

HARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

and FM Reports

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TV GRANTEE LIST GROWS: At the rate it's now going, FCC by year's end should dispose of nearly all, if not all, of the remaining low-band TV applications (Supplement No. 18A). This week, it issued CPs to two more:

Philadelphia—William Penn Broadcasting Co. (WPEN-Bulletin), granted Channel No. 10 (192-198 mc) with 25 kw visual power, 26.4 kw aural power, 676 ft. antenna height. Quaker City now is assured of three TV outlets, with Philco's WPTZ already operating and the *Inquirer's* station authorized; possibly another if *Daily News* gets CP too.

Minneapolis — Minnesota Broadcasting Co. (WTCN), controlled by Ridder Newspapers (St. Paul *Dispatch* and *Pioneer Press*), granted Channel No. 4 (66-72 mc) with 17.9 kw visual power, 9.2 kw aural power, 490 ft. antenna height. Twin Cities are now assured of two TV outlets, all asked for, inasmuch as St. Paul's KSTP Inc. also holds a CP.

So you can take these two out from under the "Applications Pending" heading (now only 39) and add them to "CPs Outstanding" (now 33), as listed in Supplement No. 18A.

Soon to be granted, because FCC says they are now "being processed," are applications of WGN, Inc., Chicago; William H. Block Co., Indianapolis; Associated Broadcasters Inc. (KSFO), San Francisco; Broadcasting Corp. of America, Riverside, Cal.

And though the Commission, in its own recapitulation of last week, lists 10 "applications awaiting information requested," our inquiry develops that it has been given all requisite data on at least four of them—Crosley's three (Cincinnati, Columbus, Dayton), and Fort Industry's one (Toledo). The remaining six whose applications will be processed if and as soon as requested data is submitted, are: Radio Sales Corp. (KRSC), Seattle; Connecticut Television Co., Bridgeport (Darien), Conn.; Institutum Divi Thomae Foundation, Cincinnati; E. F. Pepper (KGDM), Stockton, Cal.; Jacksonville Broadcasting Corp. (WPDQ), Jacksonville, Fla.;

Philadelphia *Daily News*. Several of these are expected to drop out.

Other applications are held up (1) because hearing decisions are awaited on New York and Los Angeles cases, and (2) pending disposition of hearings in related cases, e.g., determinations on multiple ownership, Paramount-DuMont relationship, etc.

WEEK'S BIG BATCH OF FMS: FCC made up for last week's lost time (no meeting) by gathering twice this week, granting 18 FM construction permits, modifying 8, making 4 conditional grants (Supplement No. 44A herewith). Total CP holders to date is now 298. Most grantees are still AM licensees, but examination of the 24 new applicants (Supplement No. 14-0 herewith) shows 11 are new to radio. Trend among newcomers is to file for both FM and AM, or, having filed for one, to mull the problem over and file for the other. Class A is undoubtedly gaining in popularity—11 of these latest 24 being in that category.

GOOD PLACE TO SIZE UP TV: If you have any interest whatsoever in TV, economic or academic, you should make it a point to attend the Television Broadcasters Association's conference and exhibition at New York's Waldorf-Astoria next Thursday and Friday, Oct. 10-11.

Listening to the speakers, seeing the sets on exhibition, exchanging views with the experts, you should be able to appraise the status of TV for yourself. And your observations certainly ought to help you decide just where and how you fit into the new scheme of things the budding video art will inevitably bring about in radio.

The grand scale of this affair, as arranged by RKO Television Corp.'s Ralph B. Austrian, is extremely impressive—a dozen big-name speakers at general and banquet sessions; 14 exhibits of receiving and transmitting equipment; regular

telecasts to and from the sessions and exhibits; and some 50 papers by specialists at a dozen panel sessions covering receivers, programming, management, education, advertising, talent, set servicing.

A glance at the ambitious program is enough to show what a small but well-knit trade organization can do with very little money and hardly any staff, but with fervid enthusiasm for a "cause" which is described thus by TBA's President Jack Poppele: "to provide conclusive evidence that television is ready to proceed on a greatly expanded commercial basis and that the new industry is well on the way to becoming one of the most important in the nation."

TBA consists of only 48 members, operates on a budget of between \$20,000 and \$30,000 a year, has one paid executive (ex-newspaperman Will Baltin, secretary-treasurer) and headquarters in a modest little suite of offices. It was originally designed primarily for active or prospective TV broadcasters, but since they are as yet so few (see our Supplement No. 18A) it took in others. There are about 15 manufacturing concerns and a handful of film companies, advertising and talent agencies and educational institutions. Dues are \$1,000 a year for broadcasters, \$500 for the others.

WINDUP OF FM HEARINGS: Delay of at least 30 days more on New York FM decision (17 seeking 5 channels) can now be expected, in view of Examiner Al Guest's instructions to parties in the American Jewish Congress-New York *News* squabble to file their "findings" within that time. Guest himself will be hard-pressed to wrap up the New York affair in his own recommendations to the FCC before he leaves Oct. 15 to become alumni secretary of Amherst (where he was classmate of acting Chairman Denny's).

Four windup days of New York FM hearing this week were spent debating allegations that Patterson-McCormick *News* slants news copy with racial bias. Close followers of FCC policy feel whole affair—even permitting such charges and probing editorial policy as measure of fitness for a radio license—is part of Commission's implementation of Blue Book policy. And, of course, there is very sharp division of opinion as to whether that is good or bad.

Chicago hearing will be reopened Oct. 12 to permit WCFL to amend testimony (Vol. 2, No. 39)—an unusually lenient FCC action, in minds of some attorneys. Boston applicants can relax a bit, for Raytheon dropped out this week, leaving 8 for 7 available channels. Winston-Salem hearing (5 for 4) was called off when Burlington-Graham Broadcasting Co., amended to ask for Class A, and got grant.

COLOR TV HEARING SOON: An early hearing and quick action—that's the inclination of FCC in the matter of CBS's petition for commercial uhf standards for color TV (Vol. 2, No. 39). We should know next week what the Commission intends to do about the CBS proposals. For the moment, it certainly shows no signs of receding from its present policy of encouraging low-band monochrome to go ahead.

Commission has two alternative courses of action. The most likely one is to set early hearing date, invite all and sundry to testify, then render immediate decision. All commissioners have seen CBS color demonstrations. Naturally, none will commit himself, but there's obviously plenty of "doubt" in the air about the readiness of uhf, color TV apparatus and standards for immediate commercialization.

Second alternative, not likely to be followed, is to turn CBS suggestions over to RTPB Panel No. 6, the industry committee working on TV system standards (on which CBS sits), and await its recommendations. That might take months and a hearing would still be necessary. Panel 6 Chairman David B. Smith, Philco engineering v.p., informs us that if problem is turned over to his committee, he will bend every effort to get its answers back within a few months.

RTPB has been working on uhf standards for a long time, and one of its members says, "We are only about half-way through the job. We're right in the middle of deliberations on performance standards," he said, and these must come first. Another RTPB panel member, emphasizing the same approach, added emphatically, "There are a hell of a lot of things about color TV we don't know yet." He intimated CBS's proposed standards are lower than the level of performance a good color system could obtain.

OBSTACLES TO DECONTROL: There's no doubt that production of table model radios now equals or exceeds demand. But there's a good deal of doubt whether OPA will agree, when RMA's industry advisory committee meets in Washington Oct. 16 to petition it to remove irksome price controls, that the supply of consoles equals demand. For, with very few exceptions, it's in the consoles that FM bands are contained; and AM-FM combinations are still pretty hard to get.

That factor, indeed, may make it difficult to persuade OPA Administrator Paul Porter, who as former FCC chairman was an ardent advocate of FM, that over-all supply equals demand as yet. TV sets, incidentally, though still in short supply, are not price-controlled.

On the other hand, RMA has some persuasive figures. August production ran ahead of the pre-

STOP, LOOK AND LISTEN: Everyone who could, including commissioners, stopped to peek as long as they might at the FCC's television set just outside Acting Chairman Denny's office. It's one of the very few TV receivers in Washington, and the occasion was the second game of the National League playoff Wednesday. Over at NBC's studios a few blocks away, scores crowded into the narrow confines to watch the game also.

Off-the-air images were excellently received from WTTG, the DuMont outlet in Washington which had been granted permission to carry it as received via coaxial from NBC's WNBT in New York. NBC's guests in Washington saw it off-the-line. As it did in the case of the recent Joe Louis fights, NBC also allowed Schenectady's WRGB and Philadelphia's WPTZ to carry the game. This despite the fact that NEC paid a reported \$7,500 for exclusive TV rights, had agreed to pay twice that much for third game if there was one.

TV enthusiasts were inclined to root for the Brooklyn Dodgers, hopeful that TV might get another chance to strut its stuff with telecasts of part of the world series. But the St. Louis Cardinals effectively squelched that hope by winning the right to play the Boston Red Sox. Since neither Boston nor St. Louis has any TV facilities as yet (though are slated to have stations next year; see Supplement 18A), the world series can't be telecast, even assuming a deal could have been made for video rights.

ALWAYS GOOD COPY: Recommended reading: Current series of three sketches titled "Vandeville to Television" by Alva Johnston in the *New Yorker*, started Sept. 28; it's built around personality and career of John F. Royal, NBC's TV v.p., given by David Sarnoff in 1940 "one of the toughest jobs in the history of show business." Article in October *Fortune* on "Rise of Raytheon" from a \$5,000,000-a-year pre-war business to \$15,000,000-a-month during war (mostly radar), recounting its acquisition of Belmont and plans for TV production. And, in October *Coronet*, Norman Carlisle's "Farnsworth of Television," quoting the inventor's enthusiasm for small-city TV: "We *must* get television to the smaller cities if it is to achieve its place in our social and economic lives."

TELEVISION NOTES: Originally slated to speak before the TBA conference, FCC's acting chairman, Charles Denny, had to beg off, reason being his "judicial" role in color vs. monochrome controversy soon to be subject of standards hearings. TBA, of course, favors monochrome now, which led to CBS's withdrawal from association . . . Mr. Denny, however, will address NAB Chicago convention Oct. 23, topic as yet unselected. On previous day, Com-

missioner Jett talks on "Application of War Developments to Postwar Broadcasting." . . . These are the manufacturers who will exhibit their TV receiving sets at TBA conference this week: RCA, GE, Farnsworth, Philco, Telicon, Sonora, Crosley, Belmont; in addition, GE and RCA will exhibit transmitting equipment, AT&T its coaxial . . . Indefatigable speaker in the "TV now" cause—and always well press-agented—is Joseph Gerl, president of Sonora. Though sponsors and commercials, let alone stations, can as yet be counted on a few hands, his latest tack (before Philadelphia's Poor Richard Club Tuesday) was to urge "a code of ethics against excessive commercialization of television programs" . . . RCA for some time has been taking orders for, now has in production, full line of TV transmitters and antennas, together with Orthicon Camera and other studio and field equipment; for details write Engineering Products Dept., RCA Victor Division, Camden, N. J. . . St. Louis U's noted geophysics dean, Fr. James B. Macellwane, was authorized by FCC Thursday to conduct experiments in uhf color TV in 480-920 mc band, for which the Institute of Geophysical Technology has appropriated \$160,000 . . . Faced with zoning and material problems, Bamberger (WOR, New York) was this week granted 6 month extension of construction dates for its Washington TV station WWER; completion date in now June 23, 1947 . . .

SIGHT AND SOUND: What tiny TBA is doing in the way of convening, exhibiting and "selling" TV (see story in this issue) almost gives the laugh to the "problem" of an FM-BI-NAB merger, scheduled to occupy first day of NAB's Chicago convention, Oct. 21. In fact, suggestions that TBA, too, should merge into NAB have met with polite but firm refusals even to discuss the matter . . . Look for imminent resignation of Joseph Borkin, Dept. of Justice attorney and economist, who has been handling Scophony case. His departure will leave government case in hands of James Wilson, of N. Y. office, and Sigmund Timberg, Washington . . . Always hungry for more information on shf equipment and propagation, TV people can expect interesting data to come out of Raytheon's work with two new mobile experimental stations, CPs for which were granted this week; frequencies range from 1750-1825 mc to 26,000-30,000 mc . . . In Washington this week, John P. Hearne, FCC's West Coast regional attorney, handed in his resignation, announced opening of his own law offices in Central Tower Bldg., San Francisco. He was Commission counsel in Los Angeles TV hearing, which still awaits Examiner Plotkin's report and FCC decision . . . Leader in producing and promoting FM combinations, Stromberg-Carlson foresees no diminution in demand for its products, has just leased an additional plant in Erie, Pa.

war rate—1,442,757 sets, as against the monthly average of 1,100,000 for 1940-41, according to RMA estimates from 90% of the industry (over 1,700,000 for whole industry, according to CPA estimates).

