone & Belding (KTTV); Chicago Western Corp. (Pinafore Chicken), thru Phil Gordon, Chicago; Louis Milani Foods Inc., thru Marketers Inc., Los Angeles; Proctor & Gamble (American Family Flakes), thru Kastor & Sons, Chicago.

New York Mayor O'Dwyer has designated July 16-23 as "Television Week" and urged business, civic, education, entertainment and industrial leaders "to encourage and stimulate the further growth and advancement" of TV in what he calls "the capital of TV."

One TV interconnection gap was closed this week, another will be next week. Johnstown's WJAC-TV, which had been picking up DuMont's WDTV off air from Pittsburgh, getting other networks via kine, was linked by AT&T June 30—via 6-mi. wire from Pittsburgh control center to phone company's microwave at Troy Hill, thence airwaved 56 mi. to Johnstown. Kalamazoo's WKZO-TV plans to complete July 9 its own 2-hop radio relay, via Albion, Mich., 45 mi., and Manchester, Mich., 40 mi., to Detroit and Toledo, 51 and 45 mi., respectively (Vol. 6:9, 19). This week, too, Blaw-Knox revealed it's putting up towers for AT&T's Omaha-Denver, 500-mi. microwave relay (Vol. 6:25) at cost of \$500,000; it also disclosed it was working on towers of Washington-Chambersburg, Pa., link of New York-Chicago microwave, due to be completed Sept. 1, and had put in structures for Norfolk-Richmond and Toledo-Detroit radio links.

AT&T-Western Union interconnection hearings before FCC (Vol. 6:25) ended June 30 with networks agreeing Bell System was generally filling needs for TV, but also indicating they wouldn't be averse to competition in field. Earlier, Western Union disclosed it intended, when decision is rendered on interconnection of "lines" with Bell circuits, to revise its TV tariff so as to: (1) Drop one-year minimum for contracts, add charge for installation and removal of terminal equipment on customers' premises. (2) Add rates for occasional service. (3) Agree to furnish one-way service at appropriate charge in addition to reversible circuits. Representing networks were: Adrian Murphy, CBS; Rodney K. Chipp, DuMont; Ernest Lee Jahneke, ABC; William S. Hedges, NBC.

Exhibitor theatre-TV adherents have organized National Exhibitor Theatre Television Committee, with avowed purpose of forming united industry front to advocate frequencies at still undated FCC hearing. Ex-Postmaster General, onetime Democratic National Committee chairman Frank C. Walker, now of Comerford Theatres, Scranton, Pa., is chairman; S. H. Fabian, Boston circuit owner, treasurer. Organization will incorporate next week as non-stock, non-profit company. Purpose is to conduct research, encourage development, consider use for public service (education, social, instruction, etc.) of theatre-TV. Unmentioned, and unconfirmed is whether organization might become operating entity as purveyor of programs, arranger of contracts, etc. (exclusive or otherwise). Interesting, too, will be results of attempt to woo Allied States Assn. into overall group. Independent Allied has already taken position that theatre-TV must have vhf channels, not microwaves (Vol. 6:6-7). Position was reiterated recently at New Jersey ATO Atlantic City meeting by president Truman Rembusch, who told delegates lack of propagation in uhf would only permit linking of 1500-2000 theatres (out of 19,000 total), thus squeeze out smaller exhibitors.

GE can't use New York-Schenectady microwave facilities to carry baseball games from New York's WPIX, FCC ruled June 21. GE had dropped its 2½-year-old, 3-link radio relay when AT&T put in coaxial-microwave connection end of last year (Vol. 5:49), but wanted to reactivate it until Sept. 30. FCC said it would be against its policy to approve use of privately-owned relays where common carrier facilities are available.

Gallup Poll reports nearly 60,000,000 U. S. adults, or more than 6 out of 10, have seen a TV show, while about 36,000,000 never have. Asked to guess how long they think it will be before they buy set, one out of 7 interviewees said within a year, more than one out of 3 thought it would be more than a year.

CBS joined parade of kine improvers, following ABC and NBC (Vol. 6:21,24). Its new "Mag-neg-tic" system employs magnetic tape for sound, 35mm negative for picture. The two are synchronized by complex servo-mechanism developed by Fairchild Recording Equipment Corp. CBS claims that system minimizes washed-out effects and edge-flares, that average viewer can scarcely tell difference between kine and live. New York's WOR-TV also announced new system called "Vidicam." Movie camera is mounted beside TV camera, grinds away whenever latter is on. Development is by Television Features (Larry Gordon Studios).

Freeze got embroiled in rough-and-tumble of Pittsburgh politics this week, when Republican Congressman James G. Fulton asserted that Democratic Senator Francis J. Myers wasn't doing enough about getting channels unfrozen for city. Fulton was also reported taking crack at FCC Chairman Coy, calling him a "former WPA bureaucrat." Also involved in fuss was Pittsburgh Chamber of Commerce unfreezing plan which included transfer to city of Johnstown's Channel 13, now used by WJAC-TV. Idea is fantastic, as far as WJAC-TV president Walter Krebs is concerned. He said he has no intention of giving up channel he pioneered.

Remotely controlled operation of a broadcast station (as against mere satellite or booster operation) may become established principle in AM-FM or TV if Rural Radio Network's experiment in running FM station WVBT, Bristol Center, N. Y., unattended, proves successful. FCC June 28 gave RRN okay to try experiment, running WVBT from FM station WVCN, De Ruyter, N. Y., using 20-25 kc subcarriers for both control and monitoring. Grant is to Dec. 1, but Commission asked for report by Nov. 1. If report indicates success, FCC said it may entertain petition to change its rules to permit "slave" broadcast operations on regular basis. Implications for expensive TV operations are obvious.

Medical TV demonstrations in 5 Latin American cities, sponsored by E. R. Squibb & Sons (pharmaceuticals) and International GE, are scheduled this summer, with first showings in San Juan, P. R., July 6-15. Companies announced plans to take twenty 16-in. sets and 5 tons of TV gear on 20,000-mile tour in New York recently, "rehearsing" by beaming surgical operation from Bellevue Hospital to UN building for benefit of 200 observers, including Latin American UN representatives. Balance of itinerary: San Paolo, Brazil, July 17-28; Buenos Aires, July 29-Aug. 11; Caracas, Venezuela, Aug. 13-22; Mexico City, Aug. 23-31.

Ad Hoc Committee's job is about done, with group expected to disband after issuing report shortly on methods for evaluating interference from 2 or more undesired TV stations. Committee's work (vhf TV propagation study) has taken a long time, requiring compromise of widely divergent ideas. But FCC seems to consider time well spent, since no major challenge of group's findings has appeared.

"TV—Who's Afraid?" titles article in July *Fortune*, which tries in a few hundred words (and with outdated statistics) to cover whole TV waterfront—particularly its impact on other industries (radio, movies, etc.). It concludes: "TV is threatening, stimulating, shaking down, stirring up several sizable industries. In the U. S. that sort of churning has usually led to better products and better business."

TV programs "fit for children" were listed this week by National Congress of Parents & Teachers as follows: On NBC—*Howdy Doody, Kukla, Fran & Ollie, Quiz Kids, We the People, Voice of Firestone, Aldrich Family*. CBS—*Candid Camera, The Goldbergs, Lucky Pup, Ford Theatre*. ABC—*Singing Lady, America's Town Meeting of the Air, Twenty Questions, Paul Whiteman Teen Club*.

House passed cuts in excise taxes 375 to 14 June 29, bill (HR-8920) providing also for increased corporation taxes. Senate Finance Committee will meet in executive session July 3 to determine dates and procedures for its hearings—not expected to take as much time as House did (Vol. 6:15-18, 23, 25). TV is untouched in House bill. Excise collections on radios and phonographs for May totaled \$4,436,908, Bureau of Internal Revenue reported, compared to \$4,008,782 in April, \$3,595,361 in May 1949.

Discussion of oscillator radiation problem (Vol. 6:8, 14, 17-23) between new RTMA president Robert C. Sprague, FCC Chairman Coy and chief engineer Curtis Plummer left Coy with impression Sprague feels gravity of situation sufficiently to go out and "evangelize" among manufacturers. Coy considers industry's efforts to date meager in view of haste needed.

Search for TV circuit simplification can result in decreased manufacturing costs, hence lower price—and can lead to performance improvements, too. Sylvania Laboratories' W. B. Whalley, at Radio Club of America New York meeting June 15, reported the accomplishment of: (1) Single stage direct coupled video amplifiers, making picture less susceptible to auto ignition interference. (2) Use of germanium crystals, providing second detectors with better linearity for improved contrast range. (3) Circuit combinations, permitting choice of video amplifier tube which, in turn, lessens danger of sync pulse compression, possibility of "buzz" in intercarrier system. Whalley's advice on viewing distance: Walk back from screen until scanning lines disappear, then move back another foot.

If RCA, which makes them, is coming out with printed circuit tuners in upcoming receivers, it's being kept deep-dyed secret. Hallicrafters, of course, was first to announce sets with them (Vol. 6:10, 21). Philco engineering v.p. Leslie J. Woods, asked at Atlantic City last week what he thought of them, said: "There is nothing inherently wrong with printed circuits, but so far we have not been able to achieve the perfection with printed circuits that can be obtained with other means."

Cost of 4-station uhf Polycasting unit, each transmitter radiating 2 kw, would be about \$72,000 (excluding studio and control equipment), and unit would give same service as single 1000-kw station, according to system's proponent, engineer Raymond M. Wilmotte (Vol. 5:46). He submitted estimates, obtained from Gates, GE, Raytheon and Westinghouse, in response to questions from commissioners during color hearing. Cost of 1000-kw station, says Wilmotte, "would clearly be far greater" than for Polycasting setup.

Children must learn to live with TV because it's here to stay, asserts Elizabeth B. Hurlock, Ph.D., in her Child Training department of June *Today's Health*, official publication of American Medical Assn. She gives parents this advice: (1) Don't put TV in "forbidden fruit" category; apportion viewing time. (2) Help child choose programs. (3) Watch and criticize shows with child when possible. (4) Exploit TV's educational value in music, art, news, history, travel, etc. (5) Encourage other activity, particularly outdoor play; don't use TV as easy tool to keep child out of mischief. (6) Use TV as reward, for good grades, etc. (7) Novelty will wear off; TV will assume more reasonable niche in child's life.

Latest articles on radio-TV law, by studious Harry Warner, of Segal, Smith & Hennessey, Washington law firm: "The Applicability of the Lanham Trade-Mark Act to Radio and Television Service Marks" in April *Southern California Law Review*; "Legal Protection of Program Ideas" in April *Virginia Law Review*.

Make all uhf color-only, all vhf monochrome-only; make each vhf station duplicate all programs on uhf. This, they argue, would promote both uhf and color, retain usefulness of present sets. Unstated but underlying assumption is that this setup would clear way for abandonment of vhf when and if desired.

Paramount people say they're unhappy about interpretation placed on proposal by some in trade. They insist they aren't favoring CBS system, are merely offering plan as least of all evils if FCC feels it must adopt standards immediately.

If FCC should become excited about those suggestions, presumably it would reopen hearing to get full details. Then, if it decided vhf-uhf duplication is desirable, it would have to throw its proposed allocations into discard, start all over again. It will take a lot of convincing to sell Commission on that course, particularly since it could cause decided lengthening of freeze.

DuMont didn't file regular proposed findings, but submitted "reference in concise form" to testimony of its witnesses for convenience of Commission. FCC told DuMont its document didn't conform to rule on briefs, turned it down.

Most commissioners haven't yet had chance to read all through briefs. Plan is still to plunge immediately into full-dress color consideration July 11, day after deadline for participants' replies to the briefs filed this week.

Condon Committee's report on color, meanwhile, is still to be delivered to Sen. Johnson, who wants to get it before FCC as soon as possible. Johnson plans to make document public as soon as he receives it.

* * * *

Lawrence tri-color (Vol. 6:20, 21) was fired up in Paramount's New York labs for first time this week. Tests were of most elementary nature, since color-generating equipment isn't available yet, but Paramount engineers were elated, claiming performance is everything hoped for, as far as such limited tests can show. Dr. Ernest Lawrence, tube's inventor, was in from California for demonstrations.

Resolution was in excess of 300 lines, it was claimed. Brightness wasn't measured, but looked satisfactory. There was absolutely no color contamination, they claimed. Machlett-made tube looks exactly like conventional 16-in. metal-coned unit, uses single gun, works at 10,000 volts. Two more tubes are due shortly. Problems of mass production are still considered minor. Full-scale tests, demonstrations for FCC, etc., will be carried on with DuMont color chain, expected soon.

* * * *

Talk of abandoning vhf, moving all TV to uhf persists despite vehement denials of any such intentions by commissioners (Vol. 6:24). Some people contend that other services, particularly military, will exert so much pressure for release of vhf that question will be taken out of FCC's hands. They think that action may be forced from above, perhaps through President's Communications Policy Board (Vol. 6:4, 5, 7, 10). But, so far as we can discern, it's all still mere talk -- with no semblance, as yet, of official inspiration.

BUGS IN NEW 'VIDEOTOWN' SURVEY: Pessimistic gauge of 1950 set market, by Cunningham & Walsh ad agency, got considerable trade and newspaper attention this week. But a few obvious facts easily refute its bearish outlook.

After studying agency's third annual "Videotown" survey (first 2 by Newell-Emmett, Vol. 5:28), v.p. John Cunningham issued "warning" to industry that set population may only double this year. Assuming 4,000,000 sets extant at end of 1949, that would mean sales of only 4,000,000 this year, compared with commonly predicted production of 6,000,000 or more.

Videotown survey, conducted in April, comprised interviews with 3007 TV and 625 non-TV families in an unidentified town of 40,000 within 40 miles of New York.

Mere glance at 1950's production and sales to date shows agency's dire prediction scarcely warranted. At end of May, some 2,530,000 sets had been produced. Figuring 400,000 or so for June (May was 470,000; Vol. 6:25), you get very close to 3,000,000 for half year alone. And you can be sure that all but a few thousand of those have been sold -- to clear way for confidently anticipated fall-winter boom.

Cunningham's conclusion points up danger of "extrapolating" limited data,

based as it is on interviews in one small town -- in an "old" TV area.

Other Videotown findings on receivers: (1) Families of various income levels now own sets in about same percentages, poorer folk catching up with well-to-do. (2) Replacement market is growing: 25% of pre-1948 sets and 10% of 1948-49 sets have been replaced, mostly for larger screens. (3) Rate of set-financing is accelerating; 58% of April's purchases were financed, compared with 52% year ago, 40% in 1947. (4) This year, 52 brands appear in census, compared with 30 last year. Two brands have 30% of market; 9 others have next 50%; 41 share remaining 20%.

Also covering replacement market was question in survey sponsored jointly by Philadelphia's TV Assn. and local fan magazine TV Digest (no relation). Based on 908 replies to 4300 mailed questionnaires, it was figured that 13% of owners expect to buy new sets this year, 2/3 of respondents wanting larger pictures.

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TV's effect on family life in Videotown remains strong. Average set is used 4 hours nightly, children from teen age down the most avid viewers; 30% of parents don't look at set on average night. Movie attendance in TV families is about half that of non-TV. But sports attendance is about same for both.

In New York, TV Guide Magazine surveyed 1850 of its readers, found 63% report diminished local movie-going, 46.2% claim less Broadway movie attendance. Drop in legitimate theatre attendance was reported by 42.9%. Less book and magazine reading was done by 38.7%. Only 9% said they'd slacked up in newspaper reading. Leading brands of sets: RCA 30.1%, DuMont 10.4%, Philco 9.1%, Admiral 8.2%, GE 5.6%.

Telecasting Notes: Eventual merger of NAB-TBA is logical—which will dominate depending on which offers most worthwhile services to telecasters; but idea of "fusion" of these with RTMA (manufacturers) can be dismissed as having about as much chance as that proverbial snowball—in torrid Washington . . . When *Rock Island Argus'* WHBF-TV goes on schedule July 1 as 106th outlet (Vol. 6:24,25), it will operate Wed. thru Sun. 6:30 to 8:30 or 9:30 p.m., films only, pending link into coaxial in October; its kine affiliations are with ABC, CBS, DuMont . . . *Houston Post* and its KPRC-TV (changing from KLEE-TV July 3) sponsoring July 3-5 TV exposition in huge Plantation dance hall, expected to give big hypo to set sales . . . Minneapolis correspondent of *Variety* reports both KSTP-TV & WTCN-TV now in profit column . . . RCA has sent "TV studio on wheels" to new XHTV, Mexico City, as final item of equipment preparatory to early July tests (Vol. 6:25) . . . "One of TV's master salesman," *New York Times* financial writer Robert McFetridge calls ABC's 41-year-old president Robert Edmonds Kintner in June 25 column. Success story relates how Kintner wrapped up 8 evening half hours that week for \$4,000,000 gross, remarks: "If this sort of thing goes on, it won't be long before paid TV programs will span 12-hour period each day." . . . Summer replacements on CBS-TV: *Pantomine Quiz*, West Coast success based on charades, for *The Goldbergs* from July 3, Mon. 9:30-10; *Prize Performance*, showcasing professional child entertainers, for *Arthur Godfrey's Talent Scouts* from July 3, Mon. 8-9 . . . New showcasings by CBS-TV: *The Big Top*, circus show, from WCAU-TV, Philadelphia, Sat. 7-8; untitled comedy-mystery series with Lynn Bari and Donald Curtis, Fri. 8:30-9 . . . Burr Tillstrom, impresario of *Kukla, Fran & Ollie*, preparing *The Land of Oz* for NBC-TV in fall . . . CBS-TV has leased Town Theatre 55th St. & 9th Ave. and Peace House, 5th Ave. & 109th St., New York.

New Safety & Special Radio Services Bureau under Edwin L. White, chief of aviation engineering, was set up by FCC this week, effective July 31. FCC also appointed Jack Werner chief of Common Carrier Bureau, succeeding Harold J. Cohen, resigned (Vol. 6:23).

Personal Notes: Capt. W. G. H. Finch, onetime FCC asst. chief engineer, ex-head of Hearst Radio, recently president of Finch Telecommunications, is back in uniform, stationed in Washington as special asst. to Capt. Wm. H. Belch, director of electronics, Bureau of Ships, Navy Dept. . . . Chester Kulesza, ex-TV production chief, BBDO, has joined Dancer-Sample-Fitzgerald Inc., as head of TV commercial production . . . Lewis B. Wall, ex-president, Pre-Mix Div., Pillsbury Mills, has joined Bories Organization, radio-TV producer, as v.p. and gen. sales mgr. . . . New McCann-Erickson v.p.'s named this week are Alfred J. Scalpone, director of radio-TV programs; Wm. C. Dekker, director of radio-TV service; Frederick Anderson, advisory committee . . . Al Anderson, ex-Amfra Industries Inc., appointed TV-radio chief of McLaren, Parkin, Kahn Inc. . . . Tom McCray, ex-NBC (AM) program director, assumes new duties as director of NBC Hollywood network radio operations July 17 . . . Robert L. Coe, ex-WPIX, now consultant to Schine theater interests (Vol. 6:25), is headquartering at offices of Schine Enterprises, 445 Park Ave., New York . . . Leonard Saffire, from *We The People* staff, named asst. to Ted Cott, mgr. of WNBC-WNBT, New York . . . Gomer R. Lesch, ex-WICU, Erie, new program director of WFMY-TV, Greensboro, replacing Ted Austin . . . Bert Gold appointed producer-consultant for WICU, Erie, and WTVN, Columbus . . . Eugene L. Burke has left Hayes & Hayes for own radio law office in Bowen Bldg., Washington.

Best dope on Don Lee sale seems to be that bidding has gone as high as \$4,500,000 for whole package, somewhat less (by CBS, DuMont, maybe others) for KTSL (TV) and magnificent \$3,000,000 Hollywood headquarters -studio building only; bidders also include oilman Ed Pauley, financier Floyd Odlum, management's Lew Weiss & Willet Brown. Public administrator Ben Brown can't decide on bids until legal technicalities with respect to KTSL's still-experimental status with FCC are cleared up.

Charles P. Hammond, 40, NBC advertising-promotion v.p., was found dead Friday in his car near his home at Chappaqua, N. Y. Police said he died of carbon monoxide poisoning. Besides widow, he leaves 2 daughters, 8 and 5.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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July 8, 1950

COY KILLS TALK OF ABANDONING VHF: Those "move all TV to uhf" rumors are finally nailed flat by one sentence from FCC Chairman Coy. Writing Theatre Owners of America's Gael Sullivan, he said: "It is true that, during the color TV hearings, questions concerning the effects of such a move were asked of several industry witnesses. These questions were purely hypothetical and were not based on any official action heretofore taken or presently proposed to be taken by the Commission."

What prompted comment was June 8 letter from Sullivan telling Coy that some exhibitors (specifically Allied States Assn., Vol. 6:6,7,26) had impression FCC was going to move TV out of vhf, make number of vhf channels available for theatre TV.

Since Coy was the man who asked most of those disturbing questions during color hearing, above statement should satisfy even the quickest of conclusion-jumpers among industry and trade press. You can add to Coy's statement that of Comr. Sterling (Vol. 6:24), plus the well-known feelings of most other commissioners -- and rest easy for present. Uhf -- when ready -- will be "something added" not "something substituted."

NOW, EVERYBODY WANTS TO GET INTO ACT: Cloaked by the long freeze, extremely significant changes of attitude have occurred among most of the long-dormant TV applicants (TV Directory No. 11) and the hundreds of potential applicants, mostly broadcasters.

To put it bluntly, many are busting a gut to get the freeze over, nail down channels -- and build stations. Today, they're really sold on TV.

Contrast this attitude with that of nearly 2 years ago, Sept. 30, 1948, when freeze was clamped on. Most of the applicants were frankly buying "insurance" -- many made no bones about it. Some were even less sincere, applying for pure speculation or even publicity. Quite a few CP holders even let them go by default.

Now, there's an honest-to-goodness demand. Reason, of course, is that they've heard that TV is paying off. Certainly, it's making a lot of noise for such a mere handful of stations: 106 TVs vs. more than 2800 AM-FM stations (Vol. 6:26).

Compare the state of the industry then and now. There were 37 stations operating; now there are 106. There were 750,000 receivers; now there are close to 7,000,000. Networks hadn't yet even connected East and Midwest; now they're planning transcontinental hookups by end of 1951 (Vol. 6:25). Network and station programs were slim fare, a good deal of them experimental, only a few hours per night.

Most important factor is illustrated by this quote from our newsletter of Oct. 9, 1948 (Vol. 4:41): "Rumors crop up regularly about this or that TV station 'turning the corner' -- but investigation invariably disproves them." Today, very respectable number of stations, more than will admit it publicly, have turned that corner. In the last year or so, we've reported on exactly 36 "in the black" operations, know of many others.

Emphasizing solid value of TV stations are handsome prices paid for existing facilities in recent months, notably the \$1,400,000 for Washington's WOIC (Vol. 6:25). Money folks have recognized TV's emergence from promise to profit; when freeze lifts, it's likely TV will be as bankable as AM has been.

Whetting appetite to partake are several more factors: (1) Even assuming, optimistically, that freeze will end by Christmas, first post-freeze stations

couldn't get on air much before end of 1951, by which time TV's "circulation" may run 15-20,000,000 sets. (2) Stepped up network expansion will be bringing audience-building programs to new markets, more and better service to old. (3) Advertisers will have recognized TV, more than ever, as a basic, well-trying medium; a glance at Network and Station Accounts listings in almost any issue of The Digest will give you idea of calibre of sponsorships gravitating to the visual medium.

During this winter's hearing on allocations to specific cities, watch for some of the bitterest haggling over channels ever heard. Once channels are allocated, then look for some monumental struggles for the few remaining channels in the choice markets. [For tables of present and proposed vhf-uhf channel allocations, by cities, see TV Directory No. 11, due July 15.]

NEWSPAPERS EAGER TO GET INTO TV: It goes without saying that newspaper interests will be eager seekers after TV stations, once freeze is lifted. Of the exactly 350 new-station applications already pending, some 75 are from newspaper interests. And last week's sale of WOIC to Washington Post (Vol. 6:25), following close on similar purchases by Dallas News and Houston Post, points up fact newspapers don't intend to be caught napping during TV's inceptive years, as they were in radio.

We've been asked to list the 39 stations (out of 106 now operating) mentioned in our recent report as newspaper-owned. We might note that these 39 (40 with WOIC) do not include KPHO-TV, Phoenix, of which Tucson Daily Citizen owns 20% (Vol. 6:20), nor did we count WHEN, Syracuse, owned by Meredith Publishing Co., which publishes big-circulating monthly Better Homes & Gardens. Also, excluded are George Storer's 3 stations (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta) -- though he also owns the Miami Beach Florida Star and Sun, morning and evening dailies; his stations can hardly be called newspaper-owned, being operated entirely separately from his main business, which is broadcasting. Here's the list of 39:

Albuquerque Journal (KOB-TV)	Detroit News (WWJ-TV)	Milwaukee Journal (WTMJ-TV)
Atlanta Journal & Constitution (WSB-TV) [Cox]	Erie Dispatch-Herald (WICU, Erie; WTVN, Columbus)	St. Paul Dispatch & Pioneer Press (WTCN-TV, Minneapolis-St. Paul)
Baltimore News-Post (WBAL-TV) [Hearst]	Fort Worth Star-Telegram (WBAP-TV)	New York News (WPIX)
Baltimore Sun (WMAR-TV)	Greensboro News & Record (WFMY-TV)	Norfolk Virginian Pilot & Ledger-Dispatch (WTAR-TV)
Buffalo News (WBEN-TV)	Houston Post (KPRC-TV)	Oklahoma City Oklahoman & Times (WKY-TV)
Chicago Tribune (WGN-TV)	Huntington Advertiser (WSAZ-TV)	Philadelphia Bulletin (WCAU-TV)
Cincinnati Post (WCPO-TV) [Scripps-Howard]	Johnstown Tribune (WJAC-TV)	Philadelphia Inquirer (WFIL-TV)
Cincinnati Times-Star (WKRC-TV)	Kansas City Star (WDAF-TV)	Rock Island Argus (WHBF-TV)
Cleveland Press (WEWS) [Scripps-Howard]	Lancaster New Era & Intelligencer-Journal (WGAL-TV, Lancaster; WDEL-TV, Wilmington, Del.)	San Francisco Chronicle (KRON-TV)
Columbus Dispatch (WBNS-TV)	Los Angeles Times (KTTV)	St. Louis Post-Dispatch (KSD-TV)
Dallas News (WFAA-TV)	Louisville Courier-Journal & Times (WHAS-TV)	Syracuse Post-Standard & Herald-Journal (WSYR-TV)
Dallas Times-Herald (KRLD-TV)	Memphis Commercial Appeal (WMCT) [Scripps-Howard]	Washington Star (WMAL-TV)
Dayton News and Journal-Herald (WHIO-TV) [Cox]		

TV GAIN ISN'T ALL AM LOSS--SINDLINGER: AM proponents are cheering Sindlinger & Co.'s "Facts in Focus," 53-page analysis of what happened to Philadelphia's radio and TV habits during the last few years. President Albert E. Sindlinger's conclusion: TV is taking more and more of people's time -- but only partially at expense of radio, primarily at expense of all other activities.

His findings counterbalance Hooper's "share of audience" phone measurements, says Sindlinger, since many people have interpreted Hooper's figures to mean that all of TV's viewers have been "stolen" from radio (Vol. 6:22,23).

True measurement can be found in actual time spent listening and viewing, rather than in share of audience, Sindlinger insists.

Sindlinger documents findings with figures derived from his Radox system -- actual monitoring, from central point (through wire lines attached to set), of programs tuned in among representative sample of homes. Principal data, conclusions:

(1) During week of April 3, 1949, people in Philadelphia's 580,000 radio and TV homes spent 30% of their time listening to radio and 17% watching TV, 7-10 p.m.

weekdays. But during week of Feb. 5, 1950, radio had dropped only to 24% while TV rose to 38%. True, radio lost 20% of listening time, which Sindlinger doesn't try to minimize -- but TV's major gains were really at expense of evening activities other than radio listening.

(2) Radio tends to recover as TV novelty wears off. TV families owning sets less than one year listen to radio 14.8 minutes per evening, while over-one-year families devote 34 minutes.

* * * *

Sindlinger finds fault with Hooper's telephone technique, saying it gives TV unfair emphasis, in following principal respects:

(1) Listening on secondary radio sets isn't adequately reported. In Radox sample, 59% of TV homes have 2 or more radios. Yet people frequently fail to disclose "upstairs" radio listening, when phoned, even though Radox showed radio on.

(2) TV homes have higher percentage of phones, providing greater chance of being called. There are phones in 90% of city's TV homes, but only 69% of radio-only homes have them.

Sindlinger claims Philadelphia is more valuable as sample of things to come than most cities since it is an "old" TV city, has greatest concentration of sets (35% of all homes on Feb. 5, about 50% today).

Scoffing at share-of-audience statistics, he asserts that a projection of Hooper's figures would have radio's share in Philadelphia down to 25% by now, and that most radio stations would be up for sale or in sheriff's hands.

Other researchers' principal criticism of Radox system has been that it tells whether set is turned on, all right, but doesn't tell whether anyone is listening or watching. Nor does it tell how many are paying attention to each set.

Survey purports to cover only city itself, not all sets within range of signals. Sindlinger believes his sample represents about half of total sets served, recommends caution in projecting it outside of city. Number of sets in sample ranged from 334 to 491 during October 1949-February 1950.

Radox was discontinued in March, because of tough financial going. Sindlinger is selling survey for \$100, is reported having sold it to CBS, MBS, NBC and 8 Philadelphia stations so far. He's waiting to see whether industry response will warrant resumption of measurements.

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Others also mulled TV's impact during week. Muzak v.p. Richard Testut is quoted by UP; "TV will prove to be radio's best friend...TV encourages people to stay home. How can that be bad for radio? The TV home will be a radio home, too, at least after the initial novelty of TV has worn off." He couldn't visualize TV "invading" auto radio field, nor could he see how housewives might watch TV while doing their chores.

For comparison with Sindlinger's one-city report, there are Nielsen's nation-wide figures for April, 1950 showing 88% of total listening-viewing during entire day was spent on radio, 12% on TV, in 40,700,000 radio and TV homes. TV's share was 8% during hours 2-5, 18% during 5-8, 23% during 8-11.

Movies are losing \$41.20 per year for every TV set installed, claims Zenith's ad agency, MacFarland, Aveyard & Co. After surveying 600 Chicago families, it concluded that each new set means purchases of 54 fewer tickets by adults, 44 by children, during following year (assuming 2 adults, 2 children, per family). Agency doesn't give novelty effect as much weight as Sindlinger does. Among over-one-year owners, 3.1 people reported increased viewing for each one who reported decrease. Making pitch for Phonevision, agency announced that 64% of set owners are willing to pay for good movies via TV.

Full-scale study of boxoffice decline has been launched for movie industry by Audience Research (Gallup). Nation-wide survey will attempt to weigh: TV, ticket prices, sports, publicity and advertising, public opinion of picture quality, "impact of the stars," gregarious instinct, double features, popcorn, candy, parking problems, lack of baby sitters, etc.

Telecasting Notes: "Tremendous pressure" for time on TV's 106 stations, not only from network, spot and local sponsors but from public service organizations, raises big question what TV is going to do about sustainers. Economics of TV being what they are, public service sustainers are luxury few can yet afford. There's also question of clearing for political candidates, which is going to be increasingly difficult by time of November elections due to sellouts of choice time . . . First TV application in 3 weeks, 350th on the books, comes from Hamilton, O., between Dayton-Cincinnati, seeks Channel No. 2 (see TV Addenda 10-Z herewith for details) . . . FCC approved WSAZ-TV's Huntington-to-Cincinnati microwave relay (Vol. 6:19,21) due to go into service Sept. 1; but it called attention to AT&T plans to link Huntington, on order, late in 1951 or 1952, warned WSAZ-TV to amortize investment by then . . . Season of the TV-DX is upon us, again; KRON-TV, San Francisco, has word its sight and sound signals were received night of June 22 in Kansas City, June 23 in Rock Valley, Ia., more than 1500 mi. away . . . RCA-NBC "angeling" new Ethel Merman musical comedy on Broadway, *Call Me Madam*, to tune of \$200,000; deal gets them TV-radio rights to script, recording rights to music . . . Boston U offering fall course on "Legal Aspects of Radio & Television" conducted by attorney Richard H. Dellheim . . . WCPO & WCPO-TV, Cincinnati, adding 5000 sq. ft. to present 7000-ft. quarters in Walnut Hills . . . Grid hero Red Grange to join Joe Hasel-in handling ABC-TV pro football telecasts, sponsored by Sun Oil (Vol. 6:24) . . . Bill Stern, NBC sports chief, and Tommy Henrich, Yankee first baseman, new sports casting try-outs on NBC-TV . . . CBS is reported to have dropped option on Saturday night sports from Madison Square Garden.

Personal Notes: Howard Hausman, CBS v.p. in charge of personnel (labor) relations, resigns as of July 15; a Harvard law graduate, he may return to law practice . . . Henry S. White appointed business mgr., CBS radio & TV network programs . . . Morton A. Barrett, from purchasing dept., promoted to service mgr., WCBS-TV . . . Eugene S. Thomas, mgr. of WOIC, sold to *Washington Post* (Vol. 6:25), onetime sales chief of WOR, slated to go to WOR-TV as mgr. . . William B. Robb Jr. succeeds Mort Dank as program mgr., KEYL, San Antonio . . . Victor E. Foraker, program promotion chief, promoted to adv. mgr., WPIX, New York . . . Anthony M. Hennig, asst. treasurer of ABC, named business mgr., ABC-TV program dept.; Theodore B. Sills, producer, joins ABC-TV staff . . . Royal V. Howard, ex-NAB, reports his new KIKI, Honolulu (250-watts on 860 kc) will go on air Sept. 1 . . . William Eynon, ex-H. B. Humphrey, Boston, July 1 became TV-radio director of Dowd, Redfield & Johnstone Inc., 501 Madison Ave., New York, combine of John C. Dowd Inc., Boston; Blaker Adv. Agency, New York; Redfield-Johnstone, New York . . . Blaney Harris, ex-Doherty, Clifford & Shenfield, July 17 becomes program mgr. of WOR, New York . . . Lee Hart back at BAB as asst. director . . . Maeve Southgate, NBC-TV story editor, resigns to freelance.

July 1 sets-in-use, reported since NBC Research's "census" of June 1 (Vol. 6:25): Washington 143,000, up 6000 in month; Memphis 40,630, up 2130; Dallas 32,662, up 1562; Tulsa 29,264, up 2364; Miami 29,200; up 2200; Fort Worth 26,723, up 1323; Omaha 24,534, up 834; Utica 16,500, up 1500; Greensboro 13,235, up 735.

Air Force and Navy have asked technical ex-service-men to volunteer for active duty. Former specified radar and electronics specialists, both officers and enlisted men; latter, enlisted ratings only.

Network Accounts: Pure Oil Co. has taken 16 East-Midwest NBC-TV stations for co-op *Who Said That?* Mon. 10:30-11 . . . Procter & Gamble (for Dreft & Oxydol) in Oct. begins sponsoring *Beulah*, film version of radio show, with Ethel Waters, on ABC-TV; has also bought alternate Mon. 9:30-10:30 on NBC-TV, alternating with Robert Montgomery's *Lucky Strike Theatre*, starting in fall . . . DeSoto sponsorship of Groucho Marx on NBC-TV this fall will be Thu. 8-8:30 . . . Norge buys Sun. 10:30-11 on NBC-TV, starting Sept. 10, program undetermined . . . Green Giant Co. (canned foods) Oct. 6 starts Art Linkletter on ABC-TV, Fri. 7:30-8 . . . Cigar Institute of America, thru Cigar Enjoyment Parade, Aug. 30 starts 5-min. *Wrestling Interviews from the Ringside* on 15 ABC-TV stations after Wed. bouts from Chicago Rainbo Arena . . . Allegheny Ludlum Steel Corp. bought one-time film *The Fifth Freedom* on ABC-TV, July 9, 7-7:30 . . . Camels has option on TV rights to ABC's *The Fat Man* . . . CBS will start simulcasting *Sing It Again*, Sat. 10-11, starting early Oct., with Sterling Drug reported signed for half hour, Arrid for quarter hour.

Station Accounts: New program on WABD, New York, titled *Susan's Kitchen*, Thu. 1:30-1:45, has as sponsors Salad Products Corp. (Lettuce Leaf oil) and Snow Crop Marketers (frozen foods), both thru Maxon Inc. . . . Schubach TV Center, handling RCA, Admiral, Motorola & Capehart brands, has purchased 43 quarter hours per week, including 3 morning, 2 evening programs across the board, on KDYL-TV, Salt Lake City, in unusually big summer contract . . . Carnation Co., Los Angeles branch, sponsoring *Crusader Rabbit*, Jerry Fairbanks film, on KNBH 3 times weekly, will go to 5 times in August and be offered other stations, thru Erwin, Wasey & Co., Los Angeles . . . Among other advertisers currently reported using or planning to use TV: Norwich Pharmacal Co. (Pepto-Bismol, etc.), thru Benton & Bowles; Yankee Shoemakers (Little Yankee shoes), thru Dancer-Fitzgerald-Sample; Aurex Corp. (hearing aids), thru Paul Grant Adv., Chicago; Stokely-Van Camp Inc. (canner), thru Norman Kelso Adv., San Francisco; Walter N. Boysen Co. (paints), thru Cleveland-Collins Adv., Oakland, Cal. (KTTV); Cameron-Bessen Corp. (portable dishwashers), thru Palm & Patterson Inc., Cleveland; Vitrex (vitamins), thru Wm. Warren, Jackson & Delaney (WJZ-TV, WPIX); Colgate-Palmolive-Peet (Lustre-Creme hair dressing), thru Lennen & Mitchell; Mock Seed Co. (Superturf lawn seed), thru Cabbott & Coffman Inc., Pittsburgh; Pacific Cracker Co., thru Mogge-Privett Inc., Los Angeles; Santa Clara Packing Co. (canned fruits, juices), thru Glasser-Gailey Inc., Los Angeles; U. S. Hardware & Paper Co. (Orchid napkins, Trav-Ler TVs), thru H. M. Gardner & Associates, Los Angeles.

Construction of Empire State Bldg. 217-ft. tower and antenna for 5 New York TV stations, 3 FM, began this week (Vol. 6:2, 4, 7, 11, 12). "End of November" is target date for completion. Temporary NBC & ABC antennas are due for installation by July 17; viewers shouldn't notice any difference in them since they'll radiate present powers. Tower, atop mooring mast, should be completed by October, antennas to be affixed by end of following month. WNBT & WJZ-TV have been telecasting there for some time, won't find switch difficult. WABD, WCBS-TV & WPIX plan to install complete set of new equipment in building, so move shouldn't trouble them either. RCA has been testing full-scale models of antenna sections in Camden, expects to test complete structure before long. Provision for 2 more vhf stations is being made. No specific plans for eventual uhf have been drawn; FCC hasn't proposed any for New York.

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NO WAR TASKS YET FOR RADIO-TV: "No alarmist news," was succinct reply to inquiries at FCC about possibilities of mobilization for war, once again, of nation's broadcasters -- and with them this time the telecasters.

FCC isn't initiating any moves unless the President orders, acting on recommendation of the military and civilian defense establishments. Except for work of certain technical personnel for the defense authorities, it's business as usual at FCC -- but no vacations for the commissioners these hot weeks while they ponder color case in hope of early decision (see p. 3).

Should there be all-out war, it's reasonably clear broadcasting and telecasting would not be shut down -- except possibly some high power AM stations that might conceivably be used for aircraft homing. There's still dispute among technicians about efficacy of radio transmitters as homing guides. In this respect, TV would be affected less perhaps than others for reason that its range is so short.

TV freeze would doubtless be prolonged for the duration, system frozen at present 106 stations and approximately 7,000,000 sets-in-use -- plus those now in inventory, which would be gobbled up. There's no thought anywhere that TV will be shut down, for good and sufficient reason that it's within reach of considerably more than half the populace, it's a family-and-neighbor medium that can be used for instructional purposes and as morale builder. Moreover, TV's plant is new and modern, so that maintenance and replacements would entail no real drain on materials.

As part of defense establishment, TV-radio would not only be regulated by FCC (and Censorship) but would come within purview of National Security Resources Board. NSRB chief of civilian defense is Paul J. Larsen, onetime chairman of TV committee of Society of Motion Picture Engineers. Chief of NSRB communications division (equipment) is Leighton Peebles. And at Munitions Board, which has to do with war procurement, Marvin Hobbs is director of electronics.

THE ELECTRONIC INDUSTRY CARRIES ON: These are the facts about war's impact or probable impact on electronic industry at large, TV in particular, as far as we could glean and distill them from official and industry sources through Friday:

(1) No manufacturer has yet been ordered to "mobilize," either partially or under its M-Day plan. Nor has any company even been formally alerted by Washington as yet. One big firm was asked if it could supply Signal Corps with considerable number of trained technicians -- but that's all.

(2) Even companies with govt. and military contracts -- and that's good share of them -- had not yet been ordered to accelerate orders, except for occasional items. Nor have any extraordinary military purchases been made. Military, though, have indicated they will ask expediting of current contracts, will also speed up new contracts on approved procurement.

(3) RTMA president Robert C. Sprague, very much on the job in Washington, is working out system of "voluntary cooperation" designed to assure services get what they need as speedily as possible. There's little doubt about individual cooperation -- and at moment indications are initial requirements may not be large enough to hamstring normal production. RTMA statement Friday, following conferences with high procurement officers, is significant:

"Immediate military needs...have not yet been disclosed, if actually drawn

up, but informal estimates indicate that requirements for the Korean situation can be met by the industry without serious cutbacks in radio-TV civilian production. Over-all requirements for Korea are not expected to exceed 20% of the industry's output, and may be only 10 to 15%. [But] the situation can become aggravated quickly, and in event of an all-out mobilization the entire resources of the industry will be required for military purposes."

Expansion of TV-radio industry, particularly in component field, means the industry is far better prepared for an all-out emergency today than it was at outbreak of the last war, Sprague also pointed out. Personable, vigorous, a graduate of U.S. Naval Academy (1921) and MIT, Bob Sprague incidentally is winning friends for the industry in high places. That he takes his RTMA job seriously, is attested by fact that he has read entire 12,000-p. record of FCC color hearing!

* * * *

That's the long and short of the Washington situation, as of this writing. What may come, is in the lap of the gods and Joe Stalin. But when the columnists Alsop, for example, write that "the TV boom cannot be expected to halt radar manufacture, as it is now doing," implying industry remissness, they're expressing their own misinformed conclusions, nothing more.

Plain fact is that everything's on an "iffy" basis in Washington today -- and one calm man's guess is as good as that of any panicky seller of his TV stocks. It's apparent that all depends on how "hot" the Soviets pursue war whether (1) factories and manpower must once again be converted wholly or partially to military needs, and (2) consumer controls, including another Regulation W, will again be imposed to curb inflationary buying, particularly of items like TVs and autos.

Late Friday, it became apparent that large military orders, if not partial industrial mobilization, were in the works -- and Friday morning's New York Herald Tribune even front-paged that it had information that an order invoking Section 18 of the Selective Service Act would come "within 24 hours." This gives the President broad powers to take over necessary industrial production in an emergency.

New York Times, forecasting that Mr. Truman will deliver messages to Congress and the people next week, suggested he would ask for additional manpower, money and "some comparatively mild economic controls." It added: "There were no signs today of any intention to mobilize the whole fabric of the nation unless overnight developments created a threat of a world war."

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Immediate concern of radio executives, as we contacted them at NAMM show and via telephone, seems to be shortages even without mobilization -- of receiving tubes, capacitors, resistors, etc. Everyone's agreed there will be no shortage of TV-radio receivers this fall-winter, barring mobilization or war. Nor of picture tubes, with 34 factories now providing plenty. But receiving tubes are causing plenty of headaches. Even with expanded facilities, the tube factories (GE, Hytron, Lansdale, National Union, RCA, Raytheon, Sylvania, Tung-Sol) can't seem to catch up with demand.

Some indication of what all-out, or even half, war measures could do to electronic production may be seen in one small military item. It uses several sub-miniature tubes. During last 18 months of World War II, industry made more than 100,000,000 tubes for this one gadget. Presumably, they'd come off same floor space, require same manpower as other kinds of tubes.

Industry's receiving tube capacity is supposed to be about 350,000,000 a year. RTMA members made 137,895,253 first 5 months this year. Six million TV sets would use roughly 125,000,000.

Talk of shortage of electrolytic condensers mentioned here last week (Vol. 6:27) is flatly refuted by Mr. Sprague, whose Sprague Electric Co. is one of largest producers. He said more will be produced this year than can be assembled into this year's TVs -- even if (as he thinks it might) production goes as high as 6,500,000. Actually, he believes there's big inventory already, apart from those in the nearly 3,000,000 TV receivers and 6,000,000 radios of all kinds made thus far this year.

TV RATES & FACTBOOK IN MAILS: Those of you who subscribe to our full TV services should receive, via parcel post at about the time you read this, copies of our TV Directory No. 11: Television Rates & Factbook of July 15, 1950. It's first we've published since last January, and it begins new cycle of weekly TV Addenda (blue sheets, to be numbered 11-A, etc.) designed to keep the listings of operating stations, CPs and applications up-to-the-minute.

Reflecting mushroom growth of TV, this 104-page Factbook compares with 4-page TV Directory No. 1, of Dec. 1, 1947, which listed mere 16 operating stations, 55 CPs, 48 applications. New edition includes, among other features:

Latest rate cards, facilities, personnel of the 4 TV networks, and the 106 operating stations (plus WSM-TV, Nashville, due on air in Sept.).

Details on 350 applications pending; and the 3 remaining pre-freeze CPs.

Log of experimental TV stations (most of them UHF).

Complete channel allocation tables: present VHF and proposed VHF-UHF.

List of more than 100 TV receiver manufacturers, with models, prices, etc.

Lists of tubemakers, private brands, station equipment manufacturers, etc.

Directory of 460 firms syndicating films and other programs to TV stations.

Counts of TV sets-in-use by areas; of 1946-50 set production by months.

Miscellaneous other listings, such as station representatives, labor unions, research firms, etc.

Inserted with each Factbook is 20x15-in. map showing present and projected intercity network connections, coaxial and microwave.

Note: Extra copies of Factbook cost subscribers \$2.50; non-subscribers, \$5.

Telecasting Notes: Ohio State U filed for Channel No. 12 in Columbus this week (TV Addenda 11-A herewith), but that channel hasn't been assigned or proposed for Columbus . . . Mexico City's new XHTV (Vol. 6:25) began equipment tests on Channel 4 Friday, set official opening for Sept. 1 . . . Havana's CMQ, proposing first TV outlet there, has ordered 200-ft. tower from Blaw-Knox . . . FCC "legalized" Don Lee's KTSL this week, granting it full CP instead of experimental status; but it turned down request to move from Mt. Lee to Mt. Wilson because of freeze. Among other things, FCC action clarifies status of Don Lee properties, up for sale (Vol. 6:24) . . . Whereas most TV stations guarantee rates 6 months, Detroit's WWJ-TV is guaranteeing them full year—believed to be first to do so; new July 1 rate card has \$800 base . . . DuMont Network has bought Madison Square Garden sports for Sat. nights, starting 8:30 or 9 p.m. from Oct. 8, amount undisclosed; CBS-TV had dropped option (Vol. 6:27). This means *Cavalcade of Stars* will be moved to Fri. 10-11 . . . From 413 firms syndicating live and film programs to TV stations in last edition (Jan. 10), new *TV Directory No. 11* of July 15 lists exactly 459; 79 were added to new list, 30 dropped from old . . . Illustrating prime difficulty of TV networks, the clearing of facilities rather than selling time (for which there are plenty of sponsors), is fact that ABC-TV contract for *Pulitzer Prize Show*, to be sponsored by Schlitz beer, is predicated on delivering 15 live stations, Fri. 9-10; paucity of stations won't be overcome until freeze is lifted . . . Los Angeles Chamber of Commerce estimates \$200,000,000 now invested in TV in Southern California (\$170,000,000 by public in receivers), with 6500 persons employed and annual payroll of \$22,000,000 . . . Three out of 4 American families will own TV sets within 3 years after FCC lifts freeze, Dr. Allen B. DuMont told Radio-TV Institute of Penn State College July 12 . . . Margaret Truman makes TV debut on CBS-TV's *Toast of the Town* Oct. 29, Sun. 8-9.

