

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING AND  
FREQUENCY MODULATION  
ARTS AND INDUSTRY

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# Television Digest

and FM Reports

CIRCULATE AS SPECIAL

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January 3, 1948

**NEW YEAR STATUS OF AM-FM-TV:** Your 1948 AM Directory is now in the mails to you -- Addenda 2-A herewith being first of new series of weekly addenda reporting current FCC actions, applications, etc. and designed to keep your directory file up-to-the-minute. We hope you like the new loose-leaf format. For the United States alone, it lists 1,505 licensed (operating) stations, 456 CPs (authorized for construction) -- plus 604 applications pending for new stations, 229 applications for changes in facilities of existing stations. Thus, 1947 ended with exactly 1,961 AM stations on the books, up 392 from the 1,579 total at end of 1946 when it was up 523 from total at end of 1945. In other words, in 2 years FCC has just about doubled number of AMs in U. S. and its possessions. And our AM Addenda for this first week of 1948 shows FCC has already added 4 CPs, received 8 more applications.

Note: End of 1947 FM count was 84 stations licensed, 921 CPs and CGs, 119 applications pending -- 376 of these FMs on the air, mostly under STAs (special temporary authority). End of 1947 TV count was 16 on the air, 56 CPs, 84 applications pending. See FM and TV directories and addenda.

**PUBLISHERS SWELL THE TV LIST:** Six new TV applications this week, 4 from newspaper interests (3 from Ohio), indicate no relaxation this new year in quest for slowly but surely diminishing supply of channels. Among its final acts of 1947, the FCC granted CP for Channel 5 to WAGA, Atlanta (George Storer) and issued full license to NBC's WNBW, Washington -- so it looks like grants in non-contested areas will come fairly fast these next few months.

Besides those previously forecast, we can disclose now that Arthur Church's KMBC, Kansas City, is about to file for Channel 7, has just named veteran radioman G. L. Taylor as TV v.p., has completed building plans for a magnificent new local Radio City. This week's applicants (for details see TV Addenda 1-E herewith):

Donroy Broadcasting Co., San Diego (Don K. Hankey and LeRoy Hillman, Los Angeles auto dealers, new to radio), seeking Channel No. 8; San Diego has 4 channels assigned, now has 3 applicants, at least one more in prospect. Clark Associates Inc., Binghamton, N. Y. (WNBK), No. 12. Toledo (O.) Blade, No. 10; new applicant also for AM, owned by same newspaper interests (Paul Block) as TV applicant WWSW, Pittsburgh. Toledo's sole assigned Channel 13 has already been granted Storer's WSPD, but Engineer Esterly Page says No. 10 can be made available by conceding 680 sq. mi. interference slice (13 sq. mi. within 5,000 uv/m contour) from nearby Windsor's adjacent Channel No. 9. WCPO, Cincinnati (Scripps-Howard, Cincinnati Post), No. 7. Youngstown (O.) Vindicator (WFMJ), No. 13. Easton (Pa.) Express (WEEX-FM), No. 8 for community station.

**THE RADIO PRICE PICTURE DIMS:** There was a bit of irony in fact GE's Charles E. Wilson on New Year's eve announced 3% to 10% price reductions on big list of products, including radio and TV sets -- yet very next day GE notified its radio manufacturing customers it was hiking prices of tubes average 12% (as did Hytron and National Union). No such word comes yet from other big tube makers RCA, Sylvania or Raytheon, but fact remains cost trend is still up. Especially if other component mak-

rs follow suit, chances of lowered radio and TV receiver prices would seem to go limmering. Actually, Hallicrafters reportedly was planning to produce a 10-in. V set to sell at \$250 (or \$25 less than Emerson's projected model; Vol. 3, No. 51) at its hopes were dimmed by the tube increases. There are 20 to 50 tubes in most V sets, aside from big cathode.

Other TV manufacturing notes: Admiral in Chicago this week showed its new optional TV" matched ensemble, which can be sold separately or together, each at 299.95 -- TV unit being 10-in., 13-channel, 28-tube table model, radio unit being n AM-FM-phono console. Deliveries start end of January. Admiral also introduced ts 7-in. table model at \$169.75, now in production but delivery dates uncertain. arkes Tarzian, electronics contractor of Bloomington, Ind., holder of CP for TV tation there, said to be testing 10-in. table model in Chicago and Fort Wayne that might" sell for as low as \$150. Hallicrafters' 7-in. table model, to sell at 169.50 (Vol. 3, No. 46), won't be ready to ship for 60 days, says President Bill alligan. Farnsworth starts production in February of new 10-in. console with 13 hannels, AM-FM-phono; in March, 10-in. table model with 13 instead of present 8 hannels, also 2 more consoles -- no details or prices yet. Colonial Television orp., Bronx, N. Y., offering projection model at \$2,195 that puts 7x9-ft picture n screen. New firm, Telectro Corp., 385 Flatbush Ave., Brooklyn, N. Y., offering Tavern-Tel" with 15-in. screen, DuMont components.

**ANDWRITING ON THE SCREEN:** Another big movie outfit that doesn't intend to be aught napping by TV is Telenews Productions Inc., 32 E. 57th St., New York, oper- tor of a chain of newsreel theaters with its own international newsreel shooting etup. Though TV is far from being a profitable field for syndication as yet, Tele-ews this week joined with International News Service and International News Photos o offer TV stations and sponsors a daily "package service" of newsreels, still ictures and teletype news "specifically tailored for TV." Unstated, but also ob-ious, is Telenews' intention to be fortified against inevitable day when TV dom- nates newsreel business (Vol. 3, No. 44), including transmissions into theaters.

This is latest in series of moves on part of all 3 big news services to get n on ground floor of TV, especially via newsreels. They're moving much more uickly than they and the newspapers did into radio. As for the motion picture eople, they're becoming increasingly aware of TV's potential but not many as yet re doing much about it. One of few actively in telecasting field is Paramount, hose President Barney Balaban's Dec. 19 letter to stockholders includes this sig- nificant statement: "The television picture is encouraging not only from the stand- oint of the success of our own activities in the field [operating 2 stations, ex- erimenting with theater TV] but likewise from the standpoint of the growth and evelopment of television as a means of communication and entertainment....it is ur intention to continue to devote substantial energies and resources to its ad- vancement and improvement."

**PRINTED CIRCUITS COMING OF AGE:** Bureau of Standards scientists are getting a bang ut of way electronics industry has latched onto their printed circuit idea, pre- ented on a silver platter without any patent strings attached. Since we first rote about it a year ago (Vol. 2, No. 46; Vol. 3, No. 8) method has taken on ap- earance of a revolution in circuit-making. Oct. 15 symposium in Washington showed ost major set manufacturers up to their ears exploring applications to TV, FM, AM, ith some in production stage. Washington consulting engineer Frank McIntosh, con- erned about crying need for cheap TV sets, is working that angle on his own to see f he can lend set makers a hand.

Largely work of mild-miened, brilliant young Cleo Brunetti, system has ap- eared in first complete commercial device -- hearing aid of Allen Howe Co., Pea- ody, Mass. -- with striking savings in production and servicing costs. Soon forth- oming will be unit for Citizens' Service (handic-talkie device in 460-470 mc and). Symposium attendees (some 700, including first-string engineers of such ttfits as Emerson, DuMont, Zenith, Westinghouse, RCA, Philco, Bendix, Sylvania, aytheon) are clamoring for another meeting. So Bureau may schedule one for May.

**NEW TV STATION SCHEDULE, 1948:** Of the 56 CP holders for TV (TV Directory No. 1), all but 10 have replied to our inquiry as to when they intend going on the air -- and most say sometime in 1948. Thus, assuming deliveries of equipment to all who really want to get going this year, it's indicated there should be about twoscore more TV stations in operation within next 12 months. They say so, not we; actually, we'll settle for about 30, transmitter prospects being what they are. Here's the schedule of new TV station openings (start of test patterns) as reported to us:

Within next 30-60 days: WGNA, Chicago; WATV, Newark; WCAU-TV, Philadelphia; WBAL-TV, Baltimore; WTVR, Richmond (latter ready to go except for missing STL).

During Feb. or March: WBZ-TV, Boston; WNHC-TV, New Haven; WBEN-TV, Buffalo; KFI-TV, Los Angeles; WLWT, Cincinnati (latter already operating experimentally but planning commercial debut in February).

"Early or late spring": WPIX, New York (changed from WLTV); WOR-TV, New York; WOIC, Washington; WTVT, Toledo; WTTV, Bloomington, Ind.; KSTP-TV, St. Paul.

"Late spring or early summer": WNAC-TV, Boston; KNBH, Los Angeles; WWHB, Indianapolis; WAAM, Baltimore; WBAP-TV, Forth Worth.

Summer: WJZ-TV, New York; WNBX, Chicago; WENR-TV, Chicago; KSFO-TV, San Francisco; WTCN-TV, Minneapolis; KARO-TV, Riverside, Cal.

Next fall or winter: WHAS-TV, Louisville; KECA-TV, Los Angeles; WDLT, Detroit; WTVJ, Miami; KCPR, San Francisco; WJAC-TV, Johnstown, Pa.

"Indefinite": KTTV, Los Angeles; KLAC-TV, Los Angeles; KGO-TV, San Francisco; WXEL, Cleveland; WNBK, Cleveland; WTVO, Detroit; WDTV, Pittsburgh; WMC-TV, Memphis; KGWG, Portland, Ore.; WRTV, New Orleans; WLWD, Dayton; WLWC, Columbus; WRTB, Waltham, Mass.

No reply: KGDM, Stockton, Cal.; WDEL-TV, Wilmington, Del.; WOI-TV, Ames, Iowa; KOB-TV, Albuquerque, N. M.; WJAR-TV, Providence; KRLD-TV, Dallas; KBTB, Dallas; KDYL-TV, Salt Lake City; KRSC-TV, Seattle; Liberty Bcstg. Co. (WAGA), Atlanta (granted CP this week). Except for KOB-TV, which has RCA equipment delivered, and KDYL, which has an experimental setup, we have no record of any of these having placed even tentative orders for equipment.

**WHAT THE TV SET BUYER WANTS:** Everybody's surveying TV these days, one aspect or another. Latest reported is DuMont's, conducted by Market Research Service among 1,200 "typical" interviewees in New York metropolitan area -- 50% men, 50% women; 25% in 20-29 year age group; 35%, 30-44; 40%, 45 or over; 15% in upper income bracket, 30% high-middle, 55% lower-middle; 7% owning TV sets, 45% saying they planned to buy, 49% not planning to buy, 6% undecided. Here's gist of findings, including multiple responses:

Asked what 2 type programs they preferred, 69% said sporting events, 43% drama, 40% movies, with special events and news trailing. Noteworthy was fact 57% of women preferred sports. Asked what they regarded most important thing to look for in TV set, 73% said size of picture, 48% said durability of set, 39% said ease on eyes, 35% said reputation of manufacturer, 30% said appearance as furniture. Only 33% of men, 8% of women could describe difference between projection and direct-view receivers. Asked whether they preferred TV in combination with radio, phono or both, 54% said they did, 27% said TV alone would suffice, 19% don't know. (Ask DuMont Television, 515 Madison Ave., New York, to send you fuller summary.)

**FM SPROUTS IN WELL-GRAZED MARKET:** Looks like 1947 may go down as year set makers shot their biggest AM wad, then turned to new gimmicks to sell sets, mainly TV and FM. Fact is no one expects 1948 unit production to be as great as 1947's nearly 18,000,000 (RMA President Max Balcom predicts only about 15,000,000). Yet dollar volume is seen higher, thanks to TV and FM (despite small-AM-set-specialist Emerson's dubious attitude toward TV). And 1948 may well see cheaper FMs get hoped-for production spur (only 1,000,000 FMs in 1947, about three-fourths in consoles).