In August, 101,744 consoles were produced (only 13,892 FMs), up 30,244 from July and about equal to pre-war rate. But console production still lags behind pre-war proportion to overall set output.

After OPA gets the decontrol petition—which must be accompanied by all sorts of figures on production, raw material supply, component stocks, inventories, etc.—the pricing agency must, by regulation, announce its decision in 15 days. If petition is denied, hearing can be requested and must be granted within 10 days. After hearing, OPA has 15 days to decide again. If verdict is still negative, industry can turn to the Decontrol Board.

Already the radio parts people have voted to ask OPA for decontrol, are also preparing exhibits to attach to formal petition. Though sets and parts are one industry, OPA has them in different agency division, so that each must seek decontrol separately. Possibility that OPA might consider automatic decontrol of radio industry, under its authority to take price ceilings off products not considered essential to living or business costs (which it must do by Dec. 31), went glimmering when John Bulkley, assistant deputy administrator for decontrol, told RMA leaders that "present OPA thinking" is not to consider radio sets and parts in that category.

TV's BIG-TIME SPONSORS: Sponsors aren't exactly "flocking" to the TV medium, as Television Broadcasters Assn. avers in a current survey of advertisers on New York's three commercial stations. But those who have bought time—and they've optioned the choice segments—are big enough spenders of advertising dollars, with big enough agencies, to warrant optimistic hopes for the commercial future of the medium.

Besides Goodyear Tire's sponsorship of Army home grid games on NBC's WNBT, Ford Motor's sponsorship of Columbia U games on CBS's WCBW (in addition to Madison Square Garden sports events, other than boxing), and Ford's sponsorship also of Yankee pro grid games on DuMont's WABD, the schedule of commercial TV shows on New York stations for a September week is listed as follows (all times p.m.):

On WNBT (NBC)

Standard Oil Co. of New Jersey, *Your Esso Television Reporter*, Mon. and Thu., 7:50-8. Agency: Marschalk & Pratt.
Firestone Tire & Rubber Co., *Your Life Work*, Mon., 8-8:15. Agency: Sweeney & James.
Gillette Safety Razor Co., *Cavalcade of Sports*, Mon. and Fri., approx. 9:30 to closing. Agency: Maxon Inc.
Standard Brands Inc., *Hour Glass*, Thu., 8-9; *Face to Face*, Sun., 8-8:15. Agency: J. Walter Thompson.

The Borden Co., *For You and Yours* and *I Love to Eat*, Fri., 8:30-8:45. Agency: Young & Rubicam.
Radio Corporation of America, *The World in Your Home*, Fri., 8:45-9.
Bristol-Myers Co., *Geographically Speaking*, Sun., 8:15-8:30. Agency: Young & Rubicam.
United States Rubber Co., *Friday Night Quarterback*, Fri., 8-8:15. Agency: Campbell-Ewald Co.
Botany Worsted Mills, *weather reports* (approx. 20 seconds), Fri., 9. Agency: Silberstein-Goldsmith.
Bulova Watch Co., *time signals* (approx. 20 seconds), two on Mon., Thu., Sun. afternoons. Agency: The Biow Co.
Waltham Watch Co., *time signals*, two on Wed. and Fri. nights. Agency: N. W. Ayer & Son.
Elgin Watch Co., *time signals*, two on Sun. and Tue. nights. Agency: J. Walter Thompson Co.

On WABD (DuMont)

Allen B. DuMont Laboratories, *Commercials about DuMont TV sets*, Mon. thru Fri., 4:30; Tue., Wed., Thu., 8:30 and 9:30. Agency: Buchanan & Co.
United States Rubber Co., *Serving Through Science*, Tue., 9-9:30. Agency: Campbell-Ewald Co.
Alexander's Dept. Store, *Play the Game*, Tue., 8-8:30. Produced by ABC.
Alexander Smith & Sons Carpet Co., *Magic Carpet*, Wed., Thu., 8-8:15. Agency: Anderson-Davis-Platt.
Waltham Watch Co., *time signals*, Tue., Wed., Thu., 9. Agency: N. W. Ayer & Son.
Elgin Watch Co., *time signals*, Tue. and Thu., 8:30. Agency: J. Walter Thompson Co.

On WCBW (CBS)*

Gulf Oil Co., *CBS Television News*, Thu., 8:15-8:30.
Bristol-Myers Co., *Shorty cartoons*, Sun., 8:30-8:45; *Vitalis Sport Almanac*, Sun., 8:45-9. Agency: Young & Rubicam.
Bulova Watch Co., *4 time signals weekly*. Agency: The Biow Co.
Elgin Watch Co., *2 time signals weekly*. Agency: J. Walter Thompson Co.
Gruen Watch Co., *2 time signals weekly*. Agency: McCann-Erickson Inc.

* Call letters become WCBS-TV on Nov. 1.

NETWORK SHAPE OF THINGS: First "commercial network" in TV, probable nucleus of an eventual nation-wide network, is the two-way hookup effected by signed agreement this week between NBC's WNBT, New York, and Philco's WPTZ, Philadelphia. They will exchange both commercial and sustaining shows hereafter, with compensation rates agreed upon. Up to now, WNBT has been feeding its programs to the other stations wanting them (except rival New York outlets) on a no-pay basis, its purpose being to stimulate interest in TV.

Philco indicated its continuing interest in radio relays, as against coaxial, by announcing that WPTZ would get its programs via relay from New York—WNBT's signals being picked up and re-broadcast at the Philco relay station at Mt. Rose, N. J., about 44 miles from New York, and then at the WPTZ transmitter at Wyndmoor, Pa., 36 miles farther away. Coaxial cable is available also, of course, but company is still sold on radio relay for inter-city links.

DuMont also has a two-station hookup—between its WABD, New York, and WTTG, Washington, has applications pending for additional stations of its own in Pittsburgh, Cincinnati and Cleveland (allowable limit, 5) with hopes eventually to have nation-wide network affiliates.

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October 12, 1946

BURDEN OF PROOF ON CBS: Last Wednesday, a scant dozen days after CBS had petitioned for commercialization of uhf color TV, with suitable engineering standards, the FCC presented CBS—and whoever else wants to join the argument—with a “bill of particulars” (Supplement No. 45 herewith) to be answered before it will rule on this highly controversial issue.

It set Monday, Dec. 9, as hearing date; Nov. 25, for filing of appearances; Dec. 2, for filing of exhibits.

On Thursday, the Commission granted the 34th CP for low-band TV—to the William H. Block Co., big Indianapolis department store, only applicant remaining out of the four originally asking for TV in that city (Supplement No. 18). It was assigned Channel No. 3 (60-66 mc), with 14.44 kw visual power, 7.6 kw aural power, 331 ft. antenna height.

The Thursday action, the two similar grants the week before and others of a similar nature pending (Vol. 2, No. 40) would hardly betoken any intention on FCC's part to relent now, to withdraw the official blessing it has already bestowed on low-band TV, pending its adjudication of the high-band issues raised by CBS.

On the contrary, you can expect still more low-band grants, including those for New York and Los Angeles, during ensuing weeks. In other words, there is no intention to “stop the works” so far as low-band is concerned.

A good guess is that, in view of the exhaustive technical data the FCC demands, the probable additional tests it will require, CBS and those who will testify in its support will be occupied the better part of 1947 in preparing and presenting “proof positive” that color TV is practicable now.

The burden of proof has been thrust squarely upon CBS. The FCC and its engineering experts have seen CBS's color demonstrations and presumably have been told plenty about its technical aspects. But they are “still from Missouri” so far

as the case for commercialization and practical standards are concerned.

Then there are the powerful low-band-now advocates—among them such strong voices as RCA, GE, Philco, Du Mont—who are certain to participate in the momentous hearing. And a strong voice will be that of RTPB Panel No. 6, which CBS as a member has thus far failed to bring around to its way of thinking. That the Technical Planning Board's TV panel is to be party to the hearing, was indicated in the FCC hearing order requiring that exhibits must be filed not only with FCC and CBS but also with Philco's David Smith, chairman of the panel and also of RMA's subcommittee on uhf TV systems. Of RTPB committee, even CBS says in its statement to the FCC:

“The work of this committee has been highly constructive, and we believe substantial agreement can be reached on many of the technical matters connected with uhf color television. In view, however, of the public statements of certain of the organizations represented on the committee, we have concluded that 100% agreement on all such technical matters is not to be expected within the foreseeable future.”

HIGH COST OF TV SETS: Overshadowing all other impressions gained at the TBA show in New York Thursday and Friday is the feeling that the manufacturers of TV receiving sets, probably due to circumstance rather than design, are restricting the medium to the carriage trade. This may be an inevitable consequence of today's high-cost labor and materials market. But the fact remains that most of the receivers promised will be as far out of reach of the average family as automobiles or radios were in the days before mass production.

It's in recognition of this factor that the biggest company in the radio field, RCA, is introducing table model sets only the rest of this year—a 7-inch screen at \$225, a 10-inch at \$350, both TV only—and won't bring out its proposed \$750 and \$1,250

console models (with large screen, AM-FM added) until 1947. The images on the "cheap" model are good, and complete servicing is guaranteed, but that's still a lot of money to pay for TV only.

RCA will have at least one demonstration receiver in the hands of each of 1,000 dealers by the end of this month in those cities having TV reception. Its production line is reported to be "moving nicely" and will be geared to demand.

Next cheapest set exhibited was GE's console with 10-inch tube, AM only added, at \$425—due to start on their way to GE dealers shortly at rate of 25 per day. In January, GE will bring out this model with FM and phonograph added, possibly at an added \$50; in February, it will start selling \$1,200-\$1,400 sets.

Farnsworth demonstrated a table model it hopes to market in about six weeks—at \$300. Sonora showed the cabinet (no insides) of a \$300 set without AM-FM not yet in production.

But DuMont showed models at \$795, \$1,795, \$2,495, nothing cheaper even planned, saying it had an immediate market for 5,000 to 10,000 of these. And **Telicon** showed a custom-built job, which it starts producing next week at the rate of 25 per week, costing \$2,640—a super-duper set with all the trimmings, including even push-button TV tuning. It won't go into lower-price field until January, and then it expects to charge at least \$425 for a table model with AM-FM.

These give a bit of an idea of the price factors, without telling of extra costs (manufacturers don't know yet exactly what they will be) for installation, service, etc. Even though TV production is not OPA price-controlled, many of the component parts are—partial reason for the high prices. And, of course, there is no real competition as yet.

Merchandise-wise Philco had a booth at the show, but showed only a laboratory model, disclosed no details or prices, stating it was going to unveil its models first to distributors and dealers at their mid-winter convention. It promised a complete line of sets, table and console models, direct viewing and projection screens. Large-scale production begins early in 1947. In a press release Thursday, Philco reaffirmed its belief in black-and-white TV, stated that through certain patented and exclusive features it will present what it believes to be "the clearest and sharpest black-and-white pictures ever achieved in television"—"superior to 16mm home movies." No prices were mentioned.

Apparently it's going to be blue chips for the public as well as the broadcaster—the initial investment in TV. Hopes for small sets at very low cost were dispelled when Viewtone, first promising a 7-inch tube set at \$100, finally got on the market with one at \$169.95, then added installation cost which brings it up to about \$225.

HIGHLIGHT NOTES ON TBA: You got the feeling, attending the TBA sessions and exhibits in New York this week, that you were in on Something Big, a new industry whose high destiny is as certain—yet as incalculable—as the proverbial death and taxes. Here are a few highlight observations and impressions:

Nearly 1,000 registrants, some 1,200 at the big banquet with such figures on the dais as GE's Philip Reed, RCA's David Sarnoff, Paramount's Barney Balaban, Bell Lab's Dr. Oliver E. Buckley, AT&T's Keith McHugh—among other bigwigs consistently and outspokenly enthusiastic about TV.

At least 2,000 persons milling in and out of the exhibit rooms. Exhibits were relatively few but demonstrations quite convincing—the more convincing in that they bore such solid names as AT&T, RCA, GE, Philco, Farnsworth, DuMont.

Attendance dominantly from manufacturing and technical ranks, with surprisingly few broadcasters and movie people (who often have said TV is their rightful heritage) on hand; and only a sprinkling of publishers and advertising people.

Just about every other person present seemingly an expert with something to say—and saying it—in some 75 set speeches, lay and scientific, long and short, dull and interesting. These, when later published by TBA, should provide a veritable textbook of TV.

Report on coaxial by AT&T's long lines chief, L. G. Woodford: That two more New York-Washington circuits and Philadelphia-Pittsburgh will be operating by spring 1947; that Jacksonville-Atlanta-Dallas-El Paso coaxial will be operating by end of this year; that Detroit-Chicago-St. Louis will be completed and can be tied into Philadelphia-Pittsburgh in 1948; that some 12,000 miles of coaxial will be operating by 1950; that rates for TV, taking up circuits otherwise capable of hundreds of telephone, AM or FM channels, will inevitably be costly.