Personal Notes: Joseph R. Redman, Rear Admiral U.S.N. retired, wartime director of naval communications, now Western Union v.p. in charge of plant and engineering, has established Washington headquarters at 1405 G St. NW, to coordinate company facilities with govt. and military needs . . . Col. Edward M. Kirby, wartime chief of Army radio, ex-NAB public relations, is back on active duty in the Pentagon office of Maj. Gen. Floyd L. Parks, chief of information . . . Robert W. Sarnoff, NBC-TV mgr. of program sales, was married July 7 to Felicia Schiff, daughter of Mr. & Mrs. Paul F. Warburg . . . George Wallace appointed NBC (radio) advertising-promotion mgr., succeeding the late Charles Hammond . . . Jack Hardesty, promotion mgr., WOIC, Washington, appointed asst. to NAB director of public relations Robert K. Richards; he'll handle press, succeeding James Dawson, resigned . . . Don Petty, recently resigned as NAB general counsel to return to his private law firm, has agreed to continue with NAB for remainder of year . . . Clifford M. Durr, ex-FCC member, has dropped his Washington law practice to reside in Denver, where he's reported affiliated with the Farmers Union . . . William J. Williamson, ex-Ralph H. Jones agency, onetime CBS-Chicago, new sales mgr., WLWD, Dayton . . . Pat Weaver, NBC-TV v.p., elected to board of American Heart Assn. . . . Robert F. Jamieson, ex-traffic mgr., named DuMont station relations mgr., succeeding Joseph Merkle, resigned; new traffic mgr. is George Faust . . . Ely A. Landau, ex-Moss Associates, now TV chief of Emil Mogul Co. . . . Robert L. Hutton Jr., ex-WCCO, BBDO, recently with *Woman's Home Companion*, appointed Petry mgr. of TV promotion . . . Jack Tolen, ex-Twin City TV Labs, Minneapolis, appointed to executive staff of WDTV, Pittsburgh.

B. Walter Huffington, 41, appointed in May as NAB director of station relations, died July 13. He was driving near Winston-Salem, with wife and daughter, 16, when suddenly stricken with heart attack, instantly fatal.

Network Accounts: Colgate-Palmolive-Peet may have Ed Wynn as third star on new Sun. 8-9 alternating-stars show being prepared by NBC-TV—Fred Allen and Eddie Cantor already signed for once-monthly appearances. NBC-TV has signed Wynn for 11 live programs. Martin & Lewis are also reported set . . . Quaker Oats to sponsor *Americana*, variety, on NBC-TV, starting Oct. 1, Sun. 5-5:30 . . . Buster Brown Shoes has bought *Smilin' Ed McConnell* on NBC-TV, starting Aug. 26, Sat. 6:30-7 . . . Procter & Gamble's new show on NBC-TV, alternate Mon. 9:30-10:30 from Oct. 2, will be versions of musical comedies (Cole Porter, Arthur Schwartz, Howard Deitz) . . . American Dairy Assn. Aug. 26 starts *TV Teen Club* on ABC-TV, Sat. 8-8:30 . . . Gruen Watch Co. Sept. 29 starts *Blind Date* on ABC-TV, Thu. 9:30-10 . . . Hudson Motor Co. Oct. 3 starts *Pitching Horseshoes*, Billy Rose columns dramatized, on ABC-TV, Tue. 9-9:30 . . . ABC-TV *Chico Marx Show*, to be sponsored by American Safety Razor Corp. and Pharma-Craft Corp., changed to Mon. 9-9:30, starting Oct. 2 . . . Pepsi-Cola to sponsor *Faye Emerson Show* on CBS-TV, Tue.-Thu.-Sat. 7:45-8, starting Sept. 28 . . . Bond Clothing Stores takes DuMont's *Hands of Destiny*, starting Sept. 8, Fri. 9-9:30 . . . Hunt Foods reported planning to place Bert Parks musical show, daytime, network and time still undetermined.

Station Accounts: Hoffman Radio Corp. will sponsor telecasts of all (30) home football games of USC, UCLA, UC, Stanford and Washington U under deal whereby the TV manufacturer guarantees minimum gates, may have to expend as much as \$350,000; last season, USC and UCLA games were bought for about \$80,000 . . . Webster Tobacco Co. (Webster cigars), thru N. W. Ayer, will co-sponsor half (60) Madison Square Garden events on WPIX, New York, other 60 sold to Local Chevrolet Dealers . . . Abraham & Straus, Brooklyn, is latest New York dept. store going into TV, set for 11:30-12 noon Mon. thru Fri. shopper program on WABD . . . Sunshine Biscuits buys participation in *Easy Does It* on WNBT, New York, which also reports Procter & Gamble (Ivory Flakes) and Beech-nut Packing Co. as new station-break sponsors . . . Among sponsors currently reported using or planning to use TV are: Raytheon (Belmont TVs), thru Henri, Hurst & McDonald, Chicago; Howe & Co. (nail polish remover), thru Pacific National Adv. Agency, Seattle; Instant Photo Co., thru Cowan & Whitmore, Los Angeles; Gold Seal Co. (Glass Wax & Wood Cream), thru Campbell-Mithun, Minneapolis; Amino Products Division, International Minerals & Chemicals Corp., thru BBDO; Ken-L-Products Div., Quaker Oats Co. (Ken-L-Ration dog food), thru Ruthrauff & Ryan, Chicago; Warner Bros. Co. (girdles), thru C. J. LaRoche & Co., New York; Edgewood Shoe Co., div. of General Shoe Corp. (Friendly shoes for teen agers), thru Anderson, Davis & Platt Inc., N. Y.

TV dept. of INS, which syndicates Telenews films on daily and weekly basis, has signed with All Nations Producing Co. (Samuel Bronston executive v.p.) as distributor of series of 39 films of world's greatest symphonies being prepared under direction of Maestro Jacques Rachmilovich, founder of Santa Monica Symphony Orchestra. Filming and recording has been in progress for last 18 months in Europe. Plan is to sell TV stations idea of building up symphonic film libraries.

FCC Comr. Paul A. Walker urged educators to make speedier use of FM and TV channels allocated them, inasmuch as FCC can't let those channels "lie idle forever." He spoke at Institute of Radio-Audio Visual Education in Boston, July 16.

Wartime uses of TV, outlined by RCA's Gen. David Sarnoff in speech at Signal Corps' Ft. Monmouth, July 12, include remote observation of battle areas by commanders and use of Ultrafax (Vol. 4:43), latter for transmitting up to 1,000,000 words a minute. He spoke at summer encampment of Corps' ROTC. Remote observation, with equipment known as "Ring," was used in last war, given considerable credit in bagging 3 Jap ships in one engagement. Equipment was also used by Army for artillery spotting. Ring was demonstrated to press in March 1946 (Vol. 2:12). It comprises camera and transmitter in plane, with pictures picked up on receiver at headquarters. Another TV use was "Block," for guided missiles. For example, bombs were fitted with small camera and transmitter in nose to send picture of target back to plane; bomb was guidable, by radio signals, to keep it headed for target. Gen. Sarnoff also urged that more international communications channels be allocated.

Broadcasting-telecasting industry liaison committee on defense, designed to cooperate with govt. agencies, is in process of formation under aegis of NAB, should be announced next week. It will supersede civilian advisory committee to Secretary of Defense, virtually inactive since formed in 1948, which included: Harold Ryan, Storer stations; John Fetzer, WKZO; James LeGate, WIOD; Edward Breen, KVFD; Everett Dillard, WASH; Leonard Asch, WECA; J. R. Poppele, WOR; Carleton Smith, NBC; Robert K. Richards, NAB; William C. Eddy, and the late John Shepard III.

Advertising Council has asked TV stations to participate in public service "allocation plan," similar to that in radio, with stations indicating cooperation without question. Council has operated 8 years in radio, scheduling public service messages (Red Cross, Community Chests, etc.) on sponsored and sustaining programs for saturation coverage. TV plan is to have weekly programs carry message every sixth week, daily or 3-a-week programs every third week—on live shows only. Council figures it's too difficult now to integrate messages in film shows.

To combat Russian propaganda, powerful drive is under way to step up U. S. radio transmissions to countries within Communists' sphere. This week: (1) President Truman asked Congress for \$89,000,000 more to expand Voice of America. (2) Cordell Hull, former Secy. of State, urged Congress to allot \$100,000,000 for information program. (3) In New York, privately-financed group inaugurated "Radio Free Europe" to complement Voice of America and BBC.

Maurice B. Mitchell, BAB director, has resigned his \$17,500 post as of Aug. 15 to become NBC director of new business development, AM network advertising, newly created post reported to pay \$27,500. With his chief aide Charles Batson recently shifted to Washington as NAB's TV director (Vol. 6:25), post must be filled immediately; it's understood it has been offered Eugene S. Thomas, manager of WOIC, Washington, recently sold to *Washington Post-CBS* (Vol. 6:25)—though Thomas is also reported slated to become manager of WOR-TV, New York.

Main event boxer will get \$2250 as his share of TV-radio income from International Boxing Club, up from \$1000 under previous agreement which ran out May 31. Each semi-final fighter will continue to get \$1500. As part of agreement between fight managers and IBC, reached July 14, IBC agreed to permit only one kinescope showing of a fight, and that within 72 hours—but not on a fight night. New agreement runs from September to end of May 1951; estimated \$157,500 to go to main bouters for scheduled 35 IBC fights during that time.

FCC SITS IN FINAL COLOR JUDGMENT: Color TV is now completely in FCC jury's hands. As it promised, full Commission went into color discussion July 11, immediately after receipt of proponents' briefs answering one another's proposed findings (Vol. 6:26).

Though FCC intends to spend most of its time driving for final decision, don't fall off your chairs straining for word of sudden action. Labor Day is still commonly-mentioned target date around FCC, but decision is expected anytime from Aug. 1 on. All-out mobilization would probably mean indefinite postponement.

Condon Committee color report also came through this week. It's really an unusual document, significance of which is impossible to judge. It neither recommends nor rules out any system -- explicitly. But, if it points anywhere, there's little question that it points in direction of RCA -- or, at any rate, toward a dot-sequential system. Report does 3 things, as we read it:

(1) Approves 6-mc channel for color, gives assurance that only the 3 presently proposed systems need be considered, rules out multiple standards.

(2) Provides 9 criteria for judging systems, with indication as to which system leads in each.

(3) Estimates improvements possible within framework of each system.

But the 9 criteria are deliberately left unweighted "since the Committee believes that the decision to adopt a system must include consideration of many social and economic factors not properly the concern of the technical analyst."

Here are the 9 factors: adaptability, fidelity, compatibility, continuity of motion, convertibility, spectrum economy, flicker-brightness, resolution, superposition performance (registration, etc.).

Since no specific weight is assigned each factor, everyone is toying with the tabulation, trying to see what it adds up to. If each factor and sub-factor is arbitrarily given equal weight, RCA rates 11 "superiors", CBS 9, CTI 6. If anything extra at all is given to compatibility, RCA increases lead. Furthermore, the Committee says in its last paragraph:

"The final conclusion of the Committee is that principal importance should be attached to those fundamental capabilities and limitations which relate to the choice of scanning method." If this recommendation is followed, RCA would seem comfortably out in front.

Importance of report probably lies in whatever impact it makes on FCC and Congress. Whether FCC pays a great deal of attention to it or not, is anyone's guess. Commission has continuously maintained that decision would be made on basis of the hearing record; report isn't part of it. Sen. Johnson says: "I have a lot of reactions, all right, but I'm not going to comment except to say I'm grateful for the hard work and sincere effort the Committee has made." He expects to have report, "The Present Status of Color Television," reprinted as Senate document in week or so, to be available from Govt. Printing Office at nominal cost.

Principal criticisms of report, within Commission and among proponents:

(1) Though Committee said it had confined itself to technical factors, it ventured outside them when it talked about such matters as compatibility, convertibility, costs and multiple standards.

(2) Though Committee said systems should be evaluated primarily in light of fundamental scanning standards and potentials, rather than present apparatus limitations and costs, its tabulation of 9 factors mixes and confuses present and potential performance. Perhaps a chart for each should have been drawn up.

Committee seems greatly impressed with Hazeltine's "constant luminance sampling" for dot-sequential system (Vol. 6:24), recommends it highly. But this new development isn't on hearing record, presumably could be ignored by FCC. JTAC is so worried that FCC might snub technique that it voted to urge FCC not to leave it out of consideration.

From political standpoint, Hazeltine's possession of development may work to advantage of dot-sequential system, since it would be harder to charge RCA with monopoly if someone else has important piece of system. Such developments as Lawrence tri-color tube (Vol. 6:20,21,26), and persistent rumors of additional (non-RCA) major improvements in the works on dot-sequential system, reinforce that possibil-

ity. Some observers think new developments may even encourage FCC to reopen hearing, postpone decision.

Committee also seemed quite sold on dot-interlace and mixed highs as devices for most efficient channel utilization.

General feeling of most qualified observers is that report neatly tosses ball directly to FCC. However, Commission, though inclined to regard report as "elementary stuff" in many respects, may some day be very happy to quote from unanimous report of a group so unique in its scientific stature and unchallengeable impartiality. Committee comprises: Dr. Edward U. Condon, director, Bureau of Standards; Dr. Newbern Smith, also of Bureau; Stuart L. Bailey, consulting engineer and ex-president of IRE; Dr. William L. Everitt, head of U of Illinois' electrical engineering dept.; Donald G. Fink, editor of Electronics Magazine.

* * * *

Reply briefs of the proponents are really bitter. RCA filed 200 pages, CBS 62, CTI 36, Paramount-Chromatic 16. They reiterate their familiar arguments, attack just about everything except one another's families:

RCA charges that CBS is now using same "scare technique" that it used in trying to hold back black-and-white TV. CBS asserts that RCA's "findings" (it places word in quotes all the way through) "not only violate the Commission's Notice...but are on their face clearly self-contradictory, incomplete and superficial" and that "RCA has completed the pattern of its cavalier treatment of the Commission..." CTI calls CBS's proposed findings "a marvel of ingenuity and detailed elegance. The 2 fatal defects of the CBS proposal -- unquestionable incompatibility and incurable picture degradation -- are screened behind a weighty mass of argument and citation..." Paramount-Chromatic reiterates belief that decision should be held off for year (Vol. 6:26).

These documents, too, are impossible to weigh. It's dubious whether they'll have great influence. As a practical matter, the hearing has been over for months.

RADIO vs. TV--THE AFFIRMATIVE VIEW: Pattern of radio's counter to TV inroads on listening (Vol. 6:12-23) is shaping up more clearly -- apparently, aim is to admit TV's growth, emphasize that radio is still growing, too.

CBS takes that tack in new brochure "What TV Didn't Do to Radio in New York." Same sentiment was consensus of 8 New York radio executives meeting July 13 in WOR offices. It was essence, too, of NBC president Joseph McConnell's speech before South Carolina broadcasters last week.

CBS promotion piece uses Pulse Inc. sets-in-use-per-quarter-hour, 4-11 p.m., to show TV went up from 10.3 in January to 15.7 in April, while radio grew from 27.1 to 31.3. Latter figure, Pulse says, is highest in its 9 years of surveys.

New York radio group agreed to push AM in coordinated newspaper-trade paper advertising, also to use radio itself to sell radio. Theme is to be that radio is better than ever (movies' current slogan: "Movies are better than ever") -- particularly with bonus out-of-home listening on portables, auto sets, etc. Group included Ted Cott, WNBC; Murray Grabhorn, WJZ; Bernice Judis, WNEW; R. C. Maddux, WOR; Kieran Murphy, WINS; Hartley Samuels, WFDR(FM); G. Richard Swift, WCBS; Ralph N. Weil, WOV.

McConnell thus countered sponsor complaints that radio is losing listeners to TV, that radio rates should come down: "They are comparing radio's good value today with the super value it offered when it was the only broadcast service." While emphasizing that radio hasn't raised rates in 10 years, he admitted it's "facing economic pressures and problems" and "time will inevitably come when radio rates must be reappraised and readjusted."

Obverse of radio-TV hassle was neatly put by Boston banker John J. Barry (of heavy TV-user National Shawmut Bank) before American Institute of Banking: "Comparing 85,000,000 radio sets with 5,000,000 TVs [now almost 7,000,000] is a potent argument in radio's favor. But when 460,000 of those TVs are in my backyard, which has 840,000 radio homes, national ratio of 17-to-1 for radio becomes only 2-to-1."

Magazine Advertising Bureau has issued promotion piece whose title tells its purport: "Present Inadequacy of TV as a Major Medium." It makes point that 75% of TV ownership is in 7 states, thus TV is "inadequate" for national advertising.

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Television Digest

WITH AM FM REPORTS

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TELECASTING IN A DEMOCRACY: This can be stated categorically, once again:

There's no disposition on the part of anyone in authority, least of all the FCC, to shut down or otherwise unduly impede telecasting -- the speculations of Walter Winchell and others to the contrary notwithstanding.

True, war demands may mean fewer TV receivers on market next fall and winter, slowing down TV's fabulous rate of "circulation" growth. But there's too healthy a respect for TV in high quarters to expect that its potential for military-civilian morale and instruction will be overlooked.

Before production cutbacks can take effect, it's probable there will be 7,500,000 or 8,000,000 receivers in use, which means a sizeable segment (some 20%) of the homes of America. [For sets-in-use as of July 1, see p. 4.]

Talk of "pressures" to keep freeze, shelve color issue, give more frequency space at expense of TV to safety and special services (police, fire, mobile, common carrier) gets no support at highest levels. Nor does anyone really think that a few AM broadcasters who avowedly "wish TV had never happened" can exert enough influence to hamstring telecast operations.

New York Times editorial Friday on President's simulcast Wednesday night ("first time in a period of emergency") points up significant place TV now holds in our scheme of things; titled "Televising Democracy," it's so pertinent to the current situation, so well sets forth the thinking about TV in high places, that we reprint it in full on p. 4.

ELECTRONICS INDUSTRY & WAR DEMANDS: Any way you look at it, war orders and governmental controls are bound to affect normal TV-radio production and trade -- eventually, if not forthwith. Fortunately for the country, electronics industry's hugely expanded postwar plant (mainly for TV) means it can take military-priorities in stride, can produce everything Uncle Sam needs at faster pace and in greater volume than prodigious World War II days.

What will be demanded, what will be impact on civilian economy, remains to be seen. Meanwhile, only sensible policy is "keep calm and await developments."

That, in sum, is the over-all picture at this writing -- unmarred by idle conjecture or needless hysteria. Getting down to cases, here are facts and some "ifs" and "buts" adducible from key governmental and industry sources:

* * * *

Military Requirements: Roughly, it's estimated military electronics will take about 10% of \$10 billion asked for in President Truman's message to Congress July 19. That's over and above contracts presently outstanding. It's also in addition to \$500,000,000 earmarked for electronics in the President's \$14.5 billion military budget for fiscal 1951, still before Congress, which was to cover 2 years and now may be let on 12-15 month completion basis. It does not include what President will ask to arm the other democracies -- possibly another \$10 billion, with good guess 10% of that will also go into electronics.

Contracts: Don't expect military to come to you, tell you what's wanted. You'll have to start scouting Army, Navy, Air Force procurement offices, determine requirements, bid on contracts -- although it's expected many contracts will be

negotiated. Military hopes to have its additional requirements spelled out in 30 days. Main electronics contracting office for Army is in Philadelphia; for Navy, Washington; for Air Force, Dayton.

Element of Time: Even assuming military have partial mobilization needs drawn up and ready moment Congress legislates funds, it will take time to get orders set and under way. Many orders may fit into present schedules without affecting other lines -- for time being, at least. It's expected civilian production will continue high for several months, at very least.

Manpower: Electronics specialists are among key military personnel already being called up as reserves. Like National Guard, they will come from factories, stations, service fields, etc., and drain could be serious. Draftees are too few and too young as yet to mean much so far as assembly line personnel is concerned.

Allocations: It's reasonably certain that critical materials, notably metals and including many components, will eventually be allocated. It isn't clear yet -- depends on Congress, whose committees begin meetings next Monday -- whether this will be done through a new WPB or Dept. of Commerce. Already mentioned for over-all directorship has been GE's Charles Wilson; for electronics chief, Hazeltine's W. A. MacDonald and Raytheon's Ray C. Ellis. Latter headed WPB radio-radar division during last war.

* * * *

Non-Essential Production: Some limitations are regarded inevitable -- but civilian TV-radio isn't in any such category yet. This is still only partial mobilization, and there's no thought of killing off civilian economy. Certainly, U.S. doesn't want to give Kremlin the satisfaction of knowing it has completely upset the American economy. In case of TV, brake on its present boom will come when it can't get necessary tubes, components, etc., which in turn is dependent on other priorities. But there's no thought of stopping TV production dead; that's unlikely except in event of all-out war.

Plant Capacity: It appears to be plentiful at moment. Several former prime war contractors, with whom military orders are now only sideline, assert they could handle double or triple their enormous World War II loads -- and still keep civilian production going, if allocations and priorities aren't overwhelming. Liberal plant expansion credits, asked for by President, would inevitably include electronics industry -- if needed.

Excess Profits Taxes, Rationing, Price Controls: Read your daily newspaper, for they're day by day front-page news. Tightened credit controls, asked by President, are seen as inevitable. They may not affect TV sales appreciably if supply of sets is short, despite fact National Credit Office has reported (Vol. 6:24) that 70% of TV purchases are on installment plan.

* * * *

There are endless other factors, but foregoing is basic outline. Even now, under normal conditions, TV is facing receiving tube bottleneck (Vol. 6:28) -- and it's unlikely that expansion of productive capacity will be sufficient, with war orders, to overcome this. It's an inescapable fact that these are indispensable to signal equipment of all kinds.

One military figure guessed \$1.5 procurement for military would force 50% cut in TV production. That's not taking into account any limitation order President may get from Congress, which he may choose to use against TV as well as cars, refrigerators, washers, etc.

Fortunate factor in whole picture is that both military and industry have men of great experience to call upon -- the industry, particularly, being honeycombed with retired officers. Electronic Industry Advisory Committee (separate from RTMA) set up by Munitions Board and National Securities Resources Board has 29 executives of as many companies on its roster -- though some top companies like Admiral and DuMont are notably absent. Several members of committee held informal meeting Thursday in office of Western Electric's Fred Lack to discuss emergency functioning with Marvin Hobbs, Munitions Board's director of electronics, and prepare for later full committee meetings.

TOP CITIES WITH AND WITHOUT STATIONS: Fact that country's 106 TV stations, with only a few exceptions, are in big cities, covering country's largest population clusters, is expected to make them vital factors in any emergency (Vol. 6:28) -- so that U.S. Census Bureau's new 1950 city-by-city population figures and rankings, with comparisons with 1940 count and rank, take on added significance.

Newly released figures are preliminary, subject to minor changes, cover only populations within corporate limits, not metropolitan areas. Latter remain to be compiled on basis of U.S. Budget Bureau's definitions of metropolitan areas. That data will be released piecemeal over next 6 weeks, area-by-area as compiled, after which it will be possible to set up new rankings more indicative of trading areas.

Metropolitan area figures mean FCC must revamp population estimates used as basis for its present vhf and proposed vhf-uhf allocation tables (pages 73-81, TV Directory No. 11), and should be available in time for hearings on latter which must precede lifting of freeze.

Meanwhile, looking over the 106 cities of 100,000 or more population, we find 53 do not yet have TV outlets of own -- and it's logical to assume these will be the cities where new TV enterprisers will be most eager to establish stations, once freeze is lifted. Only 7 of top 50 cities have no TV stations -- Denver (ranking 24th) and Portland, Ore. (30th) being biggest with no service whatsoever. We know, of course, that Oakland gets service from San Francisco, Jersey City from New York-Newark, Akron from Cleveland, Long Beach from Los Angeles, Worcester from Boston-Providence.

Among next 56, more don't get TV service than do -- though quite a few of these, too, are near enough to TV transmitters to be within range; viz., Hartford, served from New Haven; Yonkers, which is in New York metropolitan area; Albany, adjacent to Schenectady; Gary, across from Chicago; etc., etc.

Remember, the new figures are preliminary, subject to finalizing later, refer only to populations within each city's limits. Asterisk indicates no TV station:

Rank	City	1950 Population	1940 Population	Rank	Rank	City	1950 Population	1940 Population	Rank	Rank
1.	New York	7,841,610	7,454,995	1		55.	Grand Rapids	175,647	164,292	52
2.	Chicago	3,631,835	3,396,808	2		56.	*Nashville	173,359	167,402	50
3.	Philadelphia	2,057,210	1,931,334	3		57.	*Youngstown, O.	167,643	167,720	49
4.	Los Angeles	1,954,036	1,504,277	5		58.	*Wichita	165,374	114,966	74
5.	Detroit	1,837,613	1,623,452	4		59.	New Haven	164,206	160,605	54
6.	Baltimore	939,865	859,100	7		60.	*Springfield, Mass.	162,601	149,554	58
7.	Cleveland	909,546	878,336	6		61.	*Flint, Mich.	162,193	151,543	56
8.	St. Louis	852,523	816,048	8		62.	*Spokane	160,473	122,001	68
9.	Washington	792,234	663,091	11		63.	*Bridgeport, Conn.	158,678	147,121	59
10.	Boston	788,552	770,816	9		64.	*Yonkers, N. Y.	152,533	142,598	61
11.	San Francisco	760,381	634,536	12		65.	*Tacoma, Wash.	142,975	109,408	82
12.	Pittsburgh	673,756	671,659	10		66.	*Paterson, N. J.	139,423	139,656	64
13.	Milwaukee	632,938	587,472	13		67.	*Sacramento	135,862	105,958	85
14.	Houston	593,600	384,514	21		68.	*Albany	134,382	130,577	65
15.	Buffalo	576,506	575,901	14		69.	*Charlotte	133,212	100,899	91
16.	New Orleans	568,878	494,537	15		70.	*Fort Wayne	132,831	118,410	70
17.	Minneapolis	517,410	492,370	16		71.	*Gary	132,461	111,719	76
18.	Cincinnati	499,744	455,610	17		72.	*Austin, Tex.	131,964	87,930	101
19.	Seattle	462,981	368,302	22		73.	*Chattanooga	130,333	128,163	66
20.	Kansas City, Mo.	453,290	399,178	19		74.	*Erie	130,125	116,955	72
21.	Newark	437,833	429,760	18		75.	*El Paso	130,003	96,810	98
22.	Dallas	432,805	294,734	31		76.	*Kansas City, Kan.	129,583	121,458	69
23.	Indianapolis	424,683	386,972	20		77.	*Trenton, N. J.	127,894	124,697	67
24.	*Denver	412,823	322,412	24		78.	*Mobile	127,129	78,720	118
25.	San Antonio	405,973	253,854	36		79.	*Shreveport	125,506	98,167	94
26.	Memphis	394,025	292,942	32		80.	*Scranton	124,747	140,404	63
27.	*Oakland, Cal.	378,322	302,163	29		81.	*Camden, N. J.	124,474	117,536	71
28.	Columbus, O.	373,821	306,087	26		82.	*Knoxville	124,117	111,580	77
29.	Louisville	371,859	319,077	25		83.	*Tampa	124,073	108,391	84
30.	*Portland, Ore.	371,009	305,394	27		84.	*Baton Rouge, La.	123,954	34,719	288
31.	Rochester	331,292	324,975	23		85.	*Cambridge, Mass.	120,700	110,879	78
32.	Atlanta	326,962	302,288	28		86.	*Savannah	119,109	95,996	99
33.	San Diego	321,485	203,341	43		87.	*Canton, O.	116,312	108,401	83
34.	St. Paul	310,155	287,736	33		88.	*South Bend, Ind.	115,402	101,268	89
35.	Toledo	301,372	282,949	34		89.	*Elizabeth, N. J.	112,675	109,912	81
36.	*Jersey City	300,447	301,173	30		90.	*Berkeley, Cal.	112,125	85,547	104
37.	Birmingham	298,747	267,583	35		91.	*Fall River, Mass.	112,091	115,428	73
38.	Fort Worth	277,049	177,662	46		92.	*Peoria, Ill.	111,475	105,087	86
39.	*Akron	273,189	244,791	38		93.	Wilmington, Del.	109,907	112,504	75
40.	Providence	254,029	253,504	37		94.	*Evansville, Ind.	109,867	97,062	96
41.	Omaha	247,397	223,844	39		95.	*New Bedford, Mass.	109,033	110,341	80
42.	Miami	247,262	172,172	48		96.	*Reading, Pa.	108,929	110,568	79
43.	*Long Beach, Cal.	243,921	164,271	53		97.	*Corpus Christi, Tex.	108,051	57,301	177
44.	Dayton, O.	243,108	210,718	40		98.	*Allentown, Pa.	106,254	96,904	97
45.	Oklahoma City	242,450	204,424	42		99.	*Montgomery, Ala.	105,715	78,084	120
46.	Richmond	229,897	193,042	45		100.	*Phoenix	105,003	65,414	149
47.	Syracuse	220,067	205,967	41		101.	*Waterbury, Conn.	104,209	99,314	93
48.	*Worcester	201,875	193,694	44		102.	*Duluth, Minn.	104,060	101,065	90
49.	Jacksonville	198,880	173,065	47		103.	*Pasadena, Cal.	103,971	81,864	112
50.	Norfolk	182,377	144,332	60		104.	*Somerville, Mass.	102,254	102,177	87
51.	Salt Lake City	181,902	149,934	57		105.	Utica, N. Y.	101,479	100,518	92
52.	Tulsa	180,586	142,157	62		106.	*Little Rock, Ark.	101,387	88,039	100
53.	*Des Moines	176,954	159,819	55						
54.	*Hartford	176,623	166,267	51						

* No local TV station.
** Station due in September.

Telecasting Notes: All 3 Crosley TV stations (WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus) will be in the black by October, reports Aveo v.p. James D. Shouse. This includes what Mr. Shouse described as "accelerated depreciation" . . . Havana's CMQ reports its TV adjunct (Vol. 6:28) will operate with 5 kw on Channel No. 6, RCA equipment, 3-element superturnstile on tower at Radio-centro, about 300 ft. above average terrain; tests are scheduled by end of year . . . Reporting new rate raises: WJBK-TV, Detroit, from \$600 base to \$800, effective July 1; WSYR-TV, Syracuse, \$250 to \$300, July 1; WTAR-TV, Norfolk, \$200 to \$250, Aug. 1; WKRC-TV, Cincinnati, \$350 to \$500, July 15; WOAI-TV, San Antonio, \$200 to \$250, July 1; WNAC-TV, Boston, \$600 to \$750, Aug. 1. . . . NBC-TV is expanding its Production Facilities, which handles staging of nearly 100 programs, to new divisional status as Staging Services, headed by Robert J. Wade . . . KPRC-TV, Houston, reports increase of 17% in TV sets (29,321 as of July 13) in 6 weeks since *Houston Post* took over (changing from KLEE-TV); schedule of about 50 hours weekly to be expanded to 70 by mid-October . . . New address of KTTV, Los Angeles, from July 15 is 5746 Sunset Blvd.; only film dept. remains at old 1025 Highland Ave. address . . . WTMJ-TV, Milwaukee, adding one-story and basement, 35x83 ft., to rear of its Radio City, remodeling auditorium studio for increased TV use . . . Ben Grauer, TV-radio commentator, joining producer Norman Rose to form professional theatre group offering plays in Bleeker St. Theatre, New York . . . Probably first individual stations to send own correspondents to Korea are KTTV, Los Angeles, whose Charles J. DeSoria accompanied First Marine Aviation Wing, and KPIX, San Francisco, sending program director Sanford Spillman and production mgr. Forrester Mashbir. They're taking sound film apparatus, KTTV planning to service other stations . . . Military has set up pool for Army-Navy-Air Force films whereby TV stations pay monthly charges, plus extra fee according to footage used . . . WAAM, Baltimore, July 17 carried first sponsored (Arrow Beer) AAU-sanctioned amateur boxing . . . DuMont has signed to telecast 2 Yale football games—with Columbia Oct. 18, Princeton Nov. 18, both from New Haven . . . Looks like NBC-TV is out to set up Wednesday 8-9 as another comic segment, like Sunday nights same time; negotiations are reported with Danny Kaye, Jimmy Durante, Olsen & Johnson to do one show a month each . . . DuMont has signed movie-star Buddy Rogers to exclusive contract for hour-long show, beginning in September, format and time not yet determined. . . . Unusual deal: CBS-TV news dept.'s maps used in *Douglas Edwards* and the *News* nightly telecasts are being released to International News Photos for distribution by wirephoto to newspapers throughout world.

John J. Gillin Jr., 45, president-gen. mgr. of WOW Inc., Omaha, founder of its WOW-TV, died July 18 of heart attack in a hospital in Rhinelander, Wis., where he had been taken while vacationing. Long prominent in broadcasting circles, he was a former NAB director and v.p. of U.S. Junior Chamber of Commerce. Survivors are his widow, a son and a daughter.

Bruce Bond Geddes, 42, onetime CBS engineer recently with United Nations Radio, died suddenly in his sleep July 16. He is survived by his wife and 2 daughters, 15 & 7. His father is Bond Geddes, retiring RTMA executive v.p.

Julian G. Armstrong, 52, DuMont Network director of planning and development, died July 17 in New York. He supervised construction of DuMont's WTTG & WDTV.

Station Accounts: Rash of women's hosiery accounts currently reported moving to TV includes Clementon Hosiery Co. (Silkese), testing on Philadelphia's WFIL-TV & WCAU-TV, planning next to go into New York, by end of 1950 to every TV market; Camillo Hosiery Mills (Spun Gold nylon stockings), testing on WFIL-TV & WPTZ, Philadelphia, thru Gresh & Kramer, Philadelphia; Aircraft Hosiery Co., spots, thru Lawrence Boles Hicks, New York . . . Big Bear Markets, Detroit chain, expands *Cinderella Weekend* on WWJ-TV from Mon. only to Mon.-thru-Fri. simulcasts 52 weeks from July 14 . . . WOR-TV reports Quaker Oats taking *Time for Beany*, kine puppet show, Aug. 8, Mon. thru Fri. 6:45-7; Hickok Mfg. Co. (belts), *Dinner at Sardi's* from Aug. 16, Wed. 7:30-8 . . . Sembodja Corp., New York, importer of China Leaf Tea, reports it plans to use TV in new national promotion in cooperation with the Tea Bureau . . . Among other accounts reported using or planning to use TV are: Baltimore & Ohio, thru Richard A. Foley Adv., Philadelphia; Burton-Dixie Corp. (Slumberon mattress), thru Turner Adv., Chicago; Luden's Inc. (cough drops), thru J. M. Mathes Inc., New York; Flavour Candy Co., thru Phil Gordon Agency, Chicago; E. J. Brach & Sons (candy), thru J. Walter Thompson (Gene Autry films); Glamour Products Co. (Vitrex dietary aid), thru O'Brien & Dorance Inc., New York.

Network Accounts: Nash Motors Sept. 21 starts sponsorships of *Nash Airflyte Theatre* on CBS-TV, Thu. 10:30-11; company has used TV spots, also sponsored 1948 presidential election returns . . . Bendix Home Appliances (washers, dryers) Sept. 6 starts sponsoring *Chance of a Lifetime* on ABC-TV, Wed. 7:30-8 . . . Home Craft Publishing Co. has signed for *The Wrestling Scene*, 5-min. sports interviews on DuMont, Sat. night after wrestling from Chicago . . . Wilson Sporting Goods Co. and General Mills will co-sponsor All Stars football game Aug. 11 on 29 DuMont stations, with WGN-TV, WTMJ-TV, WTCN-TV airing film Aug. 13 because of previous commitments. . . . Manhattan Soap Co. returns *One Man's Family* to NBC-TV July 29, Sat. 7:30-8.

Personal Notes: Eugene S. Thomas, mgr. of WOIC, Washington, named mgr. of TV operations, WOR-TV, New York; onetime WOR sales mgr., he returns after FCC approves WOIC transfer to *Washington Post*-CBS (Vol. 6:25) . . . C E. Midgley, CBS sales service mgr., resigns to join Ted Bates Inc. as mgr. of TV-radio media dept.; his successor at CBS is Thomas P. Maguire . . . William D. Shaw named Eastern sales mgr., CBS Radio Sales, replacing Thomas H. Dawson, resigned to join Petry Co. . . . John E. Surrick resigns as sales director of WFIL & WFIL-TV to become v.p. & gen. mgr. of WFBR, Baltimore . . . Joseph L. Merkle, ex-DuMont, joins ABC stations dept.

Spot sales representation of non-network owned stations by networks is not contrary to any regulation, FCC has found. Decision was made public July 21 in letter to CBS renewing licenses of stations, held up since last October pending decision on complaint of National Assn. of Station Representatives. FCC said that it had not yet decided "Issue 3" of hearing—whether network representation of other than own stations was against public interest.

Robert L. Swezey, WDSU-TV, New Orleans, will be named chairman of TV committee of NAB in near future. NAB has already named Hugh B. Terry, KLZ, Denver, chairman of AM committee, and Ben Strouse, WWDC-FM, Washington, chairman of FM committee.

INDUSTRY'S WORLD WAR II RECORD: Total volume of \$7.5 billion was done by electronics industry during World War II. Including all communications equipment -- wire lines, cables, etc. -- total was \$10 billion. Highest year was 1944 when electronics industry hit \$2.834 billion production, up from civilian 1939 production of \$231,000,000. Consensus is that electronics industry presently is \$2 billion.

While U.S. was in war, 1941-45, radio and radar plant expansions were authorized in amount of \$227,000,000, of which \$105,000,000 was privately financed. Equipment took \$142,000,000, building \$85,000,000.

Dollar volume isn't too fair a basis of comparison, but it's only one available inasmuch as units were classified. Thus, what industry did with critical items like tubes is significant: Receiving tube output reached \$62,140,000 volume in 1944 vs. \$32,881,000 in 1939; last year (1949) it was \$100,000,000. Transmitting tubes in 1944 ran \$259,916,000 vs. \$2,268,000 in 1939 (last year \$31,534,000). Cathode ray tubes in 1944 ran \$21,284,000 vs. \$460,000 in 1939 (last year, \$102,000,000).

Resistors reached \$48,200,000 in 1944 vs. \$9,001,000 in 1939; fixed capacitors, \$119,526,000 vs. \$22,607,000 (fixed and variable); transformers, \$142,238,000 vs. \$11,072,000. No 1949 figures are available, but 1947 Census of Manufacturers reported resistor production \$21,492,000; fixed capacitors, \$49,392,000; transformers, \$63,461,000.

\$2200 AN HOUR, \$500 FLAT PER SPOT! It's not a cheap medium, by any means -- this TV -- evidenced anew by this week's release of new Aug. 1 rate cards for NBC-TV's owned-and-managed stations. Highlight is New York flagship WNBT's basic hourly rate of \$2200 for Class A time (now 7-11 p.m. weekdays, 6-11 Sundays), up from \$2000 presently charged by the other 3 network keys. More than that, WNBT henceforth will give no frequency discounts on announcements (at \$500 per) in Class A time, offers rate protection on Class A announcements for only 3 months.

This is new high for TV, higher than anything ever charged for AM. (New York's WCBS-AM at \$1350 base is presently highest AM.) It's expected other New York TV keys will follow NBC, since past pattern has been for all to charge same (non-network WOR-TV & WPIX charge \$1200 an hour). Increase is justified by high proportion of TV homes (see July 1 counts on p. 4), points to still further increases if upward rate of TV sets-in-use continues.

Other NBC-TV stations raised rates as follows: WNBQ, Chicago, \$1000, up from \$750; WNBK, Cleveland, \$525, from \$400; WNBW, Washington, \$450, from \$375; KNBH, Los Angeles, remains at \$750. New announcement rates: WNBT \$500, up from \$400; WNBQ \$200, from \$120; WNBK \$120, from \$90; WNBW \$100, from \$75; KNBH \$125, same. Although Class A announcements get no frequency discounts, up to 10% is allowed in Class B & C times. Also changed was Class A time to include 10:30-11 p.m., formerly Class B.

WNBT rate is full \$1000 higher than its AM sister WNBC. Its new spot rate compares with WJZ-TV \$360, WCBS-TV & WABD \$350, WOR-TV \$250, WPIX \$100. TV Directory No. 11 (July 15), carrying all station rate cards, shows outside New York highest rates are Los Angeles KTTV's \$1000 per hour and \$150 per announcement; Detroit WWJ-TV's \$300 & \$160; Chicago's WBKB, WENR-TV & WGN-TV, \$750 & \$105 (\$125 for WENR-TV). Lowest hourly rate is the \$150 charged by WTTV, Bloomington; KOB-TV, Albuquerque; WKTU, Utica; KSL-TV, Salt Lake City; WSAZ-TV, Huntington, W.Va. Their announcement rates are also lowest, ranging from \$22 to \$25.

* * * *

Long-needed standardization of rate cards got strong push in right direction this week, as BAB's recommendations were sent to all NAB telecasters. Packet contains 5 model cards, ranging from simplest with one-time charges to most elaborate which spells out frequency and times-per-week discounts. Emphasis is on format, with standardization of rate principles left for future study. TV Standardization Group, headed by Eugene Thomas, WOIC, Washington, suggests possibility of 2 rate cards for each station -- one simple card for local salesman, second more comprehensive for national advertisers.

TELEVISION DEMOCRACY

Editorial from *New York Times*, July 21, 1950

Television has been bringing the historic as well as the merely amusing and trivial to an increasing number of spectators. On Wednesday night, as Jack Gould wrote in this newspaper yesterday, it was used "for the first time in a period of national emergency." Some millions of us saw a man in a neat, double-breasted suit, standing in front of the Flag and the Seal of the United States, his expressions and gestures clearly discernible. Here was no longer just a voice, but a man speaking. And this is television, if not in infancy, at least still in its early childhood. The day will surely come when every one who wishes to see as well as hear a President of the United States addressing the nation can do so. Congress may some day hold its sessions under the eyes of any citizen who is interested. The possible seeing audience for any great event may be the entire population.

What we have here is not merely a new kind of entertainment; it is a new element in the functioning of government. No public men in any considerable community in any stage of history have been under such a scrutiny as has now been made possible. President Truman on Wednesday night, as seen on television instruments, was a sincere man, deeply moved by what he had to say. One would like to think that sincerity and insincerity would be distinguishable on such a screen and that no charlatan, no pompous fool, no scheming, power-hungry, would-be dictator would ever dare use it. For television makes it impossible for the speaker to be remote. The light hovers on his face and figure at close range, probing for weakness or pretense. One would pray that we have here a device which will strengthen democracy.

Not, of course, that democracy can ever be a thing of mechanical devices. It is too much a thing of the spirit for that. But the device, well and conscientiously handled, may give back the fruitful intimacy that was possible in small communities and has been so difficult in this confused and crowded age.

June network TV billings (excluding non-reporting DuMont) totaled \$2,884,273 to bring first 6 months of 1950 to \$14,031,395. June figure compares with \$776,432 in June 1949; 6-month figure compares with \$4,250,941. The 6-month billings for 1950: NBC-TV, \$7,493,616; CBS-TV, \$4,604,211; ABC-TV, \$1,933,568. PIB also reported on network AM that combined June billings were \$15,452,427 (vs. \$15,071,239 in June 1949) and 6-mo. billings were \$96,907,758 (vs. \$101,785,305 in same 1949 period).

Future of AM rates—to lower or not to lower—will be more or less charted at meeting of Assn. of National Advertisers with network executives July 26 in New York. ANA invited networks to parley, will present findings of special study on radio listening trends then. ANA president Paul West in letter to networks said, "Advertisers are becoming increasingly concerned at the decline in radio time values, caused, primarily, by the inroads of TV on radio listening."

TV pitch by NAB's Charles Batson, newly appointed TV director (Vol. 6:25), will be made at most district meetings beginning with Seattle, Aug. 14-15. Other meetings: Monterey, Cal., Aug. 21-22; San Antonio, Sept. 7-8; Glenwood Springs, Colo., Sept. 11-12; Indianapolis, Sept. 14-15; Cincinnati, Sept. 18-19; Three Lakes, Wis., Sept. 21-22; St. Paul, Sept. 25-26; St. Louis, Sept. 28-29; Tulsa, Oct. 2-3; Bedford, Pa., Oct. 6-7; Boston, Oct. 9-10; New Orleans, Oct. 26-27; Atlanta, Oct. 30-31; Williamsburg, Va., Nov. 2-3; Syracuse, Nov. 9-10.

Count of TV Sets-in-Use by Cities

As of July 1, 1950

Sets-in-use totaled 6,510,500 as of July 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Total represents 296,300 increase over June 1 count (Vol. 6:25), is lowest increase this year, being lower than June 1 increment by 71,800 sets. June 1 accretion was lowest of year then.

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	178,200
Boston	2	1,175,000*	405,000
Buffalo	1	323,000*	102,000
Chicago	4	1,438,000*	545,000
Cincinnati	3	384,000*	136,000
Cleveland	3	695,000*	245,000
Columbus	3	225,000*	74,000
Dayton	2	291,000*	71,000
Detroit	3	839,000*	265,000
Erie	1	112,000*	24,000
Grand Rapids	1	182,000*	24,400
Johnstown	1	250,000*	24,200
Kalamazoo	1	143,000*	10,900
Lancaster	1	85,000*	51,200
Lansing	1	168,000*	11,000
Memphis	1	177,000	40,600
Milwaukee	1	327,000	119,000
New Haven	1	557,000	85,200
New York	7	3,597,000*	1,410,000
Norfolk	1	196,000	21,100
Philadelphia	3	1,184,000*	514,000
Pittsburgh	1	742,000*	121,000
Providence	1	1,011,000*	65,300
Richmond	1	130,000*	37,700
Rochester	1	208,000*	44,100
Schenectady	1	258,000*	87,000
St. Louis	1	474,000*	141,000
Syracuse	2	199,000*	49,500
Toledo	1	241,000*	49,000
Utica	1	127,000*	16,500
Washington	4	691,000*	143,000
Wilmington	1	183,000*	35,900
Total Interconnected	59		5,146,800

Non-Interconnected Cities

Albuquerque	1	22,000	3,600
Ames (Des Moines)	1	126,000	11,500
Atlanta	2	233,000	43,800
Binghamton	1	131,000*	15,500
Birmingham	2	196,000	13,500
Bloomington	1	104,000*	6,200
Charlotte	1	171,000	17,300
Dallas	2	277,000*	32,700
Davenport-Rock Island	2(a)	133,000	14,100
Fort Worth	1	269,000*	26,700
Greensboro	1	165,000	13,200
Houston	1	217,000	27,700
Huntington	1	132,000	13,700
Indianapolis	1	281,000*	48,800
Jacksonville	1	94,000	11,100
Kansas City	1	275,000	37,600
Los Angeles	7	1,372,000	554,000
Louisville	2	188,000	35,000
Miami	1	117,000	29,200
Minneapolis-St. Paul	2	333,000	101,000
New Orleans	1	225,000	29,300
Oklahoma City	1	138,000	32,600
Omaha	2	132,000	24,400
Phoenix	1	49,000	12,300
Salt Lake City	2	93,000	19,800
San Antonio	2	130,000	19,500
San Diego	1	113,000	43,100
San Francisco	3	825,000	65,700
Seattle	1	307,000	31,500
Tulsa	1	125,000	29,300
Total Non-Interconnected	47		1,363,700
Total Interconnected and Non-Interconnected	106		6,510,500

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse-Rochester-Utica-Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Lancaster-Baltimore; Dallas-Fort Worth.

(a) WHBF-TV, Rock Island, began regular commercial operation July 1.

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Television Digest

WITH AM FM REPORTS

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July 29, 1950

SOUTH AMERICAN TV MARKETS OPENING: South America's first TV station, operating on Channel 3 in Sao Paulo, Brazil, began testing new RCA 5-kw transmitter this week, plans scheduled operation on or before Sept. 1, by which time same owner's GE installation in Rio de Janeiro may also get going. To assure audience, RCA is sending several consignments of TV receivers via air to Sao Paulo, and plans to ask other manufacturers to allot quotas to that area also. Sao Paulo problem was simplified by fact that big modern industrial city has 60-cycle current.

Radio TUPI de Sao Paulo is located atop Banco do Estado, said to be highest edifice in South America. Its counterpart in Rio is being installed atop famed Sugar Loaf Mt. (Vol. 6:19). Both are owned by Dr. Assis Chateaubriand, who publishes 28 newspapers and owns 26 radio stations in Brazil. RCA Victor Radio SA has 800-employe plant in Sao Paulo making radios and recordings and now being enlarged for TV assembly. GE Sociedade Anonima plant in Rio presumably will also assemble TVs, 2000 chassis having already been shipped (Vol. 6:19).

RCA has sold another TV installation in Cuba -- to Havana Union Radio. Like Goar Mestre's projected TV adjunct for CMQ there (Vol. 6:28), it's aiming for start by end of year. Otherwise, only other Latin American station on tap is now-testing XHTV, Mexico City (Vol. 6:25,28); only other on order is one sold by GE to Emilio Azcarraga, Mexico City radio-theatreman.

WHEN AND HOW WAR DEMANDS MAY HIT TV: It's variously estimated -- guesstimated, might express it better -- that it will take 2-6 months for govt. electronic demands to "catch up" with civilian TV-radio production. In other words, short of all-out mobilization of the economy, TV-radio might continue present high rate of output beyond end of year. After that, "pinch" would begin to be felt. Here's how the experts reason:

First, basic policies covering partial mobilization must yet be resolved, legislation considered and passed, appropriations made, procurement processes started. Procurement means specifications, bids, negotiations, contracts, etc. etc. Luckily for Uncle Sam, plant expansion brought about by TV permits of relatively easy conversion and assured high output, once demands are known.

But last things to go into planes, tanks, ships, etc. are usually electronics gear. It takes time to build those planes, tanks, ships, etc., so that radio-radar equipment orders may not be rushed.

Yet this calculating could be knocked into cocked hat by urgent and rigid allocations of various materials -- and by military decision to stockpile in quantity components for electronics equipment. This would eat into production schedules of such already-tight components as receiving tubes, resistors, capacitors, etc. -- and these would have to be drained away from TV-radio assembly lines. Factory manpower might be drained, too. [For story on shortages, see p. 2, Trade Report.]