Many a small producer is already giving cheaper FM a try (Vol. 3, No. 45 et seq). Even some of bigger boys are beginning to talk about more than token pro-

duction. It's said Emerson has a \$49 FM-AM in the works. Crosley's Stanley Glaser makes statement that's surprisingly bullish for that company, in introducing new \$79.95 FM-AM. "Tremendous," is what he terms FM market, saying new set is "only one of a series....which Crosley is planning to assure that its distributors and dealers get their share of this new business." And more are taking whack at tuner-making: Audar Inc., Argos, Ind., has a \$24.95 unit with FreModyne circuit. DeWald reveals \$34.95 price on its new tuner (Vol. 3, No. 48), which has novel twist in that it isn't wired to AM set picking up signal radiated from tuner 20 feet away.

Trade publications reflect interest in FM circuits -- January "Electronics" carrying analysis of FreModyne circuit and December "FM & Television" discussing ratio detectors. As it has many others, radiation of poorly designed set worries "Electronics" which says, "If ever there was a chance for practical statesmanship in radio engineering, the mitigation of this evil is it."

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## SIGHT AND SOUND

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Wayne Coy appointment to FCC chairmanship may face rough sledding in new Congress, with Senator Taft already voicing purely partisan opposition; but it's a Democratic vacancy, Indiana GOP Senator Capehart is for it, so ultimate confirmation seems reasonably sure. Coy was sworn in for interim appointment Dec. 26. George Sterling was sworn in Friday. Asst. Chief Engineer John Willoughby was named acting chief, presaging appointment after Senate confirms Sterling.

Recording ban went into effect Jan. 1, and Petrillo reiterates "never, never, never" will AFM members record again. Next on agenda comes resumption his negotiations with networks for new contract; meanwhile, he gave them until Jan. 31 to record for rebroadcasts. On all-industry front, Special Industry Music Committee announced appointment of Sydney M. Kaye as counsel, Verne Burnett as public relations consultant. Chicago Federal Judge La Buy said he'd announce decision on Petrillo's trial Jan. 14.

Local advertising up \$20,000,000 (to \$136,000,000), national spot up \$7,000,000 (to \$90,000,000), regional network down \$225,000 (to \$5,500,000), national network down \$1,000,000 (to \$125,796,000)—that's 1947 broadcast revenue picture as reported in NAB survey. Total gross revenue picture was \$357,296,000 in 1947 vs. \$331,764,000 in 1946. Against this 8% revenue increase, NAB says operating costs were up 9%.

"Who is Mr. F-M?" contest is latest trick in bag of one of nation's neatest FM promoters, Ben Strouse (WWDC-FM, Washington). Unabashedly swiping "Miss Hush" idea, he broadcasts clues on both AM and FM, but reserves some key clues for FM only. Some \$5,500 in prizes (donated by merchants in return for generous identification) go to winner who'll be announced Jan. 22 at Hotel Statler shindig inaugurating full 20 kw power.

Best "Portrait of the Unpredictable Petrillo" we've yet read is Jack Gould's in the Dec. 28 (Sunday) *New York Times Magazine*. And for professional labor relations approach, we recommend Elinore Morehouse Herick's in Dec. 29 *New York Herald-Tribune*.

ABC upped 4 to v.p. this week: Frank Marx, engineering; Robert Saudek, public affairs; Ivor Kenway, advertising, promotion and research; Thomas Velotta, news and special events.

TV and films is theme of *Televiser Magazine* video-film conference at New York's Hotel Commodore Jan. 26. Registration is \$5, lunch included.

FM production for 1948 will be subject of RMA-FMA committee meeting Jan. 9 at Washington's Hotel Statler.

Air time charges for WCBS-TV, New York—first such charge by Columbia—are \$400 for 1 hour, \$320 for 40 minutes, \$240 for half hour, \$200 for 20 minutes, \$160 for quarter hour, \$135 for 10 minutes, \$115 for 5 minutes, \$100 for 1 minute (including film facilities). Film facilities charges are \$125 for 1 hour, \$105 for 40 minutes, \$85 for half hour, \$75 for 20 minutes, \$65 for quarter hour, \$55 for 10 minutes, \$45 for 5 minutes. Film rehearsal charges are \$100 per hour. CBS also has established remote facilities charge of \$700 flat; most other stations now operating quote outside pickup charges on individual facilities basis. New rate card does not quote on studio shows. Rates firm until June 1948.

AT&T's coaxial plans for 1948 were spelled out in some detail this week when FCC okayed \$76,000,000 expansion program. For TV this is the score: 2 circuits for New York-Washington (making 4 altogether, 2 north, 2 south), plus Washington-Charlotte, New York-Albany, Philadelphia-Chicago, Chicago-St. Louis. Philadelphia-Chicago may be in by June 1949, says Long Lines chief L. G. Woodford.

It's Tweedledum and Tweedledee as between DuMont, GE and RCA transmitters for TV, opines TV authority Don Fink in January *Electronics Magazine*. They all accomplish same end, though by various means, and at present there's no way of telling which method is better, he writes. At recent IRE-RMA meeting in Rochester, Editor Fink called for higher TV powers in order to improve picture quality, reduce receiver costs.

New England Television Co. Inc., already applicant for TV stations in Boston and Fall River (TV Directory No. 1), sent 5 more to FCC this week (for Springfield and Worcester, Mass.; Buffalo, Kansas City, St. Louis)—but failed to include engineering data. So Commission returned them Friday, said technical data must be filed too. Also, rules specify limit of 5 stations to any one entity.

Biggest promotion yet for TV is NBC's full-page schedule in 37 newspapers in 18 cities, for release Jan. 5, featuring theme "1948—Television's Year." Ads parallel and look not unlike RCA's of Sept. 13, 1926 announcing formation of NBC.

Worth of 175,000 TV sets produced by industry in 1947 was put at \$100,000,000 retail (out of 16,500,000 radio receivers worth \$900,000,000) by Philco's John Ballantyne in year-end report.

FCC has again waived TV's 28-hour-per-week minimum rule, until March 31. TBA is working up a plan for graduated hours of operation, to be submitted soon.

State Dept., quietly and unobtrusively, has put virtual stop to shipments of electronics materiel to Russia.

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January 10, 1948

**REPEAT SHOW ON CAPITOL HILL:** This time the lawmakers in Congress are thinking in concrete terms how to combat Petrillo -- and hope leaps high in the breasts of AM, FM, TV, recording interests alike. Looking to legislation to bring AFM under anti-trust laws, as recommended by Kearns subcommittee (Vol. 3, No. 50), full House Labor Committee starts hearings Jan. 13. Petrillo himself will star witness Jan. 19, but first Chairman Hartley has called industry witnesses to tell what they think should be done to curb King Music's autocratic reign and put quietus on his "royal decrees" against FM, TV, recordings, etc. Witness lineup will be led by NAB's Justin Miller, RMA's Bond Geddes, then various spokesmen for FM, TV, networks, transcription companies, etc. And while Petrillo is busy with Congress (where he may not get kid-glove treatment of his last appearances; Vol. 3, No. 28) while Chicago court's verdict on Lea Act charges (promised by Judge LaBuy Jan. 14) are awaited, his negotiations with networks are at virtual standstill. So little time remains for parleying, that it's felt Petrillo may let his men carry on without contracts for awhile rather than dare pull a stoppage on network music while he's on the griddle. But we wouldn't put even that beyond the unpredictable James Caesar.

**PHILCO, CROSLEY & 'CLUSTER' PLAN:** That "cluster" (or hen-and-chicks) TV station scheme ex-FCC chairman Charles Denny propounded at NAB's last convention (Vol. 3, No. 39) is being taken up by 2 of the biggest TV enterprisers -- Philco and Crosley. Philco this week proposed putting an auxiliary, though self-sufficient station, in Allentown-Bethlehem-Easton area, about 50 mi. from its pioneer WPTZ, Philadelphia, linking via microwave relay system. Though "chick" would have own local studios, cameras, crew, etc., basic idea is to expand service area for WPTZ and other network programs also expand TV set markets into the hustings. If FCC grants this one (by no means certain, since Allentown's WSAN and Easton Express are already applicants for area's sole channel, No. 8), then Philco says it may also apply for other similar WPTZ satellites.

Note: Philco's telecasting expansion plans would seem to set at rest rumors, denied on all hands, that it may sell WPTZ, get out of telecasting field -- latest rumor being that Westinghouse (KYW) is seeking to buy WPTZ.

Crosley's WLWT, Cincinnati, got STA for commercial operation Thursday, making it 17th full-fledged outlet on the air (TV Directory No. 1). Also following out hen-and-chick idea, Crosley will shortly apply for Indianapolis. It already holds CP for Dayton and Columbus, so its "cluster" would consist of 4 stations -- possibly 5 if, as expected, it applies for allowable limit (Louisville or Ft. Wayne or some other WLW-area city). In Indianapolis, entitled to 3 still unassigned channels, only other application on file is WFBM's; others reported in preparation.

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While operating as W8XCT, experimental, Cincinnati's WLWT built up estimated 1,000-set TV audience, programming about 20 hours weekly last few months. New RCA transmitter in special TV studio-transmitter building in Clifton Heights is installed, ready for juice as soon as weather permits completion of 550-ft tower (now up to 325 ft). Hope is to get going with full power, first commercials by Feb. 1. "Enormous demand" for TV time, even before rate card is published, encourages big-

time WLW operators in belief WLWT and satellites will be biggest thing they've yet undertaken. New TV building has 150x75x35-ft studio, 75x50-ft rehearsal studio, etc. Old WLW-built 500-watt experimental TV transmitter may be moved to Dayton to get TV going there as early as possible, and Crosley says it will build own for Columbus if RCA transmitter deliveries are delayed too long.

**SPEEDUP OF TVs, 2 NEW APPLICANTS:** Three TV applications went into "CPs Outstanding" column (TV Directory No. 1 and Addenda) when FCC Thursday granted permits-to-build to Atlanta Journal (WSB), Channel No. 8; Atlanta Constitution (WCON-CP), No. 2; W GAL Inc., Lancaster (Pa.) Intelligencer & Journal, No. 4. Gov. Cox's Atlanta Journal got its grant in almost exactly a month after filing (Addenda 1-A), indicating FCC's intention to act on qualified non-competitive applicants as speedily as possible. Engineering-legal-accounting clearances are about ready, grants may be expected soon for: K SAN, San Francisco; WDSU, New Orleans; WBT, Charlotte; WHIO, Dayton; WGBS, WQAM and WIOD, Miami.

Into "Commercial TV Stations on the Air" column goes WLWT, Cincinnati, granted STA this week (see story preceding).

Only 2 new applications were filed this week, fewest in long time -- but lots of them are in the works, await completion of certain data before filing. Gannett Newspapers' first, for WHTT, Hartford, may be expected in week or so; also ATL, Houston (Fred Weber). This week's applicants: Brush-Moore Newspapers' Canton (O.) Repository (WHBC), Channel No. 7; Philco Corp., for Allentown-Bethlehem-Easton, No. 8. For details about grantees, applicants, see TV Addenda 1-F herewith.

**NEARLY READY TO TURN ON JUICE:** Of the stations we listed last week (Vol. 4, No. 1) as advising us they'll be on the air within month or two, we can now report definitely: Philadelphia Bulletin's WCAU-TV tower on downtown Philadelphia Saving Fund Society, 737 ft above street, is nearing completion, test patterns are planned on or about Jan. 20. Baltimore's WBAL-TV says it will be ready on or about Feb. 1. No word from Chicago Tribune's WGNA or Newark's WATV, but they should be turning on juice any day now. Westinghouse's WBZ-TV, Boston, seems fairly sure to make scheduled March 1 debut, may be ready to test even earlier. Richmond's WTVR, all ready to go except for missing STL and missing terminal equipment on coaxial from Washington, asked FCC for an STA this week, will probably get it forthwith, but may delay commercial debut and local "T-Day" awhile.