Reasons given by Standard Brands' advertising manager, D. B. Stetler, whose company is going so heavily into TV as an advertiser when sales results as yet don't justify: "We long ago learned in radio the value of securing good time. We want to be on the ground floor in learning what to do, what not to do, what people want, how to give it to them."

Warning by MBS's Edgar Kobak that TV has had "too much publicity", has been fooling public in promising sets it cannot deliver; and that TV as a new art "should start clean—don't force movie, stage or radio experience on it." Next day Farnsworth sales v.p., Ernest H. Vogel, called upon industry for 750,000-1,000,000 sets during 1947, urged manufacturers to bring starting price down to \$200.

Tocsin call to publishers to get into TV, sounded

by M. H. Aylesworth, former NBC president, responsible for many newspapers going into radio with much the same call a decade and more ago: "It is difficult for me to imagine a newspaper of the future without a television station, or affiliated with one."

Well-merited selections for year's awards for outstanding contributions to TV: to three young RCA scientists for developing the Image Orthicon; to NBC's John Royal, for bringing the Louis-Conn fight to TV; to Standard Brands' Donovan B. Stetler, for the best entertainment program on TV, "Hour Glass"; to CBS's Paul Boulanger, for artistry in adapting music and ballet to TV; to Paramount's Klaus Landsberg, for his "Our Town" public service programs in Los Angeles; to AT&T, for its coaxial development.

Apparently no trepidation on the part of executives and workers in black-and-white TV that CBS will upset their applecart by proving (at FCC hearings called for Dec. 9) that low-band monochrome is already obsolete and should be halted to give way to uhf color. Quickly added is the remark, "Of course, we'll have color eventually"—but estimates as to its advent vary from three to ten years.

THIS WEEK IN FM: Merry clip of FM grants continues—this week's 18 CPs and 11 conditionals bringing CP total to 316, conditional total to 236 (Supplement No. 44B herewith).

In an unusual action, FCC granted Fairfield Broadcasting Co., new Danbury (Conn.) applicant, permission to be included in further hearing on Bridgeport area applicants. This, after original hearing was over, and despite protests of other applicants over Fairfield's tardiness, plus fact that several of the company's principals are stockholders in the *Danbury News-Times* which had dropped out of hearing held in September.

Dropout of Wesley Dumm's Pacific Coast Broadcasting Co. (KXLA) from Los Angeles leaves 15 seeking 14 channels in Nov. 18 hearing there with Commissioner Jett scheduled to preside.

Chicago applicant Drovers Journal Publishing Co. (WAAF) filed objection to FCC action taking Chicago Class B channel and giving it to WJOB, Hammond, Ind., which had Class A conditional.

In Baltimore, where 3 applicants are scheduled to haggle over the remaining channel Oct. 21 (unless postponed), Radio-Television of Baltimore Inc. (TV-FM-AM applicant) tells FCC it can, if it wants to, spread vhf joy throughout Baltimore by borrowing channels from York and Harrisburg, Pa., and granting all 3 without hearing. And in Hamilton, O., Class A conditional grantee Fort Hamilton Broadcasting Co. (WMOH) decided it preferred one of Cincinnati's plentiful Class B channels, got it.

SAME TUNE, SHARPER WORDS: NAB President Justin Miller's speech before the American Legion convention in San Francisco last week was obscured by the Bradley-Stelle controversy, got very little headline attention. But it was none the less provocative, inevitably widens the breach between broadcast industry and government regulators, even has political implications.

For, if as Judge Miller avers, radio is beset with subversive elements seeking to break down "our free institutions," if these elements are as "insidious" and "vicious" and "dangerous" as described, his charge can hardly go unheeded. Indeed, they contain perfect political platform material, useful especially to the opponents of Miller's own Democratic party.

Never once was "Blue Book" mentioned, but the allusions were obvious:

"Beware the government officer or agency who plausibly justifies the encroachments of government into areas of free speech and free press . . .

"Make no mistake, that the concession of power to government to control radio broadcasting will be followed by a demand for government control of the press, of motion pictures and of other media as well . . .

"Once concede to government power to tell our people what they may read or hear—on the theory of good or bad taste—and we have conceded power to tell us what our political beliefs must be; what our religious beliefs must be and whom we shall call 'Der Fuerher.' "

There's a lot more in this most strongly worded speech in the series Miller has delivered since, newly resigned from the Federal appellate bench, he became the organized broadcasters' guide and preceptor about a year ago. We strongly urge you to ask NAB for a copy and read the last half particularly carefully.

WHAT ABOUT PORTER? Inquiry at highest levels of the Democratic party as to OPA Administrator Paul Porter's probable return to the FCC chairmanship, elicited this response: "We've kept the job open for a long time, so draw your own conclusions." However, a White House aide is known to have approached Maj. Gen. H. C. Ingles, chief of Army Signal Corps, to ask whether he would consider the FCC post. Gen. Ingles wasn't interested, besides is registered as a Nebraska Republican—and the vacancy must go to a Democrat. Also said to have been under consideration was Gen. Robert McClure, PRO in the ETO. As for Porter, he refuses to discuss the subject, though there seems to be no secret about his desire to get off OPA hot spot and return to the relatively calm atmosphere of FCC or private life.

FM ACTION FROM CO-OPS: Slowly, though rather sporadically, the nation's ponderous cooperative movement (3-4 million members) is putting its weight behind FM. This week the Connecticut Valley Federation of Cooperative Societies applied for Hartford; and the New York Metropolitan Federation of Cooperative Societies prepared to file for one of New York City's 4 reserved channels. It's also reported that groups in Philadelphia, Boston and Albany are mulling over applying.

In the matter of FM set procurement, co-ops are casting about for them, willing to try any method which promises faster distribution. In fact, a spokesman for Potomac Broadcasting Cooperative, Washington CP holder, says his group was prepared to manufacture an FM-only set, to retail for \$30, until manufacturers talked them out of it by assuring (with unjustifiable optimism, he now feels) that a great many low-priced receivers would soon be channeled to the city. So the plan was dropped, but a new one is afoot to join in, or parallel, ILGWU's scheme (Vol. 2, No. 30). ILGWU, incidentally, is already getting delivery, though how many sets is unknown.

Except for the Ohio Council of Farm Cooperatives, rather quiescent lately, principal FM interest of co-ops is in the East, where they've begun a bludgeon-like promotion campaign. Theme of promotion: **If it costs more than \$30, and doesn't have FM, don't buy it.** Co-ops long have had various manufacturers make sets for them to be marketed with "Co-op" trademark, are now doing same with AM-FM combinations, report a \$125 set in production, a \$250 record-player job due soon.

Meanwhile, "glut on the market" is the phrase being heard more and more in reference to table-model AM sets. One such report comes out of Chicago. From the West Coast come reports of a price war in haste to unload small (particularly off-brand) radios. The St. Louis Bensons (WIL-FM) report some dealers virtually burning them in effigy for advertising that an FM-less set is obsolete.

FM AND FX PANELS: Laying himself open to questions on work of his division, will be Bob Bartley, director of NAB's FM Dept., added this week to speakers on FM panel of NAB convention (Vol. 2, No. 32). And perhaps the facsimile panel, scheduled for 4 p.m., Oct. 21, will hasten presentation of recommendations on commercial standards to the FCC, since ardent FX proponents will be there. Panel lineup: W. G. H. Finch, Finch Telecommunications; Philip G. Caldwell, GE; Elliott Crooks, Radio Inventions Inc.; John V. L. Hogan, Radio Inventions Inc. Incidentally, more data on FX, though not on FM frequencies, can be expected from Acme Newspictures Inc., which received CP this week to build experimental station near Cleveland. Frequencies run from 3492.5 kc to 23,100 kc.

TELEVISION NOTES: Conspicuous because it bore no signature, was a full-page ad in the **TBA conference book**, comprising merely one line of 36 pt. block letters in six colors reading: "Compliments of a friend." It was an obvious dig, quite good-natured but somewhat costly to CBS (\$700), which was once a member of TBA but quit over the color vs. monochrome issue . . . **Prominent lookers-on at TBA** were FCC Commissioners Denny and Jett, Chief Engineer George Adair, Asst. Gen. Counsel Plotkin, TV Engineering Chief Plummer . . . **TBA is asking the FCC** for further extension, from Oct. 31 to Dec. 31, of TV rules waiver permitting programming less than 28 hours weekly. Reason given is equipment shortage. Association also withdrew petition for oral argument on TV relay and STL allocations (Vol. 2, No. 39) . . . **Fearing amateur interference**, KOB-TV, Albuquerque CP holder, asks to be moved from Channel No. 2 (54-60 mc) to No. 4 (66-72 mc). Station has RCA equipment contracted for but still can give no estimate of "on air" date . . . **Extremely well done**, double-spread in Sept. 29 Sunday roto section of *St. Louis-Dispatch* does good job of **telling public what TV is all about**, pictorializing what it will be like locally when newspaper gets its KSD-TV on the air, planned by next March . . . **Chicago's Electric Assn.**, in its current campaign to make Windy City the country's big TV center, is asking set manufacturers to channel at least 20% of their TV set production to Chicago. Estimate now is that city has slightly under 500 sets, WBKB's Bill Eddy says there will be at least 30,000 by next July . . . New York-Washington coaxial cable was to be "tapped" at Baltimore this Saturday for pick-up of Navy-Duke grid game (Goodyear sponsoring). Telecasters will relay to TV station WNBT, New York, and viewers will see game directly off-the-line in NBC studios in capital.

SIGHT AND SOUND: Chicago Federal District Court has fixed **Nov. 4 for opening of trial of AFM President James C. Petrillo** under the Lea Act (Vol. 2, No. 22) . . . Hopes of some broadcasters, particularly smaller ones, of obtaining special programs without high cost of wire lines, were squashed by FCC action this week **denying Press Wireless' request** to use its international frequencies to beam programs around country. Denial says frequency situation too tight and insufficient proof of acceptable transmission quality shown . . . In addition to its \$56 plastic table model two-band AM-FM set, Zenith is now furnishing its dealers a new AC-only wood-encased table model, also with two bands, to retail at about \$95. Only big producer of table model AM-FM combinations as yet, Zenith finds demand so far outrunning supply that it has expanded set production facilities to Wincharger plant in Sioux City, Ia., which it also owns.

MARTIN CODEL'S

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Television Digest

and FM Reports

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October 19, 1946

NAB AND FM AT CHICAGO: All that remains now is to conduct the requiem and lay away the corpse of the once-vital FMBI. Unless new leadership unexpectedly crops up to rally the weak and ill-financed few favoring a separate organization, the signs seem clear that the consolidation of FMBI into NAB will be made permanent at FM sessions in Chicago's Palmer House Monday (Oct. 21).

What NAB can and will do for FM thereafter, remains anybody's guess—but few hold very high hopes on the basis of the year's "trial marriage." The best that the FM enthusiasts feel they can "salvage" out of the old FMBI setup is a possible pooling of licensees, manufacturers and others "sold" on FM to do a promotional job for FM outside the purview of NAB. That will take more money than seems to be in sight, for NAB can hardly be expected to provide any.

You have the key to the overwhelming strength of NAB in the fiscal report it published this week, covering the 14-month period from July 1, 1945 to Aug. 31, 1946. It lists 1,079 dues-paying members, of which 35 are down as FM (presumably the relicts of FMBI). It lists an executive, administrative, secretarial and clerical staff of 55. Its income for the 14 months was \$691,966, expenses \$596,735—general administration accounting for \$194,876, the president's salary and expenses \$91,352. An item of \$9,038 is listed for FM, covering expenses in that field.

Against so well-heeled an organization, willing to take FM's basic problems under wing because they are the same as AM's, a smaller trade association would seem to have little chance—particularly since most of those who would be expected to join the latter are already paying dues to the former. There's also the simple fact that many AMers are not too sold on zealous promotion of FM, which openly threatens eventually to supersede regional and local AM facilities.

To NAB's panel on FM (Vol. 2, No. 32) this week were added two more speakers—A. D. Wil-

lard Jr., NAB executive v.p., and Paul A. deMars, veteran consulting engineer and FM station builder. Luncheon and panel are scheduled for 12:30-3 p.m., with FMBI annual membership meeting 3-4 p.m.

FROM 'TOP OF THE MARK': Ideally located for a TV station, towering high above a thickly populated metropolitan area. San Francisco's famed "Top of the Mark" got its expected assignment this week. FCC Thursday granted Associated Broadcasters Inc. (Wesley Dumm), which operates KSFO in the Hotel Mark Hopkins, a CP covering Channel No. 5 (76-82 mc), stipulating 23.6 kw visual power, 12.6 kw aural power, 583 ft. antenna height (above average terrain). Station's engineering chief, Royal V. Howard, has long been planning both TV and FM from site, so that construction awaits only equipment and building approval.