All this is still "iffy" thinking, but it's composite of ideas we get from govt. and industry spokesmen, most of them with World War II production experience. It seems to boil down to reasonable assurance that TV, now producing at furious pace in veritable race against time, will be able to turn out most if not all of its ex-

pected limit of 3,000,000 TVs rest of this year. It did that much first 6 months (see p. 1, Trade Report).

As yet, however, not a word out of Washington to the industry, except for scattered expedite orders on contracts already placed. At end of week, Washington picture, so far as TV-electronics are concerned, is unchanged from last week (Vol. 6:29) -- except that more industry folk are coming here to talk things over with the authorities, more are "guesstimating" what may happen in their particular fields, most seem to be expecting worst but hoping for best.

It's taken for granted that Uncle Sam, not the public, will soon become industry's chief customer. But it can be assumed his orders, short of a Soviet blitz, won't be thrown at all and sundry; that orders will come gradually; that civilian production will bump along -- with some feeling shortages faster than others, some called on for more output than others, some pushed harder for expedites than others.

Meanwhile, govt. is still asking for only limited powers over allocations, credits, etc.; no rationing, no new bureaucracies to superimpose on present setups. It's an ironic fact that the industry could go into full mobilization (M Day Plan) virtually overnight; but so-called partial mobilization has everybody perplexed.

Note: For articles on shortages, selling to armed services, etc., and for list of civilian Electronic Industry Advisory Committee, see Trade Report.

THE MOBILIZATION SETUP AS OF NOW: Still tentative, still subject to pressures of politics and personalities, is organization of agencies to operate mobilization plans. Apparently, President's wish is to have Commerce Dept. handle production priorities, allocations, etc.; Interior Dept., natural resources (coal, oil, iron, gas, power); Labor Dept., manpower; Agriculture Dept., food.

Proponents of establishment of new agencies to do emergency mobilization job, as during World War II (WPB, OPA, etc.), don't seem to have enough influence to sway Administration. Best information at moment is that each of foregoing departments will set up war mobilization units, staffed with own personnel. Indications are that some industrial leaders will be brought into key positions.

Riding herd on whole war effort is W. Stuart Symington, ex-Air Force secretary, now chairman of National Security Resources Board. NSRB is over-all planning and coordinating agency for both military and civilian effort, with these setups involving broadcasting, telecasting, allied industries:

(1) Planning specialist for communications and electronics in NSRB's Office of Production is Leighton H. Peebles, ex-v.p., International Standard Electric Co. (IT&T subsidiary); before that director of communications branch, War Production Board; formerly with Security & Exchange Commission, National Recovery Administration, Dept. of Commerce. Peebles has with him Dr. R. D. Parker, retired Bell Labs engineer, and Walter H. Campbell, ex-Signal Corps civilian engineer.

Peebles' functions are to coordinate civilian and military communications and electronics requirements, balancing them against U.S. resources and productive capacity. Responsibility extends to broadcasting, telecasting, telephone, telegraph, etc. His chief, as director of the NSRB Office of Production is F. M. Shields, ex-director of WPB equipment bureau and ex-chief of commercial policy branch, Dept. of Commerce; he's a onetime v.p., American Optical Co.

(2) Also in major NSRB job affecting TV-radio is civilian defense director Paul J. Larsen, ex-Atomic Energy Commission labs director, previously Johns Hopkins U and Carnegie Institute scientist, onetime manager of RCA Photophone Co., and a radio and motion picture consultant. (He's still member of TV committee, Society of Motion picture & TV Engineers.) His associates are William Gill, management engineer, as asst. director; John Bolinger, ex-Dept. of Justice, as aide.

Among responsibilities of Larsen's office of civilian defense are industrial dispersion, plant security and protection, censorship. "Planning and concept" envisage using TV-radio stations as information-education media and their assignment for communications and control purposes in cases of disaster.

(3) Top military coordinating agency is Munitions Board, which correlates

and screens Army, Navy, Air Force requirements. Director of its electronics division since last April is Marvin Hobbs, onetime chief engineer, Scott Radio; ex-chief, electronics branch, WPB; more recently a consultant on design and manufacture of electronic equipment.

For military electronics setups, see p. 3, Trade Report.

IT'S WTOP-TV NOW; WSM-TV READY SOON: Washington's WOIC becomes WTOP-TV as of Aug. 2, FCC this week approving transfer from Macy to Washington Post-CBS (55-45%) ownership (Vol. 6:25). FCC Chairman Coy, onetime executive of Washington Post, did not participate in decision. Check for \$1,400,000 purchase was handed over July 28, when John S. Hayes, as executive v.p. of WTOP Inc., took over. Mr. Hayes assumes general managership of WTOP-TV in addition to 50-kw WTOP, retaining Larry Richardson as administrative asst.; James McMurry as director of program service; L. A. Wilkinson as chief engineer for TV. WTOP's Clyde Hunt becomes director of engineering for both stations, George Hartford gen. sales mgr. with separate AM-TV staffs. Eugene S. Thomas, retiring mgr., becomes director of operations of WOR-TV following vacation. WTOP-TV new rate card Aug. 15 sets basic hourly rate at \$450 without rehearsal time (formerly included 2 rehearsals), ups night spots from \$70 to \$100, does away with traditional 1, 13, 39-time discount pattern, instead bases discounts on number of days per week, 26 & 52-week cycles. CBS Radio Sales becomes rep.

WTOP-TV operation as exclusive CBS-TV outlet adds nail to coffin of prospect, if there ever was any, of Mutual forming TV network --- despite lots of publicity about it. Actually, 4 existing TV networks (ABC, CBS, DuMont, NBC) are having tougher going clearing time on relatively few interconnection stations (59 now, 19 more after Sept. 30) than selling time to sponsors. Most TV stations enjoy multiple-network service, both for hookups and kinescope recordings. MBS's only potential nucleus, assuming its telecaster-stockholders want own TV hookup, would comprise WOR-TV, New York; WNAC-TV, Boston; WGN-TV, Chicago; KTSN, Los Angeles (also being sold; see Vol. 6:19,21,24), and such others as may get CPS post-freeze.

Nashville's new WSM-TV, nearing completion for start around Sept. 20 as nation's 107th (and probably final pre-freeze) outlet, is putting on "TV circus" in city fair grounds Aug. 13-17 in cooperation with distributors to build up set sales; Nashville Tennessean publishes special TV edition Aug. 13. Veteran WSM manager Harry Stone has resigned because of ill health, president John H. DeWitt taking over; TV production will be in charge of F. R. Kleibacker Jr.

NEW COLOR FACTORS AS DECISION NEARS: Color decision may be expected any time within next month -- but if anyone knows what it's going to be he ought to tell FCC. Members insist deliberations haven't made decision obvious yet; they maintain that they cannot, with conviction, predict how majority of their fellows will vote. Two or 3 members can be fairly well pinpointed -- at the moment -- and that's about all.

Complicating things this week, more or less, is announcement by GE of new compatible system, still on paper, but new nevertheless.

Several things stand out just now: (1) Vehement assertions by commissioners that war situation is no excuse for postponing decision. (2) Strong protestations of desire for color on part of all members.

Speculation mounts daily. One shrewd Washington observer comes up with this rather surprising conclusion: Reason FCC insists it will make a decision is that it intends to say "we shouldn't pick a system now." He points to: (1) War. (2) New developments not on the record, such as Hazeltine's dot-interlace improvements, GE's system, Dr. Lawrence's tri-color tube, RCA's refinements since hearing.

* * * *

GE filed description of its system with FCC this week, asked for "serious consideration," but didn't request reopening of hearing. What weight FCC will attach to it is anyone's guess. During hearing, numerous other inventors were gently told that Commission would be glad to observe their systems anytime. These included Wetzell, Meyer, Prismacolor (Vol. 6:2-8), et al. None ever demonstrated.

Since GE says it can't demonstrate for 90-120 days, FCC has very little dis-

position to hold up things for it (though it hasn't met on matter yet). However, if Commission thinks theory behind system is sound, final decision seems bound to reflect acknowledgement of its merits.

System is called "frequency interlace," was developed under Robert B. Dome who, GE's Dr. W. R. G. Baker says, "ranks up there with Armstrong & Alexanderson as an inventor," and who developed widely-used intercarrier circuit for TV receivers.

Here are fundamentals of system, as we understand Dome's description: In monochrome TV, 46% of channel is actually unused. Energy is bunched, with gaps between. Therefore, green can be transmitted just as black-and-white is, using 4 mc for it. Between blobs of green energy, 1 mc of red and .2 mc of blue can be shoe-horned -- all within 6 mc. Red and blue have a subcarrier each. Then there's an automatic gain control which also has subcarrier. Receivers could use either 3 tubes or tri-color tube.

To back up theory, analysis made in 1934 by Bell Labs' Pierre Mertz and Frank Gray is adduced to show existence of those "gaps". GE reports that critical points of system have been tested, found sound. Dr. Baker says he called in non-GE experts, to offset his men's enthusiasm, got confirmation of system's possibilities.

GE believes advantages of system are: reliability, simplicity of construction, adjustment and maintenance, plus freedom from twinkle, crawl, flutter and transient color shifts. Receivers would require only about 6 more tubes than black-and-white.

Early reaction among TV engineers was: "We've got to be shown." Some points raised: (1) Existence of those gaps, or their usefulness, isn't universally taken for granted. (2) A system with video and sound carriers, plus 3 subcarriers could prove extremely vulnerable to interference.

Wrote Dr. Baker to Chairman Coy: "I recognize that it is rather late to submit for consideration a new system...Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing. In any event, the frequency interlace system...appears to have such outstanding potential advantages as to justify serious consideration even at such a late date."

* * * *

In RCA camp, spokesman reports rather startling refinements which should be ready for demonstration "in matter of weeks." Number of dots on tri-color tube has been increased about 75%. Tube is 2-3 times brighter. "Remarkable" circuit improvements making much better use of mixed highs is claimed. Simple and cheap converter for black-and-white sets, first promised by Gen. Sarnoff at hearing, is well on way.

Hazeltine's dot-interlace refinements, which received Condon Committee's accolade (Vol. 6:28), are neither praised nor damned by RCA engineers, leaving impression they're giving grudging recognition. Hazeltine will again demonstrate to various groups Aug. 2-4 at Little Neck, N.Y. labs.

Lawrence tri-color tube (Vol. 6:20-26), going through paces at Paramount's New York Labs, is still tops, according to company officials. They're now feeding it color signals from same 18-mc color equipment DuMont demonstrated at IRE convention (Vol. 6:9,10), but they're expecting new chain momentarily. Tube has plenty of resolution and brightness, they claim, adding that principal aim now is to achieve highest color fidelity.

* * * *

CBS took Condon Committee to task, politely, saying its report (Vol. 6:28) seems to "minimize the superiority of the CBS system." CBS's reactions, in letter to Dr. Condon from v.p. Adrian Murphy, are epitomized in discussion of "potentialities". Murphy took this quote from report: "...CBS system has progressed furthest toward full realization of its potentialities...CTI system, being less fully developed, has somewhat greater possibility of future improvement...RCA system also has considerable opportunity for improvement..."

"This seems tantamount," said Murphy, "to implying that in the 100-yard dash

a 15-second man is more promising than a 10-second man because the former has greater 'opportunity for improvement'."

Committee's "score card," its tabular summary of systems, has duplications giving RCA undue advantage, maintained Murphy. He also found Committee's discussion of CBS flicker and brightness contradictory and inaccurate.

* * * *

Generally overlooked in Condon report, because it didn't bear directly on color, was discussion (labeled Annex C) of vhf-uhf spectrum availability for TV. Committee warmly advocated allocation of more vhf channels, if it can be done, in preference to extensive use of uhf. It pointed out that uhf coverage is poorer than vhf "by a factor of the order of 3 times," with same power, and that vhf stations will therefore tend to have monopolistic advantage over uhf.

Committee strongly criticized setup whereby no single agency covered allocation of whole spectrum in same manner FCC does for non-government services; it found the Interdepartment Radio Advisory Committee (IRAC) quite inadequate.

However, President's Communications Policy Board (Vol. 6:10) was formed shortly after Committee sent Annex C to Sen. Johnson Feb. 2. CPB's assignment, presumably, includes what Committee had in mind. So Johnson told Condon to continue color work, sticking to FCC's proposed vhf-uhf allocation for time being.

A number of similar "more vhf" pitches have been made to CPB. Tele-Tech Magazine editor O. H. Caldwell, for one, has been campaigning for some time. He insists that 28 more vhf channels can be assigned to TV. In August issue, he carries open letter to CPB saying there are only "a few minor govt. installations on channels preempted by IRAC, but little used." These, he said, "could be readily transferred to the uhf, for which they are best adapted." So far, CPB has given matter little, if any, attention. It's been occupied with such matters as wire and international communications.

Station Accounts: Columbia Pictures used TV as principal medium in promoting new picture *711 Ocean Drive* in Los Angeles and New York openings, using 40 film clips and trailers prepared by its TV subsidiary Screen Gems Inc. TV tie-in campaign, says firm, has "twofold objective of developing penetration for the picture title with high frequency of brief spots [70 station breaks day before Los Angeles opening] and of utilizing film from the picture to create selling impact [in New York, clips integrated into participation shows, as well as spots]. Columbia is making special TV material available for use of local theatres interested in similar so-called "blitz" campaigns . . . Sun Oil Co. Sept. 15 starts *New York Football Giants Huddle* on WJZ-TV, Fri. 8:30-9; firm also to sponsor 15 National League pro games on ABC-TV . . . *Webster-Chicago Show* on WJBK-TV, Detroit, co-sponsored Mon. night following *Candid Camera* by big maker of phonographs and wire recorders with distributor Allied Music Sales Corp., has more than doubled sales in area, reports W-C ad mgr. S. T. Seaman . . . Among accounts currently reported using or planning to use TV (agencies are N. Y., unless otherwise specified): Fred W. Amend Co. (Chuckles), thru Henri, Hurst & McDonald, Chicago (WNBT); Rushmore Paper Mills (Vanity Fair Tissues), thru Paris & Peart (WNBT); Trico Products Corp. (windshield wipers), thru Baldwin, Bowers & Strachan, Buffalo (WMAL-TV); Muralo Co. (Flair paint), thru R. T. O'Connell Co. (WJZ-TV); Eclipse Sleep Products Inc. (bedding), thru E. T. Howard Co.; Florsheim Shoe Co., thru Walter L. Rubens Co., Chicago; Bristol-Myers (Resistab), thru Kenyon & Eckhardt; Seeck & Kade (Pertussin), thru Erwin, Wascy; Anahist Co. (cold & hay fever remedy), thru Foote, Cone & Belding; Bovril of America Inc. (beverage), thru Victor A. Bennett Co.; National Shoe Stores (chain), thru Emil Mogul Co.; Supplee Sealtest (Sealtest fruit salad

cottage cheese), thru N. W. Ayer; American Chiclet Co. (Dentyne, Chiclets), thru Dancer-Fitzgerald-Sample; Alves Photo Service (Yulecards), Bresnick & Solomont, Boston.

Personal Notes: Francis P. Matthews, Secretary of the Navy and major stockholder in WOW Inc., succeeds late John J. Gillin Jr. as president, with Lyle DeMoss as acting gen. mgr. of the AM-TV stations . . . Ted Cott, recently named mgr. of NBC's WNBC. & WNBT, subject of sketch in July 31 *Newsweek* tracing his switch from WNEW program directorship . . . Jennings Pierce, chief of NBC western division station relations, Aug. 1 becomes gen. mgr., KMED, Medford, Ore. . . Jeff Smith, WOR-TV production mgr., resigns to enter own retail business, Texas-TV Stores, San Antonio . . . Thomas H. Dawson, ex-CBS Radio Sales, now director of Petry TV division, Keith Kiggins becoming asst. to president . . . C. Herbert Masse named sales mgr., WBZ-TV, Boston, with Westinghouse stations' public relations director Tom Meehan taking over as sales mgr. of WBZ-WBZA . . . Earl Moreland new commercial mgr. of WMC & WMCT, Memphis, succeeding late Joe Eggleston . . . Samuel C. Fuller, now Young & Rubicam Radio-TV production supervisor, Hollywood, joining NBC-TV as producer . . . Charles J. Zeller appointed v.p. in charge of TV-radio, Guenther-Bradford & Co., Chicago agency.

New TV committee of NAB, headed by Robert D. Swezcy, WDSU-TV, New Orleans, includes: Roger W. Clipp, WFIL-TV, Philadelphia; Ted Cott, WNBT, New York; George J. Higgins, WISH, Indianapolis (applicant); Clair R. McCollough, WGAL-TV, Lancaster, and WDEL-TV, Wilmington; Victor A. Sholis, WHAS-TV, Louisville; Eugene S. Thomas, WOR-TV, New York. Alternates are George M. Burbach, KSD-TV, St. Louis; Leslie C. Johnson, WHBF-TV, Rock Island; F. Van Konyenburg, WTCN-TV, Minneapolis.

Telecasting Notes: Biding time against fall-winter season, with its many new programs and its virtual "sell-out" of choice commercial time on networks, telecasting probably deserves sharp criticism leveled at it by *New York Times* critic Jack Gould, who sees ironic side in last week's city Television Week celebration while "television this summer has let the viewer down rather badly . . . general run of what are charitably known as replacements have been of incredibly bad quality" . . . NBC reinstates wartime policy whereby employes drafted or volunteering for military service get leaves of absence without pay, are entitled to reinstatement . . . Crosley's James D. Shouse subject of "New York Close-Up" sketch by Tex McCrary & Jinx Falkenburg in *Herald Tribune* July 25; among other things, story reveals WLWT plans in September to begin program day at 7:30 a.m., continuing until hour past midnight . . . WFIL-TV, Philadelphia, has upped announcement rates from \$100 to \$150 in Rate Card No. 7, effective Aug. 1; new card doesn't change basic \$700 hourly rate, adds 8-second rate of \$75 . . . Sarkes Tarzian stations WTTV & WTTS, Bloomington, Ind., appoint Robert Meeker Associates as national rep. . . . Edgar Kobak, ex-MBS president, takes full-page ad at own expense in July 31 *Broadcasting* to urge stations to join or rejoin NAB, thus help make industry stronger during war crisis; he's owner of WTWA, local in Thomson, Ga., member of NAB board for small stations . . . ABC's WENR-TV Aug. 1 adds 12,000 sq. ft. of studio space in Chicago Daily News Bldg. . . . WAAM, Baltimore, July 25 began building 63x30-ft. annex to present plant; needs more space for average of 5 hours daily studio productions out of total 75 hours per week . . . U of Pennsylvania home grid games will again be carried on WPTZ this season, Philco station having local pickup rights and first refusal for network originations; for first time, games will also be made available to WCAU-TV & WFIL-TV . . . National Costumers Assn. reports costume business getting boost from TV; there aren't as many fancy dress parties as formerly, but "tremendous business" has developed outfitting actors for TV dramas . . . Don Lee is moving all TV production down from Mt. Lee to Vine St. studios by end of August. Set up for operation soon will be unique "process studio," handling permanent cameras and sets for live commercials, slides, film, etc. for use in conjunction with other studios and remote pickups.

Three TV station reps have joined forces to procure "compelling program properties" to promote national spot business. Katz, Free & Peters and Blair-TV will first obtain *Sherlock Holmes* film series, being produced in England, through Dryer & Weenolsen Productions Inc.; next will be *Shadows of the Mind*, psychological mystery series, also English-produced. Programs will be offered all stations, including those with other reps. Group won't take commissions on sales, reports that most of its 31 station-clients have agreed to guarantee time for programs. Says group: "Economic health of all TV stations depends largely on the sale of programs to national advertisers on a spot sale basis, so that the stations will have large blocks of revenue-producing time sold in such manner that the bulk of the advertiser's expenditure will accrue to the station."

Home Delivery

More and more executives are asking us to have their copies of *Television Digest* mailed to their homes. Some prefer air mail, special delivery, which for subscribers East of Chicago sometimes assures Sunday instead of Monday delivery inasmuch as we mail Saturday. We're happy to oblige; you simply pay the postage.

Nothing of consequence came out of first meeting this week of broadcast-telecast operators called by NAB—preliminary to possible setting up of "defense committee"—unless you read significance into letter from Presidential assistant John Steelman, stating: "Problems facing us are somewhat different than they have been in the past because of the growing importance of TV. We will be especially interested in a program which can use both media to the fullest extent." That doesn't sound like any curtailment of TV or AM-FM, for it tacitly recognizes potential of these media in time of crisis. They will be used, as radio was used during last war, for the common good—but just how hasn't been spelled out yet. Present at preliminary meeting, first of probable series at which emergency officials will be invited to tell about their functioning and aims, were Washington network and station executives, along with NAB's William Ryan & Robert Richards and RTMA's James D. Secrest. Friday, NAB President Justin Miller called special board meeting in Washington Aug. 7-8 "to review NAB activities in connection with the request from the White House that NAB organize the radio industry's support of mobilization and national defense."

Permission to start Phonevision tests in Chicago Oct. 1 was finally granted Zenith by FCC this week, but it's still a mystery where the films will come from. FCC again warned Zenith to watch its step (Vol. 6:22-23), writing: "As you are aware . . . the Commission informed you that your actions in connection with 'Phonevision' had not been consistent with the conditions imposed on your 'Phonevision' authorization. However, your request for extension of starting date is now granted on the representations contained in your letter of June 24, 1950." These were to effect Zenith would quit trying to encourage other manufacturers to build "decoders" into sets and would clamp down on any of its dealers doing misleading Phonevision advertising (Vol. 6:26).

Phonevision is economic suicide for Hollywood. That's conclusion of TOA consultant Nathan L. Halpern. In detailed analysis of Zenith pay-as-you-look system's economic potential, Halpern told Southern California TOA July 28 that picture producer would get \$250,000-\$500,000 for Grade A feature film—compared to \$1,500,000-\$5,000,000 now through theatre rentals. Here's how Halpern figures, giving Phonevision benefit of all doubts: Telephone homes, 14,000,000. Phonevision homes, 4,500,000 (based on Zenith estimate that one-third of telephone homes would take Phonevision service). Peak TV viewing, 1,800,000 (based on radio's peak of 40% of all sets turned on). Peak Phonevision viewing, 940,000 (based on radio's peak of 50% of sets turned on for one program). Total income at \$1 Phonevision fee, \$940,000. Total income at \$.50 for film producer, \$460,000.

Push to reduce AM network rates spearheaded by Assn. of National Advertisers, aimed particularly at TV cities (Vol. 6:29), evaporated th's week when networks refused to send representatives to proposed meeting on grounds conference might look like price-fixing, make them liable to anti-trust action. ANA wanted to present study of TV's effect on radio listening, ask for 15% rate reduction.

McFarland Bill to reorganize FCC (Vol. 6:8) was again passed by Senate this week, after it was quietly attached to minor bill permitting FCC to buy land for monitoring stations. This is second time bill has gone through Senate, but House has never even debated it. Rep. Sadowski (D-Mich.), chairman of House Interstate & Foreign Commerce Committee, is strongly opposed to some provisions. Measure is scheduled for Senate-House conference, is currently given increased chance of passage.

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August 5, 1950

15 MORE CITIES ON TV NETWORKS SOON: In matter of a few weeks, new AT&T and private hookups will link 15 more cities -- so that by end of September 47 cities with 80 TV stations (out of total 107) can receive network programs direct. Right now, only 32 cities with 59 stations are interconnected (Vol. 6:29). In addition, first Los Angeles-San Francisco hookup starts, which with San Diego picking up Los Angeles off air might be considered as providing West Coast regional network.

Here's schedule of new cities to be served:

Sept. 1 -- Huntington, W.Va. links into present East-Midwest network with single private microwave circuit from Cincinnati, using 2 relays.

Sept. 1-15 -- Bloomington, Ind. links with private microwave circuit from Cincinnati, via one relay.

Sept. 15 -- Los Angeles-San Francisco hook up with 2 AT&T microwave circuits northward (one capable of being reversed).

Sept. 30 -- Nashville links with private microwave circuit from Louisville, via 5 relays. (Nashville's new WSM-TV due to start Sept. 20.)

Greensboro-Charlotte-Jacksonville-Atlanta-Birmingham link with 2 AT&T coaxial circuits southward from Richmond to Charlotte, thence one coaxial circuit to Birmingham.

Davenport-Rock Island-Des Moines (Ames)-Omaha link with 2 AT&T microwave circuits from Chicago to Des Moines, thence one microwave circuit to Omaha (second due Oct. 15).

Kansas City links with one AT&T coaxial circuit southward from Omaha.

Minneapolis-St. Paul link with 2 AT&T coaxial circuits northward from Des Moines.

Indianapolis links with 2 AT&T microwave circuits west from Dayton.

Louisville links with one AT&T coaxial circuit southward from Indianapolis (second due in December).

Besides foregoing, added New York-Chicago circuits, one in each direction, are being provided on Sept. 1 when AT&T microwave relay goes into service -- making 4 westbound and 2 eastbound circuits available fulltime. Also, 2 coaxial circuits will be added to Washington-Richmond, making 3 altogether (one part time). And the New York-Washington route gets added microwave circuit in each direction sometime in September, making 5 circuits southbound, 2 northbound.

AT&T also disclosed new 2-hop microwave between Binghamton, N.Y. and its Cherry Valley, N.Y. relay station now linking Schenectady-Utica, due March 1, 1951.

[For stations in each city, and for map outlining present and projected TV network routes, see TV Directory No. 11.]

* * * *

Note: Some 60 representatives of networks and stations are scheduled to meet with AT&T Aug. 7 in New York to allocate time on new circuits, as well as review allocations on existing connections. Addition of so many single-station towns may make meeting more acrimonious than usual.

ELECTRONIC TOPKICKS MEET AND PLAN: Lots of hustle, bustle and talk in Washington -- but, except for some letters of intent, no mobilization orders have yet come down for electronics industry. Everything still hinges on policy at top Executive levels and on Congress (consult your daily newspapers); but it's evident the military will be ready to make known their needs as soon as funds are available. Meanwhile:

(1) RTMA's 42-man board was called into emergency meeting in New York's Roosevelt Hotel next Tuesday, Aug. 8, at 10 a.m. to be briefed by President Robert C. Sprague on recent developments and to exchange views. RTMA has assured the Govt. that TV-radio industry is prepared to cooperate voluntarily in expediting military procurement. "The detailed requirements of the military have not yet been divulged," said RTMA statement Friday, while Mr. Sprague was in Washington, "but officials have indicated that the industry will be called upon to produce from \$1 to \$1.5 billion worth of electronic items during the next 12 to 15 months."

(2) Electronic Industry Advisory Committee (Vol. 6:30) meets with Munitions Board in Pentagon Monday, Aug. 14, including Brig. Gen. D. C. Langmead, chairman of military contingent; Maj. Gen. F. H. Griswold, Air Force; Brig. Gen. Harry Reichelderfer, Army; Rear Admiral Louis Dreller, Navy. Also present will be Munitions Board's electronics division director Marvin Hobbs. No official changes have been made in 29 industry members of committee, but it's understood Admiral, Crosley, DuMont representatives may be invited.

(3) Among subjects presumably to be discussed are raw materials, components, capacity, manpower, etc. -- possibly, by then, priorities and allocations. But essential situation as to these remains same as reported last week (Vol. 6:30), except that to list of components in short supply should be added transformers. It's clear TV-radio production may be upset by military priorities, but facts are that factory capacity is sufficient, due to expansions for TV; that industry is already handling large govt. contracts and can handle more; that govt. specifications are stringent, so it will take time to prepare them, let alone gear factories; that some items in short supply -- mainly components -- might be increased by third shifts.

(4) Manpower shortages don't loom as serious as first assumed, for reason that TV-radio plant personnel is 65% women (was 80% during last war). Labor Dept., in putting out list of critical occupations this week for guidance of draft boards, included electrical engineers, mathematicians, physicists. Dept. of Commerce issued "Tentative List of Essential Activities" that included most electronics and telecommunications pursuits (including telecasting & broadcasting). Pamphlets are available from those departments on request.

Over-all, there's calm attitude of "wait and see" -- and eagerness to cooperate. You hear about black and gray markets in components, but no one is specific. TV-radio manufacturers are, naturally, producing at top speed -- and nobody plans to cut back until there's "nothing in the bin". There seems to be general agreement industry will achieve its 3,000,000 TV units during remainder of year, making 6,000,000 for year -- though one of biggest manufacturers told us he thinks figure would easily have gone to 7,500,000 had Korea not touched off defense plans.

ANA WANTED AM RATE CUTS UP TO 55%: Enough has leaked out to indicate that what Assn. of National Advertisers wants -- and might have proposed had networks not refused to meet with it on subject of radio rates (Vol. 6:29-30) -- are not only network rate reductions of 15% but station rate cuts up to 55% in TV cities.

ANA study titled "Radio Time Values" was not released to press, but its basic points are known. It claims: (1) Average cost-per-thousand homes for network night show has risen 21% on one network, 18% on another over last year. (2) Listening is down 12.7% during 8-11 p.m. under year ago, despite gain of 3.6% in radio homes. (3) Listening has dropped 83% during night hours in TV homes. (4) Listening can be expected to drop 22% during night, figuring 9,000,000 TV homes at year's end.

Subject is far from closed, though current preoccupation with war and defense -- and consequent increase in news listenership -- may hold it in abeyance

awhile. Quite concerned, networks are hustling to meet "threat" by proof that radio is still "best buy".

Prime promoter of TV, NBC is out with presentation that admits TV's impact on radio but compares estimated 10,000,000 TVs by end of 1950 with 42,250,000 radio homes. Acknowledging 72% decline in radio listening in TV homes, NBC figures that still leaves 35,100,000 radio homes, only 6.7% less than 1948. Moreover, 40% of population remains in non-TV areas. Citing Hofstra College figures for Boston (Vol. 6:18,23), presentation compares following costs-per-thousand: Radio \$1.92, TV \$3.33, Life Magazine \$3.43, This Week \$3.59, Boston Post \$3.95.

At CBS program-promotion clinic this week, network revealed plan for "biggest newspaper and magazine advertising campaign in history of radio" -- 20,000 network-station cooperative ads in 250 newspapers, plenty of magazine space (40 half-pages, 3 full-pages in Look alone), plus considerable use of radio. Theme will be "This is CBS--The Stars' Address." Campaign runs end of August through October.

Tide Magazine recommends in Aug. 4 editorial some sort of cost-per-listener formula or radio version of newspaper milline rate. It also suggested networks look to discount structure -- 50% discounts are too high, it averred. Sponsor Magazine July 31 thought some single measurement for all media (not only radio or TV) should be worked out, recommended "time" as the gauge -- time spent on radio listening, TV viewing, newspaper and magazine reading, etc. Article makes point TV not only cuts into radio listening, but into other activities and media too.

Broadcasting Magazine editorial July 31 called on networks and stations to "hold the line" on radio rates, forecast further pressures. Yet magazine observed: "In the long run, radio rates in TV markets seem destined for adjustment, assuming TV is permitted to continue its present pattern of development. But the possibility that TV may be affected by the nation's rearmament program should not be ignored."

* * * *

Debate over AM rates and TV impact on listening stems largely from rating services, each at odds with other and all up against ardent AM and/or TV advocates. What may be showdown is being cooked up by Stanley Breyer, KJBS, San Francisco, who last month called on Hooper and The Pulse to run identical tests in his market, with an impartial research organization doing same. They've agreed. Since his suggestion in paid ad in Broadcasting, he's had requests from Nielsen and Sindlinger to participate also.

COLOR LABS RACE AGAINST TIME & FCC: FCC still hasn't made up its mind on color, after several more days of discussion this week. Or, if it has, it's best kept secret in FCC history. Despite claims of inside dope, everyone's really mum. "We don't want to affect the stock market," they say.

Talk of postponing decision, because of war, gets absolutely no verbal support at Commission, although idea is undoubtedly in some members' minds. Rumors impelled RCA's Gen. Sarnoff to write Chairman Coy: "On behalf of RCA and NBC, we wish to reiterate that we have not and do not favor any delay in the establishment by the FCC of commercial standards for color television."

* * * *

RCA's post-hearing achievements (Vol. 6:30), some of which sound striking, were detailed in report "prepared for the information of the radio industry," also filed with FCC this week. Improvements in following fields are claimed:

(1) Tri-color tube: Now achieving over 20 ft-lamberts in brightness (compared with previous 7-10), with 40-50 expected "before long." Greater brightness stems from new red phosphor eliminating "minus-yellow" filter (Vol. 6:13) and from new tube techniques; voltages remain same.

Dots have been increased to about 600,000 from 351,000, giving "resolution capabilities comparable to those provided by the 6-mc TV channel." Work continues with aim of providing enough dots to give comfortable margin.

Prominence of dot structure and moire pattern in color pictures have been "substantially eliminated" through better use of by-passed mixed highs. Progress

has been made in transmitter techniques to reduce dot prominence in standard monochrome sets.

Shorter tubes, with larger deflection angles and improved guns, "appear feasible." Single-gun tube now produces picture comparable with that of 3-gun. Pilot line production of tubes by January is goal.

(2) Receivers: Latest models have "substantially" same resolution and stability as black-and-white, use same number of controls as latter.

Production of earlier types of sets with tri-color tubes (100% brighter, however) continues. By September, 35 sets should be completed, with 5 more weekly thereafter. Some will go to other manufacturers, others to homes in Washington area for field testing.

(3) Station equipment: Four camera chains, for RCA use, are under construction. (Presumably, New York's WNBT will shortly get one of first). Ten flying spot scanners are being made, 2 of them for other manufacturers.

Work continues on new cameras, including one with single image orthicon. New one is due for September installation in Washington's WNBW.

(4) Coaxial transmission: Now being installed at WNBW is equipment providing, on color and monochrome, "pictures with resolution substantially equivalent to the standard monochrome picture from standard studio equipment when transmitted over 2.7-mc coaxial cable."

(5) Telecasting schedule: WNBW, Washington, is now programming 7 hours of color studio programs and 25 hours of color test pattern weekly. In fall, schedule will include studio shows Saturday-Sunday. More personnel and space are being added.

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Like CBS, RCA is determined to have last word as decision draws closer. RCA's Dr. C. B. Jolliffe wrote Dr. E. U. Condon, commenting on report of latter's committee (Vol. 6:28), saying he would have remained silent if CBS had (Vol. 6:30).

Condon Committee leaned over backwards to be fair to CBS, asserted Dr. Jolliffe. For example, CBS was given 2 columns in the tabular summary, including one for system it didn't even propose (use of horizontal interlace). This, he indicated, gave CBS chance for more "awards" than it deserved.

Dr. Jolliffe's main gripe was that Committee gave CBS some "superiors" in performance, based on use of disc, but failed to list disadvantages inherent in disc (such as limitation on size and angle of view). He referred, for example, to superior ratings accorded CBS for registration and fidelity. He couldn't see why CBS was allowed advantages of both disc and tri-color tube, yet drawbacks of neither.

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We visited Hazeltine's Little Neck, L.I. labs this week, got good look at its refinements of dot-sequential system and demonstration of CTI's (Vol. 6:24). Company's pitch, delivered by articulate research v.p. Arthur V. Loughren:

(1) Mixed highs are valuable band-saving device, valuable enough to lift dot-sequential system above the others which can't employ it. (2) Shunted (or bypassed) mixed highs can materially reduce dot structure. (3) Constant-luminance sampling reduces inter-dot "twinkle" and effects of interference. This seems to be a Hazeltine "exclusive," patent-wise, and company is making most of it.

Hazeltine is sold on dot-sequential system. Loughren said it started investigations with open mind, settled on system after exhaustive study of all 3.

Most interesting to us were shunted mixed highs and constant-luminance sampling. Former does indeed diminish dots to considerable degree. Latter undoubtedly cuts down "twinkle" or "shimmer". However, Hazeltine's rendition of RCA system, without constant luminance, seemed to have much more such motion than we ever recall seeing in RCA's own showings.

Nevertheless, most engineers feel Hazeltine really has something. Loughren insists that, practically and theoretically, you don't have to "pay" for these improvements with poorer performance in other respects, such as loss of resolution, etc. But some FCC people are skeptical about that, reiterating old adage: "You don't get something for nothing."

Network Accounts: Nestle Co. (Nescafe) buys Sun. 10:30-11 on NBC-TV, to start in Sept., time and program not yet set; period was dropped by Norge . . . Seeman Bros. (Air Wick) Oct. 5 starts *I Cover Times Square* on ABC-TV, Thu. 10-10:30 . . . Armour & Co. Sept. 6 starts *Stars Over Hollywood* on NBC-TV, Wed. 10:30-11 . . . Wine Corp. of America Oct. 3 starts *Can You Top This* on ABC-TV, Tue. 9:30-10 . . . Riggio Tobacco Co. (Regent Cigarettes) Aug. 20 starts *Leave It to the Girls* on NBC-TV, Sun. 7-7:30; program had been cooperative . . . Brown Shoe Co. Aug. 26 starts *Buster Brown Gang* on NBC-TV, alternate Sat. 6:30-7; show will be film version of radio program . . . Lionel Trains Sept. 23 starts *Joe DiMaggio Show* (on film) on NBC-TV, Sat. 5:30-5:45 . . . Hunt Foods Sept. 25 starts Bert Parks daytime show on NBC-TV, 3 days of weekday 3:30-4 series . . . Gospel Broadcasting Assn. Oct. 8 starts *Gospel Hour* on ABC-TV, Sun. 10-10:30 . . . De Soto Oct. 5 starts *You Bet Your Life* with Groucho Marx on NBC-TV, Thu. 8-8:30 . . . Campbell Soup Co. reported seeking network TV show . . . Nash-Kelvinator reported sponsoring Morton Downey on CBS-TV, Fri. 10-10:30, starting late Sept.

Station Accounts: Samuel Goldwyn's new picture, *Edge of Doom*, got big buildup via TV (mainly WNBT) in New York this week; besides spots, there were personal appearances by producer himself. It was another example of increasing use of TV medium to build up boxoffice (Vol. 6:30) . . . Pretentious new variety show on KNBH, Los Angeles, is *Natalie Kalmus Club Celebrity Show*, Tues. 10:30, promoting TV sets bearing her name . . . Fred Astaire Dance Studios in TV cities planning use of both TV and radio . . . Both Friedman-Shelby Div., International Shoe Co. (Red Goose shoes), thru Russell C. Comer Co., Kansas City, and National Shoe Stores, thru Emil Mogul Inc., New York, planning localized TV campaigns . . . Among other sponsors currently reported using or planning to use TV: Minnesota Valley Canning Co. (Green Giant peas), thru Leo Burnett Co., Chicago; Pearson Pharmacal Co. (Ennds deodorant), thru Harry B. Cohn Adv. Co., New York; Fawick Flexi-Grip Co., thru Fred Bock Adv. Co., Dayton; Wolverine Potato Chip Co., thru Ruse & Urban, Detroit; Vick Chemical Co. (VapoRub, Vatro-nol, cough drops, etc.), thru BBDO; Mogen David Wine, thru Weiss & Geller Inc., Chicago; Hudson Motor Car Co., thru Brooke, Smith, French & Dorrance, Chicago; O'Cedar Corp. (mops), thru Young & Rubicam; White Motor Co. (trucks), thru D'Arcy, Chicago; Rockwood & Co. (Rockwood Chocolate), thru Platt-Forbes Inc., New York (WJZ-TV); International Furniture Co., thru Weiss & Geller; Glamour Products Co. (Vitrex dietary aid), Los Angeles, thru O'Brien & Dorrance; Knomark Mfg. Co. (Esquire boot polishes), thru Emil Mogul Co.; Olga Co. (Olga undergarments & swimwear), thru J. Walter Thompson, Los Angeles; Anthracite Institute, producing companies, thru J. Walter Thompson.

Emphasis on daytime audience, local shows, unorthodox programming, account for success of Scripps-Howard's WCPO-TV, Cincinnati, subject of long article in July 22 *Business Week*. Article notes: (1) Cost of building station was \$500,000; first year's operating expenses, \$250,000. (2) Of 100 hours on air weekly, 60 are local; only 30% of time is network. (3) Revenues derive 64% from local sponsors, 18% national spot, 18% talent and facilities charges. (4) Expenses run 50% for programs, 25% engineering, 25% miscellaneous. Said manager M. C. (Mort) Watters: "We could have been in the black long ago, but as income goes up we plow it back in. We haven't reached the point yet where we can stop expanding."

Personal Notes: Brig. Gen. Edward Lyman Munson, USA ret., named director of NBC-TV film div.; he headed Army Information Service during last war . . . Russ Johnston, former NBC-TV film director, recently with Jerry Fairbanks, Aug. 1 joined Ward Wheelock agency as TV-radio director . . . Marshall Grant, recently with Marshall Grant Productions and Grant-Realm TV, named executive producer of TV films, Ruthrauff & Ryan . . . Louis Hausman promoted to CBS v.p. in charge of sales promotion & advertising . . . Mrs. Doris Scadron, ex-N. W. Ayer, joins John Blair rep firm as asst. to Wells H. Barnett Jr., manager of sales development . . . Oliver Treyz promoted to ABC director of presentations, succeeding Maurice Gaffney, who died suddenly last week . . . *Charlotte News* Aug. 4 reported Charles Crutchfield, WBT, is being considered for director of proposed new Federal Censorship & Information Agency.

To amplify "Voice of America" broadcasts penetrating Iron Curtain, House Appropriations subcommittee this week recommended \$64,000,000 additional funds be provided. Unusual angle is stipulation that \$2,788,037 be used to buy some 200,000-250,000 small but efficient receivers to be smuggled into Communist-dominated countries. Six more powerful stations will be built. RCA's Sarnoff, on NBC-TV *Meet the Press* interview July 30, said he thought adequate receiver might be built for \$2. Lack of sets has been one of biggest problems in getting "Voice" across.

Hearing on McFarland Bill to amend Communications Act (Vol. 6:30) and FCC's recommended substitution therefor has been set by House Interstate & Foreign Commerce Committee for only one day, Aug. 9, scarcely enough to really cover it. Commission's proposal, issued by committee this week (Print No. 1), seems to be delaying tactic. Committee tends to go along with FCC's objections to McFarland measure. Full committee, Chairman Robert Crosser (D-O.) presiding, will hear testimony. So far, only FCC Chairman Coy and Gordon T. Brown, WSAY, Rochester, are scheduled to appear, but others have been notified and are expected.

Fantastic 1057-ft. tower of Atlanta's WCON-TV (and FM) is described and pictured in May-June issue of RCA's *Broadcast News*. A few statistics: weight is 430,000 lbs.; legs are 14 ft. apart up to 800-ft. level, are made of 10 3/4-in. tubes with 1 1/4-in. walls; foundation contains 283,500 lbs. of concrete, 15,000 lbs. of steel; guy wires are 2 1/4-in. and 1 1/4-in.; guy anchors are 1000 ft. apart. TV antenna is RCA Supergain, has gain of 11.5, will radiate 52 kw from 5-kw transmitter. FM has 4-section Pylon with gain of 6; 4 more sections could be added to give gain of 12.

Progress Note: "Because of objections by the Mutual Broadcasting System to any discussion of television on its sustaining programs, the Northwestern University Reviewing Stand discussion scheduled for Sunday, Aug. 6, has been cancelled . . . topic *The Impact of Television* . . . Protests by some member stations of the MBS network, as well as by network officials that discussion of television is contrary to the interests of radio broadcasts, caused officials of the Reviewing Stand to withdraw the program." —Press release from Philip Lesly Co., Chicago (Meck).

Gem from the Hollywood cognoscenti: Humphrey Bogart quoted as describing TV as "hungry monster" which must be handled with greatest care until such time as it's "domesticated." *New York Herald Tribune* quotes him: "It is bound to devour ideas, stories and talent. The utmost skill will be required to cope with its ferocious appetite. It will ultimately mean more work for many more people when finally established in Hollywood, but it must be approached with the greatest of care."

Telecasting Notes: DuMont Network has leased Ambassador Theatre, W. 49th St., New York, from Shuberts for 5 years, starts using it early Sept. (in addition to its Adelphi Theatre, Wanamaker auditorium); DuMont also moving non-TV production offices, such as bookkeeping, to 9th floor, Look Bldg., releasing needed space at 515 Madison Ave. . . . KGHF, Pueblo, Colo., preparing to file for TV; owned by Gifford Phillips, who also heads Teevee Co., Hollywood program service . . . ABC-TV has made deal with Hollywood producer Walter Wanger (thru MCA) to turn out 30-min. feature *Aladdin and His Lamp*, as "pilot" or sample of what may be series Wanger will do specially for TV . . . Five cameras at Giants games in Polo Grounds (3 in press box, one alongside boxes on first base foul line, one in studio under stands for Chesterfield commercials), claimed by WPIX as some sort of record . . . Eight operas planned on NBC-TV this fall-winter, hour each, once monthly . . . First all-Negro TV program in area is *Sepia Review* on KRON-TV, San Francisco, Sun. 7:30 . . . Paramount's KTLA, Hollywood, has appointed Paul H. Raymer Co. as national rep, first TV station for Raymer . . . Trendex Inc., 347 Madison Ave., New York, is new network radio-TV coincidental survey service formed by E. G. Hynes Jr. and R. B. Rogers, both ex-Hooper . . . Jack Sharkey, ex-heavyweight champ, has sued NBC, Chesebrough Co. (vaseline), Cayton Inc. (agency) for \$300,000, alleging "invasion of personal privacy" in *Famous Fights* films; claims some of his fights telecast without consent . . . ABC's WENR-TV, Chicago, as of Sept. 1 boosts base rate from \$750 to \$1000, one-min. announcements from \$125 to \$200 . . . Same date, ABC's WXYZ-TV, Detroit, raises rates from \$600 base to \$800, one-min. spots from \$100 to \$140; and DuMont's WTTG, Washington, hikes from \$400 to \$450 and \$60 to \$90 . . . Washington Star's WMAL-TV has leased big Chevy Chase Ice Palace on Connecticut Ave., expects to have 3 big studios ready in 35,000 sq. ft. space by October; will move all TV activity, except transmitter, to new quarters . . . Cost-per-thousand TV sets for spot advertising has dropped from 86¢ in Sept. 1949 to 49¢ in July 1950; figures are estimated in latest Katz Agency *TV Spot Advertising Cost Summary*, listing film rates for Class A time for all TV stations as of July 1.

Looks like only 2 CPs for TV left on FCC pending roster (see TV Addenda 11-D herewith), FCC this week denying City of Jacksonville's WJAX-TV another extension of grant made Aug. 18, 1948. Actually, only one real CP survives—that of soon-to-start WSM-TV, Nashville, since facilities of Atlanta's WCON-TV are due to be substituted for WSB-TV. Decision in WJAX-TV case follows protracted legal arguments after it was cited in May 1949 (Vol. 5:19) for undue delays, got examiner's approval for extension early this year (Vol. 6:5), with FCC general counsel opposing (Vol. 6:8,13). FCC held city-owned grantee must be judged like any other, and local financial mixup given as cause for delay was no excuse. Comrs. Walker & Sterling dissented, Webster not participating. City can petition for reconsideration within 20 days; otherwise, CP is automatically deleted.

First experimental uhf booster station was granted this week to WEST, Bethlehem, Pa., to supplement its KG2XAZ coverage of Easton. KG2XAZ has been using pulsed transmission on 511-519 mc. Both station and booster will be on same frequency; latter will be beamed into Easton. Regular picture will be transmitted instead of pulse. New equipment will be either purchased or built by consultants McNary & Wrathall. KG2XAZ will radiate 4 kw, booster .5 kw. Operations could start in 4 months, consultants estimate, if no hitches develop.

A Disaster Communications Service is one of FCC's first mobilization steps. Proposed rules (FCC Docket 9749) were issued this week for service, with new channels in 1750-1800 kc band. Intention to set up service was announced in March; public conference was held in June. Virtually everyone with an FCC license of any kind (amateur, commercial, mobile, etc.) is eligible to participate after getting FCC permission. Service is designed to cover "armed attack" as well as peacetime floods, hurricanes, etc. Comments on Docket 9749 are requested before Sept. 15. Additional proposal (Docket 9748) would amend rules to permit non-govt. stations to use govt. frequencies; deadline for comments is also Sept. 15. FCC Board of Defense Communications comprises Coy, Sterling, Webster.

TV can't be blamed for decline in baseball attendance, if AP figures on paid attendance, released July 25, are any criterion. Bearing out thesis of Jerry Jordan survey (Vol. 6:19, 23), AP survey showed National League declined by 522,000 admissions, or 8% less than 1949 period; American League by 1,422,000, or 15% less than preceding year. But, non-telecast spectators of Pittsburgh Pirates dipped 18%, while TV-covered Philadelphia Phillies gained 39%. Yet, Philadelphia Athletics, also telecast, lost 65%.

Average annual income of fulltime radio or TV broadcasting employes, \$4469 in 1949, was second highest of all industries listed in July *Survey of Current Business* issued by Commerce Dept. Only employes of security and commodity brokers, dealers and exchanges were higher, \$5065. Average of all industries was \$2869. Number of fulltime employes was 49,000, compared with 47,000 in 1948. Average number of full and part-time employes was 54,000, compared with 51,000 in 1948.