**NO, THE TV ADVERTISER & SELLER:** Pity the poor adwriter working on TV manufacturer accounts, now becoming as brisk as parvenu radio was back in the '20s. He's under gun to promote TV hard, yet mustn't arouse false hopes and unrequited demand among radio-buying public in those great areas not served by TV stations or likely to be soon. It isn't so hard placing newspaper space or spot time, which can be localized (with TV set salesmen usually first big buyers of TV time). But it's tough when it comes to national advertising, particularly in slick magazines. Not only is there much "waste" circulation here, but there's impulse to use color for such a quality product as TV. But that's taboo, because it might reawaken the color TV bugaboo, better left buried right now!

Fact is the dweller outside today's TV service areas is missing a lot, say that we will about program shortcomings. Now and again, as on New Year's eve, when some of the best of the vaudeville artists showed what TV will do to hypo their otherwise moribund profession, the TV programmers outdo themselves. TV kid programs are going over big, though they're admittedly corny to adults. Slowly but surely better films are coming to TV, including full-length features. And if TV offered nothing else, public events and sports coverage would justify owning a set. Sports subjects are TV's prime fare, usually well covered, highly popular. On the news side, there are newsreels faster than theaters can show them--fuller and often better, as for example recent British royal wedding. And this week there were: opening of new Congress, Truman address, Taft reply. Coming soon: GOP Lincoln Day dinner from Washington, Feb. 5; Democrats' Jackson Day dinner Feb. 19. Next summer: Republican and Democratic conventions from Philadelphia -- to mention just a few.

**WATCH THE FM NETWORKS:** Current FM story is still one of strong oscillation between positive and negative. Positive news is still in FM networks, actual and potential. Continental Network (Vol. 3, No. 32 et seq) last week spliced on 12 new stations (Dixie FM Network) simply by getting 8,000 cps line from Washington to Raleigh. These newcomers are now taking only Friday night shows. But if and when Petrillo situation clears, keep your eye on CN (now 42 stations) and other regionals. Even sans Petrillo, CN is making tests with WCFC, Beckley, and WHTN-FM, Huntington, W. Va., with jump to WCOL-FM, Columbus, O., possible.

Still needed are more and better station interconnections. CN has pretty good hopes for 15,000 cps lines and low band rebroadcast stations. FMA and AT&T meet with Comr. Walker Tuesday on matter of lines, and there's feeling FM may well get some frequencies for rebroadcasting. Speaking of low band, the inexorable Maj. Armstrong has petitioned FCC to reopen 44-50 mc hearing (Vol. 3, No. 47, 48) to examine accuracy of staff's work. Positive news, too, is persistence of old-timers like Gordon Gray, who is moving WMIT studios to Charlotte, hiking power to 300 kw.

Negative news is continued serious defections from FM ranks. This week's 3 (Supp. 55-0 herewith) include first actual FM broadcaster to turn in permit -- Topeka State Journal's KTSJ. However, son-in-law of principal owner, Oscar Stauffer, has application in to take over facilities, continue on air in conjunction with his KTOP. Since publication Oct. 1 of our FM Directory (Supp. 55), 19 grantees have surrendered permits, 5 applications have been dismissed, 43 new applications have been filed. As of today, 382 FM stations are on air, fully three-fourths AM-affiliated -- nearly all hopefully awaiting lifting of Petrillo duplication ban.

**FM AND THE SET MAKERS:** Best guess for 1948 FM production is 2,000,000-2,500,000 sets, according to set makers at Friday's FMA-RMA liaison committee meeting in Washington. FMers had hoped for more, were unable to hide disappointment. In favor of better FM production is fact manufacturers must give public something new -- and that's FM -- in today's increasingly competitive market. But it's expected over-all 1948 radio set production will suffer cutback after all-time 1947 high (more than 17,000,000). Among other matters discussed: RMA convinced frequency dial markings for FM better than channel numbers. FMA to survey FM grantees to let RMA know when stations plan to go on air. FMA urges TV set makers to include FM band on all video sets. Broached was cooperative summer national "No Static" campaign. FMA reckoned 50 FM stations would be going on air monthly this year, for total of 1,000 by year's end (as of today total is 382).

**TV NETS MUST WOO INDEPENDENTS:** Analyzing the log of TV grantees and applicants to date (total 158; see TV Directory No. 1 and Addenda), it's interesting to note that non-network affiliates outnumber any single network group, accounting for 60. Also that 35 have no local AM connections. We told you statistically a few weeks ago (Vol. 3, No. 52) how dominant the newspapers were becoming in TV. Now let's break down the figures by network groups:

Head starter NBC is of course far and away in the lead among grantees who are already its AM affiliates. But in list of applications pending, CBS takes a slight lead -- despite slowness of that network to get going after color decision, despite its long reluctance to advise even its well-heeled affiliates to get into the TV swim (as NBC has consistently done). For whatever it may portend for future TV network lineups, here's the network affiliation score as of today: TV stations now on the air -- 7 NBC, 1 CBS, 2 ABC, 7 non-network. CP holders -- 23 NBC, 8 ABC, 4 CBS, 4 MBS, 19 non-network. Applicants--15 CBS, 12 NBC, 13 ABC, 9 MBS, 34 other.

**NEW WRINKLES AND LOWER PRICES:** Admiral's matched ensemble of sectional TV and radio-phonograph units (Vol. 4, No. 1) apparently has struck a responsive chord in the trade. Particularly intriguing is \$299.95 price for each piece, lowest yet for 10-in. TV set except for Emerson's projected \$275 unit (Vol. 3, No. 51). Handsome furniture also has exceptional appeal. Hallicrafters is reported planning something similar. Appealing to carriage trade, Scott has had companion TV to its

\$1,200 radio combination for more than year; it's a DuMont 12-in. job, sells for \$890 plus installation (Vol. 2, No. 44).

Emerson's 10-in. TV-only table model is due to be shown in New York next week, was shown at Chicago Furniture Show this week, dealers promised deliveries in about 30 days. How it will stack up against Admiral's (28 tubes), let alone others, for sensitivity, performance, etc., remains to be seen -- but these are first signs of break in TV prices. Other trade news of week featured reductions in GE's video set prices, in line with President Charles E. Wilson's New Year statement, as follows: No. 802 (TV-AM-FM-phono console), from \$750 to \$725; No. 803 (TV-FM table), from \$465 to \$449.95; No. 901 (projection combination), from \$2,250 to \$2,100; No. 910 (custom-built 901), from \$1,495 to \$1,470; No. 801, unchanged at \$495 (having previously been reduced from \$625). All installation charges remain same.

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## SIGHT AND SOUND

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Now that FCC personnel situation has stabilized somewhat (and with all sorts of kudos being vouchsafed Chairman Wayne Coy for "taking hold" so ably), we publish herewith as Supplement No. 56 our *1948 FCC Personnel Directory*, including all new Commissioners, Law, Engineering and Accounting Dept. staffs, plus Secretary's Office, Information, Personnel, Examiners, Budget and Planning Divisions. Soon we intend to revise and republish our list of *Attorneys Practicing Before the FCC* (Supplement No. 11-A) and *Consulting Engineers Specializing in Radio Broadcasting* (Supplement No. 12-A).

Westinghouse made it clear it doesn't endorse Clear Channel Broadcasting Service's twenty 750-kw station plan (Vol. 3, No. 43), even though it's a CCBS member. In brief filed this week, company said plan is neither adequate nor economical. And for an outfit that might well have gotten a couple of the big-power stations, if FCC approves, it threw in some very strong statements leaning towards TV and FM. It told of "phenomenal" growth of FM networking, of predictions that TV "will generally replace other forms of broadcasting," played up its Stratovision work (Vol. 3, No. 46).

Of \$12,455,202 worth of transmitter equipment ordered (\$9,253,358 delivered) during first 6 months of 1947, RMA reports this week that FM transmitters accounted for \$3,325,570 (\$1,820,633 delivered); TV transmitter-studio-antenna equipment, \$1,862,140 (\$1,354,633 delivered); AM transmitter, \$2,402,768 (\$2,319,006 delivered); AM-FM studio equipment, \$2,395,044 (\$2,205,382 delivered); AM-FM antennas, \$1,597,541 (\$433,767 delivered).

First 3 volumes of new, long-needed legal service on radio regulation, published by Pike & Fischer, 1728 Massachusetts Ave., NW, Washington, D. C., are being shipped to subscribers Jan. 19. Vol. I contains texts of laws, FCC rules, standards, NARBA, etc.; Vol. II, digest of all FCC and FRC opinions, court cases, etc.; Vol. III, full texts of all FCC decisions since June 30, 1945—all properly annotated and indexed.

Chicago's carefully kept TV set census (by Electric Assn.) shows 11,500 as of Dec. 31, as against 650 at beginning of 1947; of these, 7,400 are in homes, 3,000 in taverns and public places, 1,000 in places of business such as dealers. Milwaukee's WTMJ-FM reports 780 sets in town as of Jan. 5. [For previous estimates for all TV areas, see Vol. 3, No. 52.]

TV cullings from *Variety's* 42nd anniversary number: Allen DuMont's assertion \$125,000 is enough to get into TV (equipment only). Frank Mullen's prediction \$10,000,000 will be spent on 1948 programming. Harry Bannister's disclosure WWJ-TV, Detroit, is taking in \$5,000 weekly with 21 regular sponsors.

Paramount's 3 STAs for experimental, portable TV operation in New York City, point up big TV-alert film company's seriousness about theater TV, although stations themselves are not yet operating. Paramount's own engineers are now building equipment, and film projection method should get on-the-air tests soon. Video frequencies will be 2,000 mc and 7,000 mc; sound, 939 mc. Paramount Bldg. on Broadway will be terminal.

Facsimile climbed another notch toward commercial status this week when FCC told WQAM-FM (*Miami Herald*) it would hold hearings on standards soon. FCC has been holding off on standards, telling industry to agree on what it wants first. Industry disagrees principally on width (4 or 8 in.), says it wants standards encompassing both.

Bent on establishing demand for its Phone Vision system of pay-as-you-listen TV (Vol. 3, No. 27), Zenith this week released results of mail survey of 9,341 TV set owners made by Chicago's LaSalle Extension U. They showed 62% willing to pay for extra programs, 45% satisfied with present programs. Similar survey on West Coast last Sept. showed 73% willing to pay for added video fare (Vol. 3, No. 38).

Good program idea, fine example of competitors cooperating for sake of TV industry promotion, was WPTZ (Philco) and WNBT (NBC) telecast Thursday night of former's TV production line in action in Philadelphia, with NBC's Ben Grauer and Philco v.p.'s Joseph Gillies and David Smith explaining what's what at factory. It was one of NBC series on "How Television Works."

Add TV sponsors: On WCBS-TV, Pepsi-Cola Co. (Evcress, 20 one-min. film spots, Jan.-Mar., thru Young & Rubicam; U. S. Rubber Co., National Sportsman Show, Feb. 14, 21, thru Campbell-Ewald, also 5 films from Winter Olympics; General Foods, *New York News* "Silver Skates," Jan. 12; Gulf Oil Co., news (renewal for 1948), thru Young & Rubicam. On WNBT, New York, Churchward & Co., West Haven, Conn. (Steelcraft cruisers), 15-min. film Jan. 11, thru Peck Adv. Agency; C-O-Two Fire Equipment Co., 25-min. film "American Business on Parade," Jan. 12, thru Frank Best & Co. On KTLA, Los Angeles, Union Oil Co., Santa Anita races, thru Foote, Cone & Belding.

Music lovers' dream station is aim of Ira Hirschmann's WABF (FM), New York, judging from its neat new monthly program magazine, circulating at \$1 per year. Philco is already sponsor of 6-hour schedule of fine music Monday nights. Station also copped first mention on *New York Times* radio critic Jack Gould's 1947 Honor Roll.