It was San Francisco's second TV grant, one to the *Chronicle* having previously been made. Now four other applications still pend for the four remaining channels (Supplements No. 18, 18A).

Log of grantees now numbers 35, applications pending 37. Over FCC engineering hurdles are applications of WGN, Chicago; KPRO, Riverside, Cal.; Connecticut Television Co., Darien (Bridgeport), Conn.; Institutum Divi Thomae Foundation, Cincinnati; KRSC, Seattle. If these applications follow usual FCC "production line," they should now be in hands of Legal Dept. preparatory to Commission action. In the engineering works are Crosley's applications for Cincinnati, Columbus, Dayton, new data having just been received. Further engineering data is still awaited from WPDQ, Jacksonville, Fla.; Fort Industry Co., Toledo; *Daily News*, Philadelphia.

THE FCC AND FM THIS WEEK: FCC staffmen are somewhat less foggy, though still not definite, in answers to hoary question, "When are we going to get decisions?" They say Commission is begin-

ning to catch up, is now rendering decisions on AM hearings finished in April, wants to act chronologically on FM cases, too.

Thus, Boston FM channels (8 seeking 7) would be parcelled out soon, were it not for fact Comr. Durr, who presided last April, is not expected back from Europe until Nov. 10. Period of gestation for Pittsburgh and Cleveland-Akron cases, which closed in May, would thus also appear to be about up, let alone June Chicago cases, July New York cases. (Not to forget May Los Angeles TV cases, June New York TV cases.)

FM-CP grants are steadily paring down backlog of conditionals, this week's actions making totals 331 and 225, respectively (Supplement No. 44C herewith). FCC's ultimate hope is to make CPs directly from applications, as in AM.

Like Baltimore applicants (Vol. 2, No. 41), all 5 of Atlanta's FM aspirants (for 3 channels) are anxious to avoid hearing (set for Atlanta Oct. 28) made necessary by channel scarcity and have dug up new channels, asked FCC to allocate them and make grants without hearing. Baltimore hearing, set for Oct. 21, has been continued without date.

Of the unions, in strong for FM, first also applying for AM is UAW-CIO, which filed Monday for 250 watts daytime on 680 kc in Detroit.

Philadelphia's WCAU and WCAU-FM passed into hands of *Philadelphia Record* interests this week, FCC approving \$6,000,000 deal (Vol. 2, No. 19), with Comr. Walker alone voting against.

Mounting AM grants (18 more this week, 19 last, making more than 400 outstanding) is leading to inevitable merger of some grantees. This happened recently in Mayfield, Ky., was authorized Friday in Pocatello, Idaho. In both towns, 2 of 3 CP holders joined interests.

MORE FMs ON THE AIR: Eighty-eight stations are now giving FM service. These include the pre-war licensees and the post-war STAs. As we've said before (Vol. 2, No. 35), the figures on FM station growth that mean the most are not the number of CPs granted (331, so far) or even the number of CPs actually mailed (about 160, to date) but the number of new stations going on the air under STAs (special temporary authority) permitting broadcasting with less than full facilities.

Forty-two post-war CP holders and conditional grantees have been authorized to go on the air, 15 of them just since Sept. 28. A few of the 42, however, have lapsed. Accelerating requests for, and grants of, STAs reflect growing availability of transmitters and associated equipment.

Add to the 27 indicated in Supplement No. 44, the following newly issued STAs: KPOR, Riverside, Cal.; WKAT-FM, Miami Beach; WFJS, Freeport, Ill.; WHCU-FM, Ithaca, N. Y.; WSYR-FM,

Syracuse; WIBX-FM, Utica; KPRA, Portland Ore.; WSPA-FM, Spartanburg, S. C.; WTJS-FM, Jackson, Tenn.; KERA, Dallas; KYFM, San Antonio; WSAP-FM, Portsmouth, Va.; KANY, Sacramento; KTOK-FM, Oklahoma City; KTHT-FM, Houston.

TRANSMITTER BUSINESS: First RMA reports on transmitter equipment sales come a bit belatedly, covering the early—and lean—months of 1946 (January through June). Hereafter, however, quarterly reports will be forthcoming. Like RMA's monthly receiver production statistics, these will be audited by independent accountants, who compile over-all totals while keeping individual figures confidential.

FM transmitter orders during the period amounted to \$1,931,446; TV, \$1,176,022; AM, \$4,565,850. Month's actual billings, however, were: FM, \$128,815; TV, \$140,200; AM, \$453,303. Orders for AM-FM studio equipment were \$2,114,610; TV, \$165,000. Billings for AM-FM equipment totaled \$452,343, no figures being reported for TV. Reporting companies were: Collins, GE, RCA, REL, WE, Westinghouse, Raytheon.

AMs RULE THE FM ROOST: Like it or not, the fact remains that AMers dominate FM better than 3 to 1. AM licensees, CP holders and applicants account for 76.7% of all FM licensees, CP holders and applicants. That was as of Oct. 5. Since then, the FCC has granted more AMs and FMs, received more applications, but the proportions remain about the same and the conclusions still hold. Some of the figures tell us that:

Of the 49 existing FM licensees (Supplement No. 32), 42 are AM licensees. Of the 302 holders of CPs for new FMs (Supplement No. 44, 44A), 221 are AM licensees. Of the 245 holders of conditional grants for FM (Supplements No. 44, 44A), 151 are AM licensees. Of the 358 applicants for FM stations (Supplements No. 14-A to 14-O), 144 are AM licensees.

Despite the encouragement of FCC Commissioner Durr, the Senate Small Business Committee and other FM well-wishers, it would seem that their welcome to newcomers to enter radio via FM has not borne much fruit (less than 250 out of 954). Even among the holders of CPs for new AM stations (377), only 18 hold FM-CPs, only 24 hold conditionals, only 28 are applying for FM. Even among the applicants seeking AM (674), only 29 hold CPs for FM, 24 conditionals, 51 applying for FM.

There are the statistical facts, borne out by our own thorough records of FM and by several weeks of painstaking compilation of AM data, which we now have in our files for the inspection of our subscribers. Inquiry as to trends reveals:

That people seeking to get into radio want AM first, though knowing they will eventually become obsolete in favor of FM, because FM receivers sim

ply aren't in the public's hands in sufficient quantity as yet to warrant revenues; therefore, AM must foot bill until FM can stand on its own feet.

That AM applications are currently so numerous because the FCC has pursued an unusually liberal policy this year in granting AMs, especially local low power and daytime outlets.

That most of the 1,007 licensed AM broadcasters either see the "handwriting on the wall" or bow to the inevitable and seek FM as "an insurance policy" against the future; nevertheless, there are still 44.6% of AMers who have neither secured nor sought FMs as yet.

That once an AM broadcaster files for FM, he sticks. During the last year, only 8 AMers dropped applications for FM adjuncts—out of a total of 71 dropouts (see listings of *Applications Dismissed or Withdrawn* in Supplements 14-C to 14-O inclusive).

Worried—and understandably so—are those applicants for both AM and FM who have as yet only received CPs for FM. There is good reason to believe that a substantial number of these will drop their FM-CPs if not granted AM facilities.

STATUS of AM and FM

Licensed AM stations	1007
CPs for new AM stations	377
[including proposed decisions]	
Applications for new AM stations	674
Total AMs	2,058
Licensed FM stations	49
[Supplement No. 32]	
CPs for new FM stations	302
[Supplement No. 44, 44A]	
Conditionals for new FM stations	245
[Supplement No. 44, 44A]	
Applications for new FM stations	358
[Supplements No. 14-A to 14-O incl.]	
Total FMs	954
AM licensees holding FM licenses	42
AM licensees holding CPs for FM	221
AM licensees holding FM conditionals	151
AM licensees applying for FM	144
Total AM licensees in for FM	558
Percent of total FMs	58.5%
AM-CP holders granted FM-CPs	18
AM-CP holders granted FM conditionals	24
AM-CP holders applying for FM	28
Total AM-CP holders in for FM	70
Percent of total FMs	7.3%
AM applicants holding FM-CPs	29
AM applicants holding FM conditionals	24
AM applicants applying for FM	51
Total AM applicants in for FM	104
Percent of total FMs	10.9%
Percent of AM licensees in for FM	55.4%
Percent of AM-CP holders in for FM	18.6%
Percent of AM applicants in for FM	15.4%
Percent of total AMs in for FM	35.5%
Percent of total FMs (licensees, CP holders, applicants) coming from AM licensees, CP holders or appli- cants	76.7%

POSTLUDE ON TBA: Here's the nub of the reactions of a dozen or more key figures, who were there, whose opinions are worth noting and whom we asked for comment on what they heard and saw at the TBA conference and exhibit in New York last week:

"The technicians are far and away ahead of everybody else in the television field. The problems now are largely these: (1) the production of receiving sets to meet obvious demand, (2) more telecasting stations in operation in more cities, (3) commercial impetus through attractive programs.

"What television needs is big capital—maybe some new blood, too, for at the moment it doesn't look as though it will be either the broadcasting industry or the motion picture industry, as such, who will put it over." (The latter remark obviously referred to the small attendance of broadcasters and movie people at the show, though the fact is that 4 of the 6 TV licensees, 28 of the 35 grantees of CPs for TV, 22 of the 37 pending applicants, are directly affiliated with AM broadcasting.)

And this was FCC Commissioner Jett's observation, after looking over the exhibits with some of his colleagues: "I was impressed and pleased with the progress I saw, especially the advances that have been made over pre-war equipment. There's no doubt that black-and-white is here."

TV SPONSORSHIP RULED OUT: Ford Motor Co. and its agency, J. Walter Thompson Co., are so sold on TV, so eager to tie up choice sports features, that they wanted to sponsor telecasts of the recent California tennis championships, would still like to sponsor Los Angeles pro football games—just as they do New York sports events on two TV stations (Vol. 2, No. 40).

But the FCC voted against it this week, under Rule 4.182 stating that experimental stations may not charge for time. Paramount's W6XYZ, which carried some 40 hours of the tennis matches, asked FCC to okay time charges, pegging plea on stand that income could be spent in expanding and improving service. Since Paramount's subsidiary is party to Los Angeles TV hearing (decision awaited momentarily on 8-for-7 channels), FCC felt such approval might bolster "foot-in-door" W6ZYX may think it has by reason of its experimental license.

W6XYZ is carrying grid games anyhow, but won't agree to set precedent of "sponsorship for free" for Ford or anyone else. Besides, whole L. A. area only has about 250 sets as yet, though feeling is that new ones will sell like hot cakes once they reach that market. Tennis telecasts excited lots of comment when shown on receiver in lobby of Hollywood Paramount Theater and in lounging room of the tennis club.

NO TV ON NAB AGENDA: Conspicuous by its absence from the crowded agenda of the NAB convention in Chicago Monday to Thursday, Oct. 21-24, is the subject of Television. Unless TV is mentioned incidentally—as it may be in Tuesday's talk by FCC Commissioner E. K. Jett or Wednesday's talk by FCC Acting Chairman Charles R. Denny—it is slated to have no part in the topical discussions. There will be exhibits pertaining to TV, and RCA will televise open sessions in the Palmer House so that those in the exhibition hall and in other places may view the proceedings. But otherwise nothing is scheduled relating to the subject itself.

One reason for eschewing TV is that NAB necessarily can take no sides in the color vs. monochrome controversy. Another is that last week's TBA conference and exhibits told the TV story adequately enough. Moreover, relatively few broadcasters are in TV, or at present intend to go into it (Supplements No. 18, 18A).

Big subject of convention's general session will be "freedom" issue on which NAB President Justin Miller has lashed out so vehemently (Vol. 2, No. 41), and probably will again in his keynote address Tuesday. It's unlikely that Denny will undertake to reply directly to Miller, but there is no secret that FCC members are burned up about implications of Miller's series of attacks on Blue Book, etc., and Denny can hardly ignore them entirely. Indeed, Commission hierarchy insist they have information that Miller tack does not have support of all NAB boardmen, not to mention rank and file members.

How intent NAB management is on freedom issue, is manifested by scheduling of a panel discussion at Wednesday evening session, "Do We Have Freedom of Speech in the United States?" With MBS President Edgar Kobak as moderator, panelmen will be Byron Price, v.p. of the Motion Picture Assn. of America; Jack Knight, president of the American Society of Newspaper Editors; A. D. Willard Jr., NAB executive v.p. Panel is particularly significant in that Miller has repeatedly put newspapers and movies in same boat with broadcasters so far as danger from encroachment by government is concerned.