August 1 sets-in-use, reported since NBC Research's "census" of July 1 (Vol. 6:29): Philadelphia 520,000, up 6000; Washington 150,325, up 7325; Dallas 36,440, up 3740; Miami 31,400, up 2200; Fort Worth 29,241, up 2541; Utica 19,800, up 3300; Greensboro 15,458, up 2258; Des Moines 12,298, up 798; Kalamazoo 11,640, up 740; Memphis 44,319, up 4319; Davenport-Rock Island 16,218, up 2118.

First criticism of Lawrence tri-color tube (Vol. 6:30) we've heard—from a responsible electronics physicist who seems to know something about it—is that it may be good only for field-sequential system. "We've made some calculations," he said, "that indicate it would probably have to be water-cooled if used with dot-sequential system."

NAB is questionairing broadcasting stations to determine number of active reservists employed, number of inactive reservists, age-marital-dependency status, number of World War II vets employed. One purpose is to determine manpower needed to keep broadcasting stations operating efficiently.

Happy solution to FM oscillator radiation problem in Crawfordsville, Ind., area (Vol. 6:30) turns out to be strikingly simple—changing frequency of FM station WFMU from 102.9 mc to 94.1 mc. Station, owned by city's *Journal-Review*, has agreed to apply for change.

FCC Comr. Hennock's visit with President Truman Aug. 2 had no FCC connotations; she says she has no intention of leaving Commission. Best guess is White House appointment had something to do with Democratic Party business.

Strike of 2400 IBEW-CIO workers in RCA TV-radio plant in Bloomington, Ind., halted work 2 days this week after contract expired Monday night. Strikers, mostly women, voted to return to work Thursday. No contract details were divulged.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
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WITH AM FM REPORTS

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August 12, 1950

MOST TV STATIONS NOW DOING WELL: The business of telecasting is booming -- with station time so hard to clear for fall-winter shows that the networks, holding few firm option-time contracts because there are so many one-station areas (39 out of 62), are literally begging "affiliates" for clearances. Sponsors are plentiful, both nationally and locally, insuring forthcoming program season that should cause viewers to forgive and forget current summer letdown. To get their shows on stations, networks must rely largely on showmanship appeal, larded to some extent by AM network loyalties.

Unprofitable operation, moreover, is now the exception rather than rule. The picture sizes up something like this: (1) Due to freeze, there's not much competition, save in the relatively few cities with 2, 3, 4 or 7 stations [see TV Directory No. 11]. (2) Demand for time is snowballing, for spot as well as national and local programs. (3) Higher time rates are in effect, based on increasing TV homes. (4) Longer schedules have most stations now operating 7 days a week, many with daytime programs, quite a few with morning schedules -- some reporting complete sellouts of commercial availabilities. This, combined with higher rates, adds up to more revenue (Vol. 6:21). (5) Programs are improving, networks extending (Vol. 6:31).

Legend that TV cannot be made to pay is fast fading into limbo, though you still hear it. Over last 12 months or so, we've published reports on some 35 stations divulging they're operating in black, some with full depreciation, some even amortizing past losses. We know confidentially of at least a score more -- so that we'd estimate not less than 75 of the 106 operating stations, probably more, are earning some sort of profit or at least not losing money. Several well-placed and well-managed stations are now operating at gross income rate of \$1,000,000 or more. One successful TV-radio operator of multiple stations in both categories makes this observation:

"Any telecaster who isn't making money, or at least meeting expenses by the end of this year, had better quit the business. This is eventually going to be bigger and more profitable than radio ever was."

DEFENSE ELECTRONIC NEEDS & PLANS: Military and other govt. requirements from the electronics industry were still indeterminate this week -- but there was good reason to believe that the services, at least, would soon make known their over-all needs, schedules and many contracts. There were indications these might be heavier than first broached (Vol. 6:28-31) -- totaling up to \$2.3 billions, of which \$1.8 billion would be allotted between time Congress passes appropriations and June 30, 1951.

What will actually determine impact of military spending on civilian production (TV and otherwise) will be schedules for deliveries -- some of which may run as short as 12 months, others as long as 2 years.

Meeting of Munitions Board's Electronics Industry Advisory Committee (on Monday, Aug. 14, 10 a.m., Room 2D818, Pentagon Bldg.) may bring forth definite data that will enable industry to calculate forthcoming military and civilian demands upon it, for agenda includes:

(1) Summary of requirements for critical electronics components and products by Board's electronics division chief, Marvin Hobbs. (2) Balancing and coordination of civilian and military electronics requirements by National Security Resources

Board specialist, Leighton Peebles. After morning session, group will discuss capabilities of industry to meet requirements, set up committees and task groups to solve major and urgent problems.

This week, the electronics industry itself, as distinguished from govt.-appointed industry-military men on EIAC (for membership, see Vol. 6:30-31) decided to coordinate all industry mobilization activities and offer an advisory service to top govt. policy-making officials. At special emergency meeting of RTMA board, it was decided to establish a National Electronics Mobilization Committee jointly with National Security Industrial Assn., which is outgrowth of Navy Industrial League sponsored by late Secretary Forrestal. Chairman of NSIA is RCA president Frank Folsom, who was Navy Secretary's top civilian liaison with industry in World War II.

Western Electric's Fred Lack, who also is chairman of EIAC, was elected chairman of new 22-member National Electronics Mobilization Committee, which plans Washington office to maintain constant liaison with national defense officials and all agencies having to do with industrial mobilization and military procurement of radio and electronics products. Its counsel is John L. Sullivan, former Secretary of Navy, now head of Washington law firm of Sullivan, Bernard & Shea.

Thus, new NEMC -- unofficial and so able to act quickly -- will be "committee to top all committees" and its makeup (see below) is regarded as cross-section of entire electronics industry, which has pledged itself to "give top priority to govt. orders and expedite production of essential radio and electronics equipment and components."

Short of all-out mobilization, this is group that will be expected to advise at top levels on sometimes delicate balance between civilian and defense production. It's foregone certainty that latter will unbalance today's high civilian output, currently geared for 6,000,000 TVs, 10,000,000 radios and substantial quantities of already-contracted military materials. But military requirements will come first, and barring unforeseen developments should still leave room for "substantial" civilian production next year.

Members of National Electronics Mobilization Committee: F. R. Lack, Western Electric, chairman; Benjamin Abrams, Emerson; Charles Francis Adams Jr., Raytheon; Dr. W. R. G. Baker, General Electric; Max F. Balcom, Sylvania; Wm. Balderston, Philco; W. J. Barkley, Collins; Harold Buttner, IT&T; Walter Evans, Westinghouse; Malcolm P. Ferguson, Bendix; Frank M. Folsom, RCA; Paul V. Galvin, Motorola; R. E. Gilmour, Sperry; W. J. Halligan, Hallicrafters; J. J. Kahn, Standard Transformer; Arie Liberman, Talk-A-Phone; W. A. MacDonald, Hazeltine; E. F. McDonald Jr., Zenith; A. D. Plamondon Jr., Indiana Steel Products; Ross Siragusa, Admiral; Ray F. Sparrow, Mallory; Robert C. Sprague, Sprague Electric (president of RTMA).

* * * *

Still another industry advisory group was set up last week by Army Signal Corps to review current Army electronics procurement procedures and plans. Present at first meeting were Maj. Gen. Wm. H. Harrison, IT&T; Brig. Gen. David Sarnoff, RCA; Brig. Gen. C. O. Bickelhaupt, AT&T; Col. W. W. Watts, RCA Victor; Fred Lack, Western Electric; W. J. Halligan, Hallicrafters (West Point '24) -- all identified with Army communications and procurement during last war. They met with Archibald S. Alexander, Undersecretary of Army; Lt. Gen. T. B. Larkin, chief of logistics; Maj. Gen. S. B. Akin, chief signal officer, et al.

PLAN RADIO-TV DEFENSE COUNCIL: NAB-appointed Defense Council will be single agency through which Govt. will ask broadcasting-telecasting industry for help -- campaigns, etc. -- under present emergency plans. Council will be named by NAB president Justin Miller shortly, will include representatives of all segments of AM, FM & TV, both NAB members and non-members. NAB board at Aug. 7-8 Washington meetings heard Presidential assistant Dr. John Steelman and FCC chairman Wayne Coy give assurances there's no thought of unduly restricting radio or TV during these times (Vol. 6:28-29), that voluntary cooperation such as prevailed during World War II will suffice. NAB will issue Defense Bulletin several times monthly, to be sent all broadcasters and telecasters. Consensus of NAB meeting was that industry can and will regulate itself, should have one voice representing it in govt. councils.

TV NEWS GAINS STATURE COVERING WAR: Superb telecasts of United Nations, since Russia's Malik took over presidency, drive home point that TV is "ultimate" in one kind of news at least -- on-the-spot coverage of events accessible to camera. Certainly, it's beating the pants off newsreels from standpoint of immediacy, really making "Every Home a Newsreel Theatre" (Vol. 3:44, 5:48). But radio must still be accorded great respect for speed and flexibility, and for particularly fine job currently in covering Korean war.

TV pitched right into UN sessions -- ABC, CBS & NBC carrying varying amounts of 4-day-a-week schedule that has run as long as 3-7:15 p.m. CBS & NBC alternate camera-handling, while ABC picks up pooled signal. Frequently, UN has cut into commercial time, though there isn't much network daytime yet. NBC-TV's Howdy Doody (5:30) has been taking a real beating, but parents seem grateful for extended coverage. UN telecasts are earning kudos on all hands, aside from providing greatest fillip yet to daytime TV. New Yorker Magazine's usually cynical TV critic, Philip Hamburger, writes in Aug. 12 edition, on basis of watching first Malik session:

"I have a feeling that television came into its own that day. It is difficult to imagine that people attending the session had a better view of the proceedings than I had at home, and I would wager that they had a less dramatic one. The camera work and direction were nothing short of brilliant..."

In covering Korea, TV can't compare with radio in immediacy. But film negative can be slapped on air as fast as received, whereas theatres normally get but 2 editions weekly -- and then only after delays in sheer mechanics of providing positives for hundreds of theatres. TV suffers somewhat in that it must have closeups for best reproductions. Theatres can get away with long shots.

This puts TV photographers in tough spot, but they seem to be delivering. Besides having access to military film pool, TV could provide such remarkable fare as this: Washington's crack Jones twins, Charles & Eugene, 25-year-old ex-Marine combat photographers (now NBC), literally shook folks out of their easy chairs this week with battle closeups and shots made during 585-mile-an-hour jet strafing runs.

STATUS OF COLOR & RCA'S NEW RESULTS: If FCC doesn't have color decision fairly well in mind by now -- and there's no indication that it has -- chances of its coming out with full-fledged opinion by Labor Day seem slim. In fact, there's a little hedging on that commonly-guessed target date now. Chairman Coy told NAB board this week Commission is aiming at that date, but left impression there's possibility it may not be met. FCC deliberated color only one day this week.

A "don't delay" message to Coy came from CBS, following that from RCA (Vol. 6:31). Wrote president Frank Stanton: "I would like to underscore what the record already makes clear -- that Columbia has always wanted and now wants a prompt and definitive decision adopting a system of color TV and fixing full commercial standards therefor."

Sen. Johnson then ripped his spurs across FCC's flanks, in letter to Coy, goading it to avoid "any temporizing with a clear cut decision now." Patting CBS and RCA on the back, he sailed into "busy-body scandal mongers" who are spreading rumors "that a final and conclusive decision is to be postponed indefinitely, using the war as an alibi."

Even in connection with war, Johnson said, "immediate commercial utilization of color TV could be of vast aid to the defense effort" in testing jet engine flame colors, etc. "I have been in this campaign too long to surrender without a struggle," he concluded. He didn't hint who the "scandal mongers" might be -- though in past his prime whipping boys have been the TV set manufacturers, now so busy keeping going and preparing for war production that color TV is least of their worries.

* * * *

We went to Princeton this week to inspect RCA's latest refinements -- those described by Dr. C. B. Jolliffe in his "report to the industry" (Vol. 6:31). RCA has really backed up its claims -- much greater brightness, resolution, stability, clarity, simplicity, plus efficient coaxial transmission.

New use of mixed highs in receiver does a lot to sharpen up system. For

example, prominence of dot pattern has been reduced by about 70%. Over-all stability is enhanced. Reception of black-and-white on tri-color tube is vastly improved, balancing of 3 colors to get monochrome being far less critical.

Coaxial transmission of color came through as promised -- far better than simulated transmission during hearing (Vol. 6:14). Colors were stable and resolution was about 160 lines, close to that of black-and-white cable transmissions.

Signals traveled from Washington's WNBW to New York's WNBT, latter picked up direct at Princeton, some 45 miles away. RCA-NBC's uhf station KC2XAK, Bridgeport, rebroadcast WNBT signals which were received on color set in Westport, Conn., home of NBC engineering chief O. B. Hanson.

New tri-color tube, employing 600,000 phosphor dots and used with new mixed-highs circuits, provides better than 25 ft-lamberts of brightness and much greater resolution than 351,000-dot tube. Importance of brightness was particularly noticeable when the 2 tubes were side-by-side.

Construction of tube was shown. Metal mask, with myriad of tiny holes, is a nickel-copper alloy. Holes are pierced by photo-etch process. Dots are placed on face by silk-screen printing process. Aim now is to build tube with some 900,000 dots, perfect mass production techniques.

New camera, employing one image orthicon and 2 tiny vidicons, is nearing completion. Vidicons (for red and blue) greatly reduce size of camera.

Secret of new mixed-highs circuits, as we understand it, is to provide two paths for signal. One path carries 0-4 mc of monochrome directly to grid of tube. Other path carries 0-2 mc of color, through sampler, to cathode of tube.

RCA was lining up receiver in Washington, at week's end, expecting to show off new tube and techniques in week or so. Series of demonstrations will give FCC and others opportunity to judge improvements.

* * * *

FCC hasn't uttered a peep in regard to how much consideration, if any, it's giving to anybody's post-hearing work -- including RCA's, Hazeltine's, Lawrence's, GE's or CBS's. CBS, incidentally, has been remarkably quiet; if it has anything new in the laboratory, it's telling no one.

SHAPING UP EUROPEAN TV STANDARDS: Complexion of eventual European TV (Vol. 6:25) became a little clearer currently as result of 2 actions: (1) French turned down 625 lines, said they'll stick to 819. (2) Sub-group of CCIR Study Group 11 agreed on a number of specific standards during Geneva meeting.

U.S. observers had thought French might be sold on using dot-interlace with 625 lines (giving resolution of about 880 lines), dropping 819. But French finally said "no". However, Americans take some consolation in fact CCIR group accepted several of our standards. Here's what members agreed upon:

(1) 7-mc channel. (2) 625 lines, interlaced 2-to-1. (3) System independent of power supply. (4) Common line frequency of 15,625 with .1% tolerance (instead of originally proposed 15,700 lines) with 50 fields. (5) 4:3 aspect ratio. (6) Scanning left-to-right and top-to-bottom. (7) AM video and asymmetrical sideband operation. (8) Negative modulation. (9) FM sound with 50-kc deviation.

These standards aren't binding on countries belonging to CCIR, but participants usually follow group's recommendations.

England and France still remain out of fold, with their 405-line and 819-line systems, respectively -- and they show no intention of changing. Friend of ours, now in Paris, sends these wry impressions:

"(1) The flicker in the English TV is intolerable. (2) Spot wobble does a remarkable job in removing the line structure. I like the result. [We're told spot wobble is just what it sounds like -- producing a sawtooth sort of line.] (3) The English are deadly serious about getting sets out to the masses, and they are on the way. (4) The English insist that color in England must be compatible. (5) The English do not give a damn about color. (6) The French insist on the 819-line pic-

ture. (7) In France, engineers like to talk about color, but they are not serious. (8) In France, the engineers are also French, and that explains everything."

We lead world's TV systems in most respects, but British "are showing their heels to us in 4 departments," says Electronics Magazine editor Donald Fink who was member of official U.S. delegation to CCIR. Writing in July issue, he notes:

"(1) The transient response of the British TV studio equipment, coaxial cables, radio relays and transmitters is generally superior...(2) British transmission of movie films, by the flying-spot method of scanning, is wonderful to behold...(3) A new camera tube, the cathode-stabilized orthicon, is just coming into use and, for studio use at least, seems to have several distinct advantages over the image orthicon...(4) The new Birmingham station has a visual power at 35 kw into the antenna. Plans are afoot for future stations of 100 kw with antenna power gain of 4 times. We could use such power."

Network Accounts: Carter Products (Arrid), Ludens (cough drops) and Sterling Drugs Oct. 7 start *Sing It Again* simulcast on CBS-TV, Sat. 10-11; Carter takes first, Ludens second quarter hour, Sterling last half . . . Nash-Kelvinator Sept. 28 starts Morton Downey on CBS-TV, Fri. 10-10:30 . . . Admiral Radio Aug. 28 resumes *Lights Out* on NBC-TV, Mon. 9-9:30 . . . C. L. Bridge Co. (kitchen products) has live participations on *Kitchen Fare*, on DuMont, Mon. & Wed. 10:30-11, to Oct. 18 . . . Next (third) of Frigidaire Bob Hope holiday shows on NBC-TV set for Labor Day eve, Sept. 3, Sun. 8 p.m. . . . Peter Paul Inc. (candy) Sept. 9 starts *The Hank McCune Show*, comedy, films, on 39 NBC-TV stations, Sat. 7-7:15 . . . DuMont reports 41 stations lined up for 5 Notre Dame home games it will carry from South Bend under Chevrolet sponsorship, Sept. 30, Oct. 7 & 28, Nov. 4 & 11.

Station Accounts: Many and varied will be sponsorships of football, soon to start. For example: Esso sponsors 8 Eastern college games Saturdays, starting with Army-Colgate Sept. 30; Gunther Beer begins early with Baltimore Colts-Pittsburgh Steelers pro exhibition game on WMAR-TV, Sun., Aug. 13; Federal Old Line Insurance Co. signs for local scholastic grid games on Seattle's KING-TV. They're just the beginning . . . Wanamaker starts Sept. 11 its Mon. thru Fri. 10:30 a.m. to noon show on WCAU-TV, Philadelphia, while in Chicago Goldblatt store Aug. 21 begins Mon. thru Fri. 11-noon *Let's Have Fun* on WBKB . . . Standard Oil of Ohio placing its *Let's Explore Ohio* promotion on 8 TV stations in state . . . Baltimore's WMAR-TV claims record for consecutive sponsorships in Consolidated Gas & Electric Co's *How Well Do You Know Baltimore?* weekly quiz show, run 132 times since started in October 1947 . . . Beech-Nut Gum using 3-7 spots weekly on 42 stations . . . Florida Citrus Commission, in switching from Benton & Bowles to J. Walter Thompson this week, is considering adding TV for fall advertising of fresh citrus fruits . . . Shell Oil Co. uses TV for first time with Don Goddard newscasts on WNBT, New York, starting Aug. 28, Mon. thru Fri. 6:25-6:30, thru J. Walter Thompson . . . Electric Auto-Lite Co. (spark plugs) returning to TV for fall-winter campaign, thru Cecil & Presbrey . . . Among other sponsors using or reported preparing to use TV (agencies are N. Y. unless otherwise indicated): Pontiac Motors, thru MacManus, John & Adams, Detroit; Motorola, thru Ruthrauff & Ryan; Dad's Root Beer, thru Malcolm-Howard, Chicago; Jacob Rohner Ltd. (Swiss fabrics), thru Dundon Associates Inc.; North American Dye Corp. (Dytint), thru Atherton & Currier; Lipton Tea, thru Young & Rubicam (WPIX); Artistic Foundation Inc. (Flexeees girdle), thru Thomas & Delehanty (WPIX); Zippy Products Inc. (liquid starch), thru Martin Agency, Philadelphia (WPTZ); Margo Wines Inc., thru J. M. Korn & Co., Philadelphia (WPTZ);

International Milling Co. (Robin Hood Flour), thru H. W. Kastor, Chicago; Dishmaster Corp., Pontiac, Mich., direct (WWJ-TV); Youngstown Kitchens-Mullins Mfg. Co., thru Brooke, Smith, French & Dorrance, Detroit (WWJ-TV).

Selling radio is to be single function of new BAB. TV can wait until it needs that kind of help. That's NAB board decision this week in setting up autonomous BAB, as of April 1951. TV will continue to be served by NAB's TV Dept. (Charles Batson, director). Special committee on BAB, headed by Robert D. Swezey, WDSU & WDSU-TV, New Orleans, suggested and board approved: (1) Annual operating budget of \$1,000,000. (2) Fee to be half highest hourly rate of station. (3) No fee for NAB members until March 31, 1952—with 30% of their NAB dues allocated to BAB, which should start new organization off with \$200,000. (4) Revision of NAB dues before April 1, 1952. Hope is to get networks and station reps into organization as well as stations.

Of 100 leading national advertisers ranked for first 6 months of 1950 in Aug. 7 *Advertising Age*, 42 used network TV—8 of them actually spending more for network TV than for network radio time and 6 using TV but not radio. The 8 are: General Motors, \$511,044 TV & \$323,196 radio; Ford, \$911,681 & \$633,769; General Electric, \$346,725 & \$39,650; Goodyear, \$206,956 & \$140,493; RCA, \$525,284 & \$431,574; Westinghouse, \$346,600 & \$152,895; Kellogg Co., \$130,064 & \$123,817; Texas Co., \$295,500 & \$183,442. The 6 TV users not using radio: Nash-Kelvinator, \$139,575; Avco, \$54,450; Goodrich, \$166,737; Admiral, \$346,819; International Silver, \$115,560; International Shoe, \$130,483. Ford's \$911,681 was biggest network TV expenditure, Gillette's \$642,482 second, RCA's \$525,284 third, General Motors' \$511,044 fourth. (Gillette spent additional \$902,116 on network radio.)

Personal Notes: First network TV employe reported recalled to active military service is ABC's John Serafin, TV maintenance engineer, Air Corps captain and radar technician . . . Albert M. Wharfield, ex-Hooper, elected v.p. of A. C. Nielsen Co. . . . J. B. (Steve) Conley, gen. mgr. of Westinghouse stations, transferred to Portland as mgr. of KEX, succeeding C. S. Young, returning to WBZ & WBZ-TV, Boston . . . C. H. Cottingham, Los Angeles v.p. of Erwin, Wasey, transferring to New York to head agency's TV-radio . . . Marshall N. Terry, merchandising v.p. of Crosley stations, resigns to devote time to other business interests.

Audience-measurer A. C. Nielsen will rely solely on audimeters for network TV after Sept. 1, dropping coincidental phone calls entirely. He promises change will bring increased accuracy, faster reports, separate ratings weekly, new types of information, measurement of national spot audience.

Telecasting Notes: NBC-TV's tremendous expansion of studio space includes leasing 3000-seat Center Theater, largest legitimate theatre in the world; reconstruction of Hudson Theatre; remodeling of its own studios 8-H, 3-A and 3-B. Last 2 will be ready by Labor Day; theatres will take about a month; 8-H several months . . . 141-hour weekly schedule of WCPO-TV, Cincinnati, from Aug. 14 includes starting weekdays at 6 a.m., running until 12:30 midnight. Weekends, there's no break, schedule running from 6 a.m. Fri. thru 1 a.m. Mon., including all-night disc jockey simulcasts Fri. & Sat. . . Westinghouse Radio Stations Inc. moving all headquarters staff from Philadelphia to Washington in early fall, bringing under one roof v.p. Walter Benoit and staff . . . High rates for TV, in comparison with AM, epitomized by fact that combined base rates of 3 Storer TV outlets (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta) are only \$125 under combined rates of his 7 AM stations . . . Latest to announce rate increase is WOR-TV, New York, up from \$1200 to \$1500. Among other rate boosts recently reported (Vol. 6:29-31) was \$2200 for WNBT, New York, up from \$2000 . . . WBRC-TV, Birmingham, Aug. 1 raised basic rate from \$150 to \$250, announcements from \$20 to \$37.50 . . . Crosley Ohio stations WLWT, WLWD & WLWC as of Sept. 4 start at 8:30 a.m., run to midnight, Mon. thru Fri., continue noon to midnight Sat. & Sun. . . KRON-TV, San Francisco, adding Saturdays, goes to 7-day week in Sept. . . Potpourri of vague, non-provocative answers to questions about TV advertising, asked of TV-radio managers, makes up 8-p. June-July *Advertising News Letter* published by U. S. Chamber of Commerce committee on advertising . . . TV as education medium takes long stride this fall when Detroit's WWJ-TV and U of Michigan launch TV extension course, with nominal tuition and certificate of completion, on weekly Sun. one-hour programs; in mind is idea this may develop equivalent of B.S. degree for qualifying viewers . . . Jimmy Durante latest star signed to exclusive NBC-TV contract, with plan to alternate him with Ed Wynn, Danny Thomas, Spike Jones as star every 4 weeks on new Wed. 8-9 show, starting in Oct.

Two TV applications—for Cincinnati and Lancaster—were filed this week, make total on file 352. For Cincinnati, WCKY asked for Channel No. 2; for Lancaster, WLAN refiled for No. 9. [For details, see TV Addenda 11-D.] Latter originally filed for No. 9 last May (Vol. 6:20), had application returned by FCC because no such channel had been assigned or was proposed for Lancaster; last week WLAN filed comment in Docket 8736 (Vol. 6:31).

Some 30 FM broadcasters got a lift out of NAB sessions this week, formed new industry committee (outside NAB in order to move faster). Purpose is to meet with set manufacturers and exhort them to put FM tuners into AM and TV receivers; set up organized promotion plan among FM stations; attack practice of "giving away" FM when programs are duplicated on AM. NAB's regular FM Committee told BAB Committee to give FM "full consideration" in new BAB setup. Industry committee comprises: Ray Green, WFLN, Philadelphia, acting chairman; Ray Furr, WIST, Charlotte; Harold Hirschmann, WABF, New York; Elliott Sanger, WQXR-FM, New York; M. S. Novik, labor station consultant.

Criticism of Lawrence tri-color tube—that it may have to be water-cooled for dot-sequential system (Vol. 6:31)—is laughed off by its developers. Says one: "That misapprehension seems to be shared by a lot of people. However, we've switched tube at far greater rate than dot-sequential requires, found no problems. Only trouble we have is getting delivery of parts." He said public demonstrations may be given before month's end.

Big Ten football games on theatre TV have been arranged for 3 Chicago Balaban & Katz theatres and one Detroit United Detroit Theatres showhouse (all United Paramount). Deal, arranged by John Balaban, calls for closed circuit pickups by WBKB of Northwestern and Illinois U home games, and projection via Paramount intermediate system on screens of State Lake, Uptown and Tivoli houses in Chicago; and same pickup by WWJ-TV of Michigan U games for Michigan Theatre in Detroit. Special admissions will be charged. Theatres aggregate about 15,000 seats. No financial arrangements have been made, whole idea being treated as experiment by both colleges and movie people. Paramount is reported spending \$200,000 to equip all houses with its large-screen equipment. There's some chance Minneapolis' Radio City Theatre will also get installation. First game is Sept. 30.

Liberty Broadcasting System, set up by Dallas enterprisers 3 years ago to feed big league baseball games to stations, through gen. mgr. James Foster announced this week it will emerge as full-fledged network as of Oct. 2, with 237 affiliates in 34 states already signed. All shows will be piped for local cooperative sponsorship. Key stations were announced as WINS, New York, and WOL, Washington. This week, too, Hollywood wires carried story that Progressive Broadcasting System, headed by program packager Larry Finley, plans Nov. 1 start of "new coast-to-coast radio hookup catering to smaller stations," claims applications for 228 stations on hand. These new network projects are announced even as combined gross sales of present 4 networks (about \$97,000,000 first 6 months of 1950), are running reported 3.7% under same 1949 period—all save CBS down in billings. The CBS billings are 7.5% ahead of same period last year, NBC down 1.7%, ABC down 17.2%, MBS down 17.4%.

Motorola's reported \$15,000,000 ad budget will include \$5,000,000 worth of daily radio spots in both TV and non-TV cities plus series of TV trailers, according to adv. mgr. Ellis Redden. Consumer magazine schedule from mid-August to December will embrace 16 magazines, 3 Sunday supplements, 4 farm papers, with expenditure of \$1,750,000. Newspaper campaign during September and November will comprise 9 full-page ads in 102 TV-area newspapers, on which \$750,000 will be spent. Additional promotions include 24-sheet posters, 5000 highway signs, brochures, campaign kits, manuals, etc.

Handy table of present TV channel allocations, state-by-state and city-by-city, has been prepared by The Katz Agency, which represents 15 TV stations. For each city, it sets forth estimated 1950 populations, number of (vhf) channels presently allocated, number of stations on air or CPs, number of applicants for remaining channels, number of channels not applied for; also breaks down FCC's proposed new vhf & uhf allocations (Supp. No. 64).

How to light room, where to sit while watching TV are graphically expounded in 8-p. booklet in comic book format published by Edison Electric Institute, 420 Lexington Ave., New York. Its titled *Wonder What a Television Set Thinks About?* and is available at \$2 for lots of 100.

Restaurant business has fallen off 7% in last year, and TV is reason, according to Andrew J. Crotty, president, National Restaurant Assn. He observed: People hurry home from work so they won't miss favorite programs. They won't take time to eat out, but bakeries in restaurants report spurt in trade thanks to TV fans who buy bakery goods to take home.

More Aug. 1 sets-in-use, reported since NBC Research's "census" of July 1 (Vol. 6:29): St. Louis 152,500, up 11,500; Kansas City 42,107, up 4507; Omaha 27,182, up 2782; Norfolk 23,420, up 2320.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
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August 19, 1950

EXCISE TAX SEEN CERTAIN BY OCT. 1: It was valiant but futile effort Dr. Allen B. DuMont undertook Thursday, as chairman of RTMA excise tax committee, to stave off proposed 10% excise tax on TVs. Only few hours after he testified before Senate Finance Committee, it approved tax as part of \$5 billion war tax bill that also hikes corporation rates from 38% to 42%.

Committee experts must yet write specific provisions, but Senate passage is regarded certain when bill is reported next week. It then goes to conference with House committee, which pre-Korea had twice voted down TV excise (Vol. 6:15,18,23,31) but now undoubtedly will be more amenable to Treasury Secretary Snyder's proposal. Probability is new law will go into effect Oct. 1.

Levy will be on factory price, as with radios. It won't apply to shipments before effective date. As in case of radios, it isn't likely to be flat 10% on factory billings due to allowances for previously-taxed components. Nor is retailer likely to quote excise extra, since that might give customer wrong idea of markup. It will probably be incorporated into list, with every indication it will mark up full 10% or more beyond what customer must now pay for already-raised TV receivers.

Treasury estimates tax will bring \$42,000,000 a year, probably low in view of likely factory value of more than \$1 billion billings at current rates.

Dr. DuMont was able to get hearing in closed committee session at behest of New Jersey's influential Senator H. Alexander Smith. He got respectful attention to plea that TV industry is only 3 years old, is already suffering untimely price increases forced by current conditions, is vital for public morale and visual training in defense program. Committee comment was sympathetic, but members took view excise was wartime emergency fund-raising measure only.

WASHINGTON WANTS HEALTHY TV-RADIO: Uncle Sam, too, has an enormous stake in the \$2 billion civilian TV-radio trade (Vol. 6:22) -- what with its great military potential and its substantial niche in the national economy. Hence Washington wants a healthy industry, especially considering the employment it provides and the revenues it represents. On top of its very considerable normal taxes and upcoming excess profits taxes, TV like radio will soon be paying 10% excise on receivers.

Thus there was happy meeting of minds when, at this week's session of Munitions Board's officially constituted Electronics Industry Advisory Committee (Vol. 6:32), there were reciprocal assurances (1) that the industry is willing and able to meet any and all military requirements; (2) that the military have no present plans for abrupt cutoff of civilian production.

Military procurement may run up to \$2.3 billion next few years, but it will inevitably be gradual. Certainly, short of attack, there's no intention of deliberately slashing current TV-radio production. Nor is there any thought of curtailing either telecasting or broadcasting services.

Pentagon meeting was attended by 37 industry, 27 govt. and military executives (for complete list, see p. 4). Everything was off the record, but one general is reported as saying: "Industry shouldn't burn all its bridges and assume it won't

be making any more civilian goods." The term "production in parallel" was heard, indicating war business won't dry up civilian under today's planning.

Industry men were shown confidential charts illustrating how demand for critical components is expected to grow and indicating potential bottlenecks. EIAC was asked to come back Oct. 17 and tell what plant expansion it believes necessary in light of presently anticipated requirements and what kind of financing it recommends for such expansion. And to keep from crossing wires in getting equipment, Army, Navy and Air Force are setting up Electronics Procurement Resources Agency, headed up by personnel of colonel or captain rank from each of the 3 services.

Munitions Board appears sympathetic to industry's manpower problems, is working toward making military deferment policy clearer and showing industry how to go about appealing military draft of key personnel.

Capacity to produce components was reported adequate for the present. Shortages which have developed were said to be artificial, stemming from rush to stock up. Industry wants no govt. controls now, wants to do its own allocating of raw materials and components on voluntary basis.

* * * *

While Munitions Board's EIAC was holding its initial exploratory or "get-going" meeting, industry's own top-level policy group, set up as National Electronics Mobilization Committee, was preparing for meeting of its 22 members (Vol. 6:32) under chairmanship of Western Electric's Fred Lack, who also is EIAC chairman. But nothing was definite at week's end, according to office of committee's counsel John L. Sullivan, ex-Secretary of Navy. It was decided, however, to change name to Joint Electronics Industry Committee.

Out of talk about new defense controls over materials, rife in Washington, there came report (in Aug. 17 Washington Post) that Maj. Gen. Wm. H. Harrison, president of IT&T, might be given top Commerce Dept. job handling priorities, allocations and inventory control of industrial materials. He headed Signal Corps procurement during World War II.

COSTS AND INCOME OF TV STATIONS: Telecasting is moving so fast that last year's statistics, such as they are, become mere anachronisms in trying to size up station operations from cost and income standpoints. But someone had to gather the figures, and NAB's study on "Cost of Operating a Television Station," due out in few weeks, does point up some noteworthy factors. Study covers 1949 only, based on 50 stations responding to questionnaires sent early this year. Actually, there were 51 on air as 1949 began (Vol. 5:1), 98 as 1950 began (Vol. 6:1).

NAB labor relations chief R. P. Doherty found that while a few of these stations (which took the air before January 1949) managed to show a small profit, TV stations as a whole for full 1949 showed average monthly income ran approximately 50% of total expenses. "However," he notes, "a considerable number experienced progressively improved results as the year passed and, consequently, operated in the black during the last few months of 1949. (Our estimate is that 75 or more of the 106 now-operating stations are earning some sort of profit, or at least not losing money; see Vol. 6:32.)

NAB survey showed staff of about 60 in average TV station; average cost of operation close to \$47,000 per month -- though some ran \$30,000 and those coming on air after January 1949 averaged only \$24,000, presumably profiting by experience of earlier enterprisers. Expenses were distributed 35% for program dept., 30% general and administrative, 29% technical, 6% selling.

Wages and salaries ran higher for TV than for AM employes, but selling and administrative costs were lower -- largely because of joint ownership and management (all but 18 of today's 106 TV stations are owned by AM interests, almost invariably under same top management). Depreciation was 16% of total TV station cost, whereas in AM it averaged about 5%.

Currently, business of telecasting is booming (Vol. 6:32) -- and it's practically certain that this year's 107 stations (Nashville's WSM-TV soon to be added)

and the 4 networks will readily achieve \$75,000,000 or more gross sales this year vs. \$33,800,000 for 97 stations and 4 networks in 1949 (Vol. 6:21). Therefore, it would seem Mr. Doherty is much too cautious in his conclusion:

"The apparent indications are that the financial outlook of TV broadcasting will continue to improve during 1950. An increasing number of stations will, undoubtedly, be 'in the black' when the year-end results are calculated. However, the TV broadcasting industry as a composite whole will undoubtedly present a 'red ink picture' for 1950 even though the relationship between income and expenses will naturally improve over last year."

PROSPECTS OF HIGHER POWERS FOR TV: Handful of "foot-in-the-door" applications for high TV power (100 kw or so) doesn't have Chinaman's chance of favorable FCC action during freeze, but does point up interesting questions of jockeying for power and equipment availabilities.

In addition to recent application of Baltimore's WBAL-TV for 100 kw (TV Addenda No. 11-C), following requests are on file: WTMJ-TV, Milwaukee, 90 kw; WBEN-TV, Buffalo, 100 kw; WWJ-TV, Detroit, 100 kw. All are newspaper-owned.

Applications are generally "double-action," contrived to meet FCC's requirements for rural stations under existing rules or for metropolitan stations under proposed rules. They're filed with full knowledge, of course, that final rules may differ sufficiently to require further engineering studies, consequent extra costs.

Psychology behind each application has variations, but basically it's dual: (1) "You can't lose by being first." (2) It puts FCC on notice that such power is in demand in specific areas. Obviously, these reasons aren't considered particularly vital or there would be more such applications.

Eventually, higher powers for all stations are expected, since inter-station interference can remain the same, while public benefits from powerful signals permitting better and cheaper reception.

Parallel of TV and AM, in relating higher power and greater coverage, can't be pushed very far. Height is a major criterion in TV, not in AM. For example, stations on California's Mt. Wilson run roughly 30 kw at 3000 ft. (highest power and height yet). To get same coverage with 500-ft. antenna, in level country, you'd need 5000 kw.

Manufacturers are receiving orders for amplifiers and high-gain antennas allowing achievement of 100 kw or more, but delivery isn't promised until end of freeze. Again, stations' aim is to be first on list. Another factor encouraging orders is recent tax ruling favoring such expenditures.

Incidentally, there's something of a rush on currently for purchases of conventional equipment (additional cameras, consoles, projectors, etc.). This is attributed partly to "panic buying" fostered by fears of shortages, partly to need for more equipment to handle heavy programming schedules; e. g., WPIX uses 5 cameras for Giants' games.

CBS & RCA OUT TO CATCH COLOR EYE: Color decision could come in week or two, but there's no guarantee it will. There's still absolutely no indication that FCC has made any final commitment. It has slacked up considerably in number of meetings on subject, starting speculation that staff is working up drafts of final decision, or alternative decisions, for Commission consideration.

"Multiple standards" currently lead "guess parade" of decisions FCC might make. This, in spite of recommendations against such action from everyone, including CBS, CTI, RCA, Condon Committee, etc.

Sen. Johnson's big blast warning FCC not to delay color decision (Vol. 6:32) was answered politely by Chairman Coy. Regarding rumors that Commission might put off decision because of Korean war, Coy said he was so busy working on color that he hadn't heard them.

Much of actual form and wording of final decision may very well be handiwork

of counsel Harry Plotkin, who handled recent hearings and who is credited with masterful job of lucidity on 1947 color decision (Vol. 3:12).

* * * *

As did RCA in demonstrating latest refinements to its system (Vol. 6:32), CBS reaped nice harvest of publicity this week with well-timed announcement of agreement with Remington Rand whereby latter will manufacture and market industrial color TV equipment using CBS system. CBS will supply designs, run equipment tests.

Equipment will be called "Vericolor" by Remington Rand, which has been making monochrome industrial TV called "Vericon". Remington recently sold its Stamford picture tube facilities to Reeves Soundcraft (Vol. 6:19,22), and whole company is currently reported about to be sold to General Aniline & Film Co.

Type of equipment is same as that shown FCC at CBS's last New York demonstration (Vol. 6:17), featuring compact camera and neat control-monitoring console. Bandwidth may be 6 mc, though there's nothing to deter using more since equipment is closed-circuit, non-broadcast. DuMont's industrial color uses 18 mc (Vol. 6:9,10).

* * * *

This week, RCA tuned up its new tri-color tube and receiver circuits in Washington, picked up live WNBW transmissions, seemed elated with results. But RCA hasn't invited FCC or Congress to inspect latest developments, apparently fearful lest it be charged with attempting to delay decision by throwing new factors into case. In turn, no one at FCC has asked for demonstration.

Circuit diagram and description of new receiver went out this week to RCA patent licensees, who incidentally were told again recently that RCA contemplates no added royalty for use of color patents. Tube is reported to be brighter than ever, giving 50 ft-lamberts, and those who have seen it attest to enormous improvements -- offering at that luminance exceptional brilliance and clarity in room with 7-10 ft-lamberts of ambient light, plus remarkably good images on monochrome sets.

Converter to change monochrome set to color has also been developed, fulfilling promise made by Gen. Sarnoff at hearing (Vol. 6:18). RCA spokesmen claim converter can be built more cheaply for their system than for CBS's, both using same tri-color tube. Current tests are with the 600,000-dot screen (Vol. 6:32).

Electronics Industry Advisory Committee invited Admiral, Crosley and DuMont to join, had representatives from those companies on hand for Aug. 14 meeting in Pentagon (see p. 1). Industry attendants:

Benjamin Abrams, Emerson; T. B. Jacocks, GE; M. F. Balcom, Sylvania; W. A. Buck & W. W. Watts, RCA; E. W. Butler, Federal; A. A. Berard, Ward Leonard; R. W. Carter, Carter Motor; Monte Cohen, F. W. Sickles; A. Crossley, Electro-Products; R. O. Driver, Wilbur B. Driver; H. A. Ehle, International Resistance; R. C. Ellis, Raytheon; Walter Evans, Westinghouse; E. K. Foster, Bendix; G. M. Gardner, Wells-Gardner; W. J. Halligan, Hallicrafters; R. F. Herr, Philco; H. L. Hoffman, Hoffman; J. J. Kahn, Standard Transformer; John Kruesi, American Lava; F. R. Lack, Western Electric, chairman; W. A. MacDonald & J. K. Gowen, Hazeltine; D. E. Noble, Motorola; H. L. Olesen, Weston; A. D. Plamondon, Indiana Steel; R. C. Sprague, Sprague Electric; A. E. Thiessen, General Radio; G. E. Wright, Bliley Electric; Richard Graver, Admiral; C. E. Williams, DuMont; L. M. Clement, Crosley. Listed as "visitors" were: C. Schneider, General Ceramics; J. J. Beaugard, of counsel for National Electronics Mobilization Committee; C. A. Rumble, Erie Resistor; G. E. Rickter, American Lava.

On gov't. side were Munitions Board hierarchy: Hubert E. Howard, chairman; Maj. Gen. P. W. Timberlake, director of staff; Maj. Gen. J. V. Matejka, acting director of production management; Brig. Gen. E. C. Langmead, asst. director of staff. From Munitions Board's Electronics Committee: Brig. Gen. Harry Reichelderfer, Army;

Rear Adm. Louis Dreller, Navy; Maj. Gen. F. H. Griswold, Air Force; Col. Eugene V. Elder, Army alternate; Capt. T. B. McMurtrey, Navy acting alternate; Lt. Col. F. A. Gugliotta, Air Force alternate; Comdr. J. P. Jones, aide to Adm. Dreller. From Munitions Board's Electronics Division: Marvin Hobbs, chief; Thomas A. Perrott & K. A. H. Smith, assistants; Col. P. C. Gripper, Army; Comdr. W. D. Hudgins, Navy; Col. T. M. Natt, Air Force.

From other gov't. agencies: Leighton H. Peebles & Walter Campbell, National Security Resources Board; Maj. Gen. H. M. McClelland, Joint Chiefs of Staff; Maj. Gen. F. L. Ankenbrandt, Dept. of the Air Force; Vice Adm. Edwin D. Foster, Dept. of the Navy; Donald S. Parris, Dept. of Commerce; James T. George, Bureau of Budget. Visitors: Col. K. Gonseth, Signal Corps; L. Gray, Navy; Albert Kay, Munitions Board Manpower Div.

Bill to amend Communications Act may be prepared by next week, says Rep. Dwight Rogers (D-Fla.), acting chairman of House Interstate & Foreign Commerce Committee's subcommittee which completed hearings on Senate-passed McFarland bill Aug. 14 (Vol. 6:31). FCC Chairman Coy's lengthy testimony in opposition to number of McFarland bill's provisions is believed to have considerably reduced chances of their approval. It's doubtful Senate and House can iron out differences any time soon.

Call letters PRF-3-TV have been assigned newly opened first station in South America in Sao Paulo, Brazil (Vol. 6:30), known as Emissoras Associados TV, owned by publisher-broadcaster Dr. Assis Chateaubriand.

Network Accounts: Food Stores Productions Inc. has purchased DuMont Network from Sept. 5, Tue. 10-11, for *Star Time*, featuring Lew Parker, Frances Langford and Benny Goodman; 13 major grocery groups in 31 cities with TV outlets are sponsoring . . . CBS-TV reports 15 sponsors now for its *Homemakers Exchange*, Mon. thru Fri. 4-4:30; they're California Walnut Growers Assn., Kelvinator, S.O.S. Cleaning Pads, Olney & Carpenter French Fried Onions & Potato Chips, Wearever Aluminum, G. Washington Coffee, Pure-Pak Ice Cream, Renuzit, Duff's Cake Mixes, Sun-sweet Prunes, Knox Gelatine, United Fruit, Wilbur-Suchard Chocolates, Lewyt Vacuum Cleaners, Swift Peanut Butter . . . Philco Sept. 13 takes full hour of *Don McNeill TV Club* from Chicago on ABC-TV, Wed. 9-10 . . . Sylvania Sept. 29 starts *Beat the Clock* on CBS-TV, Fri. 10-10:30 . . . Lever Bros. Oct. 2 starts *Lux Video Theater* on CBS-TV, Mon. 8-8:30 . . . Nash-Kelvinator Sept. 29 starts *Winner Take All* on CBS-TV, Fri. 10-10:30 . . . Block Drug Co. (Amm-i-Dent toothpaste) Sept. 19 starts *Mystery Playhouse* on CBS-TV, Tue. 10-10:30 . . . Chesterfield has taken CBS-TV from Oct. 2, Mon.-Wed.-Fri. 7:45-8, for undetermined show, probably Perry Como . . . Alcoa Inc. (aluminum storm windows, sashes) Aug. 23 starts *Through Wendy's Window* with Wendy Barrie on NBC-TV, Wed. 8-8:15 . . . Speidel Co. (watch bands) Sept. 18 starts unnamed drama on NBC-TV, Mon. 8-8:30 . . . Maison, Au & Magenheimer (Mason Peaks candy) Oct. 7 starts *Chester, the Pup* on ABC-TV, Sat. 12-12:15 . . . Kaiser-Frazer tentatively set to start *Ellery Queen* on DuMont Oct. 19, Thu. 9-9:30 . . . General Foods (Jell-O) Aug. 27 returns *Aldrich Family* with Dick Tyler as Henry in new series on CBS-TV, Sun. 7:30-8.

Station Accounts: Billings totaling more than \$500,000 are represented in 5-year contract of Adam Scheidt Brewing Co. (Valley Forge Beer, Ramshead Ale) with Philadelphia's WFIL & WFIL-TV, calling for one-hour disc jockey show 11-12 midnight on AM and 15-min. George Walsh sportscasts 7-7:15 on TV—both Mon. thru Sat., 52 weeks . . . KFI-TV signs Los Angeles Brewing Co. (East-side Beer), now co-sponsoring Angels baseball, to sponsor 5 feature films a week, Mon. thru Fri. at 8 after baseball season ends . . . Bruno-New York (RCA, Bendix, International Harvester distributor) Aug. 20 starts co-sponsorship with Friendly Frost Stores of *Say It with Acting*, charades, on WNBT, Sun. 6:30-7 . . . Seiberling Rubber Co. offering TV shorts and radio spots to promote fall tire sales, thru Meldrum & Fewsmith, Cleveland . . . Assn. of Southern California Drive-In Theaters is sponsor of 1-min. film announcements Fri. & Sat. on KTTV, Los Angeles . . . Among other accounts currently reported using or planning to use TV (all agencies N. Y. unless otherwise specified): Wildroot Co. Inc. (toiletries), thru BBDO; Baltimore Spice Co., thru Edward Prager Co., Baltimore (WPTZ); Tomat-O-Pep Co. (canned juice), thru Long Adv. Service, San Jose, Cal.; S & W Fine Foods Inc., thru Foote, Cone & Belding, San Francisco (KTTV); Southern Pacific R.R., thru Foote, Cone & Belding, Los Angeles; Bullseye Corp. (Plasticote car polish), thru Ted Sommers Inc., Bridgeport, Conn.; Skinner & Pelton Inc. (Silavox ear-phone attachment), thru Gourfain-Conn Adv., Chicago.

Admiral Corp. will sponsor 15 Los Angeles Rams pro grid games, 8 at home, 6 on film, one microwaved from San Francisco, under deal whereby Rams are guaranteed \$575,000 minimum gate receipts. Station is NBC's KNBH, and deal has Admiral responsible for \$151,000 of guarantee, KNBH assuming rest. Last year, Rams took in \$371,000 on 8 games. If attendance exceeds \$575,000, sliding scale makes it possible for sponsor and station to carry games at "little or no financial outlay."