Norman Wunderlich, ex-Federal radio sales chief, is now v.p. in charge of radio division, Lear Inc., Grand Rapids, Mich.



MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING AND  
FREQUENCY MODULATION  
ARTS AND INDUSTRY

RECEIVED  
SEC. OF COM. AND  
IND. DIV.  
JAN 17 1948

# Television Digest

CIRCULATE AS SHOWN

## and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 5, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 3

January 17, 1948

**31 COMPANIES MAKING TV SETS:** When Fort Worth Star-Telegram's Harold Hough (WBAP-TV) asked us for list of TV set makers, so he could start now on T-Day promotion for summer inaugural of his now-building station, idea was born to compile our first Directory of TV Manufacturers and Receivers (Supp. 57 herewith) so others might make same use of it. It took some 5 weeks of painstaking survey of set makers, some of whom couldn't or wouldn't answer our queries up to eleventh hour due to their own shifting plans. But it's the most complete and we think the most authentic yet, and with continued manufacturer cooperation we'll revise it from time to time.

Directory shows 31 companies now in production on 103 separate models, large and small. Eleven others not now in TV production said they would be between now and summer. Also listed are 5 kit-makers (kits are turning out to be important factor in TV set circulation). Only a few companies reported in trade circles to be in production failed to answer our questionnaires. Compendium lists model numbers or names, set specifications (picture size, no. tubes, channels covered, etc.). It discloses 5 new and hitherto unreported models: Admiral's 7-in. plastic table unit, to sell for \$169.95; Emerson's new 10-in. table model, \$269.50; RCA's new 10-in. 8TS-30 table model, \$375, scheduled to replace the 630-TS (larger speaker, restyled cabinet); UST's first home table models with 10, 12, 15-in. screens, not yet priced.

**FM-TV OUTPUT SOARS AT END OF '47:** Still-upward radio production figures in December, as announced Friday by RMA (94% of entire industry), brought total to 17,695,677 units for 1947 -- including 1,175,104 FM sets, 178,571 TVs. December output was at record high: 1,705,918 total units (compared to 1,615,541 in November), 191,974 FMs (153,114 in November), 29,345 TV (24,135 in November).

1947 FM breakdown: 256,545 table models (11,112 with phono), 874,495 consoles (22,239 without phono), 44,064 converter-tuners. December FM breakdown: 58,025 table (1,878 with phono), 100,668 consoles (2,799 without phono); plus 33,081 converter-tuners, probably including back figures on Pilotuner (Vol. 3, No. 51).

1947 TV breakdown: 115,424 table models, 37,039 consoles (11,984 projection type), 25,217 consoles with radio and phono (543 projection type), 891 converters. December TV breakdown: 17,763 table models, 4,465 consoles (1604 projection type), 7,117 consoles with radio-phono (145 projection type).

**THE WHISPERS AND THE SHADOWS:** We've harped on subject of TV's eventual dominance of newsreel field (Every Home a Newsreel Theater, Vol. 3, No. 44; Handwriting on the Screen, Vol. 4, No. 1) -- and already TV is on the way to being the biggest consumer if not producer of films, both features and short subjects. Quantitatively, TV even now could consume more than the present film industry produces, even if Hollywood permitted its major features to be televised (which it naturally doesn't). In the competitive days ahead, movie theaters must survive on a qualitative basis.

Indicating TV's impact on films already, aside from its current generous use of old Westerns, Grade Bs and industrials, is this week's deal between short-subject producer Jerry Fairbanks and NBC Television. Fairbanks for 5 years will produce features of all types and lengths for NBC, all written, directed, enacted, photographed

especially for telecasting, all with "open ends" to allow for sponsor messages. One of first to do something about TV's potential for films, dynamic Mr. Fairbanks see movies comprising 50-80% of the TV schedule "when television is as advanced as radio today." In Jan. 17 "Billboard" he makes some pertinent observations:

That film permits use of Hollywood tricks as well as perfection expected by TV audience accustomed to movies and theater. That TV films can be produced for less than live shows. That TV camera can't be everywhere (for live pickups) whereas newsreel camera can, so TV will be a prime consumer and dominant factor in newsreel industry. That film answers immediate network needs (through syndication).

TV's grip on newsreel field was evidenced again during recent "Bowl" football games. Rose Bowl game was not only telecast locally by Paramount's KTLA, but NBC rushed films East for telecasts (along with takes from other grid games of same day). Detroit News' WWJ-TV carried Michigan-So. Cal. game virtually in toto night of Jan. 8 (Oldsmobile sponsoring), claimed 90,000 viewers (15 to each of area's estimated 6,000 sets). New Orleans' Sugar Bowl game was telecast off-the-line locally by Fred Weber's WDSU (about to be granted a CP for TV), played to big local admission-playing audiences, filmed by local movie concern engaged by WDSU, syndicated to other stations via ABC. There were other notable uses of filmed sports on TV recently -- and they're only the beginning!

**MORE TV ACTION, 8 NEW APPLICANTS:** Besides those we reported last week as nearly ready to turn on the juice, looks now like Chicago Tribune's WGNA (Vol. 3, No. 47) will start testing early in February, go commercial March 1. Newark's WATV (Frank Bremer) advises us its equipment is all on hand but big snow and ironworker strike has delayed work on antenna, so best guess now is Feb. 15 test, March 1 commercial. Buffalo News' WBEN-TV now says "first part of Feb." for test pattern, May 1 commercial; RCA tuning engineer arrives Jan. 26. And heat's on to get lots more TV into Chicago, as indicated by NBC statement it has pushed ahead by 4 months construction plans for its WBNY, Chicago (Civic Opera Bldg.), now expects it to get going by Sept. 1. It will be nucleus of Midwest NBC network linking Milwaukee's WTMJ-TV, St. Louis' KSD-TV, Detroit's WWJ-TV, others as affiliated.

This week's TV applicants: For Buffalo (Channel No. 9) and Kansas City (No. 5), New England Television Co., already applicant for Boston and Fall River. For San Francisco (No. 9), Television Productions, Paramount subsidiary. For Dallas (No. 2), Lee Segall (KIXL). For Houston (No. 7), Roy Hofheinz (KTHT), ex-president of FMA. For Atlanta (No. 8), E. D. Rivers Jr, son of former Governor of Georgia, owner of WEAS, Decatur. For Reading, Pa. (No. 5), Eastern Radio Corp (WHUM). For Atlantic City (No. 8), Neptune Bcstg. Corp. (WFPG), headed by John Laux; same interests already applicant for Pittsburgh (WPIT), own stations in Steubenville, O.; Niagara Falls, N. Y.; Kingston, N. Y. For full details about these applicants, see TV Addenda 1-G herewith.

**NOTE:** FCC announced no TV grants this week, but acted on several Friday in line with policy of quick action on qualified non-competitive applicants. Next CP grants: WKRC, Cincinnati (Times-Star); WDSU, New Orleans (Fred Weber); KFMB, San Diego (Jack Gross).

**EMERSON'S AIM IS SMALL TV SETS:** Emerson's lowest-priced-yet TV set with 10-in. screen (\$269.50 plus \$55 installation) turns out also to be probably the most compact, measuring only 16½-in. wide, 16 in. high, 20-in. deep. It's known as Model 571, displaces present \$375 set, contains 21 tubes plus 7 tube rectifiers, covers all channels, goes out to dealers early in February. Small-set-specialist Emerson says it's "to TV what the small radio is to the broadcast radio business." Plan is to step up production gradually to 500 daily by year's end, says Dorman Israel, executive v.p. Company has no plans in 7-in. field, nor has it any present plans for 12 or 15-in. sets due to inability to get them into small cabinets. Emerson has built jukebox TVs with 15-in. tube for Videograph, and has decided big-screen set, requiring larger cabinet, etc., isn't its field. At New York dealer meeting Monday, President Ben Abrams reiterated hope design and production techniques can get 10-in. set down as low as \$150 or \$175 (Vol. 3, No. 52).

January 17, 1948

**MR. PETRILLO STALKS THE SCENE:** You can expect the inexplicable Jimmy Petrillo to make many grandstand plays before not-too-friendly full House Labor Committee next Wednesday -- possibly even announcing, grandiloquently, an agreement with the networks, concessions to FM and TV. It's in the wind; nearly everyone in key position seems to think Jimmy's nearer to reasoning point than ever, albeit somewhat flushed with his success in beating Lea Act rap. Yet everybody's wary, as well they might be in light of past disappointments. Current gag is who's the cat (Petrillo or Congress), who's the mouse (Petrillo or industry)? Next week should tell.

The public prints have carried, quite fully, reports of Congressional hearing to date, Judge LaBuy's decision holding Petrillo not guilty of featherbedding, etc., so it's needless to repeat details here. But this is gist of situation:

Heightened hopes for agreements rise from one statement Petrillo made to reporters after negotiating session Thursday with networks: "We are satisfied some kind of deal will have to be made on television and FM because they're here to stay. I think we'll get along on that, too." As for network negotiations, though some tentative demands would seem to violate Taft-Hartley Act, fact that confabs continue in Washington right up to and after Petrillo's appearance before House committee would seem to bode well.

There's only one chance for legislation this session really to clip Petrillo -- if he should shut live music off networks, making radio's cause that of every little listener in the land. Industry reasoning is this: It's an election year. Even GOP isn't going to pass laws antagonizing all labor which must inevitably also feel effects of application of anti-trust laws. If such laws were passed, they'd face certain veto, take several years of Court tests to clarify. So despite insistence of angry Congressmen that industry present a "plan of action," no such plan came from any radio spokesmen -- their view being, why ask for more labor troubles right now from AFRA, IBEW, NABET, the guilds, etc., as well as from AFM?

Hanging over 4-day Congressional hearing this week, like Banquo's ghost, was Judge LaBuy's "not guilty" decision and its rather devious reasoning that Petrillo didn't know extra men were not needed by WAAF and that, anyway, he hadn't threatened, coerced, etc. New York Herald Tribune called decision "legal quibbling," noted Petrillo could still be prosecuted under other Lea Act charges. Lawyers generally seemed agreed that, even though Government can't appeal decision, Petrillo might not fare so well facing other judges on similar charges.

Hearings pick up again Monday with broadcasters and network witnesses -- maybe band leaders, too, Hartley says. The hearings thus far have developed:

- (a) Industry doesn't want legislation until current negotiations with Petrillo are concluded and until Lea and Taft-Hartley acts are clarified by court decisions.
- (b) FM story related by Maj. Armstrong and others had some Congressmen sniffing for "collusion" between networks and big AMers, on which Petrillo himself should shed final light.
- (c) Radio industry presentations (NAB's Justin Miller, TBA's Jack Poppele, FMA's Everett Dillard, RMA's Bond Geddes) painted Petrillo as misguided labor leader cutting off jobs and stifling new opportunities for his own men, as well as dampening enterprise in radio (especially FM and TV) and recording fields.

Only specific recommendations were these:

By Rep. Landis (R-Ind.), who wondered why Petrillo couldn't sell union labels like Amalgamated Clothing Workers Union (also suggested by Editor Neil Harrison in January Record Retailing) By Associated Program Service's Richard Testut, transcription spokesman, who not only urged AFM be brought under anti-monopoly laws but asked law providing secret referendum before a whole industry could be struck (such a vote would go overwhelmingly against Petrillo right now, he said). By Rep. Gwinn (R-N. Y.), who thought Taft-Hartley Act might be amended to include "right-to-work" clause, forbid unions from penalizing members for anything but non-payment of dues.