TELEVISION NOTES: *Detroit News*, now installing DuMont equipment, is racing to be first post-war commercial TV licensee, has scheduled opening for about Dec. 15 (which probably means sometime in January), already has contracts for time (at \$250 per hour) from big J. L. Hudson Co. dept. store and from Campbell-Fwald agency, which bought time on its own but handles TV-interested Chevrolet account . . . Desiring to get some distinguishing television indication into their TV call letters, CP holders *Detroit News* and *St. Louis Post-Dispatch* got their calls changed—from WECP to WWDT and KCBG to KSD-TV, respectively. Ad-

ditional recent call assignments are: WPEN-TV, Philadelphia; WCTN-TV, Minneapolis. Note these in Supplement No. 18A . . . RCA is recommending its field camera equipment (\$29,000) for studio as well as remote use, has delivered quite a few orders to non-TV licensees or CP holders, using them for demonstration purposes . . . DuMont remote equipment (\$28,000) is in production. DuMont has ceased iconoscope production and is preparing othicons . . . Farnsworth's so-called "window" TV receiver, a demonstration model with transparent lucite cabinet that permitted seeing its inner workings, was cynosure of TBA exhibit, and *New York Times* has asked to display it in Times Square windows. Set is only 14½" wide, 17" high in front tapering to 11" high at back, 20" deep, contains 22 tubes, has 10" direct viewing tube. It will sell between \$250 and \$300 in both wooden and metal cabinets . . . FCC has waived its 28-hours-per-week TV Rule 3.661(a) until December 31, 1946, on plea of TBA.

SIGHT AND SOUND: Looks like OPA price controls on receivers, components and tubes are on the way out, in light of new administration policy. Elated OPA radio set advisory committee, meeting Wednesday, decided to petition for decontrol by Nov. 1, supported only by spot checks proving supply exceeds demand; OPA advisors suggested matter be handled informally, without the usual mountain of documents . . . Consumers Union subscribers got report on FM radios this week, were told Zenith AM-FM-phonograph console (Model No. 12H090) and Stromberg-Carlson AM-FM console (No. 1121-W) were "acceptable." Report lauds FM, says to get full advantage consumer must buy high-quality receiver, not merely the first set with FM he may find. As to TV, it says don't buy until better black-and-white sets reach market; opines color may obsolete low-band receivers in few years . . . In Washington to discuss matters with his lawyers and engineers, C. Merwin Dobyns, owner of KGER, Long Beach, Cal and head of a big shoe distributing firm there, died in his hotel room Tuesday, apparently of heart failure; his wife, prominent in California educational circles, presumably will carry on the business, including participation in Nov. 18 FM hearing . . . Although FCC reports "hundreds of letters" and lengthy testimony at hearings indicating educational institutions have extensive FM plans, figures show only 6 licensees, 20 CP-holders, 20 applicants (with CP to Fordham U this week)—net gain of 6 since we issued educational FM log (Supplement No. 32, Part III) March 16. State legislatures don't match educators' enthusiasm with appropriations . . . Gates Radio received tentative FCC approval this week for its 250-w FM transmitter (No. BF-250A), joining other manufacturers who have thus far gotten approvals (Vol. 2, No. 35).

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October 26, 1946

THEY SAID WHAT THEY MEAN: Whatever your connection with radio, you should take time out to read and study the three spotlight speeches of this week's NAB convention—by FCC's Acting Chairman Charles R. Denny, by CBS's Chairman William S. Paley, by NAB's President Justin Miller.

Read them in text (available from NAB, or we'll get them for you) rather than merely in highlighted form. They are vitally important statements of principles and policies, directly affecting your business—so well put, for the most part, that no amount of excerpting can do justice to their full import.

These were men of high intelligence and good will speaking, men of authority among whom there is now every reason to expect, whatever their disagreement on specific problems, a meeting of the minds on the basic aim of radio—which is to function freely in a free American economy in the service of what Denny called their common boss, the American people.

Read Denny particularly for his clarifying and reassuring remarks (approved in full by his fellow commissioners) on the purport and intent of the Blue Book, and on policy with respect to AM station licensing. (His FM and TV statements are fully reported in this issue.)

Read Paley for his candid and soul-searching, yet certainly not apologetic, appraisal of radio's strong points and weak points and what should be done to meet its critics, some of them frankly right, some manifestly wrong.

Read Judge Miller for his comprehensive discussion of radio's problems and (at long last) his calmly judicial rather than name-calling approach to some of the more controversial ones, like the Blue Book and freedom of speech issues.

If an era of mutual understanding and good feeling does not evolve out of such expressions of policy and intent, it will be because these men and others in the industry depart from the calm and measured and sensible (and generally dispassion-

ate) reasoning in these speeches—to this observer's mind the most significant ever delivered before any NAB convention he has attended over a period of 20 years.

New faces, new names, new call letters, more young men and a lot of GI pins—that's the most striking impression one carried away from NAB's first post-war convention.

It was, incidentally, the best-planned and most efficiently conducted NAB convention of all time, attended by well over 2,000 actual delegates plus hundreds of exhibitors, newsmen, etc. Biggest yet, its size taxed Chicago's Palmer House, indicated rather clearly that the next one, like political and other major industry conventions, must be held in a convention hall rather than a hotel.

THE FM RECEIVER STORY: Still harsh is the "one loud discordant note" on FM discussed at the NAB convention—set production figures. If set output is to reach the year's total (350,000-400,000) predicted by GE's Dr. W. R. G. Baker, vast portion of it will have to come in last 2 months.

Even as Dr. Baker was speaking at the Chicago panel, RMA released its September figures—reporting 17,541 FM-AM combinations to bring year's total to about 84,500. And October production isn't expected to run more than 20,000-25,000, largely because wood for cabinets isn't yet abundant. (One manufacturer is even offering inducements to his dealers to help him find wood consignments in small or big lots.)

But Dr. Baker feels that current miniscule production may not be a completely unmixed evil, since most FMers are on the air with pipsqueak power pending delivery (expected in next few months) of high-power transmitter units. Therefore, he feels not too many listeners will be forced to learn, as did broadcasters, that not even FM can overcome disadvantages of feeble signal (Vol. 2, No. 34).

Dr. Baker predicted 1947 average for FM combinations will be 15-20% of total radio production,

which means about 2,500,000 units (presuming pre-war production rate); that by 1947 last quarter FM production will rise to 30% of all sets made. At another session, Stromberg-Carlson's Dr. Ray H. Manson foresaw FM arriving at "adult stature" by spring 1947; said about 5,000 FMs had been produced third week in October out of current rate of about 350,000 radio sets per week.

And at the convention **RCA broke its silence on FM receivers** by showing its deluxe FM-AM Victrola, to sell for \$400, accompanying set with booklet pulling no punches in its attitude on superiority of FM. RCA, of course, had big exhibits of transmitters, tubes, meters, Pylon antenna, etc.

Maj. Armstrong expects a "flood of FM receivers" if only because of AM saturation, evidenced by slow-moving table models. As for regarding FM as a luxury item, he recounted the history of his superhet, which mass production dropped from \$250 in the early 30's to less than \$25 now. But RMA's breakdown on FM-AM types built during 1946 (up to Sept. 13) shows manufacturers have regarded FM as a refinement of higher-priced sets: console-phonograph, 32,207; console, 37,016; table, 6,569; table-phonograph, 22. Zenith still seems most active of the low-price table model proponents, though others have outlined plans. RCA schedules a wood model (approx. \$85) last quarter this year, plastic (approx. \$70) first quarter 1947. Bendix, too, of the larger companies, plans mass production of low-priced sets.

In matter of price decontrol, RMA set committee expects to have petition in OPA hands next week, hopes to have ceilings off shortly after Nov. 1, certainly by end of year at latest.

LOST BATTLE, WON WAR: Tough fighters, hard losers, Maj. Armstrong and his dwindling retinue of low-band advocates were forced at Chicago to hear the unwelcome sound of the final nail being driven into the coffin of low band. FCC's Acting Chairman Denny, replying to a panel question on low-band, reasserted that the 88-108 mc band is final, and that manufacturers can go ahead without fear it will be changed. Denny was so emphatic, in fact, that suspicion arose FCC may contemplate early abandonment of low band despite fact that several companies are making two-band sets and some 400,000 low-bands were marketed pre-war.

On the other hand, FM's inventor was in mellow mood, first as honor guest at the FM panel luncheon, attended by more than 1,200, then in interview with press. "I haven't changed my engineering opinion as to the error of the FCC move," he said, "but we can put FM over on any band. We will put it over in the 100 mc band." Then he revealed that he had put out 100 kw at Alpine, counting antenna gain; predicted 3 kw and 10 kw

transmitters in next few months, also 300 stations by end of 1947; warned against low power FM stations, as he had warned FCC; said he still thinks FM needs more space in the spectrum, adding that FCC seems to be saving TV Channel No. 6 (82-88 mc) for possible FM use since it indicated on recent report it was not putting other services on it; spoke of pre-war FM sets requiring a band converter that would cost at least \$50; extended his accolade for unswerving faith in FM to Zenith, Stromberg-Carlson, Scott, Freed, GE and "numerous other small companies."

HOWARD HUGHES DROPS OUT: Hollywood's unpredictable Howard Hughes, aircraft builder and movie producer, pulled out of both TV and FM in Los Angeles and San Francisco this week, even dropping his FM conditional in latter city. Not even Hughes' top aides, let alone the attorneys and engineers who got handsome fees for handling his applications, seem to know what prompted the sudden decision to drop after long, elaborate planning for stations.

Withdrawals leave exactly enough TV and FM channels in L.A. for all applicants—7 for 7 and 14 for 14, respectively. TV hearing for L.A. has already been held (see list of applicants in Supplement No. 18A) and decision is awaited momentarily.

Nov. 18 FM hearing probably will be called off now. If FCC considers Hollywood part of L.A., thus unqualified for Class A channels, Class A applicants may want to amend for Class B, upsetting 14 for 14 balance.

While Hughes was pulling out of TV—leaving Paramount alone of the original movie interests still applying—**Indianapolis' WFBM showed renewed interest in TV.** After having dropped its low-band application some months ago, it is now going to file for experimental black-and-white.

TV RELAY, STL ARGUMENT SET: Deciding finally to unravel whole tangled subject of microwave TV relay and STL, FCC revised its July 19 proposal and set affair for oral argument Jan. 15, briefs to be filed by Jan. 5 (Vol. 2, No. 41). Revised proposal satisfies some people, partially satisfies others. Common carriers are permitted to become relay and STL licensees, GE can continue its New York-Schenectady experiments, TV broadcasters who would rather use radio pickups instead of wires can do so "where wire service is not economically practicable." But TBA still doesn't get its desired inter-city relay services—FCC adducing spectrum scarcity. Oral argument may determine whether inter-city relay is practicable in some areas, and whether it's economically comparable with, or preferable to, coaxial.

FCC GOES ALL OUT FOR FM: Most powerful intravenous injection of FM ever absorbed by the broadcasting industry was administered by Acting FCC Chairman Denny when he enunciated Commission's FM policy at NAB convention Wednesday. You can expect reaction in the form of accelerating filing of applications (16 were filed in last 20 days, Supplement No. 14P herewith).

What Denny said about recalcitrant existing AM broadcasters, some 35% of whom have not yet applied, was especially significant. Because of its importance, we publish the text of the FM portion of Denny's convention address; italics are ours to emphasize the points he particularly stressed:

The Commission has expressly authorized me to say to you again that *it is our opinion that FM is the finest aural broadcast system attainable in the present state of the radio art.* FM is not coming; it's here. And it is growing fast.

Already [as of early October] there are 66 stations in operation and 564 more authorized (counting both construction permits and conditional grants). In addition, there are 307 applications pending.

Our long range plans for FM look forward to the day when every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered—night and day—with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Coast states. The area in between these two sections is what is now the poorest served portion of our country. FM will serve large parts of it but cannot reasonably be expected to serve it all. Here our long-range plans look for a revamped AM service to fill in the gaps.

Most AM broadcasters are pulling for FM. And well they should. Many local channel operators will, when they get FM, be able for the first time to sit in their homes in the evening and hear their own station [Laughter]. Thus, it is not hard to understand why 579 (65%) of the established AM stations licensed prior to October, 1945 have applied for FM. There are 315 (35%) who have not applied. Of these, 215 are locals and *I urge them to get their applications in just as fast as they can.* Of the 100 remaining holdouts, 83 are regionals and 17 are 1A and 1B clear channels, who may be relying on their higher power to shelter them from FM. They may find it won't work that way. I believe they should review their position.

I have heard it said that some broadcasters are afraid that FM is a booby trap. They say they have been told that if they get an FM station, then the duopoly rule will spring into play and they will be forced to sell their AM. *As we see it today, the AM broadcaster who goes into FM will continue to operate his AM station until FM replaces AM in that area.*

Today there is one loud discordant note in FM—receivers. While the manufacturers have turned out an unprecedented quantity of low-priced AM sets, the FM sets have been coming very slowly except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said "FM can wait—right now there is a lush market for cheap AM receivers and I'm going to get my share."