Telecasting Notes: Gillette, sponsor of World Series in recent years on Mutual and special TV hookups, has matched DuMont offer of \$650,000 for TV rights (which MBS has had but couldn't keep for lack of a TV network); baseball commissioner Chandler's office said bidding would be kept open until Saturday, Aug. 19 . . . Metropolitan Opera has signed with ABC-TV again to telecast opening night and radio Saturday afternoon performances . . . WOR & WOR-TV have signed contract with IBEW, result of May NLRB election which led technicians to quit NABET . . . WFAA-TV, Dallas, and KPRC-TV, Houston, now represented nationally by Petry, whose total list will reach even dozen with WSM-TV, Nashville, starting next month; former rep. was Adam Young . . . *Buster Keaton Show*, hit on Los Angeles KTTV, where it was sponsored 15 weeks by Studebaker Dealers, now goes on 35mm sound film for syndication by Consolidated Television Productions Inc., which is backed by *Los Angeles Times* . . . Gen. Lucius D. Clay, chairman of Crusade for Freedom of National Committee for a Free Europe Inc., operating privately-financed Radio Free Europe, has named Roger Brown TV-radio chairman; public relations firm of Roger Brown Inc. handles Motorola account, among others, and he'll ask all American TV-radio outlets to cooperate in effort to get truth behind Iron Curtain.

"Does TV hurt sports?" question got strongest denial yet when Texas League attendance figures for first three-quarters of season were released this week. Houston attendance improved despite fact its team is lowest in league and it's only city in league televising all games. What's more, biggest losses, compared with 1949, have been suffered by Shreveport, with no stations, and San Antonio, with TV banned. From another quarter comes this comment: "Most of the men connected with sports are now willing to concede that many other factors besides TV influence sports attendance, and I feel rather confident that from now on TV won't be the single whipping boy that it has been in the past." Observer is C. L. Jordan, executive v.p. of N. W. Ayer, who has kept sharp eye on work of his son Jerry. Latter's well-known study on subject (Vol. 6:19,23) is now being distributed as 112-page booklet by RTMA, to 12,000 colleges, editors, stations, etc. In letter accompanying booklet, RTMA president Robert Sprague emphasizes that RTMA had nothing to do with study until it was completed and results announced.

Personal Notes: Hugh M. P. Higgins, ex-NBC Washington sales promotion director, then after war service, an asst. in NAB Broadcast Advertising Dept., presently mgr. of WMOA, Marietta, O., Sept. 1 succeeds Maurice Mitchell as director of BAB . . . Robert E. Kintner, ABC president, signed to new 5-year contract at \$75,000 a year, plus \$5000 annually on each \$250,000 if net exceeds \$1,000,000 a year . . . John K. Herbert, v.p. & general advertising mgr. of Hearst Magazines Inc., joins NBC Sept. 5 as asst. to president Joseph H. McConnell . . . Rod Mitchell promoted to asst. program director, WCBS-TV, New York . . . Norman Gladney, ex-Scheck Adv., Newark, joins Franklin, Bertin & Tragerman Inc. as TV v.p.; agency Nov. 1 becomes known as Franklin, Gladney & Tragerman Inc. . . . Pierce L. Romaine resigns as Raymer v.p. . . . Alex Nervo, radio director of J. Walter Thompson's Mexico City office, in New York this week studying TV in connection with Sept. 1 opening of new XHTV, Mexico City (Vol. 6:25).

President's Communications Policy Board (Vol. 6:4,5,7,10) has added to staff: William Plummer, on leave of absence from Glenn D. Gillett & Associates, Washington consultants; Ralph Smith, ex-president of Aeronautical Radio Inc.; Ernest Shaffer, on leave from Commerce Dept. Board's report to President Truman is due Oct. 31.

Mexico's director of telecommunications Miguel Pereyra, accompanied by his TV director Miguel Espejel, were in Washington this week to confer on TV and other matters. They disclosed that, besides publisher Romulo O'Farrell's XHTV on Channel 4 (Vol. 6:25,28), Mexico City has XEGC-TV on Channel 2 operated experimentally by inventor Guillermo Gonzalez Camarena; and that CPs have been issued to Emilio Azcarraga for XEW-TV on Channel 5 and to Radio Panamericana for XEQ-TV on Channel 9. Mexican Govt. has reserved Channel 6 for itself. Applications are also on hand for stations in Matamoros, Tijuana, Mexicali, Monterrey, Veracruz, Guadalajara, and CPs will be granted when frequency agreements are reached with U. S. (presumably awaiting our allocations). Senor Pereyra said there aren't many TVs yet in Mexico, where they cost about 3 times as much as in U. S., but receivers are now arriving against an RCA import permit for 10,000. Radio manufacturers and financial interests, he said, are anxious to initiate set production in Mexico, importing most supplies from U. S.

Hastening to be first on air in Cuba (Vol. 6:30), Union Radio Network of Havana (Kaspar Pumarejo, president) had RCA ship its 5-kw TV transmitter (8000 lbs.) and associated equipment (14,000 lbs.) via air this week, indicated it expects to get going this fall. RCA field engineer W. C. Cothron is supervising Union Radio's installation, hopes to have it on air in 6 weeks. He also handled Mexico City's new XHTV, which inaugurates Sept. 1.

How unions are eyeing TV was indicated at two conventions this week: (1) In Chicago, A. Frank Reel, AFRA executive secretary, warned members to watch out for AM broadcaster complaints "about competition of TV, cutting rates and the miseries of business." (2) In Detroit, International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), seeking place in TV sun, heard president Richard F. Walsh say: "There is developing a tendency for TV to move more and more into the theatres . . . and likewise more in Hollywood. As that continues, our position will be strengthened." IATSE is working with RCA in training theatre TV projectionists. First class of 25 operators will receive instruction at Camden during Sept. 11 week.

FCC this week told Atlanta Newspapers Inc. (recently consolidated *Journal and Constitution*) to make up mind by Sept. 8, choose between keeping WSB-TV on Channel 8 or WCON-TV on Channel 2 (Vol. 6:12,13,20); and, if latter is chosen, to be ready for program tests by Oct. 10. Newspaper firm wants to keep both going until Feb. 15 for propagation tests, also had asked hike to 50 kw for WCON-TV, which has official status of CP holder now testing with 4.9 kw visual power, 980-ft. antenna height. WSB-TV has 23.8 kw, 530-ft. antenna. Commission said it would be glad to get propagation data, but only after one station is surrendered; also, that power and height couldn't exceed WCON-TV's authorized facilities because of freeze.

City of Jacksonville has petitioned FCC to reconsider its denial of renewal of CP for WJAX-TV (Vol. 6:31), claiming this is first denial of an initial extension request, stating financial obstacles have been removed, promising construction will begin as soon as CP is reinstated.

ABC showed profit first half of 1950 of \$180,000 (11¢ per share) compared with loss of \$46,141 same period last year. First quarter profit this year was \$93,000 (5¢) vs. loss of \$64,000. For all 1949, ABC loss was \$519,085 vs. profit of \$468,676 for 1948.

Jack Benny slated by Lucky Strike and CBS-TV to do 5 or 6 Sun. night (probably 7:30) full-hour TV shows, spaced 2 months apart, starting Oct. 29.

Count of TV Sets-in-Use by Cities

As of August 1, 1950

Sets-in-use totaled 6,942,000 as of Aug. 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Total represents 431,500 increase over July 1 count (Vol. 6:29).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	192,000
Boston	2	1,175,000*	447,000
Buffalo	1	323,000*	109,000
Chicago	4	1,433,000	555,000
Cincinnati	3	384,000*	143,000
Cleveland	3	695,000	260,000
Columbus	3	225,000*	78,000
Dayton	2	291,000*	76,000
Detroit	3	839,000*	232,000
Erie	1	112,000*	26,500
Grand Rapids	1	182,000*	30,000
Johnstown	1	250,000*	26,500
Kalamazoo	1	143,000*	13,100
Lancaster	1	85,000*	54,400
Lansing	1	168,000*	13,500
Memphis	1	177,000	44,300
Milwaukee	1	327,000	129,000
New Haven	1	557,000	90,300
New York	7	3,597,000*	1,475,000
Norfolk	1	196,000	23,000
Philadelphia	3	1,184,000*	540,000
Pittsburgh	1	742,000*	122,000
Providence	1	1,011,000*	71,800
Richmond	1	130,000*	38,900
Rochester	1	208,000*	45,900
Schenectady	1	258,000*	90,500
St. Louis	1	474,000	153,000
Syracuse	2	199,000*	56,200
Toledo	1	241,000*	50,000
Utica	1	127,000*	19,800
Washington	4	691,000*	150,000
Wilmington	1	183,000*	38,100
Total Interconnected	59		5,443,800

Non-Interconnected Cities

Albuquerque	1	22,000	4,000
Ames (Des Moines)	1	126,000	12,300
Atlanta	2	233,000	52,300
Binghamton	1	131,000*	18,700
Birmingham	2	196,000	15,100
Bloomington	1	104,000*	7,500
Charlotte	1	171,000	19,200
Dallas	2	277,000*	36,400
Fort Worth	1	269,000*	29,200
Davenport-Rock Island	2	133,000	16,200
Greensboro	1	165,000	15,500
Houston	1	217,000	32,200
Huntington	1	132,000	16,000
Indianapolis	1	281,000*	60,000
Jacksonville	1	94,000	11,700
Kansas City	1	275,000	42,100
Los Angeles	7	1,372,000	595,000
Louisville	2	188,000	39,200
Miami	1	117,000	31,400
Minneapolis-St. Paul	2	333,000	105,000
New Orleans	1	225,000	30,800
Oklahoma City	1	138,000	36,900
Omaha	2	132,000	25,800
Phoenix	1	49,000	14,800
Salt Lake City	2	93,000	21,100
San Antonio	2	130,000	22,200
San Diego	1	113,000	47,600
San Francisco	3	825,000	74,800
Seattle	1	307,000	33,100
Tulsa	1	125,000	32,100
Total Non-Interconnected	47		1,498,200
Total Interconnected and Non-Interconnected	106		6,942,000

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse-Rochester-Utica-Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Washington-Baltimore; Lancaster-Baltimore; Dallas-Fort Worth.

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OF THE
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Television Digest

WITH AM FM REPORTS

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August 26, 1950

DEFENSE MEASURES NEARLY READY: Defense production, appropriations, tax bills were nearing Congressional approval at week's end -- and their impact on TV-radio and other electronics industries should be known more clearly in matter of days.

You can expect limited mobilization controls (probable first step: inventory reports) and military procurement (large and small equipment orders) that will start slowly but move up to annual rate of \$2.3 billion or more before end of next year. Most immediate impact will be 10% excise tax on TV, contained in new tax bill (H.R. 8920) now snagged in Senate on basic policy question of general excess profits tax.

TV tax as now written ostensibly would merely extend present 10% radio tax -- but it isn't that simple due to taxes on components, etc., that would apply even to govt. purchases. Section 3404 is so loosely worded (even taxes auto TVs!) that everybody recognizes it needs clarification, which has been promised.

Since tax itself seems inevitable, effort now is to have it apply only to home receivers -- a flat 10% on whole home entertainment unit as shipped by manufacturer -- and not on industrial and military TV and components. Set manufacturers, resigned to tax, are thinking in terms of including it in their suggested list prices, as they have long done with radio. As presently planned, receivers already shipped would not be taxed when excise goes into effect, probably Oct. 1.

IF AND WHEN FREEZE LIFTS, WHAT THEN? Even after FCC decides color, holds vhf-uhf allocations hearing, finally lifts freeze (next May is fair guess, assuming no more hitches) -- even then, chances are that end of freeze will be little more than empty gesture, in non-TV areas at least, if war emergency continues. Like it or not, under either a partial or full mobilization economy, non-TV cities face bleak prospects for new facilities -- regardless of FCC or those who hope for business as usual.

Cry to end freeze, heard mainly from manufacturers and retailers, has in fact abated lately. Set makers have little reason for nagging right now. Existing markets, far from saturated, are gobbling up record output of sets -- and mobilization-induced curtailments are staring them in face. New markets might be little more than headaches.

TV applicants may be laying off because color decision is imminent, freeze hearing promised immediately thereafter. On other hand, those in non-TV areas may be wondering if their chances of building TV audience are shot for the duration anyway. Where will sets come from?

Take Denver, for example, biggest city without TV. Assume freeze ends and assume city's 7 applicants still want to nail down the 5 channels FCC proposes there (TV Directory No. 11). By time FCC gets around to hearing, choosing 5 victors, and by time these get on air, it's bound to be well into 1952. Denver will have tough time building a TV audience from its limited share of limited receiver production.

In TV areas, however, end of freeze might mean something. In many one-station or 2-station cities, for example, built-up audiences are waiting, plus choice of several networks. Main problems of applicants will be to lick competing applicants, corner transmitting equipment. Last item is hard to nail down. During much of long freeze, gear has been gathering dust in factory warehouses, begging for

customers, some going into export. Currently, stations are buying for expansion, replacement and out of plain precaution.

As for color and uhf, chances of either getting good start become slimmer daily. That goes for anybody's color. Conceivably some transmitting equipment might be made. But it's hard to visualize manufacturers interrupting production lines for anything but military orders. Matter of fact, when big govt. orders are finally let, designs of even present black-and-white vhf are likely to become frozen. Munitions Boards' electronics chief Marvin Hobbs ventures that manufacturers may well find themselves sticking to existing designs simply because their engineering brainpower has been siphoned off into military equipment development.

Regardless of confusion -- war, production, color, uhf -- you can bet there will be plenty competition for vhf channels in any good-sized market, perhaps even for uhf in some areas. Applicants' attitude: Get the CP first, ask questions later; don't miss the boat, as in 1946-49, even though its sailing may be delayed.

\$2500 PER HOUR & \$525 PER SPOT: Underlining upward trend in rates in small but booming business of telecasting (Vol. 6:32), we now see CBS's New York key WCBS-TV out with new base rates of \$2500 per hour, \$525 per announcement -- highest ever levied by any station. It was only last Feb. 15 that WCBS-TV went to \$2000 & \$350 from \$1500 & \$250. And as of Aug. 1, NBC created quite a stir by raising its New York key WNBT's hourly base from \$2000 to \$2200 and announcements from \$400 to \$500 without discounts (Vol. 6:29).

Highest comparable rate in radio is WCBS's \$1350. New WCBS-TV Rate Card No. 8 is effective Sept. 1, with protection for 6 months for advertisers continuing without interruption. Base rates apply to Class A time, 6:30-11 weekdays, 6-11 Saturdays & Sundays.

Will the traffic bear such hikes? Second only to NBC in now flourishing TV network and station time sales, with ABC and DuMont trailing, CBS thinks it will, points out that New York area's TV sets-in-use now represent about 40% of homes -- so that cost-per-thousand actually is lower. Accepted figure for New York 40-mi. area is 1,475,000 receivers and 3,597,000 homes (1948) as of Aug. 1 (Vol. 6:33) -- just 41%. It was 1,060,000 sets last Feb. 1 (Vol. 6:8) -- about 30%.

It's foregone certainty other New York outlets will increase, too, WOR-TV already going from \$1200 to \$1500 as of Aug. 15 (Vol. 6:32). It's good guess WNBT will go up again by next Jan. 1. ABC's WJZ-TV last February went to \$2000 & \$360 (network rate \$2200); DuMont's WABD on April 1 went to \$2000 & \$350 from \$1500 & \$200. WPIX is \$1200 & \$200 but new rate card is due shortly. In nearby Newark, WATV has stuck to \$600 & \$125 since Nov. 1, 1949.

Rate increases are order of the day elsewhere, too -- along with expansions of telecast schedules, as regularly reported in these columns. Since publication of our July 15 TV Directory No. 11: Television Rates & Factbook, we've reported nearly a score of station increases (Vol. 29-32), and more are in the making. This week, too, it was indicated all 5 NBC-owned TV stations by Oct. 1 will expand 7-day-a-week schedules to 9 a.m. to midnight-or-later.

* * * *

War-stimulated interest in listening has given radio such a fillip that Broadcasting Magazine reports (Aug. 21) that aural radio time sales even in TV areas are on upgrade and will set new records this fall-winter. Authoritative spokesman for radio broadcasters paints very rosy picture of present business and immediate prospects in comprehensive regional surveys, notes brightest is spot advertising which it says will be up 10% or more from last year's record. Even the AM networks, all but CBS currently lagging behind last year, face good chances of total 1950 business better than 1949.

An accelerating boom is also seen in TV, with unavailability of program or spot time freezing out many advertisers who want in. Surveys, however, deal mainly with AM, report many stations breaking all-time sales records. "This goes for areas that have TV stations, with TV appearing to draw much new money..."

FCC MULLS COLOR, IGNORES NEW CLAIMS: Color Television Inc. this week made desperate last-minute stab at breaking down FCC's "closed-door" policy on color, imposed at close of hearing. But like everyone else bearing word of post-hearing developments, CTI got cold shoulder.

FCC is still driving for decision by Labor Day. Commissioners seem to be waiting around as staff works away. Chairman Coy even took off Wednesday for long weekend -- and that's really unusual. Commission begins considering drafts of decision Monday, may come to agreement before week's end.

Condon Committee is still alive, it turns out. Sen. Johnson says he hasn't asked it to disband, hasn't assigned it any new chores -- formally. "I've talked informally to members of the Committee about new color developments," he told us, "but what they do is up to them. Scientific development doesn't stop, thank God, and the Committee was set up to advise Congress."

So it's entirely possible that Condon Committee may dig into things FCC says it can't consider now -- GE system, RCA progress, CTI's new system, Lawrence tri-color tube, etc.

Apparently abandoning line-sequential system, CTI president Arthur Matthews wrote Coy that company has "wholly new" system, called "Uniplex," with none of old system's faults or those of CBS or RCA. He asserted he realized record is closed but he asked that patent counsel Col. Donald Lippincott and 2 engineers be permitted to discuss system with FCC next week. Letter gave no technical details.

Answering quickly, Coy called attention to GE's and RCA's post-hearing work (Vol. 6:30-33), said: "As recognized in your letter, the Commission must decide the color issues upon the basis of the record before it..." However, he added, FCC would be glad to hear about new work.

Catch came when CTI counsel and FCC discussed dates for meeting. Former wants it right away, naturally. Latter suggested -- uh -- how about late September? Decision is expected before then, of course.

Since line-sequential system's chances are generally considered slim anyway, CTI may give FCC more legal trouble than anyone else. FCC is well aware of that, but seems not at all fazed.

GE's frequency-interlace system (Vol. 6:30) is beginning to stir up the experts. All say they have to see it before they commit themselves, but some very competent men feel GE may have something. Demonstrations, expected in late October, may tell tale.

Description of GE system, as filed with FCC, is published in September Electronics Magazine. Basic patents are in public domain, apparently. Bell Labs' Frank Gray was assigned them in 1930, so they've expired. GE's Robert Dome has done so many new things with it, however, that he may have some new patents.

TV CAN BUILD MOVIE BOXOFFICE BUT--: Movie makers have finally done the obvious -- given TV a real test to see how well it can sell movies. Answer to date: "Very well." But producers' statisticians are still poring over costs and returns to see whether TV is to get another steady customer.

Most ambitious recent experiments were those of Columbia Pictures and Samuel Goldwyn. Former really saturated Los Angeles and New York with TV buildup of film "711 Ocean Drive." Latter concentrated on one-station pitch, through New York's WNBT, for "Edge of Doom."

Columbia cut all other media to the bone, spent some \$14,000 to feed number of stations in both cities a variety of material prepared by its TV packaging subsidiary Screen Gems -- ranging from movie-type trailers to interviews with stars.

Researchers went to work, counted boxoffice, asked audiences where they first heard of picture, measured proportion of TV owners among customers, etc.

Officials say they're definitely impressed with overall results, but can't tell where they go from here until data is analyzed. Columbia hasn't indicated whether it will release findings when completed.

Goldwyn shot the works to tune of some \$5,000. WNBT ran half-hour documen-

tary on Goldwyn himself, conducted interviews with him and his staff, ran trailers, etc. He admits results weren't bad.

This week, MGM capitulated, announced it would make TV trailers for forthcoming "Right Cross," "King Solomon's Mines," "Devil's Doorway," "A Life of Her Own." Billboard says MGM is apparently so sold (headline: MGM Now Loves TV) that it's willing to buy 52 weeks if necessary to get good time periods.

Use of TV by exhibitors has shown great growth in last 6 months or so, but practice is still largely experimental, nothing like an accepted routine of heavy expenditures. National Screen Service, big maker of regular trailers for exhibitors, is starting TV trailer service.

Despite these apparently rosy impressions, there still seem to be number of problems. Who's going to pay for TV? Normally, producers and exhibitors share advertising costs. No such modus operandi has yet been devised for TV.

More troublesome, perhaps, is way movies' exhibition pattern and TV stations' area coverage don't jibe. First-run movies are generally shown in only one or two top theatres in each city. But TV stations blanket metropolitan areas and reach into the country.

Movie people can't see paying for that kind of coverage, consider much of it waste. When movie finally hits neighborhood theatres, original TV campaign has been forgotten by public, must be bought again. Moviemen aren't sure it's worth cost.

Then there's Petrillo, of course. TV trailers can't use movies' music, must dub in other music or use none at all.

Problems or not, some movie folk are quite sold on TV's future in building boxoffice. Says one: "Maybe we'll have to revise our booking pattern to conform with TV's coverage." Another: "It's an absolute natural. I'm completely convinced not only that movies' greatest ad expenditures will be on TV but that movies will become one of TV's biggest advertisers, if not the biggest."

Telecasting Notes: Nashville's WSM-TV got delivery this week of transmitter, is pushing completion of tower, hopes for tests in early Sept., opening probably Sept. 30 with Notre Dame-North Carolina game from network via own relay from Louisville. Promotion drive in new TV market (last for 1950) included TV Carnival at State Fair Grounds last week that saw turnout of 112,000 . . . CBS-TV's Hollywood Television City to be built on 13-acre Gilmore Stadium site will cost \$35,000,000, will include at least 5 buildings (one 13-story administration building), may be ready for first TV show in 1952, v.p. Howard Meighan reported this week . . . Zoomar's Jack Pegler and Dr. Frank G. Back touring TV stations en route to Mexico City for Sept. 1 inaugural of new XHTV (Vol. 6:25, 33) . . . NABET engineers called off 3-day strike against WWJ Aug. 21, during which picket line kept owner *Detroit News* printers out of plant so that Monday morning edition couldn't be printed. WWJ-TV & FM were silenced, but AM was kept on air by supervisory personnel. Union demanded \$125 weekly wage against current wage of \$116.50 . . . CBS-TV has leased Mansfield Theater for 5 years, its fifth Broadway playhouse . . . *Baltimore News-Post* has installed TV set in editorial dept., using it to shoot important events; claims scoop in picture of Soviet's Jacob Malik from UN . . . WCAU-TV, Philadelphia, Sept. 11 adds 5 hours to daily schedule, running 17 hours per day Mon. thru Fri. (9-2 a.m.), 15½ hours Sat., football afternoon Sun. . . KTSN, Los Angeles, Sept. 16 adds full Sat. night schedule to present Mon. thru Fri. 6 p.m.-midnight.

Cost of tubes for Milwaukee's WTMJ-TV for 2½ years ending June 1: \$27,189 for 23 orthicons (\$3.20 per tube per hour); \$1758 for 4 iconoscopes (58¢ per hour); \$8290 for 6 transmitter tubes, Model 8D21 (\$1.45 per hour). For costs as of June 1, 1949, see Vol. 5:37.

Bitter hassles over time allocations on expanded AT&T coaxial-microwave circuits (Vol. 6:31) reached impasse Wednesday, arguments having to do mostly with one and 2-circuit "legs" that are inadequate to provide all 4 networks with facilities. No problem was encountered over 4 circuits westward, 2 eastward, soon to be available. NBC and CBS, with sponsor time just about sold out but station outlets scarce, are opposed by ABC and DuMont, demanding equal treatment. Most new circuits open Sept. 30, so many more long meetings are in prospect. AT&T must be arbiter, though dissident parties can appeal to FCC on legal grounds of misapplication of tariff. FCC had Stratford Smith, common carrier attorney, sitting in this week on network committee meetings—but only as "observer."

July network TV billings (excluding DuMont) totaled \$1,450,254, to bring first 7 months of 1950 to \$15,428,049, according to Publishers Information Bureau. Seven-month figure is more than 3 times that for same period last year. Network radio (AM) for July for first time this year ran ahead of comparable 1949 month; but for 7 months totaled \$109,293,958 vs. \$112,870,545 for same period last year. The PIB tables:

NETWORK TELEVISION				
	July 1950	July 1949	Seven Months 1950	Seven Months 1949
ABC	\$ 220,466	\$119,674	\$ 2,156,194	\$ 470,313
CBS	292,784	114,401	4,833,615	1,173,309
DuMont	*	73,714		486,487
NBC	937,004	317,775	8,438,240	2,746,396
Total	\$1,450,254	\$625,564	\$15,428,049	\$4,876,505
NETWORK RADIO				
	July 1950	July 1949	Seven Months 1950	Seven Months 1949
ABC	\$ 2,275,133	\$ 2,788,151	\$ 21,790,145	\$ 26,253,312
CBS	4,515,645	3,779,469	40,587,495	37,331,254
MBS	1,057,200	1,133,315	9,550,844	11,412,589
NBC	4,455,431	4,384,305	37,365,474	37,873,390
Total	\$12,303,409	\$12,085,240	\$109,293,958	\$112,870,545

* Not available.

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Television Digest

WITH AM FM REPORTS

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As a special service to all subscribers, Television Digest is enclosing herewith a printed copy of FCC's "Report on Color Television Issues," including the separate opinions of Comrs. Hennock, Hyde and Jones, omitting only the appendices listing witnesses and exhibits and the 80-page Annex to Comr. Jones' "dissent in part." Published also—on page 24 of this Special Color Report—is text of proposed rule on suggested "bracket standards" under which TV

manufacturers would build sets capable of receiving not only present monochrome but also black-and-white from CBS color transmissions. We are especially indebted to the Law Reporter Printing Co. and its staff for foregoing part of the holiday weekend to enable us to publish these long texts, made available late Friday, in time to have them in the mails to our subscribers the following day. Extra copies are available to subscribers at \$2 each.

FCC PICKS CBS COLOR SYSTEM—UNLESS: FCC stopped just short of giving CBS the color decision this week. It virtually tossed out RCA and CTI, though gave them and other claimants one last chance by making no final decision as yet.

Placing small store by compatibility, apparently willing to kiss off 1950's 10,000,000 set owners, it told a stunned industry to produce and demonstrate a system superior to CBS's -- within 3 months -- or else it would wrap up final decision and hand it to CBS. And it was quite clear from context of its Sept. 1 "first report" that it really doubts industry can do it.

FCC threw an ingenious gimmick into its report. Having no direct jurisdiction over TV manufacturers, it threatened to adopt CBS system even sooner -- within a month -- unless receiver manufacturers promised to start building sets capable of receiving CBS system in monochrome (i.e., compatible with CBS) as well as present black-and-white signals. It is asking manufacturers to report on their intentions.

This squeeze play on manufacturers, plus whole tenor of report, clearly shows FCC harbors violent distrust of industry's judgment and testimony. Said Commission of industry testimony: "We cannot overlook the fact that many of these same parties offered recommendations and expert opinions of the same kind as the basis of their advocacy in the 1946-1947 hearing of the simultaneous system -- a system which never survived field testing."

In view of manifest attitude toward the set makers, it's a wonder that FCC is asking for any sort of promises from industry.

* * * *

But FCC hasn't given color TV to the country -- yet. Nowhere in its lengthy and intricate report does it tell how CBS system, if finally chosen, will be made to work -- whether thought is to force telecasters, in future rules, to transmit incompatible color all or part time and thus start tortuous task of building up audiences all over again.

Thoroughly wedded to urgency of color, FCC states: "We believe that an informed public would demand receivers that are capable of getting programs from all TV stations in the area and that the manufacturers would build such receivers."

Nor does FCC reckon with mobilization. It's common knowledge whole electronics industry is preparing to shift brains and brawn to military production, will soon face reduced civilian output, must soon consider cutting frills and furbelows from TV-radio lines that will inevitably be limited by military priorities on materials and manpower.

Stepup of war production could render whole color issue academic.

Color report was released 3 p.m. Friday, after rumors had ricocheted around country all week, pushing CBS stock up from 28½ on Monday (Aug. 28) to 33½ when N.Y. Stock Exchange closed Friday. Commission's precaution in issuing statement after exchange closing didn't preclude trading on San Francisco Exchange (closing 3 hours later), and seldom-traded issue there sold 600 shares and leaped to 37½. Curiously enough, RCA stock wasn't adversely affected, ended week strongly at 18½, up ½ from day's opening.

It's now apparent from persistent rumors, which started Monday when word was CBS had alerted vacationing executives to be on hand for Friday meeting on color -- and from early-week action in CBS stock -- that FCC's "best kept secret" had leaked.

Industry scarcely had time to react. Like many of Commission and staff, its leaders were hastening away for Labor Day weekends or gone on longer vacations. FCC Chairman Coy leaves next week for 10 days or more.

Obviously elated, CBS president Stanton said: "The FCC's color TV report is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other systems considered...We plan to be on the air with 20 hours per week of color TV programs within 30 days after the Commission makes its final decision...The Commission's report is a tribute to Dr. Peter C. Goldmark and his CBS laboratory associates..."

Obviously disappointed, RCA issued brief statement noting FCC's "failure to adopt a final decision," adding that "when a final decision is reached it is confident the RCA all-electronic, fully compatible system will be approved." It would say little more, asserting "FCC's lengthy first report will require detailed study."

"We will win the last lap of the color race," was prediction of CTI president Arthur Matthews, of San Francisco, who was in Washington Friday. "The Commission has left the door open for CTI to demonstrate its completely new Uniplex system between Dec. 5, 1950 and Jan. 5, 1951. We will build our equipment and be prepared to demonstrate a color TV system definitely superior to the CBS system or any other thus far proposed." He added new CTI system will be fully compatible, took comfort in interpretation that "FCC decision indicates color problem is far from solved."

GE's Dr. W. R. G. Baker, who is RTMA engineering director, could not be reached for comment about how GE's proposed but as yet undemonstrated system (Vol. 6:30) can stack up. Dr. Allen DuMont said he hadn't studied report "but from preliminary examination it looks as if the FCC agrees with our premise that color is not ready commercially at the present time." Just 2 days earlier, he had told N.Y. World-Telegram: "I'd toss [CBS] out the window."

* * * *

Situation is now squarely up to bulk of manufacturers, who must make up their minds fast. Even if a "perfect" system were developed by anyone, FCC indicates it will ignore it except under following specific procedure:

(1) By Sept. 29, set makers are requested to tell FCC whether they'll build all sets henceforth capable of operating on "bracket standards" -- i.e., with a line-frequency ranging from 15,000 to 32,000, field frequency from 50 to 150. (Black-and-white has 15,750 and 60; CBS has 29,160 and 144.) These sets would be compatible with CBS system, get black-and-white from color transmissions, as well as ordinary black-and-white. Switch invented by FCC engineers Edward Chapin and Willard Roberts (Vol. 5:46,48,49) would presumably be useful here in that it permits set to change automatically between monochrome and CBS standards.

(2) If manufacturers promise to make such sets, FCC will still propose to adopt CBS system. But it will also consent to study new systems and improvements on old (such as RCA, GE, CTI, Hazeltine, Lawrence). However, new developments must be on air in Washington from Dec. 5 to Jan. 5, and FCC labs must have representative receivers by Dec. 5. To qualify for further consideration after that, these developments must meet 7 stringent requirements of performance as set forth in report's paragraph 122.

(3) If "bracket standards" sets are forthcoming, FCC says only then will it

look into 3 questions concerning CBS system -- how it works with tri-color tubes, how well it can use horizontal interlace to increase resolution, how good its chances are of using long-persistence phosphors to cut down system's flicker and increase brightness.

(4) If manufacturers don't come across, CBS system will be adopted pronto; Commission will forget its 3 questions about system. Positive language here is in best Chairman Coy manner.

* * * *

What industry thinks of "immediate color" was well-reported by Wall Street Journal's Joseph Guilfoyle, Sept. 2. Air King's D. H. Cogan, who had plugged for CBS during hearing, said: "It would be suicidal now for a manufacturer to switch to making color receivers in the face of today's material problems -- especially when we can't even make black-and-white sets in the quantities we had originally scheduled because of the lack of parts."

Philco's James Carmine: "If plenty of parts were available and there had been no Korean incident, it still would have taken at least a year from today to get into production of color sets. But now it's going to take a lot longer."

Emerson's Benjamin Abrams: "We're not going to rush into color overnight. There's no doubt color TV is coming, but it will be an evolutionary process. Color still isn't as good as black-and-white and it's going to take a long time to iron out the bugs." Another manufacturer: "The masses might just as well forget about color TV until 1953 at least."

"And when color does come," said Guilfoyle, "don't think you're going to get it just like that. It's going to cost you money. For instance, present black-and-white receivers now in use will not be able to pick up the CBS color signals and reproduce them unaided, even in plain old black-and-white. To do that you'll have to add an 'adapter' -- a contraption not to be confused with a converter, which would yield the peacock tints to your set.

"How much will an adapter cost?" Mr. Cogan about 8 months ago told the FCC his firm would make adapters to retail for about \$39. But now he thinks the price may be nearer \$59. This means it will cost TV addicts more than \$400,000,000 to keep their 7,000,000-odd black-and-white receivers in operation when the CBS color signal goes on the air."

* * * *

FCC picked CBS after rating the 3 systems as follows:

CBS -- Picture's fidelity, texture, contrast "most satisfactory." Equipment simple, inexpensive. Brightness adequate for home use. Flicker not bad, and long-persistence phosphors offer "hope" for improvement in flicker-brightness relationship. Color fringing and breakup not serious, since people "tend" not to see them and production techniques can "minimize" them. Low color resolution offset by addition of color. Low black-and-white resolution no worse than ordinary black-and-white after passing through 2.7-mc coaxial. Picture size limitations can be overcome by tri-color tube or projection sets.

RCA -- Color fidelity "not satisfactory." Texture bad due to misregistration and dot structure. Contrast difficult to maintain. Equipment "unduly" complex. Black-and-white compatible picture "somewhat degraded." More susceptible to interference. Not satisfactory over 2.7-mc coaxial. Inadequate field testing.

CTI -- Picture "not at all satisfactory" because of crawl and bad texture. Compatible black-and-white degraded. Equipment "unduly" complex.

* * * *

Compatibility is dismissed as too high a price to pay for color. While admitting desirability of compatible system, FCC report avers "no such satisfactory system" was shown during hearings. Those shown suffered from poor pictures or were too complex, report stated.

As for 7,000,000 monochrome sets it says are now in hands of public, which

will probably be 10,000,000 by time of final decision at earliest date probable, FCC believes acceptance by industry of "bracket standards" would "dilute such incompatible sets year by year -- until everything is dual standards or color."

Present set owners, FCC said, will still be able to get monochrome signals for "several years after decision." If they want to, it adds, today's set owners can adapt sets inexpensively to get black-and-white picture from CBS color transmission, or can convert sets to get color pictures for "slightly larger amount."

"It would not be in the public interest to deprive 40,000,000 American families of color television in order to spare the owners of 7,000,000 sets the expense required for adaptation," report stated.

* * * *

It's too early to analyze report fully as this is written, few hours after release, but several weaknesses in FCC's evaluations suggest themselves immediately:

(1) Two wrongs scarcely make right when it comes to resolution. Fact that coaxial degrades present black-and-white hardly justifies CBS's low resolution. Anyway, bulk of AT&T's interconnections will soon be 4-mc microwaves, improving black-and-white. Then Commission says, in effect, "If CBS resolution isn't good enough for you, buy a color set -- that will make up for it." This "let them eat cake" attitude seems hardly in line with Commission's professed concern for consumer's pocketbook.

(2) FCC is for "color immediately." Yet it recognizes CBS system must have tri-color tube to overcome size limitations. (CBS's 12½-in. maximum is now black-and-white's minimum, and that size is about to disappear from production lines.) But mass production of tri-color tubes is unquestionably quite a ways off. Besides, FCC isn't yet satisfied that RCA's tri-color tube is good enough. And it hasn't even seen Lawrence tube yet. So it's willing to run risk of being stuck with whirling disc and small picture -- unless public can be won to projections, for which buyers have thus far shown decided antipathy.

* * * *

It's ironic that FCC and RCA inventions seem to have done much to sell CBS system to Commission. Chapin-Roberts automatic switch certainly was a boost. And it's hard to believe FCC would favor CBS system if RCA tube (possibly Lawrence tube, too) didn't promise to release it from mechanical disc and 12½-in. picture maximum.

Noteworthy, too, is fact Condon Committee report carried almost no weight; it had encouraged further look-see into RCA and Hazeltine developments (Vol. 6:28).

Surprising were separate views of Comr. Hennock -- she who had nagged industry witnesses mercilessly, demanding "color now." Compatibility is so important to her, she stated, that she feels 3 months far too short for industry to try to develop satisfactory compatible system. She'd give it until June 30, 1951.

Comr. Jones' views weren't surprising; actually, he makes sense when he rides majority for saying it wants more information on certain aspects of CBS system, though only if manufacturers promise to make sets under "bracket standards." Jones wants CBS color now, as does Comr. Hyde. Annex to Jones dissent, longer than all rest of report combined, purports to be "a study of the disgraceful treatment of the field sequential system by the industry from 1940 to date." He also casts reflection on predecessor Commissions of last 10 years for being party to it.

One top industry figure suggests FCC ought to go ahead and adopt CBS system, then watch it fail. Another one remarked: "If they adopt CBS, we'll be in the same shape, in color, that England is in black-and-white. Just watch the Europeans, who feel they have plenty of time, pick up the dot-sequential system and run with it. They'll make us look like monkeys in a few years."

It's evident FCC -- and of course CBS -- still face huge job of convincing manufacturers, telecasters and public that they're on right track. But a unanimously convinced FCC certainly is a notable first victory for CBS.

END-OF-FREEZE HEARINGS START OCT. 2: FCC moved promptly to clear remaining obstacles to ending of TV freeze, immediately after breaking color log-jam (see p. 1). It set Oct. 2 as date for opening hearings on general issues, including propagation, uhf, Stratovision, Polycasting, educational channels, "metered TV" etc. FCC said it also wants, by Oct. 31, any comments on use of horizontal interlace for monochrome TV.

Hearings on specific allocation proposals and oppositions, including FCC's own and DuMont vhf-uhf allocation plans, start soon after close of those on general issues -- date to be set later. Cross examination by Bell Labs and others seeking 470-500 mc (Vol. 6:22-24) will be part of general issues hearings.

[For official notice of Oct. 2 hearing, list of companies to appear, order of testimony, get FCC Public Notice No. 50-1066. For details of general issues, see Appendix A of our Supplement No. 64, July 11, 1949. For FCC allocation plan, see our TV Directory No. 11. For DuMont allocation plan, see Supplement No. 68. For specific allocation proposals and oppositions, see Supplement No. 67 series.]

GUESSES & FACTS ABOUT DEFENSE ORDERS: You get all sorts of estimates of impact of military orders on civilian electronics production -- but from all we can gather they're sheer guesswork. Thus far, Uncle Sam's demands have been relatively small, largely routine supplies and developmental or semi-developmental orders placed pre-Korea. These haven't interfered with TV-radio production as yet, for example. But there's little doubt upcoming govt. orders will create inevitable shortages in an industry already feeling strain of shortages brought about by high civilian demand.

"When they tell us what they want, we'll make it." That's attitude of most TV-radio producers, who say they still have lots of added capacity but are dubious about materials. Consensus seems to be govt. planning takes so long that it will be end of year before impact on present production is felt. Everybody seems to be counting on "normal" production through rest of this year.

GE's Dr. W. R. G. Baker said he thinks TV production will be cut 20% by January -- but he admits no one really knows. In addition to acknowledged slowness to let contracts, red tape involved, etc., there's matter of type of contract; for example, many military items have to be engineered for mass production, and there may be no effect on TV-radio lines until engineering and design work is completed.

Dr. Baker's 20% figure was mentioned in statement to GE employes Aug. 28, assuring them that if TV production is cut back they will be reassigned to other work. He said some employes were getting jittery. He hoped TV cuts would be held to minimum since TV is instrument for public information and morale.

Neither at GE, Philco, Motorola, RCA nor Westinghouse has govt. work as yet interfered with TV-radio production. All are govt. contractors. RCA Victor spokesman said if govt. orders increase, civilian production would "of course" be cut as needed to meet military requirements. At New York press conference, Crosley's John W. Craig said company can maintain TV-radio and white goods production through rest of this year, but is uncertain about first quarter 1951. In Los Angeles, Packard-Bell president H. A. Bell opined that in 1951 "if we do not become involved in a major war, TV production should hold to at least 75% of 1950's fabulous rate."

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On eve of President's signature of Defense Production Act of 1950 (H.R. 9176), Dept. of Commerce was readying to take over allocations and priorities control under Maj. Gen. Wm. H. Harrison (Vol. 6:34). Inventory freeze order is framed and questionnaire is supposed to go out to all manufacturers, but indications are Commerce Dept.'s National Production Authority won't really get functioning for another week or more.

Even as top-level Joint Electronics Industry Committee (Vol. 6:32-33) was getting ready for Sept. 5 organization meeting in New York office of its chairman, Western Electric's Fred Lack, Commerce officials were sounding out industry for man to head up NPA's electronics division. Ray C. Cosgrove, ex-Crosley, has been mentioned. And for other NPA executive posts, Commerce specialists who may be assigned are Horace B. McCoy, now chief of office of industry & commerce; Dean O. Bowman,

asst. director in charge of industry division; Thomas W. Delehanty, director, general products branch; Donald Parris, chief, consumer durables section (of which radio-TV is part).

Economic control act covers not only allocations and priorities but also price-wage-credit controls, loans to industry, etc. Manufacturers should get copy of H.R. 9176 from their Congressman or Senator.

* * * *

Talk of war contracts being let in matter of weeks can be discounted. First, all appropriations haven't been passed yet by Congress; until that's done, military procurement folk seem to be finding it hard to "nail down" requirements. Electronics requirements for new aircraft, for example, can't be determined until services finally decide on how many and what kind of planes are to be made.

Regular fiscal 1951 bill (H.R. 7786) was awaiting President's signature this week end -- its \$36.15 billion total including some \$13.5 billion for defense, of which \$500,000,000 is earmarked for electronics. Supplemental H.R. 9526, totaling \$16.77 billion, has passed House, is still in hearing before Senate committee, includes \$1.8 billion for electronics.

24-HOUR-A-DAY TELECAST SCHEDULE: TV schedule to top all TV schedules is one planned for Scripps-Howard's WCPO-TV, Cincinnati, already operating 6 a.m. to 1 a.m. week-days and round-the-clock Saturdays and Sundays. Starting this winter, Manager Mortimer Watters plans 24-hour operation 7 days a week. He's the chap who just about a year ago (Vol. 5:30) created quite a stir in TV-radio circles by signing on his then brand-new station at 12 noon and operating it until 11 p.m. every day in the week, featuring some 4 hours of daily disc jockey shows. Now, WCPO-TV is getting such "tremendous reaction" from its 6-7 a.m. daily hillbilly show (interspersed with time, temperature, notices) and its 7-8 a.m. children's feature, that Watters says he's being "forced" to the expanded schedule. Moreover, Crosley's WLWT, which announced it would expand to 8:30-midnight Mon. thru Fri. and noon-midnight Sat. & Sun., as of Labor Day (Vol. 6:32), actually began daily at 7:30 a.m. as of Aug. 31.

Cincinnati is a particularly "hot" TV area (claims 200,000 TVs, though generally accepted figure is around 150,000) -- but trend to longer telecast days is marked throughout the 106-station industry. We've reported them regularly in these columns, notably fact all 5 NBC-owned stations in as many cities are due in October to go on 9 a.m.-to-midnight-or-later schedules 7 days a week (Vol. 6:34).

Watters holds no brief for TV operators who fear to expand, says every time he approached break-even point he added another hour and thus helped build up audience. "Today, operating 19 hours a day for 5 days, and 24 hours the other 2 days, we're almost breaking even again," he said, "and should be earning a profit soon." That's my idea of TV's future -- a bold program of expansion, based on faith in a revolutionary new medium."

MR. MALIK AS A TV MISSIONARY: Russia certainly didn't invent TV, as so blandly claimed (Vol. 6:12) -- but its Mr. Malik has undoubtedly given daytime TV its biggest boost yet. One viewer was heard to remark that Malik's revealing "performances," while presiding over United Nations Security Council last month, have proved that "the future of daytime television isn't soap operas." His point was that the highly popular UN telecasts may be harbinger of higher plane of program fare via TV than radio. Possibly more news events and public service and educational programs -- even banquet speeches -- will find outlets in daytime schedules while leaving night hours mainly to entertainment. (It's noteworthy, though, that President Truman's Friday night fireside talk cleared all TV-radio channels, 10-10:30.)

TV networks and stations earned many plaudits, TV as whole got enormous publicity, for handling of UN telecasts -- probably as historically significant to TV as "Alabama casts its 24 votes for Underwood" was for the infant radio in early '20s. Columnist Peter Edson said success of telecasts raises anew possibility of televising Congress. But TV, he notes, would reveal most members weren't on floor most of the time, to say nothing of "demagogues and flannel mouths hogging mike..."

TV can tell the Big Truth about the Big Lie, in opinion of Brig. Gen. David Sarnoff, RCA chairman, speaking this week before national convention of Veterans of Foreign Wars. Referring to Soviet delegate Malik's revelatory "performances" during his August presidency of the UN Security Council, Gen. Sarnoff observed: "If we had international TV today—and I believe we shall have it within the next 5 years—the Voice of America would be the Voice and Vision of America. What a powerful weapon of propaganda that would give us! For then the whole world would see what millions of American viewers saw—the wonder of the UN sessions at Lake Success—and the arrogant filibuster of President Malik would have been its most effective antidote for the Russian propaganda."

Theatre TV will supplement, not compete, with home TV. That was assurance from theatre representatives at NAB TV committee meeting Aug. 31-Sept. 1. Committee heard TOA's Nathan Halpern and United Paramount Theatre's Robert H. O'Brien, both of whom indicated only theatre-TV exclusives would be in major events (such as World Series, championship boxing bouts, etc.). NAB committee named following subcommittee on theatre TV: Ted Cott, WNBT, New York, chairman; Victor A. Sholis, WHAS-TV, Louisville; Charles A. Batson, NAB TV director. NAB committee also recommended hiring of sports consultant to advise association on sports-TV, urged that film producers be accepted as associate members.

Unusual possibility in use of dot-interlace for black-and-white is that of doubling resolution passed by 2.7-mc coaxial. Engineers say that nothing in stations or receivers need be changed, that modification of coaxial terminal equipment is all that's needed. However, some regard such techniques as mere patchwork compared with AT&T's long-range program for widening coaxial bandwidth. As for monochrome stations themselves employing dot-interlace, there seems to be question about value of doubling horizontal resolution with dot-interlace, without increasing vertical resolution at same time. To do latter, of course, means change in standards, obsolescence of sets.

To tune of continued praise, TV this week continued coverage of UN Security Council (page 6 & Vol. 6:32). Editorialized *New York Times*: "This was television's greatest show and its greatest contribution to public service. It was a foretaste of what the medium can mean, for better informing the public on international and governmental affairs." Wrote *Times'* foreign affairs expert James Reston: "The citizen in the television belt does not merely read or listen to the happenings at Lake Success; he participates in them. Mr. Malik challenges, not some impersonal and distant council, but the citizen himself in his own house."

Plug for Phonevision by Millard C. Faught leads off Aug. 25 issue of intellectually august *Saturday Review of Literature*. Long article mirrors original report by Zenith's paid consultant (Vol. 5:51, 6:6), and makes high-pressured pitch for pay-as-you-look TV, claiming it can "emancipate" TV from "economic shackles of costly programming that now bind the feet of this infant giant." For estimate of how well the "infant giant" is doing, with majority of stations now in black, see "Most TV Stations Now Doing Well" (Vol. 6:32).

Anti-trust ruling against *Lorain (O.) Journal*, for conspiring to injure WEOL (Vol. 5:39), was upheld in Cleveland this week by Federal Judge Emerich B. Freed. In first such case, Justice Dept. had charged that paper refused to carry ads of business men who also used WEOL or a *Lorain* weekly.

"Red purge" of radio-TV performers, writers, directors, etc. is considered possible, following this week's much-publicized firing of actress Jean Muir, by sponsor General Foods (Jell-O), from cast of NBC-TV's *Aldrich Family*, which accordingly failed to make Aug. 27 debut. Sponsor had received complaints Miss Muir had been associated with Communist front groups, decided to drop her as a "controversial personality," but emphasized it wasn't passing on merits of charges. Nancy Carroll replaces Miss Muir on Sun. 7:30-8 show. Complaints were prompted by fact Miss Muir was listed in booklet called *Red Channels*, as one of 150 radio & TV performers whose names have been associated with Communist-tinged groups. *Red Channels* was published by Theodore Kirkpatrick, an ex-FBI agent, editor of *Counter Attack*, and was issued from office at 55 W. 42nd St., N. Y. Miss Muir issued vigorous denial, saying she has never been a Communist and regards Communism as a "vicious and destructive force." Special group to study broadcast industry has been set up by Joint Committee Against Communism in New York. At same time, American Civil Liberties Union came to Miss Muir's defense, saying: "We are sure that Communist propagandists the world over are using this case as further proof of their claim that the freedom of American radio is a sham." Taking cognizance of "red issue" in TV-radio, Sept. 2 *Billboard* carries full list of groups termed subversive by Justice Dept.