**CAA PROPOSALS BOTHER FCC:** What's worrying some FCC staffers about Civil Aeronautics Authority's recommendations on antenna tower sites is not so much still-undisclosed specifications (said to be pretty stringent) but enforcement. CAA proposals are based on instrument landing glide paths, recommend generally no towers be permitted within one mile of an airport, gradual increase to 600 ft. in tower heights up to 10 miles, top limit of 900 ft. after that. Since airways are 20-miles wide, stringency of proposal is apparent -- particularly in light of tall towers usually needed for FM and TV. Under proposed *modus operandi*, FCC would not only promulgate rule but would have to enforce it -- and just how that could be done without staff of aeronautical experts is big question. At present, CAA does all investigating, FCC usually accepting its all-too-often negative recommendations. Under CAA proposal, FCC would have to check tower sites and heights, decide whether they meet rules.

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## SIGHT AND SOUND

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TV sets will sell as fast as made in 1948, says DuMont's TV receiver division manager Ernest A. Marx in Jan. 14 *Radio & Television Weekly*. But he frowns on rushing into territories where signals won't be broadcast for some time, fears building up program expectations which stations can't fulfill at first. And he sees home sets finally dwarfing tavern sales, which are still good, nevertheless, for virgin TV territory.

Signs of the times: "Television boom has reached such proportions during the last few months that there's hardly a receiving set to be bought for immediate delivery anywhere within the confines of Greater New York," says *Variety*. This and predictions of reduced radio set sales in 1948, *Variety* adds, "has radio officials for the first time wary of tele's competitive threat."

Highly competitive year in radio manufacture and sales, plus accelerated TV promotion, account for exceptionally large 1948 advertising budgets by RCA (J. Walter Thompson), Westinghouse (Fuller & Smith & Ross), Emerson (Grady & Wagner), U. S. Television Mfg. Corp. (Huber Hoge & Sons), Garod (Shappe-Wilkes), reports *Advertising Age*. Emerson announced new \$7,000,000 ad budget for its entire line. Looks also like TV set makers will follow Philco, RCA, GE lead in buying lots of TV station time.

Significant note: Of 9 members of NBC Stations Planning & Advisory Committee (meeting in New York Jan. 20-21), 2 hold CPs for TV, 3 are applicants. Of 9 on CBS Affiliates Advisory Board (which met Jan. 15-16), not one is either a TV grantee or applicant, though several are known to be preparing for plunge.

Time Magazine thinks TV's got powerful possibilities, doesn't think tele-fare measures up yet. In current issue, radio editor details typical day's programs—and readers might well feel video isn't worth seeing yet.

"Television Is No Dream" captions slick little folder enclosed with this month's bills of Potomac Electric Power Co., calling attention to Washington's 3 TV outlets; it's part of promotion for increasing power consumption.

TV will take one-third of Stromberg-Carlson's capacity this year, says President Ray H. Manson. Company enjoyed best peacetime ever in 1947; Manson estimates gross will be over 45% more than 1946's \$21,500,000.

Committee of Washington's 3 TV stations has projected previous estimate (Vol. 3, No. 52) of number of TV sets in capital area as of Jan. 1 to 6,600, plans next estimate based on dealer reports Feb. 1.

Biggest of the rep firms, Edward Petry & Co., has also (Vol. 3, No. 49) added a TV director: Jose di Donato, formerly with Doherty, Clifford & Shenfield Inc.

FCC had budget session Thursday with House Appropriations subcommittee (headed by Rep. Wigglesworth, R., Mass.). Commission seeks \$6,555,000 for fiscal 1949, \$305,000 above this year's budget. Commission feels increase in applications for changes in facilities (more complicated to process than simple applications for new stations, which are diminishing), plus increased tempo of TV, renewals, hearings, justify additional funds.

Senate committee session on Wayne Coy-George Sterling FCC nominations is set for Tuesday, Jan. 20. House Commerce Committee hearing on Lemke Resolution (H. R. 78) to give FM some of 50 mc spectrum set for Jan. 27; session may reveal FCC's thinking on disposition of 44-50 mc (Vol. 3, No. 33, et seq).

Add TV sponsors: On WABD, New York, and WTTG, Washington, Chevrolet Division, General Motors, "Tele News," twice weekly 20-min. news, 52 weeks from Jan. 20; same sponsor, films from Winter Olympic Games, daily, Jan. 30-Feb. 10, thru Campbell-Ewald. On WABD and WTTG, with WFIL-TV, Philadelphia, and WMAR-TV, Baltimore, Kaiser-Frazer Corp., "Amateur Hour," Sun., 7-8 p.m., 11 weeks from Jan. 18, thru Swaney, Drake & Bement. On WNBT, New York, Vick Chemical Co., 1-min. films, Mon. nights, 13 weeks, thru Morse International Inc.

"Mr. FM" contest of WWDC-FM, Washington (Vol. 4, No. 1), is really moving, says Manager Ben Strouse, pointing to 1,500 letters in one day, some from Pennsylvania, West Virginia, Delaware. It's smartest FM circulation builder yet.

Cheapest FM-AM set on market now is Olympic (Freemodone circuit). Though most dealers still offer it for \$39.95, Gimbels (New York) sells it for \$29.95. Presumably, cut in price stems from Olympic's new scheme of selling direct to dealers, dropping distributors.

TV set census will be recommended to RMA at winter meeting Jan. 20-22 in Chicago by Sylvania's Frank Mansfield and NBC's Hugh M. Beville Jr. Idea is for RMA to provide official receiver count by cities.

"Hooperatings" for TV programs, rating them as good, fair or poor, based on survey of 10,000 of New York area's set owners, are planned by C. E. Hooper Inc.

McNary & Wrathall, Washington consulting engineers, have opened western office in Resetar Hotel, Watsonville, Cal., partner Grant R. Wrathall, director.

First TV withdrawal since color decision came this week when Donroy Broadcasting Co. dropped bid for San Diego (TV Addenda 1-E).

TBA has named George M. Burbach, KSD-TV, St. Louis, to board, vice Frank Schreiber, WGNA, Chicago.

**FCC CAUGHT IN FM-TV TUG-OF-WAR:** Comrs. Walker and Sterling heard FMA & AT&T haggle over 15,000-cycle lines for FM networking Tuesday (Vol. 3, No. 47, 49, 50) -- but it's anyone's guess where it goes from here. Both parties maintained and elaborated on their positions: FMA says 15 kc lines for FM are experimental, doubts TV on coaxial is, wants (1) free lines, or (2) TV to be charged for coaxial, or (3) TV on coaxial confined to test pattern and tone during experimental state. AT&T sees nothing experimental about 15 kc lines, so wants to charge for them, points to 185 ST links for FM now operating plus several long-distance demonstrations, says it still has more experimenting to do with TV on coaxial.

Highlight of confab was AT&T's admission it could carry on coaxial TV experiments without program fare. Comr. Walker phrased FMA's stand himself: FMA sees TV as a "very serious competitor" with an unfair advantage, wants equal treatment. And his own comment was: "This thing [free TV on coaxial] can't go on indefinitely." As for 15 kc for FM being experimental, Maj. Armstrong and Continental Network's Dillard described aggravation they've had with phone company's short loops, and FMA wondered how AT&T could be certain intercity lines would be satisfactory on basis of experience described. AT&T reiterated that such lines were an old story, expected no problems, asserted all FM needed to do to get intercity lines was to order them.

As for charges of neglecting FM in favor of TV, phone people showed map with maze of lines over nation, all of which could be used for 15 kc programs by addition of terminal equipment. Crux was terminal equipment, and company thought it could supply it about as fast as ordered, had in fact started building 14 units despite lack of orders. First intercity use of 15 kc lines by a network will be on Continental Feb. 19, Washington-to-New York, when AAF band program will be carried, line costs to be paid by Maj. Armstrong.

You can speculate about possibilities, but FCC can't possibly keep AT&T, FMA and TV people all happy; and it can't relish having its sleeves pulled in opposite directions by FM and TV or being asked to determine what is meant by "experimental."

**TV AND THE TAPROOM TRADE:** Time Magazine dubs those who inhabit TV-equipped bar-rooms "The Television Set." Admittedly, the taproom owners opened up TV's first big market, notably as purchasers of the more expensive receivers. But there are many in the industry who think (and hope) that market has run its course. They say TV's destiny is not to serve the bar trade but the home. As GE's G. Emerson Markham sees it from his vantage point as manager of TV station WRGB, Schenectady:

"The tavern boys as a dominant group in the present television audience are not an unmixed blessing. In our section, where we have an audience rating card system, their loud and insistent demand is for sporting events and night club entertainment....[when] the Herald-Tribune Forum interfered with a fight program, and [when] Senator Taft got himself dis-elected doing the same thing, our studio phones rang constantly. A lineup of barroom boys before a pay telephone treated us to the most vile and profane vituperation you can imagine. This kind of audience may attract the most unattractive audience to TV, and subject us to pressures that will be hard to withstand. It may link TV more and more with the less cultural element of the public....We cannot permit that." General Foods' Howard Chapin puts it another way, in connection with his recent TV survey (Vol. 3, No. 51): Bars and grills are not considered good for GF because programs were choice of bar and grill owners, not the audience.

**REPORT FROM THE WEST COAST:** Paramount's West Coast TV director, Klaus Landsberg, reports on TV activities in Los Angeles from vantage point of Pacific Coast's first (and as yet only) commercial outlet, KTLA: "Here's what's happening in TV in L.A. due to our telecast of the Rose Bowl game as well as great increase in power of KTLA's new antenna. Ever since Dec. 1, receivers have been installed in homes at the rate of 200 to 400 a day; and in the last 2 months receivers in this area have just about doubled to a total of 12,000....With [our] new antenna, completely interference-free reception has been reported at a radius of 125 miles and in some instances at even greater distances. San Diego, Santa Barbara, Riverside and San Ber-

ardino are now wide open for receiver merchandising. Enthusiastic letters from these areas show that TV entertainment means many times as much in such smaller towns as in metropolitan areas....Inquiries from advertisers, as well as actual time and program sales, are going up, up, up! We are practically sold out of spot announcements. Our program time averages 7 hours per day, most of it live."

\* \* \* \*

Possibly heralding era of regular-schedule theater showing of off-the-air TV on projection screens, was job done last Saturday (Jan. 10) in Hollywood's bigantages Theater. Souped-up home set picked up KTLA telecast of Santa Anita feature, projected it onto 8x10-ft translucent plastic screen (from rear). Owner R. A.antages writes us: "The initial telecast was presented as a theatrical novelty, but the audience reaction was so favorable we have decided to continue telecasts of interesting events that can be fitted into our program schedule. In addition, we will install a large screen television set in the foyer of the theater that will be operated during hours when programs are on, for the entertainment of our patrons."

**PARAMOUNT HELL-BENT FOR TVs:** Paramount set pace for what may be onslaught (by rival applicants for fast diminishing supply of big-city channels, as well as by FCC) against alleged do-nothing TV grantees. It petitioned FCC this week to scrutinize status of grantees in Boston and Detroit, determine who's laggard, revoke CPs, put them into hearing as applicants. In so doing, also in reapplying for San Francisco, big film company (already operating TV stations in Chicago and Los Angeles) clearly indicated intention of pursuing to limit its long-pending Boston-Detroit applications. It wants allowable maximum of 5 stations.

No question who Paramount means in petition: Raytheon in Boston (Waltham P granted May 16, 1946); ABC in Detroit (CP granted July 11, 1946 to WXYZ, acquired by ABC by purchase). ABC has already told FCC, in requesting extension of Detroit P, it intends to build in New York first, Detroit later (Vol. 3, No. 52). Paramount's applications are involved in Paramount-Dumont interlocking ownership hearing, set for March 1, so no dates have been set for hearings on all applicants from those cities. Note: Paramount's keenness about TV apparently is infectious, for it's reported Tri-States Theater Corp., part-owned, operating chain of 50 houses in Iowa, Nebraska and Illinois, is planning to seek TV in Des Moines, possibly also other Midwest cities. Also, part-owned Interstate Circuit Inc., Dallas, has shown no intention of giving up its long-pending TV application. Rumors Paramount is readying to dispose of DuMont holdings, already resulting in several point rise in DuMont stock, get no confirmation from principals.