I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers. In fact, if a man lives in a town with 3 AM stations and 3 FM stations do you think he will buy a receiver which can only get half of the stations in town?

In a sentence, *the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers.* I know it's hard to convince yourself that you should spend money to put on a program that nobody can hear. But

it's even harder to convince the public that it should buy sets when there is nothing to listen to. It's your next move. Give this new superior broadcast service to the people as soon as possible.

* * *

Here's how the FCC looks on TV, as related also by Mr. Denny: "The Commission also sees a bright and important future for television. We are convinced that the American people want television and that they need television. Television will not be simply a luxury entertainment service. Its educational potential is unlimited. It will be the most powerful communication tool of them all. Already 41 television stations have been authorized and receiver production lines are in motion." Denny added he would go into no more detail, in view of Dec. 9 hearing on CBS-suggested uhf color TV standards (Vol. 2, No. 41), after which "we will inform the industry and the public of everything we have learned."

NAB SIDELIGHTS: FCC came to Chicago in force, like mountain coming to Mohamet—and Comrs. Denny, Jett, Hyde and their considerable retinue (not to forget ex-Chairman Larry Fly, on hand only as an observer this time) were besieged with attention. Denny's panel invitation to the delegates to consult on FM with Cy Braum, FCC chief of FM engineering, resulted in rush of visitors, most with own FM problems. General tenor of inquiries was how FM grantees could get on air, many asking Braum for application form—indicating panel had acted as catalyst for FM.

Heartiest laugh of convention came when Denny, talking about Blue Book, remarked that the Commission was no place for sensitive souls, having been "a boot camp to toughen an OPA Administrator."

Toughest remark was NAB President Miller's, that he wasn't going to let the broadcasting industry be "pushed around" during his administration.

Tough, too, though smiling, was Denny in call-attention to provocative adjectives Miller had used in previous speeches to describe Blue Book promulgators, and in declaring that "as applied to Blue Book the cry of 'free speech' is a red herring."

Most encouraging remarks were those of both Miller and Denny indicating they eagerly wished a test case of authority implied in Blue Book, and Miller's announcement he and FCC chairman had agreed to have luncheon at least once monthly to exchange views.

And for significant remarks, there was this passage in Comr. Jett's speech reviewing technological developments: "Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently

in its present place in the spectrum. The trend has been in the direction of developing and providing higher bands of frequencies, not only to provide for expansion, but also to render an improved service."

Significant also was NBC President Niles Trammell's reply to criticism against too much advertising on the air: "Since American broadcasting is entirely supported by advertising and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazine. The reverse of this is true. In the case of the great majority of successful newspapers and magazines, 50% or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8% of the network's total program time is devoted to commercial announcements. In other words, out of the 1080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes."

FM's HARDY LITTLE BAND: Most significant—and eloquent—feature of FM's dissolution was the vote which sent it to its demise at the Chicago meeting: yea, 42; naye, 8; not voting, 67.

The latter figure of 67, which included some of the biggest names in radio, tells the story of indifference and apathy that would seem to bode none too well for the hardy little band of FMers who still propose to set up a separate organization to promote FM—it being generally agreed that NAB's FM Dept. cannot be expected to do so.

All but a handful of the 50 voting and those not voting were AM broadcasters, who are far and away the dominant element in FM (Vol. 2, No. 42). Basic reason for the decision—that NAB can do the over-all trade association job best—is practically indisputable. But it's also certain that FM needs promotion—and now it remains to be seen whether the group who want another association can muster enough following and raise enough funds to do it.

The 41 who attended the separate meeting formed a steering committee of 11 (of divergent interests and identities, yet all enthusiasts for FM), to see what can be done about a promotional setup, including possibly salvaging the \$7,600 left in FM's treasury which presumably is to be returned pro rata to the old membership.

Ira Hirschmann, independent New York FMer (WABF), spontaneously chairmanned the open meeting of "separatists." Roy Hofheinz, Houston (KTHT-FM), whose FM outlet he reports as being already on a paying basis (Vol. 2, No. 34), headed up the steering committee. Others on the

committee are: Wayne Coy, Washington (WINX-FM); Stanley Ray, New Orleans (WRCM); Gordon Gray, Winston-Salem (WMIT); Raymond Kohn, Allentown, Pa. (WFMZ); Emile Hodel, Beckley, W. Va. (WCFC); Everett Dillard, Washington (KOZY and WSDC); C. M. Jansky, Washington; Russ David, GE; Frank Gunther, REL.

Dillard heads an Objectives Committee, which meets in his Washington office Nov. 9; Gray heads a Finance Committee; Gunther, Nominations. All are to meet in Jansky's office Nov. 11, by which time Washington Attorney Leonard Marks is expected to have suggestions for charter and bylaws. With Coy, Gray, Jansky and David coming over from the old FM's board, and with ex-FM's President Walter Damm promising support (though not attending the organization meeting), the group are encouraged in their belief that an FM promotional group can be financed, manned and made to function.

CONVENTION VIA TV: Overflow at NAB general sessions conveniently saw and heard speakers on RCA's 10 TV receivers, 2 large-screen projection models, in anteroom of nearby exhibit hall; pictures, especially closeups, were excellent and interest well sustained by reason of importance of what speakers said and lack of eyestrain in watching . . . CBS's Bill Paley evoked laugh when he moved RCA insignia as he began speaking, knowing he was being televised on its black-and-white system . . . One TV receiver in an upstairs hotel suite permitted ABC executives, not attending convention since ABC is not an NAB member, to follow the proceedings. Another receiver was in press room . . . RCA crewmen cooperated with Paramount's WBKB in handling on-the-air telecasts, though most of job was done with field apparatus used inside . . . There was lots of interest also in pickups and telecasts just outside Palmer House, so crowd could see; sign on RCA mobile unit said this was kind of apparatus WGN (which has ordered equipment) will soon be using in Chicago.

BRASS EYES FAX: Finch facsimile was cynosure of exhibits at school broadcast conference in Chicago's Continental Hotel, attracted FCC delegation who were shown streamlined table model, custom-built by GE, which can be marketed for \$200; FM-AM-FX console model, custom-built by Zenith, price undetermined; simple facsimile unit alone, costing only \$125. Later they were shown industrial film in color telling story of FX uses . . . Capt. Finch told FX session of NAB that his RMA committee is almost ready to submit long-awaited proposed commercial standards to FCC . . . Commission delegation also visited Zenith plant Thursday, biggest FM producer to date, and were shown around by Comdr. McDonald.

LEGION LOOKS AT FM: Now comes the American Legion with a dossier, based largely on news stories in the radio trade press and reports in radical publications, warning against "subversive and un-American" organizations seeking to gain a foothold in radio via FM. Whereas left-wingers have had plenty to say and write about FM, this is the first outcry against labor-liberal-consumer groups seeking—and securing—FM grants. In particular, it mentions as "needing watching": Peoples Radio Foundation and National Maritime Union, New York; Metropolitan Broadcasting Co., Washington; and multiple applicants UAW-CIO, Amalgamated Clothing Workers, International Ladies Garment Workers. It suggests local Legion chapters screen applicants, call the attention of the Legion's Americanism Commission to "doubtful" cases. The report comes in 14 mimeographed pages, titled "Monthly Analysis: Subversive Groups and Their Activities," September 1946, and emanates from the Legion's national headquarters, Indianapolis.

Recent publications in behalf of left-wingers seeking to get into radio, says the report, were the CIO-PAC "Radio Handbook" which recommends that "progressive forces" get on air through FM, and Eugene Konecky's booklet "Monopoly Steals FM", published by Provisional Committee for Democracy in Radio, composition of which cannot be ascertained. Konecky is a onetime employe of WOW, Omaha, helped found Peoples Radio Foundation.

FIRST POST-WAR FM LICENSE: Very likely to become distinguished as FM's first post-war licensee, KPFFM (Broadcasters Oregon Ltd., no AM), Portland, started program tests Tuesday, should be ready for license Nov. 22. Normally, stations are allowed 90 days for equipment tests, 30 days for program test. But now that FCC doesn't demand field strength measurements for a year, equipment can be tested in fraction of 90 days. A big reason for KPFFM's speed is availability of equipment necessary to achieve its 1.5 kw power. There may be other FM beavers just as eager, but their CPs specify powers for which transmitters just aren't around (though Federal, at NAB convention, reported its 10 kw job about ready for delivery, with 15 orders to be shipped). Coming into view, too, is WINC-FM, Winchester, Va. (Richard Field Lewis Jr.), scheduled to start equipment tests Thursday and to radiate 15 kw.

Meanwhile, STA-holders who feel they could sell time if legally permissible can go ahead. There's nothing in the rules that says they can't. As attorneys view it, unless wording of the STA specifically prohibits selling time, salesmen can start trotting. And if they have success of Roy Hofheinz (KTHT-FM, Houston) they'll be happy (Vol. 2, No. 34).

TELEVISION NOTES: RMA figures on TV set production for September are first with any perceptible weight—3,242, contrasted with 225 reported in year's first 8 months. Mystery to us (and to RMA, which gets figures anonymously from bonded accounting agency) is that some 3,000 were "private brand," i.e., made by manufacturer on order from someone else who puts own trademark on them October production figures are expected to leap, relatively, in view of RCA's line now being released . . . "T-Day" is how RCA has denominated Nov. 3, date of release of full-page ads in New York and other areas getting service, urging public to go to dealers to see demonstrations of new TV sets. Press will be told all about company's TV merchandising plans (including immediate marketing of 10" tube model at \$350, 7" at \$225) at N.Y. conference Oct. 30 TV pickups of public events are becoming so commonplace now, that the fact NBC's WNBT used 5 cameras to cover opening sessions of United Nations Assembly Wednesday, with Philadelphia's WPTZ also carrying it, was taken as a matter of routine. As it did during Security Council meetings at Hunter College last spring, RCA provided receivers for press and overflow audiences *New York Herald Tribune* Forum next week will be televised, too, with WNBT, WPTZ, WRGB, WTTG all carrying it TV test equipment, consisting of sync generator, monoscope camera and distribution amplifier, is now being made available by RCA; equipment not only is useful for station operators, but assures mass production of sets and transmitters, company says Another of the Frank Mansfield market surveys for Sylvania, reporting 45.1% of 9,603,000 families thinking of buying a TV set, calculates the market thus: 1947, 420,000 sets; 1948, 780,000; 1949, 1,200,000; 1950, 1,500,000 CPs for two new experimental TV stations were granted by FCC this week—to North Jersey Broadcasting Co. Inc. (WPAT, Paterson) for Clifton, N.J., a reinstatement of a previous grant (W2XNJ); Allen B. DuMont Labs., Channel No. 13 (210-216 mc), 40 watts, for New York. *Los Angeles Times* was also granted extension of completion date for new experimental TV station to April 20, 1947 DuMont hearing for TV in Pittsburgh, scheduled for Oct. 23, was continued without date, depending on results of Paramount inquiry C. E. "Chili" Nobles, Westinghouse's young Stratovision idea man, is one of subjects in "Interesting People" pictorial section of November *American Magazine* As week ended, no appearances had yet been filed for participation in the uhf color TV standards hearing set for Dec. 9 (Supplement No. 45); FCC staffers say some inquiries indicating forthcoming filing have been made.

HOW TO FOOT TV BILL: Zenith's pioneer radio-man Gene McDonald may be firmly convinced that the TV-now advocates are "televisionaries," that advertising can never be made to pay the TV bill, that some form of wired radio by transcription is the answer—but not so Paul E. Chamberlain, GE's manager of receiver sales.

Even as McDonald was reiterating his doubts in the Oct. 14 *Broadcasting*, repeating what he wrote in the June 29 *Collier's* (Vol. 2, No. 25), Chamberlain was taking diametrically opposite viewpoints in the Oct. 11 *Printer's Ink*—asserting that "television is here now," that within two years there may be 90 to 100 TV stations, within five years 150, within 10 or 15 years 500.

Chamberlain firmly believes advertising will pay the bill—and for expensive programs, too. He omits even to mention the coaxial (cost too high?), goes into some length about microwave relays which he believes will make networks feasible, and hence justify expensive sponsored programs with mass audience and potent pulling power.

Even with only New York, Philadelphia, Chicago, Schenectady and Los Angeles covered, as now, and with three more stations which he says will begin operation within a few months (presumably in Detroit and Washington), Chamberlain says that together they will reach a potential audience of 25,000,000, or more than one-sixth our population, when receivers become available. On the subject on which he should be particularly expert—when TV receivers will be available in quantity—he ventures nothing.