TV commercials are lampooned in page-long condemnation by associate editor Charles W. Morton in September *Atlantic Monthly*. Author bemoans what he claims is sponsors' predilection for the obvious (pictures proving that automobiles move, doors close, etc.) in face of TV's power to show "how cars came into being . . . testing tracks, laboratories . . ." Apparently he's never seen Ford's educational commercials by Dr. Roy Marshall.

"Hoffman Plan" to save sports for TV, started by Los Angeles set maker H. L. Hoffman, provides for establishment of a "Gridiron Club" to sell college football tickets through TV dealers. Then, sponsor foots bill if gate falls below specified minimum. Hoffman is sponsoring various Pacific Coast Conference games. Admiral recently made deal to guarantee minimum gate while sponsoring Los Angeles Rams pro games (Vol. 6:33).

Next NAB convention will again be held in Hotel Stevens, Chicago, sometime next April, it was decided by committee comprising Eugene S. Thomas, WOR-TV; Harold Wheelahan, WSMB; James Shouse, WLW.

NBC is planning "revolutionary new" AM time sales plan, according to trade press stories claiming knowledge of "top secret." Unconfirmable scuttlebutt has it that NBC is out to build its own top-notch shows, sell spots in and around them. This would break with traditional pattern whereby sponsors and their agencies buy and put on own network shows. Plan is regarded as projection of local spot sales practice to network level.

New system would parallel newspaper and magazine practice. These media produce editorial matter, merely sell space to advertisers. Plan is said to provide for sale of 2-minute spots to be rotated among fixed group of such shows as Phil Harris-Alice Faye, Charles Boyer, NBC Symphony, Duffy's Tavern.

One story says \$1,001,000 worth of time, in 39-week cycle, is now being offered. Another reports that some sponsors have already signed. Top brass—Niles Trammell, Charles Denny, Harry Kopf, Walter Scott, Maurice Mitchell—is said to have returned recently from cross-country trip made to lay groundwork.

Telecasting Notes: More TV rate card increases as of Sept. 1: KTSN, Los Angeles, base hourly rate up from \$500 to \$600, one-min. announcements from \$100 to \$120; WCAU-TV, Philadelphia, from \$700 to \$900 & \$100 to \$150; WBKB, Chicago, \$750 to \$925 & \$105 to \$160 (also added new Class A-1 time for 20-second ann., 6:30-10 p.m., at \$200 each); WHAM-TV, Rochester, \$300 to \$400 & \$60 to \$100; WSAZ-TV, Huntington, \$150 to \$200 & \$24 to \$36... WXEL, Cleveland, has raised announcements from \$80 to \$100... As of Oct. 1, WMAL-TV, Washington, goes from \$400 to \$500 & \$60 to \$90... WTVR, Richmond, Aug. 1 raised from \$300 to \$375 & \$60 to \$75... WCPO-TV, Cincinnati, planning to go from \$550 to \$650 & \$100 to \$125... AT&T put \$12,000,000 New York-Chicago microwave system (Vol. 6:31) into operation Sept. 1, adding 4 circuits to TV's present East-Midwest coaxial facilities. However, one present coaxial loop went into standby status, thus making total available circuits 4 westbound, 2 eastbound... WSAZ-TV Huntington-Cincinnati private relay due for momentary opening, while WTTV Bloomington-Cincinnati link has run into site trouble, may be delayed beyond Sept. 1-15 planned opening... RCA International's Meade Brunet one of notables at Aug. 31 opening of Mexico City's new XHTV on Channel 4 (Vol. 6:25, 33); though station operates on American transmission standards, American TVs shipped into Mexico must be designed for 50-cycle power source... Formal inaugural of Emissoras Associadas TV (PRF-3-TV) in Sao Paulo, Brazil (Vol. 6:30), testing on Channel 3 since July, is set for Sept. 16, Brazilian Independence Day; all standards are identical with U. S. . . . Musical clock type show, titled *Wake Up & Live*, with music, news, weather running one-hour, will open telecast day at 7:30 a.m. Mon. thru Fri. on WLWT, Cincinnati.

Personal Notes: ABC v.p. Robert H. Hinckley leaves by plane for Europe Sept. 2 on mission for ECA, will also study European broadcasting with particular attention to means of countering Russian propaganda... Maj. Gen. Frank E. Stoner, retired wartime chief of Army Communications Service, now Seattle mgr. for consultants Weldon & Carr, has been recalled by United Nations to draft plan for its telecommunications service and aid in planning short-wave broadcasting of General Assembly starting Sept. 19; he served as UN director of communications from 1947 until last Feb. . . . James M. Gaines, director of NBC owned-and-operated stations, elected v.p. . . . Harry Wismer quits as gen. mgr. of WJR, Detroit, succeeded by asst. gen. mgr. Worth Kramer; John Patt, mgr. of WGAR, Cleveland, also controlled by G. A. (Dick) Richards, elected president of WJR as well as WGAR & KMPC . . . Kevin B. Sweeney promoted to gen. sales mgr., John Bradley to asst. sales mgr. of KFI & KFI-TV, Los Angeles . . . John T. Wilner, engineering director of WBAL & WBAL-TV, Baltimore, onetime CBS-TV, elected v.p. in charge of engineering of Hearst Radio Inc., reporting to Tom A. Brooks, v.p. & gen. mgr. . . . Arnold O. Leeds promoted to TV director of Moss Associates, New York . . . Fred Osgood named technical supervisor of WBZ-TV, Boston, Sidney V. Stadig having been recalled to Navy duty . . . Everett D. Johnston has left law firm of Kirkland, Fleming, Green, Martin & Ellis to open own law offices at 1038 Washington Bldg., Washington, D. C. . . . William D. Murdock, ex-sales mgr., WOIC, Washington, has established William D. Murdock Adv. Agency; among clients is big Peoples Drug Stores (retail chain), which plans TV advertising . . . James Blair, ex-WOIC, joins TV dept. of Lamb & Keen Inc., New York, which also has added Patricia M. Randolph, ex-TV-radio director of Adrian Bauer Adv.

Network Accounts: When NBC-TV *Saturday Night Revue*, starring Sid Caesar and Jack Carter, resumes Sept. 9, Sat. 8-10:30, Campbell Soup will sponsor 8-8:30 segment, Snow Crop Foods 9-9:30, Crosley 10-10:30; with one-min. spots for Whitman's Chocolates, Johnson's Wax and Wildroot Hair Tonic in 8:30-9 period, and for Scotch Tape, S.O.S. Cleanser and Benrus Watch 9:30-10 . . . Prudential Insurance Co. Oct. 10 starts unnamed dramatic show every other Tue. 8-9 on CBS-TV (opposite Milton Berle) . . . Magnavox Sept. 15 starts unnamed dramatic show, probably to be called *Magnavox Theatre*, to alternate with *Ford Theatre* Fri. 9-10 on CBS-TV . . . Nash-Kelvinator starts its *Morton Downey Show* Sept. 28 on CBS-TV, Fri. 10-10:30 . . . Revere Cooper & Brass has purchased *Meet the Press* on NBC-TV, time to be set.

Station Accounts: Local TV time purchases, for personal appearances as well as films, are planned by Congressional and local candidates in TV areas, starting in Sept. and running to Nov. elections. Senator Tydings, Democrat, has already bought time on Baltimore and Washington outlets. In Connecticut, Republican candidate Prescott Bush, running against Senator Wm. Benton, is reported to have reserved spots before and after World Series on WNHC-TV, New Haven, planning total TV campaign budget up to \$10,000. (Incidentally, he's a CBS director.) Republican National Committee's own photographer, Ken Adams, is preparing five 5-min. films on political issues, to be made available to candidates—but they must foot own time costs . . . Among commercial sponsors reported using or planning to use TV (all agencies New York unless otherwise stated): Reader's Digest, thru BBDO; Oakite Products Inc. (cleansers), thru Calkins & Holden, Carlock, McClinton & Smith Inc.; Wellso Shoe Corp. (Foamtread slippers), thru George N. Kahn Co.; Sunbeam Corp. (appliances), thru Perrin-Paus Co., Chicago; E. J. Gallo Winery (Gallo Wines), thru Jordan Adv. Co., Los Angeles; DePree Co. (Mullo Deodorant Tablet), thru Casler, Hempstead & Hanford Inc., Chicago; Standard Oil of California, thru BBDO, San Francisco; Groveton Paper Co. (Vanity Fair Tissues, Blue Ribbon Napkins), thru John C. Dowd Inc., Boston; McGowan Educator Co. (Crax), thru John C. Dowd Inc., Boston; Cain's Mayonnaise, thru Chambers & Wilsell, Boston; Dohrmann Products (Dohrma-Seal weather proofer, etc.), thru Vick Knight Inc., Los Angeles; Scudder Food Products, Los Angeles div. of Wilson & Co., thru Davis & Co., Los Angeles; Castle Films (home movies), thru Monroe Greenthal Co.; American Chicle Co. (Crawford Cough Gum), thru Dancer-Fitzgerald-Sample.

Gillette-Mutual offer to all TV networks to telecast World Series on pooled-facilities, no-pay basis was accepted by NBC, CBS, ABC—but DuMont declined. NBC-TV was offered exclusive rights for \$200,000, but declined. It's reported network affiliates, who were forced to carry last year's series gratis, will receive token payments of one-hour daytime rate for each of first 4 days from networks.

Condon Committee's recommendation that more vhf, rather than uhf, be assigned to TV if possible (Annex C of report on color, Vol. 6:30), is carried in full in September *Electronics*. Editorially, magazine says: "Now, of all times, we must be sure that these important frequencies [vhf] are used, actually and fully, not squatted upon." Engineers familiar with govt. allocations claim those frequencies are by no means "untouchable." But FCC has continuously squelched hopes of getting them.

TV as media for retailers will be discussed from angles of retailers, telecasters and ad agencies at National Retail Dry Goods Assn's Radio-TV Workshop in New York's Hotel Statler, Sept. 28-29.

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September 9, 1950

NEXT STEP TOWARD ENDING FREEZE: Good guess is that Oct. 2 general issues hearing -- the next step, after color, toward ending 2-year-old TV freeze -- will take at least 20 hearing days. Thus, if Commission (en banc) sits 5 days a week, testimony about vhf-uhf propagation, transmission standards, stratovision, polycasting, educational TV, etc. will certainly run through October. If FCC sits only 2 or 3 days a week, much more likely in view of log-jam created by its long color deliberations, it will be much longer before industry goes into final rounds -- hearings on particular channel assignments. Last phase could take 60 hearing days or more.

So actual end of freeze by next May, taking into account time required for final FCC decisions, is still not too far fetched. Before then, we should know whether war procurement will interfere with availability of telecast equipment.

FCC order calling Oct. 2 hearing, with list of witnesses and gists of comments already filed, is published this week as Supplement No. 70, and sent herewith to all full-service subscribers. Any possibility hearings may be shortened rests on hope some of the 58 appearances, 86 oppositions will choose to stand on written comments and oppositions. Witness list was closed last April 7 (Vol. 6:14).

COLOR EDICT HAS INDUSTRY IN DITHER: Flabbergasted manufacturers and telecasters, after week of study, say they simply don't know yet what they're going to do about FCC's color report (Vol. 6:35).

FCC's harsh alternative -- make the kind of sets we want, or else -- hasn't yet been accepted by any set maker. And telecasters, utterly without leadership, have finally taken their noses out of their monitors and found something extremely disturbing staring them smack in the face.

We've contacted at least a score of manufacturers, and they had plenty to say -- in shocked and sometimes bitter language. As things stand now:

(1) All are exploring feasibility and costs of building "bracket standards" sets -- FCC's technique for making CBS's incompatible system compatible with sets to come (see "What Would 'Bracket Standards' Cost?" on p. 4-5).

(2) Pooling of ideas comes at RTMA's TV Committee meeting Sept. 14 in New York's Hotel Roosevelt. Whole board will then mull problem at Sept. 18-20 meeting.

(3) All ears are cocked to RCA. Since it is both a proponent of a compatible system and one of the 3 largest set manufacturers, it may sway whole industry.

* * * *

Commission apparently has industry over a barrel, manufacturers and telecasters alike. Thorough exploration of FCC report and its genesis leaves firm impression that it means neither more nor less than it says -- despite speculation (1) that FCC is merely "mousetrapping" manufacturers, and intends to adopt CBS system willy nilly, or (2) that FCC expects CBS's incompatible system may be killed off during next 3 months by the emergence of something better -- or by the exigencies of defense mobilization.

FCC attitude amounts simply to this: Color is an imperative, must be authorized right away regardless of any other considerations. CBS system is best in sight "on the record". If any compatible system has developed more promise since record closed, FCC is willing to be shown. But manufacturers meanwhile must "buy" time for

CBS standards while FCC looks over new techniques. Time may be "bought" through construction of bracket standards sets compatible with CBS system.

Nobody seems to be pleased, except CBS and the hard core of FCC personnel which has openly plumped for CBS system from the start. Telecasters and merchandisers are particularly disturbed, fearful lest edict put brake on progress of the flourishing "circulation" that is currently making TV, with only 106 stations covering 61 areas, one of the aces of the American economy.

* * * *

Off-the-record and on-the-record reactions of manufacturers run gamut -- but one strain is consistent: They don't like FCC edict, not only because it would upset production lines and raise prices but because it would virtually force them to market something they don't believe in. Few want to be quoted as yet, for the same fear of FCC that pervades broadcasters is beginning to permeate manufacturers -- over whom, by indirection, FCC is extending its power of life and death.

Lawyers are probing appeal possibilities, but FCC is an administrative agency -- and appeal prospects, except to public opinion, are admittedly slim.

"It's screwy," said one of the most important manufacturers. "But we must assume FCC intends to make it stick. So I'm having my laboratories thoroughly explore the problems." That same idea was expressed by others, but following quotes may be symptomatic:

"I'm certainly not going to make any such sets. Let them adopt CBS system. Who the hell are they to tell me what to make? They pushed FM; where did it get?"

"I'm shocked beyond words, but you can be sure we'll come up fighting. If we accept the report word by word, it poses an impossible job. The FCC has overlooked the 7-8 million sets in the field. It was the duty of the Commission to consider the military situation, which has been clearly indicated -- even if big orders haven't actually been placed with us yet."

Said William Mara, Bendix: "It is simply not practical, particularly at this time, for manufacturers to undertake the installation of additional complex devices into TV sets...Frankly, the FCC's decision caught us and, I believe, most of the industry, flat-footed. While we did not endorse any of the various systems...we felt that solely on the basis of compatibility the RCA system would be adopted."

A few makers issued milder statements, tending to accept FCC verdict.

Said Leonard Ashbach, Wilcox-Gay-Majestic: "We will abide by any decision laid down by the FCC on color TV, right or wrong, and will be willing to manufacture color TV receivers after the FCC has rendered its final decision...Color TV will be more expensive to buy, but if the public wants it, they will pay for it."

John Meck: "We have full confidence that the FCC's decision is based on its judgment of what will be best for the future of TV and good for the nation. We must await clarification of the ruling before we can predict what effect it will have on our own manufacturing operations."

As for RCA, it's maintaining utter silence, but must state attitude soon.

* * * *

Sale of sets over nation as whole seems to have been little affected. None except a few telecasters reported drastic dropoffs. No manufacturer-distributor complaints about sales were heard. Even in Washington, right next to all the noise, sales are continuing at hot clip as powerhouse of fall program fare is turned on, with new premieres weekly.

There are those who think nothing can really stop sales, or even slow them down much -- not until existing sets can't receive anything. There's also admitted fact that most of today's sets are in hands of low-income families; so that forcing them to add adapter (at a cost) will work hardship on many. Nobody places much faith in converters, inevitably expensive, extremely awkward, and initial sales of color sets when they're ready are expected to be slow in view of their higher cost.

* * * *

The truly forgotten man, the telecaster, who wasn't represented as such at FCC hearings, is beginning to awaken -- though some are perfectly willing to let NBC

and CBS do their master-minding. None of them, of course, would permit his name to be used, though they spoke freely off-the-record.

One very rugged individualist said he's really scared, reported dealers and distributors "went crazy" as customers canceled orders or stayed out of stores immediately after Sept. 1 report. He guessed that adding color to his station could cost \$250,000 -- for new equipment, new props, expert manpower.

Another said: "It stopped the sale of sets cold. It's the worst thing that could have happened to TV. I expected to break even in January. I don't know whether I can afford to start from scratch again. I have canceled orders for \$55,000 worth of equipment, for if the FCC says sets must have bracket standards I guess I should insist my station equipment has to have it too. There's a contractor in my office now, with bills for the \$100,000 addition I've just put on my station. When the 40,000 set owners here find they've got to spend more money, their voices will be awfully loud."

"I'll probably lose my license if you quote me," said another. "I think manufacturers must say they'll build bracket standards to give compatibility another chance. I'm sure the RCA system will be chosen in the end. I wouldn't take the campaign to Congress or the public yet. The fuss would probably stop set purchases."

Still another: "It would take us 1½ years to get on the air with color; we haven't really made black-and-white work right yet."

Others don't seem too troubled:

"There hasn't been much public reaction here. War production will cut black-and-white sets, let alone color. Maybe I'm living in my own atomic shelter, but I'm not worried."

"We'll be right there on top with any system the FCC finally adopts. It's too early to judge. Public here hasn't been affected at all. The headlines read 'Color Decision Deferred'."

He may have hit on one reason for varied reactions. Way newspapers handled story probably had powerful effect on public.

Time Magazine (Sept. 11) characterized the report thus: "Like many FCC decisions, it proved an enigma wrapped in federalese and tied with red tape."

* * * *

Senator Johnson's reaction, inserted in Congressional Record, was that the report "reflects much credit" on FCC. He noted: "Decision was as good a one as could be made now under all the circumstances...Commission wisely has not closed the door to possible basic improvements in color TV now...If [new developments] are only half as good as some of the claims being made for them, the American people are going to have superb color TV."

Deliberations of FCC leading up to report, as we glean them, indicated that at one time multiple standards were in the works, but Condon Report (Vol. 6:28), otherwise ignored, had much to do with killing off that prospect.

Reason CBS wasn't picked finally now, as proposed by Jones and Hyde, was that Hennock, Sterling and Webster wouldn't take it without giving compatibility another -- and probably last -- chance.

Senator Johnson's "don't delay" letter (Vol. 6:32) is credited with knocking some hesitant members into color-in-a-hurry camp.

"Gimmick" to pressure set makers, by threat of adopting CBS color forthwith if they don't come across within month with promises to produce bracket standards sets, was inserted only last 3 days before report was issued. Chairman Coy and counsel Plotkin were germinators of that idea. Up to 3 days before report, decision aimed simply at picking CBS.

Limitation on CBS picture size worried Coy as much as anyone. He's anxious to see CBS work with tri-color tube. Report, of course, is non-committal about quality of RCA's tube, but promises to "give CBS every assistance possible in securing the use of tubes..." (paragraph 155).

Paramount is lending CBS its Lawrence tri-color tube (Vol. 6:30-32). Para-

mount's Paul Raibourn told us, "CBS asked us if we'd cooperate and we told them of course." Paramount this week was to get delivery from Machlett of third model, and several more are due soon. Raibourn says each gets better, revealed 2 manufacturers have asked for rights to make them.

Incidentally, CBS patents are casually dismissed by number of big manufacturers, who insist they won't pay another royalty -- and they term as "poppycock" newspaper reports of "\$150,000,000 prize" in future royalties involved in color case. Engineers of number of companies say there are many ways of getting around CBS patents, which probably presages lengthy litigation on that score.

A tactical error on RCA's part was placing its cumbersome dichroic-mirror sets in homes of commissioners. Some never really worked. Even Comr. Sterling, an engineer, is said to have complained that he couldn't get his to work and that his wife threatened to throw him out along with the set since it took up so much room. RCA's latest sets, with tri-color tubes, might have done RCA a lot of good -- a few months ago.

* * * *

FCC report poses chain of serious questions troubling entire industry:

Is it move by FCC to regulate manufacturing, as it does broadcasting? Does its squeeze-play technique herald an era of bad feeling between Govt. and industry, with public the inevitable loser? Will FCC attempt to "order" uhf adaptation and conversion, for example?

Will FCC try to use big stick, too, to "force" suppression of oscillator radiation, admittedly a real and, unlike color, an immediate and critical problem?

Will FCC force telecasters to put on CBS color? During its deliberations, that wasn't dwelt on much. It's altogether conceivable Commission will require specified amount of colorcasting as condition of license, and it's certain that it will exact promises of color schedules from post-freeze applicants.

It's bruted that Comr. Jones' next campaign will be FM -- possibly effort to "force" public and industry to FM by decreeing an end to AM at a certain time.

Almost contemptuous attitude towards industry's executives and scientists is obvious among some commissioners and staff members. "They have to be whipped into line," is way one commissioner bluntly puts it.

WHAT WOULD 'BRACKET STANDARDS' COST? TV receiver manufacturers aren't yet saying whether they will make FCC-demanded "bracket standards" sets, but they're nevertheless feverishly figuring how and when they could produce them -- and at what cost. They're also contemplating effect upon buying public, let alone some 10,000,000 set owners who would have to adapt their sets just to get black-and-white as and when CBS-standard colorcasts are on the air.

Early estimates put extra cost to consumer at \$30 to \$100 per set. Most common figures are \$50-\$75. And estimates of time for conversion of production lines to new sets range from 60 days to 6 months. Here are some of problems involved:

(1) Figures on adaptation introduced during FCC hearing are no longer directly applicable, since FCC is asking for something more than a set which merely receives 2 specific standards (525 lines, 60 fields and 405 lines, 144 fields). It wants sets capable of handling whole gamut of combinations possible within line frequencies 15,000-32,000 and field frequency 50-150. Manufacturers say this is far more difficult and expensive trick than former.

(2) Early receivers, such as those FCC and CBS adapted, had wide tolerances and reserve power. Today's models generally have little leeway from present standards. They may take extensive redesign and procurement of new line of components, such as yokes, tubes, etc. For example, bracket standards with 70-degree deflection picture tubes appear tougher to achieve than with 50-degree.

(3) Protection of existing set owners is extremely important to every set maker with a brand name to maintain. Adapters for outstanding sets could run into such costs that customers may vent spleen on everyone in sight -- manufacturers and dealers as well as FCC.

For dual-standard adaptation, of kind considered during hearing, here are

figures (retail level) introduced into record, some qualified as only "guesses":

Internal (built in at factory): RCA, \$7-\$10 (manual switch), \$20-\$24 (automatic); Crosley, \$15; Tele-tone, \$15-\$20; Air King, \$20-\$25; Philco, \$25-\$30.

External (for existing sets): FCC Labs, parts cost ranging from \$4.61 to \$12.01, latter for RCA 630TS with automatic switch; Tele-tone, \$32-\$38; Air King, \$35-\$40; Jerrold, \$40 plus \$2.50 service charge; Webster-Chicago, \$20-\$25 to rewire set, \$40-\$50 for external unit; DuMont, \$100-\$125; Philco, \$75-\$100.

FCC quoted from these estimates in its report (paragraph 105), said Philco and DuMont figures "appear to be unreasonably high in the light of the cost of the parts required for adaptation, and seem to have been based on the replacement of major parts rather than on the minimum necessary charges." Says one manufacturer, not involved in hearing: "It goes to show just how naive the FCC is in matters of production."

Tele-tone had testified it could be producing external adapters within 90 days, achieve rate of 500,000 yearly. This week, however, president S. W. Gross says costs would certainly be higher; he couldn't estimate how much. He now questions whether bracket standards are "logical," and wondered "whether they could mean greater expense to public without any guarantee of usefulness."

Webster-Chicago now estimates costs one-third higher than during hearing, but v.p. Charles P. Cushway announced company is prepared to produce adapters and color converters as well (it produced both for CBS during hearing).

Mr. Cushway figures it would take 60 days to get into adapter production, 3-4 months for converters. Latter involves working up supply lines of new kinds of components -- color filters, motors, etc. Once components are available, he sees no trouble in achieving rate of 1000 converters daily. Cushway says some types of sets -- consoles, those with doors, recessed tubes, etc. -- may be better converted through addition of whole new cabinet.

FCC's Chapin-Roberts automatic switch (Vol. 5:46-49), built for dual standards rather than bracket standards, is being studied by manufacturers. FCC has had 2 inquiries so far, is getting together data for those who want it.

The FCC device hasn't yet been patented. Inventors assigned rights to FCC for \$1 and Justice Dept. is handling patent application. Though FCC has declared no policy concerning royalties on adapter, Govt. has policy of making no charge for use of any patent it holds.

Some manufacturers have asked CBS for specifications on adaptation, conversion, etc., although CBS's Adrian Murphy says "they know their sets better than we do." He points out that CBS introduced everything it knew into record, that CBS gave RTMA some 5000 drawings to distribute to members.

* * * *

That 7,000,000 sets-in-use figure in FCC report's paragraphs 122-125, which so lightly pass over compatibility, is really misleading. That's number in use as of Aug. 1. Some 700,000 per month are being added at current rate. Total should reach 10,000,000 by year's end -- unless production and sales are slowed down drastically by shortages, war procurement and impact of color report.

Nobody in industry, possibly not even FCC, expects manufacturers could be tooled up for inclusion of adapters much before year's end. Manufacturers are given until Sept. 29 to "state their intentions". Even if FCC imposed bracket standards on stations immediately thereafter, ruling isn't in force legally for 30 days.

FCC hasn't talked about policing industry if bracket standards are adopted. Actually, it's expected Commission would be liberal in recognizing that it takes time to revamp production lines -- should the manufacturers capitulate.

It would easily take until end of year to change production. By that time, war orders may well occupy good share of productive and manpower capacity of most if not all manufacturers. Though no one yet knows what impact of war orders will be, we've heard it said industry will be fortunate to be able to turn out 3,000,000 sets next year -- as against the 6,000,000-plus this year.

Telecasting Notes: Can telecasting be profitable? One of first to prove it can be (Vol. 5:48), *St. Louis Post-Dispatch's* KSD-TV, through its enthusiastic director George M. Burbach, tells us: "KSD 1950 net profit from radio and TV combined will be more than double any previous record year's earnings. Net profit from TV will be 1½ times more than our highest net earnings from radio" . . . Actual figures, naturally, aren't anybody else's business, so neither Burbach nor any other TV operator now in the black (and that's most of them now; Vol. 6:32) will give them out—but there's little question now about basic trend . . . WJZ-TV, New York, Sept. 15 raises base rate from \$2000 to \$2200, hikes B time from \$1500 to \$1650, C time from \$750 to \$825; also raised are Class A 1-min. announcements from \$360 to \$500, 20-sec. from \$300 to \$425, 8-sec. from \$150 to \$212.50 . . . WPIX, New York, keeps base rate at \$1200 but revises time classifications, raises Class B hour from \$720 to \$900, Class C from \$480 to \$600; ups Class A 1-min. rate from \$200 to \$225, 20-sec. from \$150 to \$185; 8-sec. from \$90 to \$110 . . . New York's WJZ-TV goes to 7-day week Sept. 11, reinstating Mon. & Tue.; also will start TV day at 11 or 11:30 a.m. daily except Sun. . . . Big moth gummed up works Thursday at WAAM, Baltimore, causing short and forcing station off air for an hour . . . NBC contract with Bob Hope stipulates his TV appearances must not compete with first runs of his Paramount pictures . . . CBS signs with Gene Autry for his Flying A Pictures Inc. to produce 26 TV movies . . . DuMont's 3 stations—WABD, WTTG, WDTV—have signed union shop contracts with IATSE.

Personal Notes: Edward D. Madden, asst. to NBC president Joseph H. McConnell, who joined network last Feb. 1 after serving as executive v.p. of ANPA and v.p. of McCann-Erickson, promoted to v.p. and assigned to TV Dept., reporting to v.p. Pat Weaver; reporting to Madden are George Frey, sales director, and Carleton Smith, operations director . . . Edwin W. Buckalew, San Francisco mgr. of CBS Radio Sales, new gen. sales mgr. of KNX and CBS Pacific Network, succeeding Wayne R. Steffner, who goes to program firm of Oxarart-Steffner Inc. . . . Carl E. George promoted to v.p. & gen. mgr. of WGAR, Cleveland, succeeding John F. Patt, now heading all Richards stations . . . Peirce L. Romaine, ex-Raymer, joins Avery-Knodel rep firm . . . Leroy Passman, ex-WABD, named asst. production mgr. in NBC-TV Program Dept. . . . David E. Partridge new TV gen. sales mgr. for Crosley stations WLWT, WLWC, WLWD, succeeded as sales promotion mgr. by Edward E. Feintheil . . . Richard A. Schlegel now asst. operations mgr., WCAU-TV, Philadelphia.

States can't censor films on TV. U. S. Court of Appeals in Philadelphia Sept. 5 upheld Federal District Court decision that Pennsylvania State Board of Censors cannot require TV stations to submit films to it for review (Vol. 5:44, 50). However, Pennsylvania censors can appeal to U. S. Supreme Court—and telecasters are hoping they do, so that point can be resolved once and for all. Latest decision emphasized fact Congress authorized FCC to regulate broadcasting, therefore "occupied fully the field of TV regulation."

We printed text of *FCC Report on Color Television Issues* last week (as Special Television Report of Sept. 2), but for lack of sufficient printing facilities on Labor Day weekend had to omit Comr. Jones' 80-page Annex to his "dissent in part." Annex was published this week by RTMA and distributed to its membership. Comr. Jones calls it "a study of the disgraceful treatment of the field sequential system by the industry from 1940 to date." Write RTMA for copy: 1317 F St. NW, Washington, D. C.

Network Accounts: Carnation Co. will sponsor *Burns & Allen* comedy team on CBS-TV on alternate weeks, half-hour period not yet designated except that it starts in Oct. . . . Schlitz Brewing Co. Oct. 6 starts *Pulitzer Prize Playhouse* on ABC-TV, Fri. 9-10, dramatizations built around works of Pulitzer winners . . . Arnold Bakers Inc. Oct. 4 assumes sponsorship of *Life Begins at 80* on 5 ABC-TV eastern stations, Wed. 8-8:30 . . . C&W Enterprises (towels) Sept. 11 starts sponsorship of feature films on ABC-TV, Mon. 11-midnight . . . When Frigidaire's next *Star Spangled Revue* with Bob Hope goes on NBC-TV Sept. 14, Thu. 8-9, it will require cancellation of *Camel's Believe It or Not* and the *Hawkins Falls* programs for that day only . . . Arthur Murray Dance Studios Oct. 15 starts *Arthur Murray's Party Time* on DuMont, Sun. 9-10; program formerly was on ABC-TV . . . Pabst will sponsor Joe Louis-Ezzard Charles championship fight Sept. 27 on CBS-TV and radio, starting 10 p.m.; reported to have paid \$125,000 to promoters for TV-radio rights.

Station Accounts: New York's big Chase National Bank buys one-minute spots featuring banking services on WCBS-TV, WJZ-TV, WABD; Norman Brokenshire is commentator, and agency is Hewitt, Ogilvy, Benson & Mathers Inc. . . . Peerless Radio Distributors, Jamaica, buys WOR-TV test patterns as means of reaching servicemen while actually on jobs . . . Cudahy Packing Co. buys spots in *Martha's Kitchen* on WOW-TV, Omaha, also will sponsor U of Nebraska games on WOW & WOW-TV . . . Ziv Television Programs Inc., syndicating Grant-Realm's *Story Theater*, half-hour films, reports sponsorships by Harvard Beer on WNAC-TV; Ohio Fuel Gas Co. on WSPD-TV; Brown Shoe Co. on WHAM-TV; Kann's Dept. Store on WMAL-TV; GE Supply Corp. & Rosenbaum Dept. Store on WDTV; also Detroit Edison Co., Cincinnati Gas & Electric Co. and Red Top Beer (Columbus) on stations to be announced . . . Among sponsors reported using or planning TV (all agencies N. Y. unless otherwise indicated): Hamilton Ross Industries (sewing machines), thru Bobley Co. (WJZ-TV); Milrose Products Co. (Rad cleaner & polish), thru Frederick-Clinton Co. (WABD, WPIX, WATV); American Floor Covering Co., thru Strauss & Davies, Philadelphia (WFIL-TV); Wise Potato Chip Co., thru Lynn-Fieldhouse, Wilkes-Barre, Pa. (WFIL-TV); Worth's Inc. (women's wear chain), thru Harold Kirsch Co., St. Louis; American Television Inc. (TV sets), thru Turner Adv. Agency, Chicago; Vaisey-Bristol Shoe Co., thru Storm Adv. Agency, Rochester, N. Y.; Petri Wine Co., thru Young & Rubicam; Asher Brothers Inc. (Scotty Pops confection), thru Manhattan Adv. Agency (WPIX); Ronzoni Macaroni Co., thru Emil Mogul Co. (WPIX); Gospel Broadcasting Assn., thru R. H. Alber & Co., Los Angeles (KECA-TV & WJZ-TV).

Atlanta Newspapers Inc. (WSB-TV & WCON-TV) told FCC Sept. 8 it wanted to use WCON-TV's Channel 2, but would require 6 months before antenna is operating properly on 1000-ft tower. Information was in answer to Commission's ultimatum last month to make up mind which TV station *Atlanta Journal-Constitution* group wanted to keep (Vol. 6:33). FCC had said if WCON-TV was chosen, it had to start program tests by Oct. 10.

Sept. 1 sets-in-use, reported since NBC Research's "census" of Aug. 1 (Vol. 6:33): St. Louis 165,000, up 12,000; Washington 160,575, up 10,575; Memphis 49,278, up 4978; Dallas 39,606, up 3206; Fort Worth 31,353, up 2152; Utica 22,100, up 2300; Greensboro 19,500, up 4000; Des Moines 14,285, up 1985; Kansas City 50,542, up 8442; Davenport-Rock Island 18,373, up 2173.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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September 16, 1950

FIRST CONTROLS ON RAW MATERIALS: Regulation No. 1 of Maj. Gen. Wm. H. Harrison's National Production Authority, effective Sept. 18, lists 31 raw materials in short supply -- and these are the ones essential to electronics placed on critical list: aluminum, copper, lumber, nickel, soda ash, steel, tin, tungsten. Copper is considered most critical, tin also serious.

Regulation asks manufacturers to keep supplies to "practicable minimum working inventory," calls for voluntary cooperation, but prescribes stiff penalties. The order is aimed at hoarding, though it doesn't spell out exactly what constitutes base supplies. It's believed most controls will be made mandatory sooner or later -- after November elections. Amounts used by electronics industry as whole, TV-radio in particular, are hard to determine for neither Govt. nor RTMA has any estimates.

The 1947 Census of Manufacturers showed 97,382 tons of steel, 27,440,000 lbs. copper (not counting that used in circuit wiring), and 9,922,000 lbs. aluminum used by radio industry, which that year made 17,517,107 radios, only 178,571 TVs. Last November, speaking before American Institute of Banking, then estimating 1950 TV production at 3,100,000 sets (it should go to 6,000,000), RCA's Joseph B. Elliott said TV sets alone would require 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 (Vol.5:47).

Text of NPA Regulation No. 1 on Inventory Control (NPA 7004) may be obtained from Dept. of Commerce, Washington, or its branch offices.

'BRACKETS' DEADLINE CAN'T BE MET: "Bracket standards" sets will not be made by FCC's zero hour, which is Nov. 10 or few days thereafter.

Manufacturers can't physically do it, whether they want to or not -- and most don't, judging from answers to questions put to set makers representing great preponderance of production.

Does that mean CBS color system will be authorized forthwith, as threatened in FCC report? Or will Commission take production factors, along with shortages and military procurement, into account -- now?

Those factors were known when FCC issued its Sept. 1 ultimatum (Vol. 6:35-36), so it's questionable whether they'll mean anything to Commission on Sept. 29, when manufacturers' answers are due.

Nov. 10 deadline date, unless FCC relents, is arrived at thus: Commission stated (Public Notice No. 50-1065) manufacturers must promise by Sept. 29 to "build all their TV receivers" with bracket standards 30 days after publication of order in Federal Register. Presumably, FCC would adopt order without much delay after Sept. 29. It usually takes about 10 days more for publication.

Hell bent for color-in-a-hurry, FCC may be surprised at manufacturers' responses. Commission seemed sure set makers would try to buy time to give compatibility another chance. Simple facts of production, cited by manufacturers, even the few inclined towards CBS, were unknown or ignored by the Commission.

* * * *

Another thing quite clear now, too: RTMA will recommend nothing to its members, except that they make up own minds, individually. Association has no intention of giving slightest grounds for anti-trust action.

Sept. 14 meeting of RTMA Television Committee in New York's Hotel Roosevelt

amounted to nothing more than lengthy expressions of legal opinions whether group should even discuss FCC's proposals. Very good guess is that RTMA board, after Sept. 20 meeting, will simply tell members and FCC it couldn't discuss matter.

Actually, only a fraction of TV production was represented at meeting. Biggest producers, as well as most small outfits, simply stayed away -- most notably RCA, Philco and Admiral (latter a non-member). Only about 10 or 15 companies were represented at meeting, many with their lawyers.

Anti-trust or no anti-trust, manufacturers can't help saying FCC's November deadline is out of question.

Besides passive "we can't do that" attitude of some set makers, there are those who indicate they will fight FCC's color dictate with everything they have. They aren't admitting FCC authority, direct or indirect. Listen to these:

* * * *

"We're not going to take this lying down. We'll go to the courts and the public, if necessary. We're not going to crawl. The decision was brutal, unjust, unfair, nowhere in the public interest. Its major aspect, to our mind, seems to be a determination to deteriorate television, and if you read Comr. Jones' statement he gives the manufacturers no credit whatsoever for developing this industry to such a high plane in these few postwar years."

"The Commission is moving in not only on the telecaster but on the manufacturer. It doesn't dare tell telecasters they must cut off black-and-white, and of course it has no authority over manufacturers."

"Bracket standards are a physical impossibility. We have no room for additional components in our sets. It would take longer to build such sets than it takes to design for a new line. The FCC studies this thing for years and expects us to change our plans in weeks. Such sets could be built eventually, sure, if you ignore costs. But they make the pictures no damn good!"

"If we put every resource into the design of bracket sets, even to taking our important men off vital govt. work, we couldn't possibly meet the Commission's schedule. A good majority of the sets now in the field can't be adapted without bringing them back to the factory, practically for rebuilding. Crating and shipping, alone, would be very costly. Some models can be adapted, some can't. But if you start servicemen fooling around with circuits, this thing can really become a mess."

"It would take a year just to get started, if we had to turn out bracket sets. It's a practical impossibility to turn them out in a month or two, even if we wanted to, which we don't. It's a crazy, amateurish idea."

"We'd go along with FCC if we could. We can assume it is doing what it considers best for the public. But with the shortage of components, it's impossible."

"This is a brass knuckles tactic. The FCC is trying to pull the rug out from under our industry. They can't get away with it, even though they may succeed in confusing the public to point where it might stop buying sets."

Even Zenith, often industry maverick, doesn't go along with bracket idea.

* * * *

Meeting FCC "half way" was suggested by one big manufacturer. He said he was considering, if it's practical, offering standard black-and-white sets so designed that an optional adapter could be purchased simultaneously or later and plugged in. But he agreed this neither complied with FCC proposal nor made it possible to adapt existing sets. "Anyway," he said, "all our engineering time is being spent on govt. contracts. All we could spare are production men."

Underwriters Laboratories approval of adapters for existing sets, without which they couldn't be sold in many cities, is considered unlikely by many manufacturers. UL engineers say they can't tell whether they'll approve or not until actual adapters are submitted.

Question of field testing, which FCC emphasized when considering color systems in its report, seems to have been forgotten in bracket standards proposal. Many manufacturers say they simply wouldn't sell such sets without normal field testing, which sometimes takes months.

Bracket standards are technically feasible -- there seems to be little question about that, given time for development and production. But, aside from costs, engineers seriously question whether FCC's objectives in proposing them are worthwhile. Commission's purpose, of course, is twofold:

(1) That long-persistent phosphors may some day come along, permit reduction of CBS field rate from 144, allow more horizontal resolution.

(2) That horizontal interlace may work out with CBS system, also allow more horizontal resolution. In that event, however, it would be desirable to balance picture by increasing vertical lines from 405.

Engineers say phosphors just don't behave that way without producing smear. Furthermore, transmission of lower field rate would immediately obsolete tubes in existing color sets; they'd flicker like mad. And horizontal interlace must yet be demonstrated on the air.

FCC has never seen a bracket standards set. Its own lab has neither built one, nor studied problems. There's good reason to believe this matter has some commissioners plenty worried, for while case is supposed to rest on record, bracket standards aren't in the record. Said one pro-CBS staffman: "If the manufacturers come up with a hard luck story, we'll have to see what we can do in the laboratory. It's true bracket standards aren't in the record."

* * * *

CBS meanwhile is laying plans. President Stanton has already said he'd be on air with color 20 hours weekly, 30 days after final FCC approval. On Sept. 18, its WCBS-TV starts 10-11 a.m. daily color test pattern "at the request of TV set manufacturers." CBS has written RCA to demand tri-color tube, and is testing Lawrence tri-color tube with its system (Vol. 6:36).

As for telecasting, CBS says industrial color equipment being made by Remington Rand (Vol. 6:33) can be used by stations without any trouble. Dr. Goldmark (made v.p. this week) went on radio Sept. 14 to make color pitch, emphasis being that FCC had given CBS system "unqualified approval." CBS says it has no plans for manufacturing either station equipment or receivers.

CBS has no qualms about patents. Told that manufacturers claim they can build field-sequential sets without touching CBS patents, v.p. Adrian Murphy said, "Tell them to look at the patents again." List of CBS licensees still totals the 3 dating from 1946-47, plus Remington Rand. Westinghouse and Bendix are licensed to make studio equipment and sets; Federal, studio equipment only.

* * * *

FCC members are relaxing, or making speeches, waiting for manufacturers' responses. At this writing, all Commission had received was letter from Philco's David Smith asking for clarification, and a sizzling missive from Sightmaster's Michael Kaplan, as president of Television Mfrs. Assn., group of small set makers.

Smith wanted to make sure FCC wants sets providing whole range between brackets, rather than sets capable of receiving 2 fixed standards -- present monochrome and monochrome from CBS color. He also said he wasn't sure what wave form is required, pointing out that CBS employs something different from that indicated in FCC report. Then he wondered whether FCC wants a change in hum tolerance, 5% in present standards, since CBS system is non-synchronous with power supply. He also asked: Does FCC intend there be "color indexing pulse" to permit automatic synchronization of color discs?

Kaplan wrote Chairman Coy: "A compatible, practical color system is possible if given time to develop. We believe [the] report will cause many misconceptions in the public's mind and the manufacturer will be made the whipping boy..."

"Are we expected to deliver with each color conversion a (1) TV engineer, (2) lawyer, (3) pair of magnifying glasses, (4) prayer? Or, if the customer should insist on a 16-in. or 19-in. color picture, must we tell the consumer to rent another room...or build another unit to his home to house such a rhubarb?"

Not many letters have been received from public, only 40-50, quite a few forwarded by Congressmen. We saw none favoring color report. Several start out:

"We just bought a set for [\$200-\$600] and you intend to make it obsolete..." Some obviously misunderstood report, expect present sets to become useless within month.

* * * *

Scientists of electronics industry, exasperated by FCC's technical conclusions, angered particularly by Comr. Jones' serious charges against them, haven't made public protests yet. But some of them are boiling.

With neither patent nor manufacturing stake in decision, one truly eminent engineer told us: "The report's preoccupation with that 1/11,000,000th of a second is one of the most ridiculous things I've ever read. It may sound impressive to a layman, but it is utterly without significance in television."

Another in similar position to be impartial: "Today's television operates beautifully with tolerances of 1/4,000,000th of a second. Surely, an increase of 3-to-1 shouldn't frighten anyone."

But RCA never had a look-in, states key FCC executive -- particularly in view of dichroic-mirror sets it placed in commissioners' homes. Nor is there any disposition to treat seriously RCA's claims for tri-color tube and improvements since initial sets were put together. RCA itself is still saying nothing, but it's good guess it will go to court to fight decision.

* * * *

Comr. Coy continued vacation all this week on Cape Cod. Since he's regarded as dominant figure on FCC and quite articulate (though Jones has taken leadership in color issue), lots of interest will attach to his Sept. 25 speech, probably on color, before National Electronics Conference in Edgewater Beach Hotel, Chicago.

Comr. Sterling spoke Sept. 15 before Pacific IRE convention, steered clear of controversy, but did say: "Expert testimony, to be valuable to the Commission, must not only be theory but backed by practical field testing."

Same day, Comr. Hennock spoke to National Assn. of Women Lawyers, declaimed on glories of color, but added: "As I stated in my separate views to the report, I sincerely believe that, if necessary, steps should be taken by the FCC to insure that present set owners will continue for a reasonable period to receive fine programs at all hours."

* * * *

What if CBS is adopted? Here are some industry speculations:

There's little question that CBS will be only one to telecast color for long while unless FCC forces stations into it. And although commissioners say they haven't considered force (color as requirement of license), they undoubtedly will.

Equipment will be slow in coming, even though Remington Rand is presumably in production. If (as usual) stations are afraid to contest FCC, they will undoubtedly plead for more time. Maybe FCC will try to pressure networks to put on color. In that case, color equipment would be necessary only at origination points. Of course, not all stations are on networks yet.

If CBS makes real effort to transmit color with good programs, during valuable hours, can its zeal outlast its pocketbook? Who would sponsor during long period of "circulation building"? Could CBS carry load itself?

Who will build color sets? Some manufacturers have already said they will. But there will be mere trickle for months, if not years, particularly because of war and shortages. Who'll buy them? Some people will, certainly. But how much more will people pay for a 7, 10 or 12½-in. color picture than they will for 16, 17 or 19-in. black-and-white?

Suppose adapters can be made for some sets, or bracket sets are finally built, to get black-and-white from CBS color. They'll produce some of the poorest pictures yet seen. Coaxial and kinescope degradation of present black-and-white is bad enough. What will 100-line monochrome look like?

Imagine reaction of public when it turns on present sets, during color transmissions, gets no picture at all. They're bound to protest.

FCC's equanimity in its report, wherein it ignored or dismissed these prospects, seems destined for rough going.

EXPANDING SPONSORSHIPS AND HOOKUPS: Adding up to fantastic progress -- far out of proportion to the mere 106 stations now operating in 61 markets -- are these vital facts about the current telecasting picture:

(a) Superb new fall-winter program schedules, already under way, assure top entertainment on regular basis -- with football and World Series lending spice to intense popular interest in TV. In lists of Network TV Sponsorships published as pages 7 & 8 herewith, you will find 186 sponsors using more than 100 hours per week of regularly scheduled programs -- not including oddments such as football, other sports. CBS list has 69 sponsors using approximately 32 regularly scheduled hours, NBC 65 sponsors buying about 38, ABC 40 buying about 21, DuMont 15 buying about 14. These are bookings as of Sept. 15 -- with more to come as season progresses.

That means heavy options on station time for network (usually best) programs; problem facing networks isn't one of selling shows, or even producing good programs, but rather the clearance of time on limited number of stations. Compare foregoing total of network sponsorships with the 85 buyers of some 45 hours on the 4 networks in lists we published just about this same time last year (Vol. 5:38).

Sets-in-use total very close to 7,500,000 as of Sept. 1, 1950 -- an amazing growth since the 2,310,000 counted as of Sept. 1, 1949 (Vol. 5:39). Figure is practically certain to reach 10,000,000 by year's end. And networks and 106 stations (soon 107) are certain to do predicted \$75,000,000 gross volume, possibly closer to \$100,000,000 (Vol. 6:21) -- as against \$33,800,000 last year, and compared with radio broadcasting's probable 1950 repetition (via 4 networks and more than 2000 stations) of last year's record \$426,000,000.

(b) As of Sept. 15, Los Angeles-San Francisco microwave relay went into service, providing intercity service for first time, first segment of eventual Pacific Coast network -- though hookup into East-Midwest networks for transcontinental service is still several years off. On top of this --

Fourteen more TV cities will get network service as of end of this month -- Sept. 30 -- via coaxial and/or microwave relays added to the 33 markets already linked (Vol. 6:31). AT&T is hooking up Greensboro, Charlotte, Jacksonville, Atlanta, Birmingham, Davenport-Rock Island, Des Moines (Ames), Omaha, Kansas City, Minneapolis-St. Paul, Indianapolis, Louisville. In addition, private relays will link Nashville via Louisville, Bloomington, Ind. via Cincinnati.

New York-Washington connection gets added microwave circuits Sept. 18, one in each direction -- making 5 southbound, 2 northbound. As of Sept. 30, present single Washington-Richmond coaxial circuit will get 2 more southbound.

Personal Notes: Dr. Peter C. Goldmark, CBS color inventor and laboratory director, promoted to v.p. in charge of engineering research & development . . . Dr. Vladimir K. Zworykin, RCA scientist and developer of the iconoscope, awarded 1951 IRE Medal of Honor . . . Dr. E. W. Engstrom and Dr. George Brown, of RCA Princeton Laboratories, due back from Europe next week . . . John W. Elwood, since 1942 mgr. of NBC's KNBC, San Francisco, retires from NBC as of Oct. 1 . . . Ole Morby, asst. gen. sales mgr. of CBS Pacific Network, promoted to San Francisco sales director . . . U. A. (Jake) Latham promoted from sales mgr. to gen. mgr. of WKRC-TV, Cincinnati, Hulbert Taft Jr. continuing as executive v.p.; Roderick Mitchell, ex-WCBS-TV, New York, named program director, succeeding Richard Van Albrecht, who is joining WGN-TV, Chicago . . . Easton C. Woolley resigns as NBC station relations director as of Nov. 1 to become executive v.p. of Sidney Fox stations KDYL & KDYL-TV, Salt Lake City . . . Eldon Hazard new asst. sales mgr. of CBS network sales under John J. Karol . . . Edward G. Murray, ex-Monogram Pictures, named film buyer for WPTZ, Philadelphia . . . Melvin E. Drake, ex-mgr. of WDGy, Minneapolis, named NAB director of station relations, succeeding late B. Walter Huffington.