**THE TV TRANSMITTER PICTURE:** As things look now, it's doubtful whether the only 3 TV transmitter manufacturers -- RCA, GE and DuMont -- can possibly keep up with orders during 1948. So it won't be surprising to see such big AM-FM transmitter makers as Western Electric and Federal go into TV -- possibly even Westinghouse. You may be sure they're very mindful of the field, indeed are watching it very closely. WE's radio v.p. F. R. Lack reminds us, in response to an inquiry, that its associate Bell Labs "possesses vast knowledge and experience" in TV [patents, presumably, too] and that "a certain amount of development work, utilizing this knowledge and experience, directed toward commercial television broadcasting equipment has been going on in the Laboratories." But, he added, any announcement now by WE would be premature, might only serve to confuse.

Fact is RCA, with biggest backlog of orders, is talking assembly line methods to keep pace, is conducting schools for technicians, isn't going to let this new business (good for average of about \$250,000 per transmitter) slip through its fingers. But need for speedup is emphasized by (1) increasing number of TV station applications, which total 90 to date; (2) numerous grants that can be expected in non-competitive towns soon, not to mention those after hearings, which will swell present list of 58 CPs outstanding; (3) certainty FCC will crack down on TV channel-squatters, or longtime CP holders who apparently haven't lifted a finger toward construction, nor even placed conditional orders for equipment. Their identity is pretty plain, and it won't be surprising to see them soon placed on notice.

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**MANY MORE WOULD BE TELECASTERS:** Eight more applications this week, 3 CP grants (for full details, see TV Addenda 1-H herewith), added to those reported in our 7 previous addenda, have doubtless so complicated your TV Directory No. 1 that we feel it incumbent to publish an up-to-date directory. So look for TV Directory No. 2, revised to Jan. 31, with your Newsletter next week.

This week's CP grantees got these assignments: Cincinnati Times-Star (WKRC), Channel No. 11; WDSU, New Orleans, No. 6; KFMB, San Diego, No. 8. This week's new applicants: For Springfield, Mass. (No. 3) and St. Louis (No. 4), New England Television Co., already applicant for Boston, Fall River, Buffalo, Kansas City. For Waterbury, Conn. (No. 12), WBRY, Republican-American. For Hartford (No. 10), WTHT, Hartford Times (Gannett). For Youngstown, O. (No. 13), WKBN. For Houston (No. 4), KPRC, Houston Post. For Indianapolis (No. 8), WIRE, Indianapolis Star (Pulliam). For Pittsburgh (No. 10), United Bcstg. Corp., local firm headed by Richard J. Cook, trade publisher, and including Tom Johnson, president of Pittsburgh Pirates.

Filing for Columbus, O. (No. 6) was Picture Waves Inc., headed by Ed Lamb of Toledo's WTOP, whose Erie (Pa.) Dispatch is also an applicant, but FCC hasn't accepted application yet due to technicalities. Yankee Network is planning to withdraw from Hartford contest (leaving 3 for 2), then file for Bridgeport, asking for one of Hartford's channels. Don Lee has asked for STA to commercialize its pioneer experimental W6XAO, Los Angeles. And you can expect applications soon from these, among others: For Indianapolis, Crosley (see Vol. 4, No. 2); for Waco, Tex., C. C. Woodson, publisher of Brownwood Bulletin; for San Francisco, KJBS; for Columbus, Columbus Dispatch (WBNS); for St. Louis, Globe-Democrat, which holds CP for FM.

**BIGGER TUBES AND BETTER PICTURES:** Next big step by pacemakers in swift march of TV will be larger direct-view screens in table models--at prices not very much higher than present standardized 10-in. RCA has something brand new in the works, soon to be announced. Philco is reported working on 12-in. DuMont, of course, never went along with industry's 10-in. standard, has specialized in 12, 15 and 20-in. but mainly on high-cost models with very limited production. Whole problem of tube-size is due for radical overhauling soon, with something bound to be done to bridge gap between medium-priced 10-in. and high-priced projection models.

We confess we're hipped on subject of larger direct-view images -- ever since watching DuMont's 12, 15 and 20-in. screens simultaneously alongside 7 and 10-in. as well as projection (Vol. 3, No. 47). In our book, 15-in. or thereabouts, doubtless soon attainable in mass production and at lower price levels, will be to TV market what Pontiac-Buick-Chrysler are to automotive. They certainly provide vastly more satisfactory images than Ford-like 10-in.

Problem of bigger cabinets for bigger tubes, modified circuits, can easily be met. One company (Kent Woodcraft Corp., Brooklyn) is already advertising compact furniture it calls "conversion cabinets," accommodating 15-in. tube, popular with kit builders. But key problem is producing bigger tubes on mechanized basis, and that should be licked reasonably soon. Big tube blank maker Corning Glass Works produces most of the 10-in. blanks, but only hand-blown 12, 15 and 20-in. "bottles"

as yet; DuMont is said to have first call on whole output of these bigger tubes.

There's plenitude of 10-in. blanks, which factories like RCA's at Lancaster, Pa. are equipped to process on mass production basis. But 10-in. is only a preview of the TV parade. Watch for bigger things to come!

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Meanwhile, enlarger lenses are having their day. Flourishing business is already being done in these intriguing gadgets (Vol. 3, No. 52). Within limits, they really do a job. They're certainly adding to importance of 7-in. receivers and enhancing pleasure of 10-in. set owners.

There's one big drawback to use of magnifiers -- limit they force on number of viewers because they eliminate side-viewing. Thus, only 2 or 3 persons can watch comfortably, maybe a few more if the kids sit on the floor, gaze upward, keep out of way of direct line of sight. At least, that's so with RCA's Image Magnifier, which encases Nujol in glass, costs \$59.50, and Walco's Tele-Views-Lens, liquid filled plexi-glass, same price (Vol. 3, No. 52). But they give a 10-in. tube excellent, easy-on-eyes 15-in. images. Also, Transvision Inc., New Rochelle, N. Y., has just come out with plastic lenses, non-liquid, selling in 10, 12 and 15-in. sizes at \$19.95, \$29.95 and \$36.95, respectively. And Celomat Corp., 521 W. 23rd St., New York, also has a plastic stand-up, called Vue-Scope, to sell at \$39.95.

Newly on market is another lens, claiming 180-degree vision, or same as direct view. It's called the All-Vue Liquid Lens. It's plastic, fits on to tube, is pre-focused, requires no adjustment, costs around \$50 for 7-in., \$75 for 10-in. Manufacturer is Liquid Lens Corp., 77-17 Parsons Blvd., Jamaica, N. Y., headed by Inventor Carl Biderman. Same company has been selling \$49 and \$59 hang-on lenses, for which it claims 80-degree vision.

**DuMONT TELLS THE FISCAL BOYS:** Significant notes from Dr. Allen B. DuMont's address Wednesday before Society of Security Analysts -- we might observe, in passing, that the banking folk have been eyeing TV quite closely of late:

Forecast more than 160 TV stations in 74 cities by next year (he's overoptimistic; demand for stations exists, but they aren't likely to be built that fast; 40 to 50 is most we see in prospect this year, 100 by end of next year). Reported WABD, New York, will do January gross business of \$50,000, up from only \$6,000 six months earlier, showing growing interest of advertisers in TV medium (and presaging solid commercial basis for telecasting). Charged recent reductions in retail price of radios have been made at sacrifice of quality, don't represent improvements in mass production techniques (which will provoke inevitable denials if not wrath of competitors). Promised cost of TV sets will come down when glass companies succeed in mechanizing manufacture of blanks into which cathode-ray unit is built (watch for more news soon on this score).

**PHILCO SHOWS ITS NEW HAND:** Radio's hottest merchandisers, Philco, announced new 10-in. TV model at \$339.50, also plumped for 7-in. set at \$199.50, at Palm Beach dealer convention this week. So it looks like period of reducing prices is really under way, sparked by cuts previously announced by GE, RCA, Emerson. New cuts on RCA 10-in. models (now \$325 and \$375) may be expected shortly. [For models and list prices of all TV sets now being produced, see our Directory of TV Manufacturers and Receiving Sets, Supp. 57].

Philco held back 7-in. unit so long that its offering came as surprise, yet was quickly accepted to tune of "orders for several thousand." Here's the competition so far in 7-in. field, which is getting fillip from use of magnifier lenses (see story above): RCA's \$250 set, which isn't being pushed, may be abandoned, officials say; Motorola's \$179.95 and Hallicrafters' \$169.50 (Vol. 3, No. 46); Admiral's \$169.95 (Vol. 4, No. 1).

Philco's new 10-in model is labelled No. 1001, contains 24 tubes and 3 rectifier tubes, will supersede present \$395 Model 1000 (which has one tube less). Installation cost remains \$55. TV interest at Philco national convention, more



than 1,000 attending, was centered mainly among relatively few distributors from TV-served or soon-to-be-served areas. They were urged by company executives to get behind telecasting industry, sponsor TV programs, merchandise via TV itself. Washington's big time-and-space-buying Columbia Wholesalers and Los Angeles' Gough Industries were cited as bright examples; latter was reported to have spent \$100,000 already on TV advertising and merchandising.

**JIMMY SAYS HE'S WILLING:** There's no blinking the fact that Jimmy Petrillo made his point (AFM's overweening fear of technological unemployment) and left a good impression by his demeanor and his repeated avowals of an "open mind" when he appeared this week before an initially hostile Congressional committee. His performance was superb, so much so it had newsmen referring to him as "good-natured" and "disarmingly frank." New York Timesman Charles Hurd rounded up general impression thusly: "Instead of expected tussle....hearing was punctuated by laughs prompted by Petrillo's remarks. Session ended with mutual thanks....As final seal of amity...." And Time Magazine made him its cover man of the week.

On other side of picture, there's still no doubt who's boss of America's musicians, with powers even Jimmy admitted may not be right ones. Yet hopes rose high when Petrillo remarked, apropos his bans on AM-FM duplication and on live musicians on TV: "I'm confident we can reach some kind of agreement in the next couple of weeks." And again: "I frankly believe we're going to settle that. I really do." But when latter statement prompted Rep. Kearns to say "That's the best news yet," Jimmy quickly retorted, "Don't grab too fast."

Effectiveness of Petrillo performance, so far as recording ban is concerned, was indicated in week-end statement by Rep. Kearns, who headed last year's subcommittee urging anti-trust laws be applied to AFM (Vol. 3, No. 50). He said he'd introduce legislation amending copyright laws to distinguish between recordings for home use (with which Jimmy said he had no quarrel) and for commercial use (radio, jukeboxes, etc.). Jimmy said he'd like that (also probably an FBI to enforce) but even he was dubious in light of court rulings against restrictions on end-use.

Hearings ended Thursday with AFM counsel Milton Diamond (ex-Decca) bolstering with figures Petrillo contention that making canned music means musicians were "playing at their own funeral." On that score, Chairman Hartley and Petrillo agreed to conduct secret ballot on what musicians really think about recording ban. As for public's stake in recordings, radio, etc., even AFM can't overlook unpopularity of Petrillo ban, inevitable adverse reaction if he next pulls plug on networks. Earlier in week, ABC's Mark Woods, CBS's Joe Ream, MBS's Ted Streibert, NBC's Frank Mullen, plus WWJ's engagingly forceful Harry Bannister, related their Petrillo woes, told committee they intended invoking Taft-Hartley and Lea act provisions if current negotiations fail, but asked for no specific legislation. Network-AFM parleys resume Monday in New York, with FMA sitting in -- its hierarchy now avowedly convinced of networks' sincerity on duplication, a subject that had some Congressmen vainly probing for alleged "collusion" between Petrillo and networks.