CIRCULAR POLARIZATION: Known to be getting unusually favorable consideration from FCC's usually hard-to-convince engineers are recommendations on rotating, or circular, polarization for FM (Vol. 2, No. 9). System would add to complexities of transmitting antennas but, it is claimed, would relieve to great extent the frequently irksome receiver antenna problem.

Recommendations come in a report from Carl E. Smith, engineering v.p. of *Cleveland Plain Dealer's* United Broadcasting Co. (WHK, WHKC, etc.) who has been experimenting with the system on developmental FM station W8XUB, Cleveland, since early spring. If they are adopted, it means amendments to FM Engineering Standards (Supplement No. 9) to permit circular polarization in addition to present horizontal. So far as TV is concerned, system is said to raise additional problems which might overbalance the advantages.

Net effect of system is this: since both horizontal and vertical waves will be transmitted, receiver antenna, regardless where situated, is virtually certain to get satisfactory signal from one wave or the other. As situation is now (with horizontal polarization), antenna frequently has to be jockeyed

around considerably—and even then, maximum signal from all stations in area cannot be obtained. Principal disadvantages are: cost of adding vertical component to transmitting antenna and probable need for more power, since power is divided between components.

Smith says he has limited number of copies of his report for those interested; write to him at WHK, Terminal Tower, Cleveland.

SIGHT AND SOUND: What may be the answer to the FM converter impasse—and also answer to statements there are no good converters selling for less than \$50—is reported by Waterproof Electrical Co., Burbank, Cal. Company says it is manufacturing converters in triplet form (Type A, 88-96 mc; Type B, 96-104 mc; Type C, 100-108 mc), any one of which could be used in particular cities. Units will retail for \$15 . . . Peoples Broadcasting Corp., farmers' cooperative holding an AM-CP for Worthington, O. (WRFD), this week applied for rural FM to cover virtually all of Ohio from site just north of Columbus. Its engineers say 629-ft. height and 340-kw power should give almost exact equivalent of 880 kc, 5 kw, daytime AM coverage . . . Insiders discerned the fine hand of Paul Kesten, now back in New York, and still close to CBS operation, in literary quality of Chairman Paley's Chicago speech; inquiry disclosed Kesten and others did advise on it, though speech was actually Paley's own when he finished—putting best foot forward for first major utterance since leaving Army . . . Retailing at about \$25 (mounting extra) is new multi-fingered, broadband, TV-FM receiving antenna just brought out by Andrew Co., Chicago, which estimates on-market date as before Christmas . . . FCC, hard up for AM engineers, is broadcasting urgent appeal for men with EE degrees plus 2 or more years non-operating broadcasting engineering experience or the equivalent. Pay: \$4,150-\$5,905. TV and FM divisions are adequately staffed; in fact, some men have been drafted from them for AM . . . When WGAY-FM, Silver Spring, Md., goes on air late this year or early next, FCC Comr. Jett will have a chance to check his predictions of metropolitan coverage from a suburban Class A station. Mr. Jett used this Washington, D. C., suburb as an example in his article in March issue of *FM Business* . . . Promotion-wise WSYR-FM had dropped plan to get FM sets into Syracuse through purchase of 5,000 from private manufacturers, after dealers refused to handle marketing because of fear regular suppliers might not like proposition. However, dealers told Manager Lansing B. Lindquist that big manufacturers promise them FM sets in quantity soon . . . Harold B. Donley, Westinghouse manager of Home Receiver Division, Sunbury, Pa., is recovering nicely at Mansfield (O.) Hospital from serious injuries suffered in an auto accident.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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UP-TO-DATE DIRECTORIES: Just about all of the radio-specializing legal and engineering fraternity who went off to the wars are back at their old stands now. Hence we are revising our directories, starting with Supplement No. 11A herewith covering attorneys specializing in practice before the FCC. Soon to come will be up-to-date directories covering consulting engineers and the FCC.

DECISION WEEK IN FM: FCC this week rolled up its sleeves and made up last week's lack of usual quota of FM grants by authorizing 25 CPs, 27 conditionals (Supplement 44D herewith). But more noteworthy than number of grants was fact that decisions on hearings in two cities (Pittsburgh and Ft. Wayne) were rendered—first since Washington decisions last spring.

It also acted on Los Angeles applications, losing no time after Hughes dropout (Vol. 2, No. 43) had left enough channels to go around without need for hearing. Thirteen of L. A.'s 14 applications got conditionals; the 14th, Hollywood Community Radio Group, was continued because its application is vague and incomplete.

"Two-to-a-customer" rule took a beating in L. A., CBS getting its fifth grant, Unity (ILGWU) and ABC getting their third each.

Pittsburgh and Ft. Wayne decisions were among the easier ones to make, since there are enough channels to go around. However, Liberty Broadcasting Co., Pittsburgh, got proposed FM denial because of overlap with its station in Steubenville. But it did get a proposed AM grant—possibly as a consolation prize!

Tightened situation in Springfield, Mass., necessitated designation for hearing, date not set.

Channel scarcity in Tulsa, Okla. was relieved by finding two more channels by juggling assignments as follows; you should make these changes in your copy of the FM Channel Allocations (Supplement No. 43): Add Channels 257 and 259 to

Tulsa; add 236, delete 232, at Pampa, Tex.; add 230 and 232, delete 238 and 240, at Elk City, Okla.; add 238 and 240, delete 257 and 259, at Oklahoma City.

Publisher-broadcaster Gordon Gray got Class B conditional for Winston-Salem, N. C., contingent on moving studio of his pioneer WMIT, atop far-away Clingman's Peak, out of Winston-Salem.

IS OBSOLESCENCE OBSOLETE? If you're worrying lest color TV render monochrome transmitters and receivers obsolete, big RCA says "don't."

And this time the No. 1 proponent of immediate TV in black-and-white on low band backs up this advice with a revolutionary development—an all-electronic system of color TV that is "flickerless" and "practical without rotating discs or other moving parts."

Here's the real significance of the company's disclosures and demonstrations to radio manufacturers, FCC officials and newsmen at its Princeton Laboratories Wednesday:

Even should TV move into the uhf band, present TV receivers, by means of a simple converter, would be able with RCA's system to extract satisfactory black-and-white images out of color transmissions. And black-and-white transmitters can be used either to parallel the upper band system or, with additional equipment, to become part of the color system. Thus, neither receiver nor transmitter becomes obsolete.

It was RCA's first real powerhouse counter-attack against CBS's contention that the imminent advent of color TV will render monochrome obsolete, requiring new wave bands and entirely different receivers. In unwrapping it, RCA did not concede that color is here even with its system—Gen. Sarnoff emphasizing that his 5-year timetable for color TV (fixed last December) still holds.

Despite Gen. Sarnoff's disavowal of any desire to "quarrel" with CBS ("only we don't want the public to get the wrong impression," he added to

reporters), the revelation of RCA's system was undoubtedly hastened by the fact that Dec. 9 has been set for the CBS-requested color standards hearing before the FCC (Vol. 2, No. 41).

RCA may demonstrate the system again at the Washington hearings (though most of FCC top officials have now seen it) and challenge CBS to prove that its mechanical scanning system is superior. If electronic color will render mechanical color obsolete, RCA will contend, why adopt standards for the CBS or any other mechanical system?

That the system has excited renewed interest in TV among manufacturers, was manifested by some of the questions they asked. They got firm and affirmative answers when they asked, in effect, "Does this mean that we can go ahead and produce black-and-white receivers without worrying about obsolescence?" And they were assured the converter could be produced for a reasonable price—somewhere between \$25 and \$40. When top engineers of big patent licensees of RCA, men like Philco's F. J. Bingley and DuMont's T. T. Goldsmith, asked highly technical questions, they got ready and reassuring answers from RCA's research chief, E. W. Engstrom. He frankly told them his company was well aware of the still unsolved problems and was working on them.

Shown at Princeton were color slides and a Technicolor movie received in natural color on two sets with 15 x 20" screens. The images were clear, bright, satisfactory and, as claimed, completely flickerless. Simultaneously, a low-band receiver showed the same scenes in black and white, also quite satisfactorily. Nub of system is this:

Color from subject scanned is split into red, blue and green components, each of which is transmitted separately and continuously. Three kinescopes ("Trinoscope") at the receiver pick up the respective impulses, project the images into color filters, and all 3 colors are superimposed on the screen. Black-and-white pictures are made out of the green component of the uhf color transmission. Simple addition of a frequency converter permits present low-band sets to do the job. However, a new receiver is necessary for color.

Transmission at the demonstration was by cable, but Engstrom said radio transmission offers no serious problem. Radio band width for the 3 colors is expected to run about 13 to 16 mc.

Gen. Sarnoff was in an expansive mood after the demonstration, told newsmen "any claim color is here today is just pure bunk and nothing else." Even what was shown is not ready for the public, he said, because it takes 5 years to bring any new radio system to the practical state. He cited the transitions from rotary spark to quench gap and the change to superheterodyne as examples of what he called 5-year cycles.

"It will be a 5-year job," he said, "to bring any system of color into that state of practical use that black-and-white is now." RCA's color time schedule was stated as: film, 3 months (but achieved Wednesday); studio live, mid-1947; outdoor live, late 1947; theatre-size, 1948.

As for mechanical vs. electronic color, Gen. Sarnoff said it was like comparing the horse-and-buggy to the Stratoliner.

One very well informed (and neutral) engineer regarded as an expert in TV sums up the whole color situation this way: "There are about as many color systems as there are TV inventors, all of them with some weakness. CBS's system, of course, would make obsolete present receivers and has that rotating disc with its disadvantages. RCA's system demands three tubes instead of one, close alignment of the three colors, and the black-and-white images derived from the green signal suffer some loss in contrast at this stage of development.

"Further, in RCA's case, satisfactory converters necessary to change low-band sets to uhf will have to sweat out the ills that all converters seem heir to (as in FM). Of course, trouble-free, all-electronic color will be approached when all colors are in one tube, presenting no problem of registration. Developing such a tube is quite a job, but RCA tells us it expects it can do it."

Thus the color pot begins to boil. The Dec. 9 hearing (expected to run 5-8 days) is certain to go into the rival claims, not to mention abstruse discussions of optics, color theory and mechanics, etc. FCC has a wide open mind, its members and staffmen eager to learn anything of value, willing to be shown. For example, the Commission is by no means irrevocably committed to the 480-920 mc band for color. If someone can show good reason for color around, say, 5,000 mc, he too will get an attentive hearing.

WGN GETS 36th TV: Add the Chicago Tribune's WGN Inc. to your log of CP holders for new commercial TV stations, and delete Jacksonville (Fla.) Broadcasting Corp. from the list of applications pending (Supplement 18A). Your log, therefore, taking into account the 5 grants and 3 withdrawals since it was published Sept. 28, should now show 36 CPs outstanding, 32 applications pending.

WGN Inc. got Channel No. 9 (186-192 mc), with 18.4 kw visual power, 11.4 kw aural power, 496 ft. antenna height. It was the fifth Chicago grant to date, 2 more channels (Nos. 11 and 13) still being available, with no seekers as yet (see allocation table in TV Rules, Supplement No. 17). The Jacksonville (WPDQ) withdrawal was expected, indicated by fact it never pursued its application very diligently so far as technical data is concerned

—though, like a few others also expected to withdraw, it hung on longer than anticipated.

Your Supplement No. 18A will be complete if you delete from the Applications Pending column the Jacksonville application and the Los Angeles-San Francisco applications of Hughes Tool Co., as reported last week; and if you transpose to the CPs Outstanding column, besides WGN, the following grants since Sept. 28: San Francisco, Associated Broadcasters Inc.; Indianapolis, William H. Block Co.; Minneapolis, Minnesota Broadcasting Co.; Philadelphia, William Penn Broadcasting Co.

RCA's TV SETS ON SALE: What it calls "T-Day," this Sunday, finds RCA releasing full-page ads in New York, Newark, Albany, Philadelphia and Chicago definitely offering medium-priced TV sets to the public. Buyers may have to get on waiting lists, as for cars, but dealers in those cities now have demonstration models, a few to sell immediately, more promised soon from an accelerating production line.

RCA sources conservatively estimate deliveries of 5,000 to 10,000 units by Christmas, which means more than that company produced pre-war (about 5,000). The company calls this its "sample year"—the test period for popular reaction to TV. Next year, it anticipates production geared to demand, more models to offer, a widened market as more stations go on the air.

Los Angeles and Washington, with only sporadic service from their still-experimental stations, are not on RCA's marketing schedule as yet, though a few demonstration models will reach those cities, too. And Detroit, where the *News* promises to get its station on the air before Christmas, and such other cities as secure CPs for TV and build stations (Supplement 18A) will get consignments of sets as they can be channeled—not only by RCA but by rival set producers.