Zenith's Phonevision tests are still scheduled for Oct. 1 start, but no announcement has yet been made about promised first-run feature films. This week, FCC gave Zenith permission to use 5 kw in Chicago experiment, though it had previously limited power to 1 kw (Vol. 6:13). Last week, installations of Phonevision receivers were completed in more than 150 of the 300 test homes. John Howland, Zenith president McDonald's aide in developing and promoting pay-as-you-look system, has resigned.

DuMont has asked FCC to straighten out "cable" allocation for the 4 TV networks. In letter to Commission, DuMont Network points out impasse has been reached among networks (Vol. 6:34), asks FCC to tell AT&T what to do. Main bone of contention is DuMont's fear AT&T will favor networks with heavy commercial commitments, rather than treat all alike.

While the supply lasts, TELEVISION DIGEST'S 24-page printed copies of FCC's Sept. 1 *Report on Color Television Issues* are available to subscribers at \$2 each. Single copies were supplied all subscribers with Newsletter of Sept. 2 (Vol. 6:35).

Telecasting Notes: NBC raises basic rate of WNBT, New York, to \$2500 effective Oct. 1—move coming exactly 2 months after station's charges were upped to \$2200 from first of year's \$2000 and month after WCBS-TV's basic rates went up to \$2500 (Vol. 6:34). No change has been made in \$500 rate for 1-min. announcements. NBC also hikes rate of KNBH, Los Angeles, from \$900 to \$1200, spot base from \$125 to \$165. In NBC-TV network rate card (see *TV Directory No. 11*), WDSU-TV, New Orleans, is boosted from base of \$250 to \$300; WDAF-TV, Kansas City, from \$300 to \$400; KFMB-TV, San Diego, from \$300 to \$400; KPHO-TV, Phoenix, from \$150 to \$200 . . . When AT&T inaugurated 378-mi., \$6,000,000 Los Angeles-San Francisco microwave relay Sept. 15, marking first Pacific Coast interconnection (except for San Diego pickups off air from Los Angeles), KTTV & KNBH in Los Angeles were due to exchange programs with KRON-TV and KPIX—with Gov. Earl Warren, FCC Comr. George Sterling and other notables participating . . . WOR-TV, New York, Oct. 10 starts daytime schedule from 10 a.m. Mon. thru Fri. . . . KGO-TV and KPIX, San Francisco, this week began 7-day week schedules, and on Sept. 23 KRON-TV also begins daily programming . . . With auditorium 75x60 ft., seating 200 persons, Salt Lake City's KSL-TV claims one of largest and best equipped setups in country; official opening Sept. 15 launched 7-day week operation . . . Hollywood-type "sneak preview" of film made for TV, Bret Harte's *Miggles*, scheduled for December showing on Procter & Gamble's *Fireside Theater* on NBC-TV, will be screened Sept. 20 in Trans-Lux Theater on 52nd St., New York, as part of theater's regular program, and audience will be asked to fill out reaction cards . . . Ziv Television Programs Inc., syndicator of TV films to stations for individual sponsorships, has taken 5-year lease on The California Studios, Hollywood, formerly Enterprise lot, taking possession Oct. 15, starting production Nov. 1; deal involved \$100,000 cash and other considerations . . . Financial Public Relations Assn. meeting in Boston's Statler Sept. 18-21 will have 2 clinics on TV advertising by banks, conducted by George J. Watts, of Philadelphia's Corn Exchange Bank (sponsor on WPTZ).

Network Accounts: Frigidaire has taken every fourth Sun. 8-9 on NBC-TV, starting Oct. 1, alternating Bob Hope & Bobby Clark every other month; *Colgate Comedy Hour*, starring Eddie Cantor, Dean Martin & Jerry Lewis, Fred Allen in rotation, occupies other 3 successive Sundays . . . Pontiac Oct. 3 starts *Game of the Week*, film version of preceding Saturday's top college grid game, on ABC-TV, Tue. 8-8:30 . . . Allen B. DuMont Laboratories (TV sets) Oct. 7 starts *Saturday Night at the Garden* on DuMont, Sat. 8:30-11 . . . Coca-Cola Co. leads off series

Plenty of football telecasting is in works, despite Big Ten Conference and other collegiate bans, and restrictions imposed by pro clubs. NBC-TV will feed Harvard and Princeton games, sponsored in East by Atlantic Refining Co., elsewhere cooperatively. CBS-TV will carry Army, Navy, Columbia home games sponsored by Esso. DuMont will offer 5 Notre Dame home games, sponsored by Chevrolet. Army-Navy game is set for NBC-TV, Gillette sponsoring. ABC-TV will carry 7 Pennsylvania games, for which it's still seeking sponsor.

Sun Oil Co. will sponsor 15 National Professional League games on ABC-TV, starting Sept. 16. Station lineups are complicated by sponsors' limited markets, plus League's prohibition of telecasts within 75-mi. radius of game, plus some teams' previous commitments. In Washington, for example, Amoco retains rights to Redskins games (WMAL-TV); in Cleveland, Carling's Ale will sponsor 5 Browns' out-of-town games (WXEL). Illustrat-

of special telecasts, as yet unscheduled, with 30-min. Edgar Bergen-Charlie McCarthy show Thanksgiving Day afternoon on CBS-TV . . . Trade reports say General Foods plans thrice weekly daytime variety show with Bert Parks on as yet unselected network, packaged by Louis Cowan and costing upwards of \$1,000,000 . . . Quaker Oats Oct. 1 starts *Zoo Parade* on NBC-TV, Sun. 4:30-5

Station Accounts: Three new 52-week spot contracts announced this week by WABD, New York: Manufacturers Trust Co., Bristol Myers Inc. (Ipana), Elgin Watch Co. Among other spot sales, WABD reports United Fruit, thru BBDO; Croton Watch Co., thru B. D. Iola Co.; Savarin Coffee, thru Lawrence C. Gumbinner Adv.; Bayuk Cigars, thru Neal D. Ivey Co. . . . WPTZ, Philadelphia, reports Fidelity-Philadelphia Trust Co. as its fourth big banker-sponsor; *Great Music* is program, Sun. 10:30-11, with recordings and pianist-commentator . . . Weekly on KPIX is 15-min. *TV Real Estate Bureau*, sponsored by San Francisco Real Estate Co. . . . Among other sponsors currently using or planning to use TV (all agencies N. Y. unless otherwise stated): United Airlines, thru N. W. Ayer; Waring Products Co. (mixers), thru Grant Adv.; American Floor Covering Co., thru Strauss & Davies, Philadelphia (WFIL-TV); Ideal Mfg. Co., Hammonton, N. J. (dresses), thru Gresh & Kramer, Philadelphia (WPTZ); Habitant Soup Co., Chambers & Wiswell, Boston.

Unusually sensitive because of anti-trust angle in bracket standards issue (see p. 1), RTMA got upset by story of meeting as reported by *Washington Post* and AP. Sept. 15 *Post* headline read: "TV Committee Adopts Color Video Report." AP said: "A cautious and somewhat bewildered group of television set makers adopted recommendations to fellow manufacturers on color video today [Sept. 14], but kept them a well-guarded secret." Next day, *Post* ran correction saying RTMA informed it that neither statement is true. RTMA said that all it told press was that committee would make recommendations to board.

GE's color system (Vol. 6:30,34), because of strike, would be hard put to meet FCC's Dec. 5 deadline for Washington demonstrations of new systems (Vol. 6:35), says electronics chief Dr. W. R. G. Baker. He believes he'd have met October demonstration date he promised FCC, had it not been for 2-week strike.

"Economic Outlook in Radio and Television" titles talk by James D. Shouse, chairman of Crosley Broadcasting Corp., scheduled for meeting of Newspaper Controllers and Finance Officers in Cleveland, Oct. 17.

G. A. C. Half, banker, oilman and owner of WOAI & WOAI-TV, San Antonio, died Sept. 11 at age of 70. His son Hugh operates stations.

ing complications is Cleveland club's veto of home-game telecasts to Toledo, even though it's beyond 75-mi., because of big pitch Cleveland makes for Toledo patronage.

Balaban & Katz's WBKB, Chicago, will feed live telecasts of 5 Illinois games to 2 of its downtown theatres; WWJ-TV, Detroit, will do same with Michigan games—but neither will be on air due to Big Ten ban. Most Big Ten TV areas will have film versions of games Sundays, some sponsored. In Dallas, KRLD-TV won't telecast films of SMU games until Tue. nights.

On Pacific Coast, Hoffman Radio will sponsor 30 college games on various stations, and Admiral will sponsor all 15 games of Los Angeles Rams (Vol. 6:33). Among other grid sponsorships are: Oklahoma home games, Ford Dealers on WKY-TV; Nebraska games, Cudahy Packing Co. on WOW-TV; local scholastic games, Joske's dept. store with Hoffman-Frigidaire distributor on KEYL, San Antonio,

NETWORK TV SPONSORSHIPS

Under Contract as of Sept. 15, 1950

All times are p.m. New York Time. Figure in parentheses is number of stations taking show live (kinescope recordings also indicated).

NBC-TV Sponsorships

Admiral Corp., *Lights Out*, Mon. 9-9:30, thru Kudner (35 plus 18 kine).

Also Inc. (storm windows), *Through Wendy's Window*, Sat. 5:45-6, thru Dublin (15 plus 19 kine).

Anchor Hocking Glass Corp., *Broadway Open House*, Mon.-Fri. 11-12, thru Wm. H. Armstrong (29 plus 6 kine).

Armstrong Cork Co., *Armstrong Circle Theater*, Tue. 9:30-10, thru BBDO (35 plus 5 kine).

Armour & Co., *Stars Over Hollywood*, Wed. 10:30-11, thru Foote, Cone & Belding (12).

Atlantic Refining Co., *College Football*, Sat. 1:15-3:15, thru N. W. Ayer (12).

P. Ballantine & Sons (beer), *Believe-It-Or-Not*, Thu. 8:30-9, thru J. Walter Thompson (20 plus 11 kine).

Benrus Watch Co. Inc., *Show of Shows*, Sat. 9:30-9:40, thru J. D. Tarcher (35).

Bonafide Mills Inc., *Bonny Maid Versatile Varieties*, Fri. 9-9:20, thru Gibraltar (25 plus 11 kine).

Bristol-Meyers Co. (Ipana & Mum), *Break-the-Bank*, Wed. 10-10:30, thru Doherty, Clifford & Shenfield (24 plus 20 kine).

Brown Shoe Co. Inc., *Smilin' Ed McConnell*, Sat. 6:30-7, thru Leo Burnett (6 plus 7 kine).

Camel Cigarettes, *Camel News Caravan*, Mon.-Fri. 7:45-8, thru Wm. Esty (36).

Campbell Soup Co., *Jack Carter Show*, Sat. 8-8:30, thru Ward Wheelock (27 plus 14 kine).

Chesebrough Mfg. Co. (Vaseline), *Greatest Fights of the Century*, Fri. 10:30-10:45, thru Cayton (32).

Colgate-Palmolive-Peet Co., *Colgate Comedy Hour*, Sun. (3 out of 4 weeks) 8-9, thru Ted Bates and Sherman & Marquette (38 plus 20 kine).

Colgate-Palmolive-Peet Co., *Howdy Doody*, Mon. 5:30-5:45; Tue. & Thu. 5:45-6, thru Ted Bates (28 plus 3 kine).

Concoleum-Nairn Inc., *Garway-At-Large*, Sun. 10-10:30, thru McCann-Erickson (32 plus 15 kine).

Crosley (Avco Mfg. Co.), *Show of Shows*, Sat. 10-10:30, thru Benton & Bowles (32 plus 14 kine).

DeSoto (Chrysler Corp.), *Groucho Marx Show*, Thu. 8-8:30, thru BBDO (31 plus 25 kine).

Emerson Radio & Phonograph Corp., *The Clock*, Fri. (alternate weeks) 9:30-10, thru Foote, Cone & Belding (20 plus 11 kine).

Firestone Tire & Rubber Co., *Voice of Firestone*, Mon. 8:30-9, thru Sweeney & James (34).

Ford Dealers, *Ford Star Revue*, Thu. 9-10, thru J. Walter Thompson (36 plus 9 kine).

Ford Dealers, *Kukla, Fran & Ollie*, Wed. 7-7:30, thru J. Walter Thompson (36 plus 19 kine).

Frigidaire (General Motors), Bob Hope alternating with Bobby Clark, every fourth Sun. 8-9, thru Foote, Cone & Belding. Starts Oct. 1.

General Foods Corp., *Hopalong Cassidy*, Sun. 6-7, thru Young & Rubicam (10 plus 15 kine).

General Foods Corp. (Jell-O), *Aldrich Family*, Sun. 7:30-8, thru Young & Rubicam (29).

Gillette Safety Razor Co., *Cavalcade of Sports*, Fri. 10-10:30, thru Maxon (40 plus 14 kine).

Gulf Oil Corp., *We The People*, Fri. 8:30-9, thru Young & Rubicam (33 plus 11 kine).

S. C. Johnson & Sons Inc. (wax), *Jack Carter Show*, Sat. 8:50-9, thru Needham, Louis & Brorby (30).

Kellogg Co., *Howdy Doody*, Tue. & Thu. 5:30-5:45, thru Leo Burnett (27 plus 4 kine).

Kraft Foods, *Kraft Television Theater*, Wed. 9-10, thru J. Walter Thompson (32 plus 16 kine).

Lionel Corp., *Joe DiMaggio Show*, Sat. 5:30-5:45, thru Buchanan & Co. (30 plus 5 kine).

Lucky Strike Cigarettes, *Robert Montgomery Presents Your Lucky Strike Theater*, Mon. (alternate weeks) 9:30-10:30, thru BBDO (29).

Lucky Strike Cigarettes, *Your Hit Parade*, Sat. 10:30-11, thru BBDO (20).

Manhattan Soap Co. Inc., *One Man's Family*, Sat. 7:30-8, thru Duane Jones (23 plus 10 kine).

Mars Inc. (candy), *Howdy Doody*, Mon. 5:45-6; Wed. & Fri. 5:30-5:45, thru Leo Burnett (27 plus 14 kine).

Miles Laboratories Inc., *Quiz Kids*, Fri. 8-8:30, thru Wade Adv. (26 plus 2 kine).

Minute Maid Corp., *Kate Smith Show*, Thu. 4:30-4:45, thru Ted Bates (47). Starts Sept. 25.

Motorola Inc., *Variety Show*, Wed. (every 3 weeks) 8-9, thru Gourfain-Cobb. Starts Oct. 4.

Minnesota Mining & Mfg. Co. (Scotch Tape), *Show of Shows*, Sat. 9:40-9:50, thru BBDO (35).

Mohawk Carpet Mills Inc., *Mohawk Showroom*, Mon.-Wed.-Fri. 7:20-7:45, thru George R. Nelson (22 plus 19 kine).

Nestle Co. (Nescafe & Nestea), *Take a Chance*, Sun. 10:30-11, thru Doherty, Clifford & Shenfield (7 plus 6 kine).

Old Gold Cigarettes, *Amateur Hour*, Tue. 10-11, thru Lennen & Mitchell (32 plus 24 kine).

Pall Mall Cigarettes, *Big Story*, Fri. (alternate weeks) 9:30-10, thru Sullivan, Stauffer, Colwell & Bayles (36 plus 13 kine).

Peter Paul Inc. (candy), *Hank McCune Show*, Sat. 7-7:30, thru Maxon (13 plus 18 kine).

Philco Corp., *Television Playhouse*, Sun. 9-10, thru Hutchins (31 plus 29 kine).

Poll Parrot Shoes (International Shoe Co.), *Howdy Doody*, Wed. 5:45-6, thru Henri, Hurst & McDonald (36 plus 9 kine).

Procter & Gamble, *Fireside Theater*, Tue. 9-9:30, thru Compton (31).

Procter & Gamble, *Shubert Musicals*, Mon. (alternate weeks) 9:20-10:50, thru Pedlar & Ryan (29).

Quaker Oats Co., *Americana*, Sun. 5-5:30, thru Sherman & Marquette (24 plus 8 kine).

Quaker Oats Co., *Zoo Parade*, Sun. 4:30-5, thru Ruthrauff & Ryan. Starts Oct. 1.

RCA Victor, *Kukla, Fran & Ollie*, Mon. & Fri. 7-7:30, thru J. Walter Thompson (36 plus 19 kine).

Regent Cigarettes, *Leave It to the Girls*, Sun. 7-7:30, thru Brooke, Smith, French & Dorrance (8 plus 1 kine).

Revere Copper & Brass Inc., *Meet the Press*, Sun. 4-4:30, thru St. Georges & Keyes (8 plus 10 kine). Starts Oct. 8.

Sealtest Inc. (National Dairy Products Corp.), *Kukla, Fran & Ollie*, Tue. & Thu. 7-7:30, thru N. W. Ayer (33 plus 9 kine).

Snow Crop Marketers Inc. (juice concentrates), *Show of Shows*, Sat. 9-9:30, thru Maxon (36 plus 11 kine).

S.O.S. Co. (cleanser), *Show of Shows*, Sat. 9:50-10, thru McCann-Erickson (35).

Speidel Co. (watchbands), *Speidel Show*, Mon. 8-8:30, thru Sullivan, Stauffer, Colwell & Bayles (27 plus 15 kine).

Standard Oil Co. of Indiana, *Wayne King Program*, Thu. 10:30-11, thru McCann-Erickson (7 plus 6 kine).

Stokely-Van Camp Inc. (canned foods), *The Little Show*, Tue. & Thu. 7:30-7:45, thru Calkins & Holden, Carlock, McClinton & Smith (19 plus 9 kine).

Texas Co., *Tezaco Star Theater*, Tue. 8-9, thru Kudner (20 plus 17 kine).

U. S. Tobacco Co., *Martin Kane, Private Eye*, Thu. 10-10:30, thru Kudner (38 plus 7 kine).

Wander Co. (Ovaltine), *Howdy Doody*, Fri. 5:45-6, thru Grant (30 plus 16 kine).

Stephen F. Whitman & Sons Inc. (candy), *Show of Shows*, Sat. 8:30-8:40, thru Ward Wheelock (30).

Wildroot Co. Inc., *Show of Shows*, Sat. 8:40-8:50, thru BBDO (30).

CBS-TV Sponsorships*

Aluminum Cooking Utensil Co. (Wear-Ever), *Homemakers Exchange*, Mon. 4-4:30, thru Fuller & Smith & Ross (18).

American Home Products Corp. (Geo. Washington Coffee), *Homemakers Exchange*, Wed. 4-4:30, thru Ted Bates (18).

American Home Products Corp. (Duff's Cake Mix), *Homemakers Exchange*, Thu. 4-4:30, thru Ted Bates (18).

American Safety Razor Co., *The Show Goes On*, Thu. 8-8:30, thru McCann-Erickson (23). Starts Sept. 28.

Anheuser-Busch Inc., *Ken Murray Show*, Sat. 8-9, thru D'Arcy (52). Resumes Oct. 7.

Arnold Bakers Inc., *Robert Q. Lewis*, Sun. 11-11:15, thru Benton & Bowles (5). Starts Sept. 24.

Block Drug Co. (Amm-I-Dent), *Mystery Playhouse*, Tue. 10-10:30, thru Cecll & Presbrey (14). Starts Sept. 19.

Bristol-Myers Co. (Ipana), *Lucky Pup*, Thu. 6:30-6:45, thru Doherty, Clifford & Shenfield (11).

Bulch (General Motors), *show to be determined*, Wed. 9-10, thru Kudner. Starts Jan. 3.

Bymart Inc. (Tintair), *Conflict*, Wed. 9-9:30, thru Cecll & Presbrey (60). Starts Oct. 18.

California Walnut Growers Assn., *Homemakers Exchange*, Fri. 4-4:30, thru McCann-Erickson (18).

California Prune & Apricot Growers Assn. (Sunsweet Prunes), *Homemakers Exchange*, Thu. 4-4:30, thru McCann-Erickson (18).

Camel Cigarettes, *Vaughn Monroe Show*, Tue. 9-9:30, thru Wm. Esty (33). Starts Oct. 10.

Camel Cigarettes, *Man Against Crime*, Fri. 8:30-9, thru Wm. Esty (45). Resumes Oct. 6.

Carter Products Inc. (Arld), *Sing It Again* (simulcast), Sat. 10-10:15, thru Sullivan, Stauffer, Colwell & Bayles (13).

Chesterfield Cigarettes, *Arthur Godfrey & His Friends*, Wed. 8:30-9, thru Cunningham & Walsh (57). Resumes Sept. 27.

Chesterfield Cigarettes, *Perry Como*, Mon.-Wed.-Fri. 7:45-8, thru Cunningham & Walsh (60).

Columbia Records Inc., *Show Goes On*, Thu. 8:30-9, thru McCann-Erickson (44). Resumes Sept. 28.

Electric Auto-Lite Co., *Suspense*, Tue. 9:20-10, thru Cecll & Presbrey (19).

Embassy Cigarettes, *The Web*, Wed. 9:30-10, thru Geyer, Newell & Ganger (21).

Esso Standard Oil Co., *Alan Young Show*, Thu. 9-9:30, thru Marschalk & Pratt (22).

Esso Standard Oil Co., *Football Games*, Sat. 1:30-conclusion, thru McCann-Erickson (22). Starts Sept. 30.

Ford Motor Co., *Ford Theater*, Fri. (alternate weeks) 9-10, thru Kenyon & Eckhardt (44).

General Electric Co., *Fred Waring Show*, Sun. 9-10, thru Young & Rubicam (44). Resumes Sept. 24.

General Foods Corp. (Sanka), *The Goldbergs*, Mon. 9:30-10, thru Young & Rubicam (27). Resumes Sept. 25.

General Foods Corp. (Maxwell House), *Mama*, Fri. 8-8:30, thru Benton & Bowles (22).

B. F. Goodrich Co., *Celebrity Time*, Sun. 10-10:30, thru BBDO (32). Resumes Oct. 1.

Household Finance Corp., *Peoples Platform*, Sun. 5:30-6, thru LeVally (15).

(Continued on next page)

CBS-TV Sponsorships*—(Continued)

International Latex Corp., *Look Your Best*, Mon. & Fri. 3:30-4, thru Foote, Cone & Belding (25). Starts Sept. 18.

Kellogg Co., *Tom Ranger, Space Cadet*, Mon.-Wed.-Fri. 6:45-7, thru Kenyon & Eckhardt (12).

Knox Gelatine Co. Inc., *Homemakers Exchange*, Wed. 4-4:30, thru Charles W. Hoyt (18).

Kroger Co., *Alan Young Show*, Thu. 9-9:30, thru Ralph H. Jones (18).

Corliss Lamont & Co. (Nestle's Chocolate), *Mr. I. Magination*, Sun. 6:30-7, thru Cecil & Presbrey (17). Starts Sept. 24.

Lever Bros. Co., *Big Town*, Thu. 9:30-10, thru Ruthrauff & Ryan (29). Starts Oct. 5.

Lever Bros. Co., *Luz TV Theater*, Mon. 8-8:30, thru J. Walter Thompson (29). Starts Oct. 2.

Lewyt Corp. (vacuum cleaners), *Homemakers Exchange*, Mon. 4-4:30, thru Hicks & Greist (18).

Lincoln-Mercury Dealers, *Toast of the Town*, Sun. 8-9, thru Kenyon & Eckhardt (35).

Thomas J. Lipton Inc. (tea), *Arthur Godfrey's Talent Scouts*, Mon. 8:30-9, thru Young & Rubicam (22).

Lucky Strike Cigarettes, *This Is Show Business*, Sun. 7:30-8, thru BBDO (53).

Luden's Inc., *Sing It Again* (simulcast), Sat. 10:15-10:30, thru J. M. Mathes (13). Starts Oct. 7.

Magnavox Co., *Magnavox Theater*, Fri. (alternate weeks) 9-10, thru Maxon (17).

Maiden Form Brassiere Co., *Vanity Fair*, Mon.-Wed.-Fri. 4:30-5, thru Wm. H. Weintraub.

C. H. Masland & Sons (rugs), *At Home Show*, Mon. 11-11:15, thru Anderson, Davis & Platte (35).

Jules Montenier Inc. (Stopette Spray), *What's My Line*, Sun. 10:30-11, thru Earl Ludgin (32). Starts Oct. 8.

Nash-Kelvinator Corp. (Nash cars), *Nash Airfytte Theater*, Thu. 10:30-11, thru Geyer, Newell & Ganger (60). Starts Sept. 21.

Nash-Kelvinator Corp. (Kelvinator), *Star of the Family*, Fri. 10-10:30, thru Geyer, Newell & Ganger (60). Starts Sept. 22.

Nash-Kelvinator Corp. (Kelvinator), *Homemakers Exchange*, Mon.-Fri. 4-4:30, thru Geyer, Newell & Ganger (18).

Oldsmobile (General Motors), *CBS-TV News*, Mon.-Wed.-Fri. 7:30-7:45, thru D. P. Brother (11). Beginning Sept. 26, program runs Mon.-Fri.

Olney & Carpenter Inc. (Frozen French Fried Onions), *Homemakers Exchange*, Fri. 4-4:30, thru Fuller & Smith & Ross (18). Ceases Sept. 22.

Owens-Corning Fiberglas Corp. (Fiberglas curtains), *Vanity Fair*, Tue. 4:30-5, thru Fuller & Smith & Ross (3).

Pabst Sales Co. (beer), *Bozing*, Wed. 10-11, thru Warwick & Legler (60). Starts Sept. 27.

Pepsi-Cola Co., *Faye Emerson*, Tue.-Thu.-Sat. 7:45-8, thru Blow (43). Starts Sept. 26.

Philip Morris Cigarettes, *Candid Camera*, Mon. 9-9:30, thru Blow (35). Replaced by Horace Heidt Oct. 2.

Philip Morris Cigarettes, *Truth or Consequences*, Thu. 10-10:30, thru Blow (46).

Pillsbury Mills Inc., *Arthur Godfrey & His Friends*, Wed. 8:15-8:30, thru Leo Burnett (50). Starts Sept. 27.

Prudential Insurance Co., *dramatic show*, Tue. (alternate weeks) 8-9, thru Calkins & Holden, Carlock, McClinton & Smith (44). Starts Oct. 10.

Pure-Pak Ice Cream (Excello Corp.), *Homemakers Exchange*, Tue. 4-4:30, thru Fred M. Randall (18).

Renuzit Home Products Co. Inc. (cleaner), *Homemakers Exchange*, Tue. 4-4:30, thru McKee & Albright (18).

S.O.S. Co. (cleanser), *Homemakers Exchange*, Mon. 4-4:30, thru McCann-Erickson (18).

Sterling Drugs Inc., *Sing It Again* (simulcast), Sat. 10:30-11, thru Dancer-Fitzgerald-Sample (13). Starts Oct. 7.

Sundial Shoes (International Shoe Co.), *Lucky Pup*, Fri. 6:30-6:45, thru Hoag & Provandle (9).

Swift & Co. (peanut butter), *Homemakers Exchange*, Fri. 4-4:30, thru J. Walter Thompson (18).

Sylvania Electric Products Inc., *Beat the Clock*, Fri. 10:30-11, thru Cecil & Presbrey (20). Starts Sept. 29.

Toni Co. (Gillette Safety Razor Co.), *Arthur Godfrey & His Friends*, Wed. (alternate weeks) 8-8:15, thru Foote, Cone & Belding (45).

United Fruit Co., *Homemakers Exchange*, Wed. 4-4:30, thru BBDO (18).

Westinghouse, *Studio One*, Mon. 10-11, thru McCann-Erickson (45).

Wilbur-Suchard Chocolate Co. Inc., *Homemakers Exchange*, Tue. & Thu. 4-4:30, thru Foltz-Wessinger (18).

Wrigley Gum, *Gene Autry*, Sun. 7-7:30, thru Ruthrauff & Ryan (6).

* Breakdown of stations as between live and kine not available.

ABC-TV Sponsorships

Acrobat Shoe Co. (General Shoe Corp.), *Acrobat Ranch*, Sat. 11:30-Noon, thru Ruthrauff & Ryan (22 plus 18 kine).

Admiral Corp., *Stop The Music*, Thu. 8-8:30, thru Kudner (29).

American Bakeries Co., *Lone Ranger*, Thu. 7:30-8, thru Tucker Wayne (7 kine).

American Dairy Assn., *Paul Whiteman TV Teen Club*, Sat. 8-8:30, thru Campbell-Mithun (9).

American Safety Razor Corp., *The Sugar Bowl*, Mon. (alternate weeks) 9-9:30, thru Ruthrauff & Ryan (11 plus 12 kine). Starts Oct. 9.

Arnold Bakers Inc., *Life Begins at 80*, Wed. 8-8:30, thru Benton & Bowles (8 live). Starts Oct. 4.

Bendix Home Appliances Inc., *Chance of a Lifetime*, Wed. 7:30-8, thru Tatham-Laird (27 plus 6 kine).

Best Foods Inc., *Penthouse Party*, Fri. 10-10:30, thru Earle Ludgin (31 live plus 25 kine). Starts Sept. 15.

Blatz Brewing Co., *Roller Derby*, Thu. 10:30-conclusion, thru Kastor, Farrell, Chesley & Clifford (11 plus 3 kine).

Canada Dry Ginger Ale Inc., *Super Circus*, Sun. 5-5:20, thru J. M. Mathes (16 plus 9 kine).

Chrysler (Chrysler Corp.), *Treasury Men In Action*, Mon. 8-8:30, thru McCann-Erickson (31 plus 31 kine).

C&W Enterprisers ("magic" towels), feature film, Mon. 11-midnight, thru Mail Order Network (7).

Dodge (Chrysler Corp.), *Showtime USA*, Sun. 7:30-8, thru Ruthrauff & Ryan (21 plus 4 kine). Starts Oct. 1.

Exquisite Form Brassiere Inc., *The Robbins' Nest*, Fri. 11-11:15, thru Brandford (7).

Florsheim Shoe Co., *Red Grange Predicts*, Thu. 11-11:15, thru Gordon Best (9).

General Mills Corp. (Bisquick & Cheerios), *Lone Ranger*, Thu. 7:30-8, thru Dancer-Fitzgerald-Sample (12 plus 24 kine).

General Mills Corp., (Gold Medal Flour, Wheaties), *Life with the Erwins*, Sat. 7:30-8, thru Dancer-Fitzgerald-Sample (39 plus 16 kine). Starts Oct. 21.

Goodyear Tire & Rubber Co., *Paul Whiteman Goodyear Revue*, Sun. 7-7:30, thru Young & Rubicam (18 plus 23 kine).

Gospel Broadcasting Assn., *Old Fashioned Revival Hour*, Sun. 10-10:30, thru R. H. Alber (32 plus 7 kine). Starts Oct. 8.

Green Giant Co., *Art Linkletter's Houseparty*, Fri. 7:30-8, thru Leo Burnett (14 plus 4 kine). Starts Oct. 6.

Gruen Watch Co., *Blind Date*, Thu. 9:30-10, thru Stockton, West, Burkhart (15 plus 11 kine). Starts Sept. 28.

Homecraft Publishing Co., *Wrestling Interviews*, Wed., 5 min. after wrestling, thru Huber Hoge & Sons (13).

Hudson Motor Car Co., *Billy Rose's Playbill*, Tue. 9-9:30, thru Brooke, Smith, French & Dorrance (31 plus 28 kine). Starts Oct. 3.

Ironrite Ironers Corp., *Hollywood Screen Test*, Mon. 7:30-8, thru Brooke, Smith, French & Dorrance (10). Starts Oct. 2.

Mason, Au & Magenheimer Confectionery Mfg. Co. (Mason Peaks candy), *Chester the Pup*, Sat. Noon-12:15, thru Turner, Leach (12). Starts Oct. 7.

M & M Ltd., *Super Circus*, Sun. (alternate weeks) 5:30-6, thru Wm. Esty (13 plus 5 kine).

Old Gold Cigarettes, *Stop the Music*, Thu. 8:30-9, thru Lennen & Mitchell (29 plus 23 kine).

Packard Motors Inc., *Holiday Hotel*, Thu. 9-9:30, thru Young & Rubicam (24 plus 22 kine).

Peters Shocs (International Shoe Co.), *Super Circus*, Sun. (alternate weeks) 5:30-6, thru Henri, Hurst & McDonald (13).

Pharma-Craft Corp., *The Sugar Bowl*, Mon. (alternate weeks) 9-9:30, thru Ruthrauff & Ryan (13 plus 10 kine). Starts Oct. 2.

Philco Corp., *Don McNeill TV Club*, Wed. 9-10, thru Hutchins (12 plus 27 kine).

Pontiac (General Motors), *Game of the Week* (football), Tue. 8-8:30, thru MacManus, John & Adams. Starts Oct. 3.

Procter & Gamble Co., *Beulah*, Tue. 7:30-8, thru Dancer-Fitzgerald-Sample (31 plus 29 kine). Starts Oct. 3.

Ronson Art Metal Works Inc., *Twenty Questions*, Fri. 8-8:30, thru Grey (7 plus 4 kine).

Schlitz Brewing Co., *Pulitzer Prize Playhouse*, Fri. 9-10, thru Young & Rubicam (35 plus 1 kine). Starts Oct. 6.

Seeman Bros Inc., *I Cover Times Square*, Thu. 10-10:30, thru Wm. H. Weintraub (12 plus 3 kine). Starts Oct. 5.

Sun Oil Co., *Professional Football Highlights*, Fri. 8:30-9, thru Hewitt, Ogilvy, Benson & Mather (14).

Sun Oil Co., *National Football League Championship Games*, thru Hewitt, Ogilvy, Benson & Mather. Station line-up varied.

Wine Corp. of America, *Can You Top This*, Thu. 9:30-10, thru Weiss & Geller (18 plus 5 kine). Starts Oct. 3.

Young People's Church of the Air, *Youth on the March*, Sun. 10:30-11, thru John M. Camp (18 plus 7 kine).

DuMont Sponsorships

Bond Stores Inc. (clothing), *Hands of Mystery*, Fri. 9-9:30, thru Grey (5 plus 6 kine).

Chevrolet (General Motors), *Notre Dame football games*, Sat. 3-conclusion, thru Campbell-Ewald (43).

Colgate-Palmolive-Peet Co., *Colgate Scoreboard*, Sat. 10 min. conclusion of football game, thru Sherman & Marquette (35).

Consolidated Cigar Corp., *Plainclothesman*, Wed. 9:30-10, thru Erwin, Wasey (8 plus 6 kine).

Allen B. DuMont Laboratories Inc. (TV sets), *Saturday Night at the Garden*, Sat. 8:30-11, thru Campbell-Ewald. Starts Oct. 7.

Drug Store Television Productions, *Cavalcade of Bands*, Tue. 9-10, thru Product Adv. (10 plus 8 kine).

Drug Store Television Productions, *Cavalcade of Stars*, Fri. 10-11, thru Product Adv. (14 plus 5 kine).

Esquire Boot Polish (Knemark Mfg. Co.), *Hold That Camera*, Fri. 8:30-9, thru Emil Mogul (9 plus 11 kine).

Food Store Programs Corp., *Star Time*, Tue. 10-11, thru Franklin Bruck (10 plus 20 kine).

Walter H. Johnson Candy Co., *Captain Video*, Tue. & Thu. 7-7:30, thru Franklin Bruck (16).

Kaiser-Frazier Corp., *Ellery Queen*, Thu. 9-9:30, thru Wm. H. Weintraub (9 plus 1 kine). Starts Oct. 19.

Arthur Murray Studios, *Arthur Murray's Party Time*, Sun. 9-10, thru Darland (15 plus 25 kine). Starts Oct. 15.

Rosefield Packing Co. (Skippy Peanut Butter), *Captain Video*, Wed. 7-7:30, thru Guild, Bascom & Bonfigli (16).

Sterling Products (Sterling Drug Inc.), *Okay Mother*, Mon.-Fri. 1-1:30, thru Dancer-Fitzgerald-Sample (4).

Tidewater Associated Oil Co., *Broadway to Hollywood*, Wed. 10-10:30, thru Lennen & Mitchell (2).

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Television Digest

WITH AM FM REPORTS

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September 23, 1950

10% EXCISE TAX UPS TV PRICES NOV. 1: Nov. 1 is effective date of manufacturers' 10% excise tax on TVs -- and retail prices should go up estimated 6-10% after that date. As with radios, long taxed 10% at factory, tax will be included in suggested list price.

Congress failed to get tax bill to President Truman before Sept. 21 deadline date, which would have made TV tax effective Oct. 1, so industry and public won month's "reprieve" -- and considerable saving in light of probable 700,000 or more sets expected to be produced in October. Home freezer units, too, are similarly taxed -- these and TVs being only new excises in bill that retains all old ones.

Tax is imposed only on and after Nov. 1, does not affect sets in transit or in distributor-dealer hands at that time. Bill passed by House and Senate Sept. 22 actually simply adds TV to present 10% levies on radios, phonographs, records, musical instruments, and their components. Industry efforts to get wording simplified were unavailing.

Note: TV-freezer excises are only small items in \$4.5 million Revenue Act of 1950 (H.R. 8920), which has vital provisions affecting your business and you: boosts corporate income taxes; increases personal income taxes; requires withholding taxes; allows 5-year accelerated depreciation for war plants and facilities; plugs loopholes in present laws.

FCC TOLD BRACKET SETS LONG WAY OFF: Manufacturers have wrestled with bracket standards another week -- and still none has said he can meet FCC's deadline (estimated around Nov. 10) for conversion of TV production to the new type of sets.

Thus, it appears likely that manufacturers will respond "no can do" by next Friday, Sept. 29, when answers are due.

Such a negative response, said FCC in its color report (Vol. 6:35), means CBS system will be adopted immediately. Presumably, that would be followed by either compulsive or permissive requirements to telecast color. Such actions very likely would mean court appeals and resultant delays.

Delays into next year probably mean (1) more sets-in-use than the estimated 10,000,000 will have to be adapted if and when CBS system goes into actual effect; (2) war orders will catch up with TV-radio production, meaning fewer monochrome sets and probably mere trickle of polychrome.

It's apparent FCC hasn't been much impressed by "war orders" argument, with concomitant manpower drain and probable materials shortages. It's equally clear industry is hoping against hope it can maintain high civilian output along with military -- whose orders are due very soon, now that initial defense appropriations have been made, with some \$2.3 billion earmarked for electronics for rest of 1950 and all fiscal 1951.

Meanwhile, FCC and industry may soon be faced with this question from buying public: "Shall we buy TV sets now, or wait for bracket standards and/or color?" Question is palpably loaded with economic and political dynamite.

* * * *

Whether Commission will change its mind, is anyone's guess. But it intends to consider set makers' responses immediately upon receipt -- one reason why it

postponed to Oct. 16 the opening of "end-of-freeze" hearings (see story on p. 4).

No formal responses had been received by FCC by end of week. But late Friday, Commission and staff met in Chairman Coy's office with Motorola president Paul Galvin, who was flanked by consumer products v.p. E. H. Wavering and communications and research v.p. Daniel E. Noble. Galvin was first manufacturer to contact Commission direct, though some companies' engineers have consulted with Commission engineers on technical data. And Coy is due to confer with other Chicago set makers while in that city to make several speeches next week.

Motorola is fourth largest TV producer, and Mr. Galvin was several times president of old RMA. Speaking for own company, he said it would take 6½ months to start production of sets containing merely 2-position adapter, i.e., to get standard black-and-white and CBS color in monochrome. He couldn't estimate how long it would take to start as-yet-undisigned bracket sets.

He didn't go into costs, but gave reporters "horseback opinion" of \$35 to incorporate 2-position circuits. Purpose of asking for meeting, he said, was to help him decide how to respond next week.

* * * *

Manufacturers seemed somewhat calmer this week than indicated by their initial reactions (Vol. 6:35-37). Most have assigned their engineers to study problem. Large and small set makers still say FCC deadline date is "impossible."

"The more you study the problem of making these brackets," said one, "the more complicated it becomes. We don't know how to build such sets. Actually, it's not merely a production job -- it's basic research and development."

Even CBS admits it was taken off guard by brackets proposal. Spokesmen point out that it is FCC's idea, not theirs; that idea was never explored during hearing; that CBS hasn't built a bracket set; that it realizes there are bound to be production problems.

There should be quite a few replies by Sept. 29, some quite detailed, though many of the 100-odd set makers will doubtless remain silent and "let George do it." Manufacturers individually, and through the National Television System Committee, are weighing economic as well as technical factors. Cost and impact upon their trade will probably be stressed.

Some manufacturers seemed confused, as late as this week, about what FCC wanted in bracket standards. Some still thought it merely wants 2-position sets (15,750 line repetition & 60 fields, plus CBS's 29,160 lines & 144 fields). In reply to inquiry by Philco's David Smith (Vol. 6:37), FCC made it clear it wants sets capable of handling any combination of lines and fields falling within brackets specified in its color report (Vol. 6:35). As for Smith's specific questions about CBS color standards, FCC pointed out that it hasn't actually proposed any yet.

Cost estimates continue to range all over the place (Vol. 6:36). One big set maker comes up with these, probably exaggerated -- but high even if halved: (1) Built in at factory, \$50 manual, \$60 automatic. (2) Separate external adapter, \$100 manual, \$115 automatic -- impractical for some makes of sets, particularly table models. Other ranged from \$30 to \$130, but some were thinking first of simpler 2-position circuits, as did Mr. Galvin.

* * * *

As expected, RTMA board was careful to keep its skirts clean of monopoly charges. In jig time, at Sept. 20 meeting in New York, it voted to send letter to FCC, stating: "The Association has never attempted to, and cannot, require its members to build, or refrain from building, particular sets or sets of particular capabilities." It said, however, that panels of NTSC will supply technical data.

Board burned over charges that manufacturers have been selfishly holding back developments such as color. It appointed committee "to investigate the feasibility of having a comprehensive study prepared on the technical contributions of the industry in the development of television and frequency allocation plans." Obviously, intention is to document a refutation of blasts at industry, such as those

made by Comr. Jones and Sen. Johnson. Committee comprises GE's Dr. W. R. G. Baker, chairman; Dr. Allen B. DuMont, RTMA president Robert Sprague.

Attendance at meeting was considered good -- 31 out of 41. Notably absent, however, were RCA and Philco members, as they were from TV committee meeting week before (Vol. 6:37) -- undoubtedly because of anti-trust fears and presumably because they're preparing to fight FCC edict in their own ways. With non-RTMA member Admiral, they produce close to half industry's TV volume. Among those absent, also, were GE's Dr. Baker ((probably due to strike) and Motorola's Mr. Galvin, though both were at previous TV committee meeting.

* * * *

FCC still feels much the same as it indicated in its report, particularly regarding immediate desirability of color and superiority of CBS images. That's clear from conversations with members and from their public utterances.

Comr. Sterling hewed strictly to line of color report while answering barrage of questions after speech last week-end at Pacific IRE convention. Color-now is more important to him than compatibility, he noted. How about degraded monochrome picture with CBS system? "You'd be surprised," said Sterling, "to find that color more than offsets the disadvantages of reductions in the number of lines." He was sure the tri-color tube would prove out, but "so far, I like the disc."

Sterling did say "door is still ajar" for compatible systems, and he pointed out that "no one argued more for compatibility than I during the hearings. Nothing would please me more than to see CBS come up with a compatible system." He was dubious about GE system (Vol. 6:30,34,37): "Any system which uses a sub-oscillator is vulnerable to interference, and the GE system, as I understand it, has two sub-oscillators."

Chairman Coy will have similar approach, undoubtedly, during 3 speeches in Chicago Sept. 25-26. He addresses Assn. of National Advertisers (Drake Hotel) and National Electronics Conference (Edgewater Beach) first day, Chicago TV Council (Palmer House) second day.

* * * *

CBS has had color test pattern on 10-11 a.m. daily in New York, but number of set makers using it is unknown. Paramount has tested Lawrence tri-color tube (Vol. 6:18-36) with it, planned to try improved model next. Fifty more tubes have been ordered from Machlett, but production has been plagued by shortages (metal cones, face-plates, etc.). Paramount says it plans no public demonstrations until "we can show something we're completely satisfied with."

DuMont, too, has put CBS-type picture on air, using uhf (612 mc), 8:30 a.m.-5 p.m. daily, with slides as well as test pattern. Transmissions are 1 kw, from Passaic, receivable up to estimated 10 miles. Says DuMont's Dr. T. T. Goldsmith: "Manufacturers need more than CBS's one hour a day, if they really want to experiment with the system."

RCA-NBC experimental color adjunct to WNBW, Washington, was granted STA extension by FCC to continue testing RCA color system from Sept. 20 to Oct. 13.

* * * *

Novel gadget for CBS system is reportedly being developed by Celomat Corp., maker of magnifiers, which has made CBS-type color converter (Vol. 6:11). It's a color disc, slightly larger than 45rpm record, run by small motor, and designed to sell for less than \$10. When monochrome set is adapted to CBS scanning speed, disc can be held in front of screen, bringing in color after a fashion.

If CBS has infused color zeal into any affiliates, other than those in which it has ownership, none are saying so, and some are vigorously opposed to incompatible system. But one takes situation rather calmly:

"We'll broadcast whatever color system the FCC adopts," he said. "It would certainly be painful if we were compelled to put CBS color on during good sponsored time. If color broadcasts are permissive, we might be able to work it up gradually without too much disruption. It all depends on the public. I thought FM would sweep the country; I was wrong. Whether color will bear same relation to monochrome

that FM did to AM, I just don't know. Black-and-white developed on a permissive basis, starting with no audience. But it's true that it brought forth vision for the first time. Only time will tell how much more color will mean to the public.'

* * * *

Noteworthy reaction to color report is that of editor Reginald Clough in Sept. 15 Tide Magazine. First, he deplores FCC's lack of finality, saying: "It is up to the FCC to let buyers know at once whether they can or cannot actually expect color sets soon -- or whether they can look forward only to new color hearings."

Then, he advises: "It is not too soon for advertisers and agencies to start preparing for color TV....It is noteworthy that in the few major media where there is no extra charge for color -- e.g., outdoor and car card advertising -- the great majority of advertising is in color. Add to that the tremendous strides color has made in the national magazines and, more recently, in the newspapers, and your best bet would seem to be that TV will be predominantly a color medium. Significantly, too, color will add nothing to the production, transmission or other costs of TV broadcasting. There will be no justification, therefore, for extra advertising costs for color TV."

Other commentators were inclined to eye FCC action askance, notably New York Times' Jack Gould and New York Herald Tribune columnist John Crosby, who took dim view of immediate prospects for color receivers. AP's Wayne Oliver noted extra cost to public "may run from \$7 to \$20 a set, or \$42,000,000 to \$120,000,000 more a year just for black and white sets....Some industry observers [estimate] \$40 to \$60 a set, or \$280,000,000 to \$420,000,000 if everyone had his set adapted. But CBS [estimates] only \$15 to \$25 a set...."

Trade press mostly was inclined to take middle courses but Tele-Tech editor Dr. O. H. Caldwell, member of original Federal Radio Commission, lit into FCC:

"It is possible that 3,000,000 TV sets would be manufactured before the final FCC decision. This would mean \$90,000,000 of customers' money thrown away on a useless addition to their receivers if a better, compatible system is eventually chosen...Here is a clear example of where faith in the future, possessed by the scientific researcher, the dreamer, pointed out the way to success. It is unfortunate that there is no such guiding personality on the Commission nor is there a single experienced TV researcher on the FCC engineering staff. The important matter of future color standards is an engineering problem...[FCC] has shown what Bureaucracy can do to Industry. Millions of TV users may be saddled with an inferior system when Bureaucracy attempts the difficult technical problem of TV transmission standards. This problem should be assigned to Industry engineers."

Famed inventor Lee deForest, who described his own mechanical color system to FCC during hearing but didn't recommend it, was amazed by FCC report. Aged scientist, frequently called "Father of Radio" (his recent book has that title), writes from Los Angeles: "I doubt if a more unjust and 'goofy' decision can be found anywhere in the annals of American bureaucracy."

END-OF-FREEZE HEARING NOW OCT. 16: Reasons FCC has postponed next phase of end-of-freeze hearing, from Oct. 2 to Oct. 16, are simply these: (1) Commissioners and key staffmen, probably for week or more after Sept. 29 deadline, will be considering manufacturers' answers to FCC request for bracket standards in future receivers [see story above]. (2) Many witnesses wanted more time to revise and bring up-to-date their comments and oppositions. FCC spokesmen say Oct. 16 is definite; there will be no further delay.

En banc hearing on general issues (such as vhf-uhf propagation, transmission standards, stratovision, polycasting, educational TV) is still expected to require 20 hearing days -- and thereafter must come hearings on particular allocations that should take 60 hearings days or more. That would indicate, with time needed for final decisions, end of freeze no earlier than next May (Vol. 6:36).