**RICH CRIST FOR THE TV MILL:** Ironic, isn't it, that the wonderfully telegenic Jimmy Petrillo should prove to be one of TV's finest performers (in Hartley committee hearing Wednesday) while barring his AFM members from TV? And it's even more ironic that he used this very powerful medium (and was undoubtedly well aware of it) to complain bitterly that radio, particularly NAB-newspaper affiliates, had fortissimo propoganda instruments to heap "vilification" on him -- while he had not. Noteworthy, too, was way Chairman Hartley thanked TV broadcasters for hearing coverage.

But those are just sidelights. More important is way telecasters continue to pool resources, offering injections of this kind of potent "circulation builder" to all stations on the hookup -- and at same time performing striking public service. For 6 hours or so Wednesday, telecasters headed by WMAL-TV's Bryson Rash kept viewers glued to sets up and down eastern network, watching and hearing the music czar's very persuasive performance. Incidentally, those bright lights which kept Petrillo shielding his eyes all day weren't needed by TV -- they were for newsreels.

**NEXT MOVE ON FM LINE RATES?** AT&T filed rates for FM-sought 15 kc lines this week, to take effect Feb. 18. But whether or when anyone intends to file formal objection to them no one will say. However, Maj. Armstrong decided to buy a month of lines instead of an hour (Vol. 4, No. 3) and chances are he and Dillard (Continental FM Network) will give lines exhaustive tests, prepared to label them "experimental" if they fail to measure up.

Here are the rates for continuous use of 15 kc: \$10 per airline mile per month (vs. \$6 for AM's 5 kc) with station connection charges of \$150 for 16 hours daily, \$25 for next hour, \$25 for next 2, \$25 for last 5 (5 kc is \$75, \$15, \$15, \$15 for same segments). Occasional use is 28¢ per mile per hour (5 kc is 15¢) with station connection charges of \$60 per month plus \$3 for each hour of use (5 kc is \$20 and \$1.75 for same).

FMers feel rates are too high, of course. But broadcasters probably will always gripe about line rates. Here's way Armstrong looks at it: "AT&T says rates are predicated on amount of bandwidth taken up, displacing telephone use. Comparing 15 kc rates with 5 kc charges, they don't look too bad. But if you compare them with rates originally proposed for TV (Vol. 3, No. 23), they're far too high."

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## SIGHT AND SOUND

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Proposed TV channel reshuffle to accommodate Canadian border cities (in which only Buffalo loses a frequency; see TV Addenda 1-H herewith), gives evidence pending 44-50 mc decision is imminent, way cleared for issuance of extended TV allocation plan (Vol. 3, No. 51). At same time, decision on 1,000-13,000 mc allocations is expected, allowing TVers to operate intercity microwave relays, at least on temporary basis (Vol. 3, No. 51). Whether FM is to get some 50 mc space is still moot; sentiment seems to favor some arrangement to permit FMers to continue relaying on low band frequencies, perhaps even give them a channel or two.

FM signals of 360 kw were pumped out by RCA recently. Prototype of new 50-kw transmitter fed 60 kw into 4-section Pylon antenna (gain of 6). Eight-section Pylon, with gain of 12, would give 600 kw. Company gave no indication when it could deliver new transmitters. WTMJ-FM, Milwaukee, says it's due to get one this spring, expects 90-mi. coverage from 550-ft tower at Richfield, 20 miles from Milwaukee.

Emphasis on national TV sports is meaning of DuMont appointment of popular, hard-working Les Arries as network sports director. Arries, 1917 All-America end (Northwestern) and president of Washington's Touchdown Club, will be stationed in both New York and Washington—continuing as DuMont's Washington representative. Succeeding him as WTTG station manager is Walter Compton, now program manager.

"TV" tag to AM call letters continues to grow in popularity. Latest is *Chicago Tribune's* WGNA, which this week switched to WGN-TV and *San Francisco Chronicle's* KCPR, which changed to KRON-TV (KRON is FM call). Other calls assigned recent grantees: WAGA-TV, WCON-TV, WSB-TV, Atlanta; WGAL-TV, Lancaster, Pa.

Zenith's Phone Vision will be demonstrated for FCC Comr. Sterling and TV engineering chief Plummer in Chicago Jan. 27. Plummer and TV allocation aide A. Prose Walker are scheduled to sail for Geneva Telecommunication Conference Jan. 27, returning in May. TV engineering will be in charge of Hart Cowperthwait until then.

Film Producer Sam Goldwyn on TV, as reported in UP interview Jan. 17: "It can help us. It will make us produce better pictures to attract audiences away from their television sets and into theaters."

Interrogation of FCC Charman Coy and Comr. Sterling by Senate Commerce Committee Tuesday was short, quite sweet. Answering New Hampshire Senator Tobey's query on rotating chairmanship (item in revised White Bill; Vol. 3, No. 52), Coy disagreed, said it wasn't good administrative practice, maintained it took chairman at least year to learn ropes. Replying to same question, Sterling thought rotation all right, but for 2 years rather than one. Coy promised he'd serve out term (till 1951), said FCC should be up-to-date on FM in 30-90 days, big backlog being AM. Both seemed to make good impression on committeemen present: Senators Tobey, Reed, Brewster, Moore, McFarland, McMahon, latter two Democrats. Full committee meets next Thursday.

Clear channel hearing groaned to an end, after some 2 years, with this week's oral argument. It's now finally up to FCC to make up its mind as to what to present NARBA conference next August in Canada. As far as argument was concerned, mixture was as before (Vol. 3, No. 43), with attorneys Louis Caldwell and Paul Spearman (clear and regionals, respectively) doing most of the arguing, each taking 4 hours to blast other's position.

Virginia Erwin, first (and only) FCC woman engineer, who studied E.E. at Tennessee U, headed wartime all-girl technical staff of WGPC, Albany, Ga., has joined E.C. Page Consulting Engineers, Washington. H. Underwood Graham has left Page firm to return to FCC as chief of Standard Allocation Section, succeeding Neal McNaughten, now asst. chief of NAB engineering dept.

Newspaper columnist Fred Othman, after sitting in on Petrillo hearing, plugged for AM-FM duplication, even if "bootlegged." He told of a station operator near his Virginia home who duplicates ABC: "Perhaps he hasn't the strength to pull the switch when the music comes on . . . . Speaking as a music critic (which I'm not), these programs never sounded so good."

House hearing on Rep. Lemke's FM resolution (H.R. 78) will be held Feb. 3 by Rep. Wolverton's Interstate & Foreign Commerce Committee—postponed from Jan. 27 date reported here last week (Vol. 4, No. 3).

TV sponsor list is growing—January *Television Magazine* reporting 181 current accounts using video medium, local and national, 73 advertising agencies represented.

CBS has tied up TV along with broadcast rights to Kentucky Derby, plans film coverage next May.

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# Television Digest

and FM Reports

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January 31, 1948

**16" TUBE MAY REVOLUTIONIZE TV:** By next autumn or early winter, entire TV manufacturing field -- or at least that dominant part of it licensed under RCA patents -- may be geared to a brand-new kind of receiving set production. For RCA this week informed its licensees it has perfected a new 16-in. direct-view Kinescope of fused glass and metal, which should "bridge gap" between medium-priced 10-in. and high-priced projection models. It's a metallic cone, with neck and face plate of glass, weighs less than half an equivalent glass tube. It's ready for demonstration at RCA Lancaster plant, will be in mass production by mid-year, will be made available to all licensees, will be incorporated into a table model RCA says shouldn't cost much more than present 10-in. lines -- perhaps even less eventually.

For our money, if it works as well as claimed, if priced right, if placed in table models, it may provide that "within-reach" bigger-image set about which we've declaimed so often (Vol. 3, No. 47; Vol. 4, No. 4). It should sweep the market, even though RCA officials aver it's "not expected to supplant now standard 10-in. or projection models." It certainly should change a lot of manufacturers' plans, including Philco's reported 12-in. -- may possibly even alter Corning Glass Works current tooling to put 12-in. blanks into machine production.

**AM-FM GETS PETRILLO GO-AHEAD:** If FM is really a superior medium of broadcasting -- and most everybody in the know agrees it is -- burden is now upon the radio industry to make it the preferred medium of the American listener. For biggest of all obstacles to its natural progress, Petrillo's ban on AM-FM duplication of musical programs, has been lifted, effective Feb. 1. Networks have told their FM-owning affiliates to go ahead and duplicate, FM set owners can now accustom themselves to tuning radio's best programs on FM, manufacturers can sell FM receivers confident that buyers will be satisfied with program fare.

The lid's really off -- and no strings tied to Petrillo's edict, which is predicated on assumption duplication won't involve additional charges to sponsors. Networks and most stations say it won't, not yet anyhow, for duplication really doesn't add audience. FM-only operators (there are less than 100, out of the 398 FMs now actually on the air) may at first be overshadowed by duplicate-programmers, but over the long haul they should solidify their places in the spectrum by reason of audience's new habit of dialing around the FM bands.

Petrillo's turnabout was evidence that, as negotiators say, "satisfactory progress" is being made in network-musician dealings. TV ban hasn't yet been lifted, but prospects look good. TV involves new medium for musicians, so problems of wages and hours, conditions of employment, etc. remain to be worked out. Danger of strike against network after Jan. 31, when present contracts with key stations expire, was dispelled by extensions until April 1. Negotiators next meet March 1.

**OIL TYCOONS GOING INTO TV:** We can now disclose identity of those millionaire oilmen planning to go into TV in West and Southwest, about whom we could only hint some weeks back (Vol. 3, No. 48). Biggest enterpriser is H. W. Snowden, of Dallas, who will shortly file for Kansas City, Denver, Houston and probably Fort Worth. Sites in first 3 cities have been selected, DuMont equipment conditionally ordered.

He's about 43, struck it enormously rich in oil, new to radio, noted as man who owns "biggest air force in world outside the Air Forces" by reason of vast purchases of surplus aircraft. He's not to be confused with William Solon Snowden, a nephew, who is applicant for various AMS in Texas, Louisiana and Kansas.

Then there's Oklahoma's ex-Gov. Bob Kerr, who already owns part of an AM station in Peoria, Ill., is applicant for new 50-kw AM in Tulsa, plans to erect TV there if he gets it, may also build TV in Oklahoma City (if Daily Oklahoman-WKY interests continue to eschew it). Also, Kansas' ex-Gov. Alf Landon, who holds CPs for new AMS in Denver and Leavenworth, Kan. and is applicant for Liberal, Kan., is seriously eyeing Denver for TV -- that city (5 channels) having no applicants yet. Also, C. C. Woodson, who owns interest in Frontier Broadcasting Co. (WACO, Waco, and KNOW, Austin) and publishes newspapers in Brownwood, Del Rio and Lamesa, is filing for TV in Waco, considering Austin. All of these principals are oilmen, all considered in millionaire class.

Latest on Dallas TV grant to Lacy-Potter (Vol. 3, No. 32), quiescent since death of Mr. Lacy, is that Tom Potter will go ahead after Lacy will is probated.

**PARAMOUNT-DuMONT SHOWDOWN NEAR:** Aviation Corp. (Avco) and other financial and manufacturing interests have been looking rather closely into DuMont lately, and it won't be surprising if Victor Emanuel's company, or some other, bids to buy out Paramount's 27 1/2% interest. Avco's object would be to operate DuMont manufacturing and telecasting facilities in conjunction with those of Crosley Corp., which it now owns outright.

Paramount owns 560,000 shares (all) of DuMont Class B common stock, which has same rights as 1,471,040 Class A outstanding. Because of this, big film company faces FCC hearing March 1 before Commission will act on quest of its subsidiary and related companies for additional TV stations in Boston, Detroit, San Francisco, Dallas. Already owner of stations in Los Angeles and Chicago, Paramount has been stymied nearly 2 years under 5-limit rule from getting more.