To list of witnesses scheduled for general issues hearing (see Supplement No. 70), FCC this week added RCA (with evidence on uhf propagation from its Bridgeport experimental station) and KSJB, Jamestown, N.D. More may be added.

Station Accounts: Brooklyn Union Gas Co., sharing costs with participating manufacturers of gas appliances, sponsoring Tex & Jinx McCrary in *New York Closeup*, 5-a-week interviews on WNBTV . . . Philadelphia Frozen Food Exchange Sept. 27 starts *Cold Cash*, quiz-variety show on WCAU-TV, Wed. 7-7:30, with these participating sponsors: Downy Flake Frozen Waffles, Icelandic Frosted Filets, Milady Frozen Blintzes, Temple Chinese Frosted Foods . . . New sponsors of Ziv-produced *Yesterday's Newsreels* are Southern Biscuit Co., on WMAL-TV, WTVR, WBTB; Manor House Coffee, WBKB; Dayton Power & Light Co., WHIO-TV; H. G. Hill Stores, WDSU-TV; Oil Institute, WMAR-TV . . . WNAC-TV, Boston, signs local Boston College games sponsored by Atlantic Refining Co., in addition to 3 Notre Dame games for Chevrolet via DuMont and Army and Navy games for Esso via CBS-TV . . . Franklin, Bertin & Tragerman Inc., New York (Norman Gladney, account executive) signs to handle special TV promotions for Hecht Bros. Dept. Store, Baltimore; May-Stern Co., Pittsburgh; L. Fish Furniture Chain, Chicago . . . Among sponsors currently reported using or planning to use TV (all agencies New York unless otherwise specified): Cortley Frosted Foods Inc., thru Fairfax Agency (WNBTV); Celanese Corp. of America, thru Ellington & Co.; Sherwin-Williams Co. (Super Kem-Tone paints), thru Fuller & Smith & Ross, Cleveland; Paul F. Reich Co. (Whiz candy bar), thru Biddle Co., Bloomington, Ill.; Felt & Tarrant Mfg. Co. (Comptometer training schools), thru Fitzmorris & Miller, Chicago; Tasty Toothpaste Co., thru Victor Van Der Linde (WCBS-TV); E. L. Bruce Co. (Bruce Cleaning Wax), thru Christensen Adv. Agency, Chicago; Croton Watch Co. (Croton Acquamatic Watches), thru B. D. Iola Co. Inc. (WCBS-TV); Chock Full O' Nuts (restaurants), thru H. W. Fairfax Adv. (WABD); Grace Downs Hollywood Model School, New York, thru Wm. Wilbur Adv. Inc.; Old Dutch Coffee Inc., thru Peek Adv.

Network Accounts: Carnation Co. Oct. 12 starts *Burns & Allen* on CBS-TV, Thu. (alternate weeks) 8-8:30 . . . Wander Co. (Ovaltine) Sept. 25 starts *Sandy Strong*, marionette show, on ABC-TV, Mon. thru Fri. 6:15-6:30 . . . A. C. Gilbert Co. (toys) Oct. 28 starts *Boys' Railroad Club* on CBS-TV, Sat. 7:30-7:45 . . . Shulton Inc. (All Spice shaving cream & lotion) Sept. 30 starts Curt Gowdy's 15-min. pre-game football chatter on CBS-TV, Sat. 1:15 . . . Amm-i-Dent's *Mystery Playhouse* on CBS-TV, Tue. 10-10:30, changed name to *Danger* as of Sept. 20 . . . Preceding Chevrolet-sponsored Notre Dame games on DuMont Network, Allen B. DuMont Laboratories starting Sept. 30 will sponsor 20-min. films depicting college life and interviews with college presidents.

August network TV billings (excluding DuMont) totaled \$1,855,361 to bring first 8 months of 1950 to \$17,357,058; comparative 1949 figures were \$629,787 and \$5,506,292. Network radio (AM) for August also was up from August 1949, though slightly, but for 8-month was running behind corresponding 1949 period. Figures were compiled by Publishers Information Bureau as follows:

NETWORK TELEVISION				
	August 1950	August 1949	8 Months 1950	8 Months 1949
ABC	\$ 257,111	\$115,002	\$ 2,394,592	\$ 585,315
CBS	349,554	164,471	5,271,291	1,337,780
DuMont		66,154		552,641
NBC	1,243,696	284,160	9,691,175	3,030,556
Total	\$1,855,361	\$629,787	\$17,357,058	\$5,506,292
NETWORK RADIO				
	August 1950	August 1949	8 Months 1950	8 Months 1949
ABC	\$ 2,264,563	\$ 2,544,096	\$ 24,054,708	\$ 23,797,408
CBS	4,629,623	3,973,058	45,217,118	41,304,312
MBS	1,093,024	1,119,364	10,643,868	12,531,953
NBC	4,566,293	4,523,117	41,931,767	42,396,507
Total	\$12,553,503	\$12,159,635	\$121,847,461	\$125,030,180

* Not available.

Personal Notes: John E. McCoy, chief, TV Branch, FCC Broadcast Law Bureau, has resigned to head legal dept. of Fort Industry Co. (Storer stations), with headquarters in Detroit; Joseph N. Nelson has been named acting chief . . . Maurice B. Mitchell, who quit BAB to join NBC as sales executive month ago, moves to Muzak Corp.'s Associated Program Service as gen. mgr., with APS's Richard Testut transferred to administrative division . . . Howard Hausman, ex-CBS v.p., joins William Morris Agency in administrative capacity . . . Jack Lescoulie appointed asst. program director of WCBS-TV . . . Phyllis Duskin, ex-v.p. of Shop-By-Television Inc., named radio-TV director, Ray-Hirsch Co. . . Donald A. Getz named sales service representative, Charles A. Wilson sales promotion mgr., WGN & WGN-TV, Chicago . . .

AT&T will have final TV "cable" allocations Sept. 25 —and they probably will not meet requirements of all 4 networks. But, it's said to be best that can be done, and will probably stand—unless someone formally asks FCC to intervene. FCC Sept. 20 turned down DuMont's invitation to take over (Vol. 6:37) on grounds it "would be premature and inappropriate . . . at this time." Other DuMont suggestion, that FCC limit TV stations to not more than 2 hours of network programs from any one network during 8-11 p.m., is "receiving consideration," Commission said. It was undoubtedly referring to possible revision of network regulations, which FCC has said was under consideration in view of changed picture of broadcasting today (TV, more stations, etc.).

Theatre TV operators got rights to show 2 football classics even while TOA's Gael Sullivan was humping to get ban lifted on showing World Series in theatres. Notre Dame home games will be shown in Fabian's Fox, Brooklyn, and Palace, Albany; Century's Marine, Brooklyn, and Queens, Queens Village L.I.; American's Pilgrim, Boston. Games will be carried on DuMont Network, sponsored by Chevrolet. Army-Navy game Dec. 2 will also be shown in theatres in those interconnected cities with large-screen TV equipment. Financial arrangements were not divulged.

Whither TV—New York or Hollywood? "To Hollywood," insists movie producer Samuel Goldwyn in Sept. 17 *Chicago Tribune*. "Hollywood has been rehearsing for TV for the past 50 years," he says. Where else will TV producers find "master craftsmen" in all phases of visual entertainment? he asks. To critic George Seldes, however, such a shift would invite "disaster". In article in October *Atlantic Monthly*, excerpted from his forthcoming book, *The Great Audience*, ex-CBS-TV executive Seldes voices conviction TV must develop own technique. He says if it takes cue from Hollywood, TV "will not only be distorted, it will be stunted."

Shift in newspaper sales from one edition to another is worst result of TV popularity, Matthew G. Sullivan, circulation director of Gannett chain told N. Y. State Publishers Assn. at Lake Placid, N. Y. Sept. 19. "Morning and Sunday newspapers, with editions on sale in the early evening before publication date, have experienced a drop in sales of those early editions," he said, "[but] much, if not all or more, of those sales have been regained on editions sold in the morning hours." He cited Audit Bureau of Circulation figures showing increases in circulation in TV cities—evening newspapers up 217,000 copies, morning 103,000. Mr. Sullivan also observed TV whets public's appetite for details of news.

TV Authority, overall TV performers union (Vol. 6:16), reported to have dropped request to NLRB to represent film actors as well as live TV performers. Such action would remove only dispute with Screen Actors Guild, which has petition before NLRB to represent film performers on TV.

Count of TV Sets-in-Use by Cities

As of September 1, 1950

TV sets-in-use reached 7,529,700 as of Sept. 1, according to NBC's monthly "census" report estimating TV receivers within 40-mi. service areas (.5 Mv). Counting 750,000-900,000 sets in pipelines or sold during September (August production exceeded 700,000; Vol. 6:37), October 1 should see between 8,250,000 and 8,400,000 sets-in-use. Sales should be stronger than ever in 15 markets with 21 stations and 506,600 set owners as of Sept. 1, which will have joined interconnected networks by Oct. 1. [For list of such cities, see footnote.] NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Sept. 1 total is 587,700 increase over Aug. 1 count (Vol. 6:33).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	208,000
Boston	2	1,175,000*	490,000
Buffalo	1	323,000*	120,000
Chicago	4	1,438,000	595,000
Cincinnati	3	384,000*	157,000
Cleveland	3	695,000	237,000
Columbus	3	225,000*	84,000
Dayton	2	291,000*	84,000
Detroit	3	839,000*	306,000
Erle	1	112,000*	28,300
Grand Rapids	1	182,000*	33,500
Johnstown	1	250,000*	33,900
Kalamazoo	1	143,000*	14,300
Lancaster	1	85,000*	58,900
Lansing	1	168,000*	19,000
Memphis	1	177,000	49,300
Milwaukee	1	327,000	146,000
New Haven	1	557,000	95,500
New York	7	3,597,000*	1,555,000
Norfolk	1	196,000	27,900
Philadelphia	3	1,184,000*	565,000
Pittsburgh	1	742,000*	133,000
Providence	1	1,011,000*	79,000
Richmond	1	130,000*	39,900
Rochester	1	208,000*	48,600
Schenectady	1	258,000*	99,500
St. Louis	1	474,000	166,000
Syracuse	2	199,000*	63,300
Toledo	1	241,000*	53,000
Utica	1	127,000*	22,100
Washington	4	691,000*	161,000
Wilmington	1	183,000*	40,800
Total Interconnected	59		5,863,800

Non-Interconnected Cities

Albuquerque	1	22,000	4,600
Ames (Des Moines)	1	126,000	14,300
Atlanta	2	233,000	57,600
Binghamton	1	131,000*	19,000
Birmingham	2	196,000	18,400
Bloomington	1	104,000*	8,000
Charlotte	1	171,000	22,200
Dallas	2	277,000*	39,600
Fort Worth	1	269,000*	31,400
Davenport-Rock Island	2	133,000	18,400
Greensboro	1	165,000	19,500
Houston	1	217,000	37,200
Huntington	1	132,000	20,100
Indianapolis	1	281,000*	63,300
Jacksonville	1	94,000	15,000
Kansas City	1	275,000	50,500
Los Angeles	7	1,372,000	638,000
Louisville	2	188,000	46,500
Miami	1	117,000	33,900
Minneapolis-St. Paul	2	333,000	121,000
Nashville	(a)	151,000	2,000
New Orleans	1	225,000	34,300
Oklahoma City	1	138,000	42,300
Omaha	2	132,000	29,800
Phoenix	1	49,000	16,100
Salt Lake City	2	93,000	25,300
San Antonio	2	130,000	25,200
San Diego	1	113,000	55,000
San Francisco	3	825,000	85,300
Seattle	1	307,000	37,800
Tulsa	1	125,000	34,300
Total Non-Interconnected	47		1,665,900
Total Interconnected and Non-Interconnected	106		7,529,700

(a) WSM-TV, Nashville, is due to begin regular commercial operation Sept. 30.
* Family figures are based on estimates of 1948 population. Note

Telecasting Notes: Last of the pre-freeze CP holders to go on air, Nashville's WSM-TV definitely starts scheduled operation Sept. 30 but is postponing formal opening until later; management reports it expects 8500 sets-in-use by Sept. 30 . . . KOAM, Pittsburg, Kan. filed application this week for Channel 7 (for details, see TV Addenda 11-K herewith) . . . Havana's Union Radio (Vol. 6:30, 32) begins regular transmissions Oct. 1, and on Oct. 6 will telecast Havana baseball games; it's Cuba's first TV outlet, but Goar Mestre's Circuito CMQ (Vol. 6:17, 28, 29) has started closed-circuit tests of RCA transmitter now going into new building under construction. It will be represented in New York by Irving Later, Warwick Hotel. Union Radio director Gasper Pumarejo flew 14 staffers to New York this week for inspections of TV operations, and they were tendered luncheon at Savoy Plaza by RCA International . . . According to *Havana Diario de la Marina*, Radio Havana Cuba (CMCY) will have its TV station on air by January, and Radio Progreso (CMBC) is negotiating for TV . . . Recent TV rate increases (Vol. 6:34, et seq) have played such hob with his ad budget that Lorillard ad manager Alden James in Sept. 15 *Tide Magazine* states he will need 30% more in 1951 budget to keep same network shows he now has on air: *Old Gold Amateur Hour*, NBC-TV; *Old Gold Stop the Music*, ABC-TV; *Embassy Cigarettes The Web*, CBS-TV . . . Tulsa's KOTV, operating 6-10:30 p.m. daily, starts telecast day at 2:30 from Oct. 2, stays on until 12:30 midnight . . . TV station WTVJ, Miami, operating noon-to-midnight, and daytime AM station WBRD, Ft. Lauderdale, on air sunrise to sunset, have reciprocal-plug deal whereby former runs slide cards and audio copy just before sign-off to remind viewers to tune to WBRD for early-morning radio, and WBRD plugs nightly TV lineups at 5:15 and just before early-evening sign-off . . . CBS-TV has taken 5-year lease on Loew's Lincoln Square Theatre, Broadway between 66th & 67th, fourth such acquisition in last 3 months; seating 750, it will be known as CBS-TV Studio 60 . . . *Voice of Firestone* simulcast will have distinction of being first show from New York's 3000-seat Center Theater Sept. 25 when it's dedicated as an NBC-TV studio . . . KTTV's Nassour Studios in Hollywood (Vol. 6:10, 20, 29) now being used for regular motion picture production as well as TV films, with Melvin Bassett named to handle movie business . . . More rate increases: KEYL, San Antonio, from \$250 to \$312.50 per hour, from \$35 to \$45 per 1-min. announcement; WHBF-TV, Rock Island, \$200 to \$250 and \$20 to \$35; WHIO-TV, Dayton, \$300 to \$400 and \$40 to \$50 . . . In obvious reprisal for labor difficulties that began last April, KSTP & KSTP-TV, St. Paul, would have its licenses revoked if bill (H. J. Res. 543) introduced Sept. 19 by Congressman Roy W. Wier, Minnesota Farmer-Laborite, is taken seriously.

Among 36 new NAB members picked up during past few weeks, 4 are TV stations: KING-TV, Seattle; WNAC-TV, Boston; WOR-TV, New York; KPIX, San Francisco. This brings to 39 association's TV members. Among major radio stations affiliating with NAB recently are 50-kw KABC, San Antonio, and WFAA, Dallas.

Do's and dont's for political candidates in forthcoming elections are listed in 18-p. *How to Use Radio & Television* distributed by Democratic National Committee.

that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse-Rochester-Utica-Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Washington-Baltimore; Lancaster-Baltimore; Dallas-Fort Worth.

Note: Huntington joined interconnected networks Sept. 3. Following cities will be interconnected Sept. 30: Ames (Des Moines), Atlanta, Birmingham, Bloomington, Charlotte, Davenport-Rock Island, Greensboro, Indianapolis, Jacksonville, Kansas City, Louisville, Minneapolis-St. Paul, Nashville, Omaha.

MARTIN CODEL'S

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OF THE
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Television Digest

WITH AM FM REPORTS

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September 30, 1950

With This Issue: (1) Special Digest of Replies on 'Bracket Standards'.
(2) Special Report on Coy Speech Relating to Color.

TELECASTING SPREADS ITS SCOPE: Progress notes on the current TV week:

(1) Sept. 30 finds 14 more cities added to the 33 already linked for inter-city network service, leaving only 15 still non-interconnected; we've already given you all details in Vol. 6:31 & 37.

(2) Sept. 30 sees Nashville's WSM-TV begin daily 3-11 p.m. service as nation's 107th and last pre-freeze-authorized station to take the air; it starts with network service (ABC, CBS, NBC) via own microwave relay from Louisville. "Official opening" is Sunday, Oct. 8. New market already claims 8500 receivers.

(3) Oct. 1 sees Havana's Union Radio, first in Cuba, begin scheduled operation (Vol. 6:30,32) -- first of number of projected Havana TV outlets (Vol. 6:38). And some time during month, Tupi-TV, Rio de Janeiro, companion to station already operating in Sao Paulo, is due to go into regular operation (Vol. 6:19,30,33,35).

* * * *

World Series next week will be seen in all interconnected cities, Gillette-sponsored, and this week's Joe Louis-Ezzard Charles fight was carried on 31 CBS-TV outlets live, 29 more via kine recordings (for further details, see p. 7). Though Western Conference and some pro grid games are shut off TV, there appear to be plenty of football telecasts scheduled by networks and local stations (Vol. 6:37).

BRACKETS OUT—COLOR UP TO FCC AGAIN: Unanimously, the set manufacturers told FCC this week that they cannot make bracket standards receivers by estimated mid-November deadline. Many said a lot more -- so we've summarized all their responses in Special Digest herewith.

Critical question is now wholly in hands of Commission:

Will CBS color be adopted immediately? If so, will FCC seek to implement decision with formal requirement that color be telecast by networks and stations?

FCC said it would adopt CBS system, in clear terms, in its Sept. 1 report (Vol. 6:35). Chairman Coy reiterated that intention in his Chicago speeches this week (see Special Report herewith).

It's sheerest guesswork to speculate whether manufacturers' mass of arguments against bracket proposal, and against selection of incompatible CBS system, will change majority of commissioners' minds as they meet next week (after Monday) to consider the replies and weigh tremendous implications of their next step.

Signs are not lacking that Commission is worried over reaction to report, particularly the virtually solid rejection of suddenly-sprung bracket standards idea. If it adopts CBS system, requiring 2-position switch only for reception of CBS color in black and white, it will rely on competitive factors for introduction of "adapters" (internal & external) and of color receivers.

But what to say to present and prospective set owners poses problem for both FCC and CBS -- economic and political. Particularly what to tell present 8,000,000 set owners about adaptation, prospective new set buyers about "waiting for color."

Unless FCC forces it, there's little inclination among telecasters volun-

tarily to embark upon colorcasting now -- except for CBS's own New York outlet and perhaps one or 2 others.

There was talk that Commission might postpone decision, agree to give time asked by some for development and field testing of bracket standards. But no one really knew -- not even the commissioners.

CBS stock climbed to high of 35 at end of week, but it was noteworthy also that most TV-radio manufacturing shares also rose -- RCA up to 19%.

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By Friday night deadline, responses had arrived from 17 set makers: Admiral, Andrea, Arvin, Belmont (Raytheon), Conrac, Crosley, DuMont, Garod (Majestic), GE, Hallicrafters, Hoffman, Meck, Packard-Bell, Pilot, RCA, Stromberg-Carlson, Westinghouse. Not set manufacturers, but also responding: CBS, Communications Measurement Labs, Conn. Dept. of Education, National Television System Committee, WTVR Richmond.

Notably absent were: Air King, Capehart-Farnsworth, Emerson, Magnavox, Motorola, Olympic, Sylvania, Philco, Tele-tone, Zenith, among the majors. These and more may come Monday, since FCC will accept any answers postmarked Sept. 29.

RCA's reply was the one most anxiously awaited at FCC. Document released Sept. 28 ran 67 printed pages, plus complete copy of Condon Report (Vol. 6:28) -- by far most comprehensive of all replies. In all-out attack on FCC's whole color-and-brackets proposal and defense of own system, RCA obviously laid groundwork for court contest. Main points of RCA response:

(1) Proposed multiple color standards -- i.e., allow both CBS and RCA color for a "reasonable" time. "We await the verdict of the public with confidence," RCA said. (2) Called decision "illegal" and "scientifically incorrect" and submitted detailed analysis of errors it found. (3) Said bracket standards would take 6 months or more to achieve, and are "unnecessary, costly and contrary to public interest."

RCA also complained: "Never before has an administrative body of the United States undertaken to coerce the freedom of American manufacturers in what they may build and sell under threat that if they do not obey, drastic consequences to the public will follow." It is admitted, at FCC, that its whole color-brackets proposal is first time in history that Commission has advanced major idea not initiated by large segment of industry.

[Copies of RCA reply are available from its Information Dept., 30 Rockefeller Plaza, New York.]

Here's prediction of a pro-CBS Commission staffman, for what it's worth: (1) FCC will adopt CBS system. (2) RCA will take FCC to court -- and lose. (3) "Manufacturers ranks will break" and competition will implement CBS system.

He rejects any idea that RCA system will "catch up" in interim, sell itself on compatibility feature -- even though Senator Johnson (who left for Europe Sept. 28) reportedly assured Motorola's Paul Galvin that Commission will give manufacturers more time. Johnson's idea of FCC's Report is said to be that it merely spurs development of color and keeps industry from holding it back; that "door is still open" if industry cooperates in development of bracket standards.

* * * *

Zenith has many guessing. No manufacturers can visualize how Zenith, any more than they, could possibly meet FCC's deadline. But its president E. F. McDonald took pains to write each commissioner earlier this week, terming a "mis-statement" our report that "even Zenith...doesn't go along with bracket idea" (Vol. 6:37).

"Zenith had made no decision whatsoever on the subject," he wrote. The sources of our information were excellent, remain so.

Chairman Coy saw McDonald in Chicago this week. He also saw top Philco executives while there. Noteworthy visit, too, was that of Motorola's Paul Galvin and his engineers with FCC in Washington last week (Vol. 6:38). And Zenith's top engineers G. E. Gustafson and J. E. Brown saw FCC chief engineer Curt Plummer.

* * * *

All the replies are worth reading; hurried eleventh hour digests hardly do some of them justice. Most described problems in detail. Some vigorously castigated

choice of CBS. One (Westinghouse) told FCC, specifically, how it would go about complying with brackets if they're adopted. Another (GE) said it would "definitely" make bracket sets but wouldn't promise them before June or commit any specific portion of its production to brackets.

Some got testy -- notably little Conrac, which flatly said it "will NOT".

Estimates of time needed for brackets development and field testing centered around 6-8 months, extra costs \$50-\$75; some respondents obviously were still thinking merely of 2-position switch rather than true brackets.

CBS liked objectives of brackets, but said "excessive cost could nevertheless preclude their utilization" and admitted it didn't yet know whether brackets would cost more than 2-position switch. In any event, said CBS, adoption of its system would encourage manufacture of 2-position switch sets, and brackets could come along later when their feasibility has been proved.

CBS was also a bit worried lest FCC bracket proposal might preclude adapters which would reduce monochrome pictures, on big tubes, sufficiently to allow use of color disc.

* * * *

Crosley brought up new argument against brackets: Since external adapters (\$40-\$60) don't cost much more than internal adapters (\$25 or more), why charge "premium" on all sets if there's possibility CBS system won't be chosen? If CBS is finally chosen, external adapters can then be built for only slightly more than internal. Drastic disruption of production lines, inevitable with conversion to internal brackets now, will have been avoided. And, meanwhile, research into compatible systems will have been encouraged.

Westinghouse outlined "2-phase" bracket program it would pursue if brackets were adopted: (1) It would start making sets with a switch and a plug receptacle. One position of switch would give present monochrome standards, but would have simple "screw driver" adjustment that would allow "other monochrome standards within a reasonable range of the present standards." (2) When exact CBS color standards are adopted, plug-in unit will be built to operate on second position of switch, give monochrome pictures. If, in the future, FCC adopts new set of CBS-type standards (with different number of lines and fields), new plug-in units will be built to give monochrome from those standards.

DuMont hinted at illegality of FCC's Report, same as RCA. It also said: "No apparent consideration has been given to the fact that the utilization of long persistence phosphors...would greatly increase flicker as viewed on existing tubes in black-and-white sets and require replacement of nearly 10,000,000 tubes." Bitter tone of DuMont's response may mean that it, too, is preparing for court fight.

Nearly all referred to components' shortages, "wastefulness" of brackets in light of military demands, dangers of unemployment, disruption of whole industry, inflationary effects of increased costs, FCC's technical naivete.

Unexpected response was that of F. E. Engleman, Commissioner of Connecticut State Dept. of Education. After asking that channels be reserved for schools, he urged FCC to extend time for color research "until such time as an electronic system of color transmission has been suitably demonstrated by CBS."

SIRAGUSA SPEECH LASHES FCC ON COLOR: First manufacturer to "go to public" with case against FCC's color requirements is Admiral's Ross Siragusa, who at 43 heads \$200,000,000 company that started with \$3000 capital and garage for factory just 16 years ago. Admiral ranks with RCA and Philco as one of industry's Big 3, currently is producing 5000 TV sets per day, up from 100 per day when it started making them in January 1948. Admiral is not member of RTMA, is rated as one of toughest competitors in the industry, is spending \$15,000,000 on advertising this year, has its share of intra-industry "feuds", always tends to play lone hand.

Dynamic Ross Siragusa's speech before big, powerful National Assn. of Furniture Manufacturers in Chicago Friday probably will signal more public onslaughts by industry figures -- all the way down to dealer level -- expressing openly what they

have been saying privately (and bitterly) ever since FCC's Color Report, with its bracket standards edict, was issued month ago (Vol. 6:35, et seq).

If FCC continues to demand bracket standards, or alternatively adopts CBS system outright and immediately, it's apparent that an era of bad feeling between manufacturers and FCC will ensue -- with telecasters (still unorganized and inarticulate, but mostly on side of compatibility) ranged alongside the set makers. What this means to TV audience and TV trade can only be conjectured. Said Siragusa:

* * * *

"With all the subtlety of an order from the Kremlin, the Commission asked TV manufacturers to agree to modify their sets so that they would be compatible with the CBS system. The time allotted was 30 days. If the manufacturers failed to do this, then the Commission said it would adopt the CBS system as standard.

"I might point out here that at the time of that ruling, no set which would meet the Commission's request for bracket standards had been made. To my knowledge, none has been made in the last few weeks. I know that our industry is a past master at pulling rabbits out of a hat. But this time we're starting without even a hat.

"Looking ahead, I can speak only for Admiral. We notified the Commission this week, that while we are doing everything possible to conform to their findings, it will be several months before we can design and properly field test a set which will be compatible with CBS color. While this unavoidable research is going on, millions more receivers will be sold, and we estimate that there will be at least 10 million sets in American homes which will not receive even black and white from a Columbia telecast in color.

"Chairman Coy seems to think that it will be a simple matter to make these sets, which represent a public investment of \$3 billion, compatible. In an address this week he said, 'Since existing receivers can be adapted to receive black-and-white pictures from CBS color transmissions at a reasonable price, the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of 7,000,000 or 8,000,000 sets might have to spend some money in adapting their present receivers.'

"In reality, the Commission is saying to potential future purchasers of TV that, regardless of the fact that they may only want or can only afford a receiver capable of receiving black-and-white telecasting, they must pay a substantial premium to continue to receive black and white from a color telecast. In effect, the Commission is saying to future viewers, you'll have to pay for color whether you want it or not.

"If only 10,000,000 purchasers, let us say, want black and white, and if the required modifications cost an extra \$50 per set, then the public will be paying a half billion dollars for something it didn't want in the first place. This is like saying to a person who wants to buy a Chevrolet, you must now pay a special premium on this car, otherwise we cannot build Cadillacs for those who want them.

"Actually, the job the Commissioner is passing off so lightly in his simple statement is just about as complicated and impractical as trying to convert the gasoline engines in 10,000,000 automobiles now in service to charcoal burners. In a laboratory, with laboratory technicians, it is possible to make present TV sets compatible with CBS. To do it in the field, with present service facilities, would not only be impractical from the standpoint of operating results, but would be utterly prohibitive from the standpoint of cost.

"Speaking for Admiral, which is very much interested in protecting the investments made by our present set owners, there is one thing we will not do. We will not permit the pressure of time or competition to force us into offering the public some quickly conceived makeshift which will neither do the job, nor meet possible future requirements.

"It is my opinion that of the 10,000,000 sets which will be in service by the end of the year, not 5% will ever be made compatible with the Columbia system. It will be better and cheaper for these initial supporters of the television industry to content themselves with black-and-white programs broadcast under present

standards, or if they want color, junk their present sets and make heavy investments all over again. There is no such thing as invention by decree."

* * * *

Besides color and the freeze, only war can slacken TV, Siragusa observed, adding: Public this year will spend \$2 billion for sets alone. Today's 7,500,000 sets represent only 30% of homes within 40-mi. radius of stations now telecasting, but within 10 years virtually all families in areas with service will own receivers -- "if war does not become total." Within 5 years, 27 to 30-in. rectangular tubes will be standard, with cabinets not much larger than ones now needed for 19-in. circular tubes. Govt. requirements will utilize about quarter of electronic industry's capacity; this means that industry will have available capacity for more than 5,000,000 receivers next year.

RADIO RATES (TV, TOO) SLAPPED AT ANA: Still hanging over heads of broadcasters is advertisers' push to get radio rates down in TV cities (Vol. 6:29-31). They continue to publicize new findings and surveys to pound home their principal point: In TV cities, night listening is down.

Any idea sponsors have accepted radio's position that there's nothing to talk over, that radio rates are above questioning, should be dispelled by attitude of advertisers and agency men at Chicago convention of Assn. of National Advertisers this week.

TV rate rises also came in for criticism, BBDO's Ben Duffy calling it "rate squeeze" and declaring TV rates "way out of line." He said FCC freeze permitted telecasters to maintain a monopoly which puts them in the "comfortable position of being able to pick and choose."

Radio took brunt of attacks, however. Lipton's ad chief Wm. B. Smith, chairman of ANA's radio-TV steering committee, said broadcasters have confused the issue but haven't refuted the facts. Said he, "The networks would have you believe that there are more people listening to radio and watching TV than there are people." He cited recent Young & Rubicam survey to bolster ANA findings that listening is down in TV cities:

(1) In TV homes, radio is turned on 30 minutes nightly; in non-TV homes, 2.6 hours nightly. (2) In TV homes, 61% said they didn't listen to radio at all at night; in non-TV homes, only 8% said that. (3) TV owner views average of 3.5 hours nightly; neighbors and friends come in for average 1.9 hours weekly. (4) Amount of viewing by TV families having sets 16 months or more is about same as those with sets only 1-3 months -- refuting argument that viewing goes down after "novelty" effect wears off.

Much the same tack was taken by John P. Cunningham, Cunningham & Walsh, which publishes Videotown surveys (Vol. 6:26). "When American families who have owned TV sets for 2 years still sit and stare at that little square screen every night for almost 4 hours -- something's got to give," he asserted. In generalized observations on TV based on Videotown and other surveys, he stated flatly, "Radio listening [is] practically non-existent in TV homes at night except individual members of the family still may pop off to another room to hear a favorite program or get the baseball scores."

Sitting pretty with resurgence of business due to increased listening (Korea) and rate increases by other media (newspapers and magazines, particularly), radio seems willing to let ANA talk. Neither networks nor stations will admit validity of ANA's position. They have thus far ignored it, haven't suffered any loss of business thereby. Broadcasting Magazine editorial Sept. 25, however, claimed ANA case has gone "aglimmering", noted: "Radio is at an all-time peak. TV is destined, for the foreseeable future, to remain at 100-odd stations in 60-odd markets." But the radio broadcasters' spokesman calls on radio not to let things ride but to plan now for post-emergency period.

Advertisers don't say radio isn't good buy. Even Smith acknowledged that listening had gone up recently. But primarily in morning and afternoon hours in July, he asserted. Afternoon and evening listening slipped back in August, he said,

but "you don't hear anything about that." Cunningham, too, had good word for radio: "Don't write off radio yet -- by any means. It still has the coverage. It's much cheaper per listener by far." He called attention to estimate of 18,000,000 TV sets in 1954, admonished there would still be 24,000,000 non-TV homes then.

There's no thought of organizing ANA members to fight radio rates, through boycotts or the like. What ANA has done in gathering facts, advising members, calling attention of broadcasters to studies and conclusions, is perfectly legal. So ANA was advised by its counsel. Consensus was that individual advertisers would use data to make best buys for themselves.

TV & MOVIES EYE PHONEVISION TESTS: Zenith's Phonevision tests are due to start Oct. 1 in Chicago, with TV and movie industries watching closely. Through Friday, however, there was no announcement yet of titles, source or number of promised first-run films. Film spokesmen continued to maintain none of major producers has offered films for test. Chicago Journal of Commerce's Wm. Cahill stated Sept. 29, "Most of the fare offered will be products of the smaller independent companies." Tests are supposed to run 90 days in 300 homes, with different picture each night.

While theatre groups were discounting pay-as-you-look TV, notably big Allied States Assn., it got boost from FCC chairman Wayne Coy, speaking before Assn. of National Advertisers in Chicago Sept. 25. In answer to question, Coy broadly endorsed Phonevision "or any other boxoffice approach to TV" on grounds he favored any experiment "which looks toward the development of a method of keeping everything that is good in America on TV [entertainment and culture]." Emphasizing he spoke only for himself, not FCC, he went on to say he would "give just as much encouragement to a union of advertisers...paying the cost of these events through entrepreneurial arrangement."

Coy predicated position on theory advertisers won't be able to support TV, referred to \$800,000 Gillette is paying for World Series (Vol. 6:34), with only 8,000,000 sets in use. How in the world, he asked, can enough dollars come from selling Gillette blades "to pay what Happy Chandler is going to ask for the TV rights" when there are 40-50,000,000 TVs? "The pockets of you gentlemen sitting here in this room are not deep enough to pay the cost which promoters of some of these events are going to demand." [In speech before Chicago Television Council, he estimated World Series might eventually cost \$4,000,000.]

Zenith's key argument is that advertisers won't be able to support TV (though most stations are now reported in black). Coy's remarks brought rash of headlines in Chicago and trade press.

Zenith's Comdr. McDonald was still "selling" Phonevision to telecasters and film folk, meanwhile, using two-sided approach such as he did in writing newspaper publishers and CBS president Stanton last June (Vol. 6:24). In Sept. 21 letter to all telecasters, he encloses Sept. 4 Advertising Age editorial that advertisers may be pricing themselves out of TV, leaving it to theatre TV to pick up what may become multi-million dollar tab for major and special events. "This is not an academic debate," he states, referring to theatre TV showings of TV-banned Big Ten grid games (Vol. 6:32,37). He warns that if theatre TV takes hold, it will take people out of their homes so there won't be any audience for broadcast TV.

But in Sept. 22 letter to Leonard Goldenson, United Paramount Theatres president, he states: "I have many times stated that burgeoning TV -- not Phonevision -- is the deadly competitor of the theatre and that Phonevision will prove to be a friend, not the enemy of the theatres. Not only will the producers need the additional income from Phonevision, but the theatres will need the protection from 'free' TV that Phonevision offers."

Goldenson had sent McDonald copy of Sept. 22 letter he (Goldenson) wrote to 20th Century-Fox's Spyros Skouras, taking issue with pay-as-you-look idea, criticizing its promotional tactics particularly, but ending with hope that "enough motion pictures will be made available for this test so that all who are interested ...will have results for proper appraisal and evaluation."

TV is blamed for small gate (22,357 persons, \$205,370) at Wednesday night's Louis-Charles fight, but TV-radio rights brought \$140,000, of which Louis got 35%, Charles 20%. CBS-TV reports 60 stations (31 live, 29 kine) carried Pabst-sponsored event. Hooperating was 68.4. *New York Times* estimated 25,000,000 TV viewers on basis of 65% of 7,000,000 sets. Al Laney, in *Herald Tribune*, compared attendance with 80,000 who watched Louis-Schmeling fight, said: "Everywhere the talk was of television . . . title fights would soon be fought in studios." Also in Sept. 28 *Herald Tribune*: "The bald truth was that the beer sponsors who bought the TV rights had thoroughly convinced the fight public that going to the fight was a waste of time and money when barside and living room were so much more inviting." *Washington Post's* Shirley Povich: "The television set stayed home . . ." CBS announced fight was seen by 73% of all TV set owners.

Call for educators to get into TV is made by *New York Herald Tribune* critic John Crosby in October *McCall's Magazine*. He lauds Comr. Hennock's activity in behalf of educational TV, quotes from speech she made last April before U of Pennsylvania teacher group (Vol. 6:16): "Education must make itself heard now or risk forever having to hold its peace." Surprising is sneery tone Crosby uses in talking about present commercial TV. Commercial interests, he says, "will dominate it, cheapen it, neglect it, eventually destroy it." He even cites decline and fall of Roman Empire "with its gladiator contests, obscene plays, orgies" to warn that "perennial, irresistible, inescapable outpouring of mediocrity from TV will . . . weaken our intellectual fibre to the point where we can no longer function effectively as a democracy."

TV's stature in advertising is theme of 20-p. *Tide Magazine* "cover story," Oct. 2. Article paints general outline of TV's status in number of stations, sets, details myriad facets of its commercial business. "Television right now, at the start of its third commercial season, is in every sense a major, mature advertising medium," article states. Otherwise excellent article is marred by a few indefinite and erroneous statistics.

United Nations has installed own 2-camera chain and is making video service available 11 a.m. to 6 p.m. five days weekly. CBS-TV next week starts TV coverage Mon. thru Fri. 11 a.m. to 1 p.m. and 5:15 to 6 p.m.

While European TV now comprises only a few stations in Britain, France and possibly Russia, recent international committee meetings (Vol. 6:25, 32) are credited with sparking plans for stations in Stockholm, Netherlands and Switzerland.

End of freeze between April 1 and July 1, 1951, was predicted by FCC chairman Wayne Coy during speeches in Chicago this week. But he ruefully admitted his fallibility on previous predictions. Estimate includes 60 days for filing of new applications after actual final decision, he said. In cities where applicants outnumber channels available, however, new CPs probably won't be issued "until the end of 1951, at the earliest, and many will run into 1952," he added. In response to other questions, Coy stated:

(1) Govt. has absolutely no intention of taking over operation of any station in event of war. "I give you my word," he said, "I have never heard the faintest suggestion from anybody in the Govt. of the United States that they take over broadcasting . . . If at any time it becomes necessary for the radio or TV frequencies to be used by the military, it will be at a time when the invaders are so close that none of us will give a damn anyway."

Latest findings on how TV affects family social life were given in Young & Rubicam survey reported at ANA convention in Chicago, Sept. 25-27: (1) TV families average 1.5 nights out weekly. Non-TV families average 2.4 nights out weekly. (2) 32% of TV families attend movies during week. 45% of non-TV families go to movies during week. (3) Magazine and newspaper habits are about same in TV and non-TV families. John P. Cunningham, Cunningham & Walsh, told ANA members only 2.6% of TV owners went to movies night before survey, while 5% of non-TV owners went. He also stated sports attendance goes down first 2 years of TV set ownership, but interest engendered by TV "ultimately delivers them back to the ball park or stadium to a greater degree than ever."

Further assurance TV doesn't hurt eyesight comes from poll of eye doctors in 8 midwest states conducted by Ohio U's Institute for Research in Vision. Conclusion, based on 556 replies, was that only 3.14% of patients blamed eyestrain on TV. Most of these were new-set owners, whose complaints tended to drop off with continued viewing, and patients over 60 using multi-focus glasses or who previously suffered from eyestrain. Interestingly, Institute reported 30% of doctors were prescribing tinted glasses for complaining televiewers.

More on TV and eyes: First detrimental effect, to any degree, is reported by Dr. John C. Neill, of Pennsylvania State College of Optometry. Year's study, he said, shows that night vision can be temporarily impaired by watching TV. "Visual purple" in eye, needed in night vision, is used up rapidly. But he said that increased vitamin A intake can reconstitute it, also, that new tubes (presumably "black") are much easier on eyes. One beneficial effect he found was that TV can help children with crossed eyes. Covering good eye while poor one concentrates on screen strengthens latter.

Newsweek Magazine reports Schenley liquor ads, rejected by U. S. networks and stations last year, are being carried on one Hawaiian and 6 Alaskan stations; notes that "distillers long have licked their chops over the sales inherent in radio and TV plugging." Schenley, incidentally, bought closed DuMont circuit Sept. 29 for conference of its distributors in 18 cities, discussing sales plans.

TBA got 3 new members, reported at TBA board meeting Sept. 25: KEYL, San Antonio; WKY-TV, Oklahoma City; WBEN-TV, Buffalo. Board also set Dec. 8 for TV clinic for members, approved revisions of by-laws to base membership dues on percent of rate cards and permit multiple owner to take out membership for as many stations as he owns.

(2) FCC doesn't want to become an "Anthony Comstock" to keep obscenity and poor taste off TV. Industry should police itself. There's also a question of interpretation of Federal laws: "Is sign language on TV, or simple exposure, prohibited by the Criminal Code in the same manner as the written word?"

(3) FCC's goal is to bring TV to everyone in the country. "The only feasible way that has been advanced that offers full geographic coverage is the use of something like Stratovision, as has been developed by Westinghouse. However, those stations that are possible [under conventional telecasting]—and I believe that the stations will be applied for and granted within the succeeding 5 years—will offer us coverage in excess of 90% of the population, which, by the way, is a comparable figure to the coverage of the aural broadcasting system today."

Telecasting Notes: Perking interest in long-moribund TV station-application file indicated in recent weeks, with filing this week for Channel 13 by Lewis College of Science & Technology, Chicago—station to be financed by Catholic churches of Chicago (for details, see TV Addenda 11-L) . . . That makes 354 applications pending; 350 were listed in our *TV Directory No. 11* of July 15, the remainder reported in Addenda 11-A to 11-L . . . With 595,000 TV sets-in-use as of Sept. 1 (Vol. 6:38), Chicago Electric Assn. president Axel H. Kahn confidently predicts Chicago area will have 1,000,000 by Jan. 1; during August, gain was 40,000 . . . WTMJ-TV, Milwaukee, has moved up schedule to begin with 1 p.m. sign-on Mon. thru Fri.; 9:30 a.m. Sat.; noon Sun., and Sun. morning telecasts to start shortly. Of more than 80 hours per week, 49.5 hours are network (all 4) . . . Chicago's WBKB is now operating on 10 a.m. to 2 a.m. schedule nightly except Sunday, offering feature films between midnight and 2 a.m. . . . More rate increases scheduled Oct. 1: KLAC-TV, Los Angeles, from \$600 to \$750 per hour, from \$90 to \$125 per 1-min. announcements; WBAL-TV, Baltimore, \$450 to \$550 and \$80 to \$100; WATV, Newark, \$600 to \$800 and \$125 to \$165; WMCT, Memphis, \$250 to \$300 and \$50 to \$60 . . . On Dec. 1, KOB-TV, Albuquerque, goes from \$150 to \$195 and from \$12 to \$20 . . . On Sept. 15, WHAS-TV, Louisville, went from \$250 to \$300 and from \$40 to \$50 . . . On Sept. 17, WEWS, Cleveland, went from \$600 to \$750 and from \$100 to \$140.

Personal Notes: RCA Victor information v.p. John K. West definitely slated to succeed Sidney N. Strotz as NBC Hollywood v.p., subject to RCA board ratification Oct. 3; Strotz resigned to devote more time to his other interests . . . Charles M. Underhill, program chief, appointed CBS-TV operations mgr. in New York, succeeded by Harry G. Ommerle, promoted from program sales mgr. . . . George F. Foley, TV director, Cecil & Presbrey, resigns to head newly formed Foley & Brockway Co., TV-radio management consultants, 521 Fifth Ave., New York; partner is Robert E. Brockway, movie producer and president of Pathe Corp. . . . Lee Cooley quits as TV director, McCann-Erickson, to become producer-director of Perry Como TV show for Chesterfield . . . Gerry Martin, ex-Wm. Esty Co. and NBC, now director of TV, Duane Jones Co. . . . Peter M. Robeck promoted to asst. sales mgr., KTTV, Los Angeles . . . His hometown Stroudsburg, Pa. will celebrate "Robert E. Kintner Day" Oct. 17 in honor of ABC's president, with governor, mayor, other celebrities participating . . . Bernard C. Barth, program coordinator for 3 Crosley TV stations, now asst. to John T. Murphy, Crosley director of TV operations . . . Joseph N. Nelson named chief, TV Branch, FCC Broadcast Law Bureau, succeeding John E. McCoy who has joined Fort Industry Co. (Storer stations) as counsel.

Lewis Allen Weiss is retiring from chairmanship of Don Lee Broadcasting System after 20 years, has requested public administrator Dan Brown and attorneys for Thomas S. Lee estate to take action on his July 19 letter of resignation. All bids on \$9,000,000 properties are due Oct. 6. Weiss and associated interests have withdrawn offer, but CBS, Edwin S. Pauley, Liberty Broadcasting System and others are understood to have submitted bids.

Call for TV standards was sounded by John P. Cunningham, Cunningham & Walsh agency, at ANA convention in Chicago Sept. 25-27. He urged advertisers, agencies, telecasters to get up creed or code of standards, warning, "Are we going to push an actress' neckline down 2 points to raise our Hooperating one point?" As far as children are concerned, Cunningham noted, telecasters can't "give the public what it wants." Children, under 18, he said, spend 27 hours a week watching TV—as much time as they spend in school.

Network Accounts: Motorola will sponsor first 3 performances of *4 Star Revue* (renamed from *Laugh Time*) starting Oct. 4 on NBC-TV, Wed. 8-9, with Ed Wynn and Edith Piaf first stars, then Danny Thomas, Jimmy Durante, Jack Carson in rotation; show will be staged in big Center Theater, will later have different sponsors every third week, Motorola being only one of 3 signed thus far . . . Jack Benny's long-awaited TV show will be sponsored on CBS-TV by Lucky Strike, will start Oct. 29, will run one hour once every 8 weeks—but time not yet set . . . Campana Sales Co. (toiletries) will sponsor one-hour British films (new) on ABC-TV, with *First Nighter* probable title; time not yet set . . . Procter & Gamble reported readying 5-a-week 2:30-2:45 daytime dramatic serial on CBS-TV, starting Dec. 1 and titled *The First Hundred Years* . . . Bymart Inc. (Tintair) will substitute series of Somerset Maugham short stories (*Teller of Tales*) for dramatic show *Conflict* scheduled for Wed. 9-9:30 starting Oct. 18 on CBS-TV . . .

Station Accounts: Cincinnati's big Shillito's dept. store has fallen in line with trend to TV advertising, starting Sept. 28 daily 11-noon show on WLWT . . . Standard Brands, for Chase & Sanborn Coffee, is third sponsor signed by WPIX for its 120 Madison Square Garden events starting Oct. 15, taking 30 of them while Chevrolet Dealers Assn. takes 60 and co-sponsors 30 with Webster Cigars . . . Among new participating sponsors on WNBTV, New York, are: Borden Co. (Starlac) and Drackett Co. (Windex), both thru Young & Rubicam; Hazel Bishop Inc. (lipstick), thru Raymond Spector Co. . . . International Harvester sponsoring INS-Telenews films on WSM-TV, Nashville; WTVN, Columbus; WOI-TV, Ames, Ia. . . . Seven competing TV-radio-appliance distributors join to underwrite telecasts of all U of Miami games in Orange Bowl on WTVJ . . . Among other sponsors currently reported using or planning to use TV [all agencies N. Y. unless otherwise specified]: A. S. Harrison Co. (Preen floor wax), thru J. M. Mathes Inc.; Perfect Foods Inc., thru J. Cunningham Cox, Philadelphia; Gibbs & Co. (food products), Van Sant, Dugdale & Co., Baltimore; Elgin Watch, thru J. Walter Thompson; Otation Inc. (hearing aids), thru Reincke, Meyer & Finn, Chicago; Joseph Parmet Co., Catasauqua, Pa., new product, thru Victor A. Bennett Co.; Trans-World Air Lines, thru BBDO; Topps Chewing Gum Inc., thru Cecil & Presbrey.

Apportionment of intercity TV circuits is being investigated by FCC, following official complaints this week by ABC and DuMont that AT&T coaxial-microwave allocations for October-December are inequitable. ABC asked for a clear ruling on meaning of AT&T's tariff. DuMont asked that FCC force phone company to revise assignments to make each network equal. AT&T assigned 379 hours between 8-11 p.m. weekly as follows: NBC, 167 hours; CBS, 121½; ABC, 53½; DuMont 37. It's understood AT&T queried stations on preferences before issuing allocations. Greatest difficulties were encountered in assigning time on newly opened western and southern circuits (Vol. 6:31, 37) as well as New York-Boston-Providence, New York-Syracuse, Cleveland-Rochester, Washington-Richmond-Norfolk.

Increased TV expenditures in 1951 are planned by 32 companies, ANA v.p. M. L. McElroy reported in Chicago Sept. 25. None of the 150 companies who answered questionnaire for "Analysis of Today's Conditions" planned to cut TV budgets. Companies planning increasing TV use said they'd curtail network radio and car card advertising, although same advertisers plan to expand spot radio, magazines, outdoor and newspaper budgets. Almost third of all advertisers said they'd change use of media, with most of them giving "impact and growth of TV" as reason. Seven out of 10 of these are in consumer package goods field.