Likewise DuMont, which owns stations in New York and Washington and holds CP for Pittsburgh, has stymied applications for Cincinnati, Cleveland. There's little love lost between Paramount-DuMont, yet former insists it's going through with hearing where it will deny "monopoly" allegations. Nevertheless, rumors persist it will sell its holdings at a price. DuMont management claims tight control, would fight relinquishing it, certainly wouldn't agree to submerging DuMont trade-name.

Crosley merger might be logical, but Crosley also owns TV in Cincinnati, holds CPs for Dayton and Columbus, seeks another in Indianapolis, might have to give up something in event of Avco purchase. Another logical buyer would be CBS, long eager to get foothold in radio manufacturing for own brand name. That big network has definitely taken back seat in TV so far as acquiring stations is concerned, owns only one (in New York), is competitively seeking others (in Chicago and Boston), has been frozen out of Los Angeles (unless it eventually can buy).

**FM ABOARD 'TUNERVILLE' TROLLEY:** It's too early to tell, but as one savvy radioman puts it, "This could put one hell of a lot of FM stations into the black." They call it "transit radio" or "transcasting" and it's sparked by Hulbert "Hub" Taft (WCTS-Cincinnati Times Star). Plan is simplicity itself. FM stations (AM won't work) install FM sets and speakers in street-cars, busses, etc., pay transit companies for rights, sell time, tailor programs to passengers. A flock of stations have formed Transit Radio, Inc., Union Trust Bldg., Cincinnati, with Taft president to get special receivers manufactured by Electronics Research, Inc., Evansville, Ind. (John B. Caraway, Jr.). We can tell of these who have joined up: WIZZ, Wilkes-Barre; WMAR-FM, Baltimore; WMLL, Evansville; KPRC-FM, Houston -- with a gang of others still under wraps because they haven't yet tied up local franchises.

Unquestionably, the potentialities are terrific. Average large city transit companies haul approximately the city's population each day; 23 billion passengers were carried in 1947. Reception is perfect, says Taft. Passengers can't turn off sets, can't tune to another station (only one channel in sets), can be counted with

an exactitude that would make Hooper turn pale. What's more, tests have satisfied system's advocates that riders (average ride, 20 minutes), far from objecting to programs (and commercials!), like them and clamor for more. Taft says over 96% of several thousand people queried reacted favorably; proof transit companies like pudding is fact he has already signed contract with Green Line, serving northern Kentucky, is dickering with Cincinnati system. And American Transit Assn., 292 Madison Ave., New York City (Guy C. Hecker, exec. mgr.), is watching developments with eagle eye. Dick Evans (WIZZ), who pursued idea since 1940 and deserves much of the credit, for it, says people let unequipped busses go by, actually wait for the 2 in his city which now have sets. Even motormen prefer driving equipped units.

Real payoff is sponsors' reaction. Says Evans, "Sponsors are clamoring for more installations, say they'll be willing to pay 'anything' for spots during peak riding periods." Bottleneck is receivers. Demand isn't huge (90,000 transit vehicles, with smaller cities less likely prospects) but it's immediate. Transit Radio hopes to get sets, including 4 to 8 speakers, for \$120 to \$150 installed. System has a few blemishes: Old street-cars are too noisy (mechanically), subways are no good -- but reception in tunnels, under bridges, etc., is unmarred. Idea has uncorked intense buzz of activity -- much of it behind closed doors -- among stations, transit companies, car card people, sponsors, media men of all kinds.

TV GRANTS, APPLICANTS, DROPOUTS: FCC is about to announce grants of quite a few more CPs for TV -- so we've decided to hold up publication of our TV Directory No. 2 for time being, hope to have it ready for you in another week or so. Meanwhile, your TV Directory No. 1 and blue-paged Addenda 1-A to 1-I, used with city-by-city channel allocation table on page 4 of Supp. 18-D, should show exact status of grantees and applicants to date. New directory will consolidate all these into one handy volume (with blank space provided for write-in data).

All-time record of 16 TV applications filed this week (see TV Addenda 1-I herewith) confirms our oft-repeated observation that supply of channels in all major markets soon will all be spoken for, if not actually assigned. There was one unusual action, first of kind in TV: CP held by Portland Oregonian (KGW) since May, 1946 was deleted at its own request. Reasons given were that it has spent large sum on FM, that TV is several years away for Pacific Northwest; from other sources it's learned company has extended itself on new \$4,000,000 newspaper plant, is thus loathe to tackle TV. We can also report Empire Coil Co. is withdrawing from Boston, Waterbury, Pittsburgh, Buffalo -- will concentrate entirely on its Cleveland grant.

This week's TV applications were too numerous to list here (you'll find full details in TV Addenda 1-I). They augur more hearings, come from San Diego, Bridgeport, Atlanta, Indianapolis, Des Moines, Worcester, Kansas City (2), St. Louis, Buffalo, Cleveland, Columbus (2), Toledo, Youngstown, Pittsburgh. Noteworthy was Toledo WTOL application for Channel 10, dug up for Toledo Blade (Vol. 4, No. 1); also application of Kansas City's KMBC, specifying special 2-element slotted-cylinder antenna having gain of 6.6, designed by Harvard antenna expert Andrew Alford.

You can expect other applications soon from Minneapolis-St. Paul (one from WMIN about ready), Kansas City (KCKN-Copper, possibly WHB), Topeka (Stauffer interests), Buffalo (WGR), Niagara Falls (WHL D), Jacksonville (WMBR and WPDQ); possibly also from Harry Butcher's KIST, Santa Barbara, Cal. as satellite to NBC's projected Los Angeles-San Francisco outlets. And Trenton Times (WTOA-FM) informs FCC it will file if channel remains in that city.

WILLING MOVIE MAKERS EYE TV: Enough eager-beaver film producers, though mostly small fry, are turning their depression-jaundiced eyes toward TV to insure a reasonably plentiful supply of pictures -- mainly custom-made, industrials, short subjects, etc. To consider field for prefabricated TV program and advertising material (the transcriptions of TV) was purpose of Televiser Magazine's video-film conference in New York Monday, attended by some 300 from producing companies, 100 more from ad agencies and stations.

But even more significant of narrowing gap between film industry and TV was Wednesday's announcement that big 20th Century-Fox Movietone News has signed

to produce daily 10-minute newsreel ("daily dispatch" of freshest possible stuff) for NBC's eastern TV outlets, Camel Cigarettes sponsoring, to be carried Mon.-Fri., 7:50-8 p.m., for 52 weeks starting Feb. 16. "Variety" says deal involves \$300,000 time-buy, biggest yet by any single TV sponsor. Trade paper of show business also opines this sets "general pattern for future relations between films and tele," notes that theater newsreels aren't very profitable to theaters anyhow,

No doubt big film company, whose president Spyros Skouras has been studying TV closely, is hedging against day when TV will inevitably dominate newsreels (Vol. 3, No. 44); thinking of ways and means of counter-acting AP, UP, INS advent into newsreel field; seeking somehow to meet competition of TV's own newsreel units -- NBC's and local setups like WFIL-TV's and WMAR-TV's have done fine work already. There's also some thinking about riding the sponsor gravy-train, rather than trying to buck it as newspapers did in radio's salad days. Another current newsreel sponsor, incidentally, is Oldsmobile, Sunday nights, 7:50-8 on WNBT, using NBC's own film roundups. There's talk, too, that Chesterfield is contemplating newsreel field; that sponsor has signed up TV coverage of all New York Giants' home games.

Altogether, though Petrillo ban still stands and good feature films still can't be had in any quantity (except for old-timers, foreigners or westerns), it looks like program-hungry TV stands to gain from current production and employment curtailments in Hollywood. As related at New York parley, even unions are now so eager to find work for members they readily reduce scales for TV jobs. Stanley Simmons, president of little independent Unitel Inc., told of favorable deals with unions (actors, cameramen, grips, hairdressers, etc.). Other aspects of TV and films were discussed by such figures as DuPont's C. D. Ford, U. S. Rubber's Charles Durban, BBDO's Chet Kuleza, N. W. Ayer's Don McClure, NBC's Paul Alley, et al.

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## SIGHT AND SOUND

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Senate confirmation of FCC Chairman Coy, Comr. Sterling went through Friday without a hitch, not slightest opposition—despite forebodings seen in Coy's spirited exchange of correspondence with firebrand Senator Tobey (R-N.H.) over allegations he was an "NBC candidate" and "overfriendly" with ex-Chairman Denny, now with NBC. That Coy is persona grata to most broadcasters was manifest again when, in speech at WWDC-FM party, he called for more FM sets so FM stations can begin selling more time, interpolated: "I say this with full knowledge that there are those who would have you believe the FCC does not think advertising is in the public interest."

Technical feasibility of Zenith's Phone Vision (Vol. 3, No. 27) is what impressed FCC Comr. Sterling and TV engineering chief Plummer during visit to Chicago this week. But exactly what Zenith wants FCC to do about it, they weren't told. Assumption is Zenith seeks to impress station operators with socio-economic potentials, have them press FCC to relax rules to permit "pay-as-you-go" TV.

First instance of big rep firm going outside its AM list to represent a TV station—indicating high importance it places on business future of TV—was signing of *Baltimore Sun's* WMAR-TV by The Katz Agency. Big newspaper has no AM yet, but will have 1-kw on air in June.

How's TV doing in the smaller cities? Take Elizabeth, N. J., on fringe of New York metropolitan area. According to city's chief electrical inspector, 446 permits for TV installations were issued in 1947—and, figuring average \$500 per set, that's \$225,000. Only other city we know of requiring TV installation permits is Baltimore.

The FM scoreboard as of Jan. 31, as disclosed in FM Directory Addenda 55-R herewith: licensed 92, CPs 698, CGs 215, applications pending 124. Total on the air, mostly under Special Temporary Authorization (STAs), i. e., not yet using full power, etc., is 398.

Status report on new TV stations, as imparted to us by principals: Crosley's WLWT, Cincinnati, postpones its formal T-Day to Feb. 15, but starts test patterns Feb. 2 week, actual programming in March. Newark's WATV starts tests Feb. 15, commercial 30-45 days later. Richmond's WTVR granted STA to use Channel 13 temporarily for STL, expects delivery of relay unit momentarily, may start testing next week. Construction begun on ABC's WENR-TV, Chicago, operations promised about Sept. 1.

Add TV sponsors: U. S. Rubber Co. extending Feb. 14, 21 Sportsman's Show coverage, 8-8:30 p.m. from WCBS-TV to WMAR-TV, WMAL-TV, WCAU-TV, thru Campbell-Ewald. On WABD, 14 women's wear manufacturers combining to sponsor fashion series, "Holiday in Spring," Fridays, 8-8:30 p.m., starting Jan. 30, thru Birmingham, Castleman & Pierce. On WNBW, Oldsmobile Division, General Motors, newsreels, Sundays, 7:50-8 p.m., starting Feb. 1, thru D. P. Brother & Co., Detroit. On WFIL-TV, Harry C. Lieberman, real estate, spots, 26 weeks.

CBS President Frank Stanton gazed into crystal ball on last Sunday's "Family Hour," tossed off some predictions on radio's future, gave special attention to what he called "the biggest development of all—television." He described programs we'll be able to get (Olympic games from overseas, Kentucky Derby, President's addresses, etc.). He added, "What's more, this television will be in full, natural color." He also foresaw color facsimile and sunlight-powered pocket receivers and transmitters.

New Des Moines firm, Tri-States-Meredith Broadcasting Co. with Meredith Publishing Co. (*Better Homes & Gardens*) as half owner with local Paramount interests, has been formed to purchase 5 kw CBS outlet KSO.

Allen Saylor, chief of UAW-CIO radio operations (holds CP for FMs in Detroit, Chicago, Cleveland) is out in shifts caused by union opposition to Henry Wallace.