RCA words its "T-Day" ads with circumspection—for obvious reasons. It pictures the \$350 model, on the viewing screen of which is a football shot. Underneath is this legend: "Prices start at \$225. Table set shown, the 63OTS, is \$350. Cabinet in fine-grain walnut 25½" wide, 14½" high, 18¾" deep. Picture size 52 sq. in. Console and combination models in production. All Victor sets are sold with an RCA Victor Television Owner Policy."

This is the gist of the rest of the story on RCA's TV line—what is not told in the ads:

Only a few of the \$225 table models with 7" direct viewing tube are available yet, more will be later, and that is the cheapest set in sight at present. Neither the \$225 nor \$350 model (latter with 10" tube) contains regular AM-FM bands, though they do of course have "sound tracks" which the ads call the "Golden Throat" tone system. Auto-

matic selector tunes in all of the 13 TV channels, perfectly synchronized ("Eye Witness picture synchronizer"), and pictures are so bright, ad says, you can see them with living-room lights turned on.

The console and combination models mentioned in the ad refer to two models to be available after Jan. 1, one to cost \$750 (with 10" direct viewing tube) and the other \$1,250 (with 18 x 24" large-screen reflected image). Both will contain AM-FM-phonograph.

The "Owner Policy" is a warranty, entitling buyer to one full year of "perfect operation" of his set, including installation, antenna, replacements, etc. This costs \$45 additional. Since TV poses special problems before it can be made to work in the home, RCA has been training special personnel for installation and servicing—and that's the fee for their services. So the actual out-of-pocket cost of a working set, if you can buy one after Sunday, will be \$395 for the 10" screen model, \$270 for the 7" screen model.

RADIOS DECONTROLLED: It remains to be seen—OPA having decontrolled radio sets and cabinets Wednesday, parts and tubes Friday—whether prices move upward or remain stable. Crosley's R. C. Cosgrove, RMA president, said after the set decontrol order: "Decontrol will not result in any general increase of prices to the consumer." But Bendix's sales manager, L. S. Truesdell, said: "Manufacturers of quality radios can adjust their prices on a fair and equitable basis."

FM comes mostly in console or quality sets. So if prices of consoles go up (since trade sources now predict most will henceforth have FM), it would seem to bode none too well for FM. On the other hand, competitive factors are seen pushing prices down since supply now exceeds demand in all but higher cost radio-phonograph models. Moreover, Zenith has shown way to table models with FM, which others will emulate. In fact, Zenith claims to have produced 70.7% of all table models with FM reported by RMA for whole industry up to Sept. 13, and 62.2% of all radio-phonograph combinations with FM. RMA records for first 9 months of year show 7,187 FM-equipped table models, 42,465 radio-phonographs with FM, produced by whole U. S. industry.

FM vs. 750 KW₃ CLEARS: One of the hurdles the Clear Channel Broadcasting Service will have to leap, when the FCC resumes its perennial clear channel hearings in January, is the CBS plan for a 200-station FM network, plus 2 high powered AM clears, to blanket the country with good, usable, day and night signals (Vol. 2, No. 17). A CCBS spokesman admits the network plan will have to be disapproved.

The CCBS plan makes no reference to FM,

except as one of several means of rural coverage considered by CCBS engineers but found unsatisfactory. The plan, endorsed by all 16 members (all 50-kw outlets), proposes a minimum of 20 clears, each with a 750-kw station. How CCBS intends to overcome the 50-kw power ceiling fixed in the 1938 Senate resolution (by Senator Wheeler) is a moot question at the moment. CCBS feels that if FCC is sold on its plan, it will find the means to secure Congressional relaxation of any power limitation. (Wheeler resolution is not law, merely expresses "sense" of Senate.) With some reshuffling of network affiliations, it is claimed the CCBS plan permits practically the whole country to receive good signals from all 4 networks during night hours. Other changes for Class 1-B and regional outlets, to better day and night groundwave service, are also embraced in the plan.

BUSY WEEK IN AM, TOO: Welter of FCC actions this week included 27 new AM grants, 8 proposed decisions granting AMs, 9 changes of station ownership or control (several including FM facilities). Most of AM grants, as usual, were for local low power or daytime outlets in tiny communities—though there was one significant one to owner of Kansas City's KMBC, authorizing 5 kw daytime on 550 kw in Concordia, Kan., in center of State, designed purely as farm station with major programs piped from KMBC. Among transfers authorized was \$450,000 purchase of WHOM, Jersey City, from Cowles interests by Generoso Pope, publisher of *Il Progresso Italo-Americano*; sale to local interests, for \$270,000, of WAZL, Hazelton, Pa., by Steinmans; \$700,000 purchase of KJR, Seattle, by Marshall Field interests; purchase of \$100,000 interest in KALL, Salt Lake City, by *Salt Lake Telegram* and Publisher J. F. Fitzpatrick, conditional upon disposal of latter's minority interest in KSL; \$300,000 sale of WEEU, Reading, Pa., to Hawley Bcstg. Co.

WHAT PRICE FIDELITY? That old FM-involving argument—whether people like high fidelity—flares anew in the professional prints. Sparked by the survey by CBS's Howard A. Chinn and Philip Eisenberg, concluding most people don't go for full tonal range, a symposium in the October *Proceedings of the I. R. E.* goes into a high-dome, psycho-audio disquisition on the subject. And the October *Fortune*, discussing "Music for the Home," gives it treatment for the layman that boils down to this: If you've got a good ear, and want to satisfy it, you've got to pay for it.

Fortune publishes a tabular on 1947 consoles, complete with details on prices, pickup and speaker characteristics, frequency ranges, as claimed by manufacturers. These are the consoles with FM, as listed by *Fortune*, with price ranges:

Ansley, \$350-\$800; Bendix, \$250-\$400; Brunswick, \$500; Capehart (and Panamuse), \$495-\$1,295;

E. C. A., \$175-\$325; Emerson, \$160; Espey Philharmonic, \$210; Fada, \$150-\$200; Farnsworth, \$185-\$225; Fisher, \$885-\$1,000; GE, \$325-\$475; Majestic, \$425; Meissner, \$850; Scott, \$1,042; Stromberg-Carlson, \$200-\$600; Westinghouse, \$257-\$309; Zenith, \$229-\$314. Those also making consoles with AM only: Ansley, \$200-\$250; Espey Philharmonic, \$180; Farnsworth, \$134-\$165; GE, \$198; Magnavox, \$262-\$388 (FM optional); Zenith, \$146.

Of course, many more are making, or have announced plans to make, FM-AM consoles—notably Philco, RCA and Crosley. But details weren't available at time *Fortune* story was written.

TELEVISION NOTES: TBA elects officers and 3 new directors next Jan. 7. Board Thursday named nominations committee comprising 3 directors—Allen B. DuMont; F. J. Bingley, Philco; G. E. Markham, GE. Outgoing officers and directors: J. R. Poppele, WOR, president; Mr. Bingley, v.p.; O. B. Hanson, asst. secy-treas. Other outgoing directors: Paul Raibourn, Paramount; E. A. Hayes, Hughes Tool Co. (resigned). Directors with unexpired terms: Ernest H. Vogel, Farnsworth; Curtis W. Mason, KFI.

TV cartel case of Dept. of Justice (Vol. 1, No. 17) looks considerably weaker, lawyers says, as result of dismissal of case against Scopphony Ltd. (British) Wednesday in Federal district court for lack of jurisdiction. Further long delay in trial of remaining 7 defendants is regarded certain, especially if Justice appeals this week's decision to U. S. Supreme Court. Also, Justice lost one of spark-plugs in case with recent resignation of Attorney Joseph Borkin.

Scott Radio will introduce a TV companion piece to its present FM-AM-phonograph combination Nov. 7, at New York's Hotel Pierre; video set, made for Scott by DuMont, will utilize radio console's audio system through simple attachments.

Look for IBEW to try pushing out NABET at NBC's WNBT. With IBEW already entrenched at WCBS-TV and IATSE staking a claim in video field, jurisdictional free-for-all is in the wind.

British set makers have been assured by BBC, which is reviving TV with 405-line definition (as against 525 lines here), that they need have no qualms about TV receiver obsolescence for at least 3 years.

Dr. Douglas Ewing, assistant director of MIT's respected Radiation Laboratory, has been signed by RCA to head its Teleran (TELEvision and Radar Air Navigation) development.

SIGHT AND SOUND: Move is on to postpone scheduled Nov. 11 Washington meeting of steering committee for projected new FM promotional organization (Vol. 2, No. 43); week's deferment is being asked so as not to disrupt Armistice Day weekend. Chairman Dillard (KOZY-WSDC) of Objectives Committee reports heightening interest in project, more broadcasters and manufacturers seeking to join up . . . Fillip to FM given by FCC Acting Chairman Denny at NAB convention (Vol. 2, No. 43) was followed Thursday by an ABC directive authorizing all affiliates to carry certain AM programs (107 in number, all non-musical, hence not coming under Petrillo ban), simultaneously on their FM outlets where they have them . . . Circular polarization has so favorably impressed FCC engineers (Vol. 2, No. 43) that you can look for informal industry-Commission conference on subject sometime in next two weeks. If no great objections are raised, FM rules may be liberalized for broadcasters who desire to go ahead with that type of transmission.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

and FM Reports

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November 9, 1946

FM POLARIZATION RULE: As expected, FCC this week amended FM Engineering Standards to permit circular or elliptical polarization (Vol 2, No. 43). Emphasized was fact that amendments (Supplement No. 40A herewith) make new polarization optional, and in no way change allocation picture. If broadcaster decides to use circular polarization, he is permitted to double power since half goes to vertical component of antenna.

Though new system promises better service, high powered stations won't be able to take advantage of it until someone develops an antenna with some gain. And Class A stations which can get by with one-bay antennas aren't likely to use it until manufacturers offer an antenna for circular polarization at same cost as present antennas.

TV AND FM LINEUPS: You can expect several more low-band TV applications to be filed soon, prompted (1) by the public interest excited by sets already on the market, and (2) by last week's disclosure of RCA's projected electronic color system and its promise that low-band won't be rendered obsolete overnight. But high cost of TV, real reason why 70-odd applicants have dropped since last December, still militates to hold number of TV broadcasters down (Supplement 18A).

FCC hasn't formally dropped it from the list of pending applicants, but you can eliminate Connecticut Television Co., Darien, Conn. (Bridgeport) whose prime mover, Ralph C. Powell, formerly with Presto, advises us it is not going ahead. In June FCC advised applicant it must complete data in 30 days; applicant failed to respond, so assumed it was dropped.

On the FM front, now that log-jam of hearing decisions has been broken (Vol. 2, No. 44), FCC is striving to clean up cases involving 4 more areas before month is up—New York, Cleveland-Akron, Providence, Dayton-Springfield. It has instructed Examiner Al Guest, who presided over New York cases, to complete recommendations at earliest possible moment. Long-delayed Boston FM de-

cision now is certain to await Comr. Durr's consideration after his return from Europe next week.

Guest also handled New York TV hearing (6 for 5 channels), decision on which may be expected momentarily. Only other TV hearing case, Los Angeles, should be ready for decision now, what with Hughes withdrawal (Vol. 2, No. 43) leaving no contest (7 for 7).

ELECTIONS AND RADIO: It's a bit early to appraise, with exactitude, the effects of the elections on the radio industries. But this much merits comment and speculation:

The radio community — broadcasters, manufacturers, et al.—generally share the country's obvious desire for new management in Washington. They also have high hopes for the promised removals of government restraints, for relief from business uncertainties.

But the Democrats still control the Administration, including FCC—and they will for at least two more years. President Truman must yet fill the Democratic vacancy left by Paul Porter's shift to OPA last February. Though he yearns for the relative serenity of his old FCC chairmanship, the job would seem to hold much less lure for Porter now, even though OPA is fast being liquidated.

FCC faces rough seas ahead—needling by Congressional committees, reduced appropriations, curtailed staff, threatened investigations. Certainly Republican pressures on the FCC will be as great as they were under both Hoover and Roosevelt regimes—probably greater in the flush of the GOP's newly regained power.

Col. Robert McCormick (*Chicago Tribune-WGN*) having emerged as the Midwest's most powerful political leader, it's possible his influence may be exerted toward reopening the high power issue, quiescent since the Wheeler Resolution fixing 50 kw as ceiling but reviving under the clear channel group's prompting (Vol. 2, No. 44).

If GOP adopts the Congressional reorganiza-

tion plan authorized by last Congress (it doesn't have to), the reduced number of committees will throw traditional seniorities all askew. Normally, Rep. Lea's House Interstate & Foreign Commerce Committee chairmanship goes to Rep. Wolverton (N. J.), Senator Wheeler's Interstate Commerce Committee chairmanship to Senator White (Maine). These are the committees having to do with radio.

Senator Wallace H. White Jr., co-author of the two radio acts, is the best-informed man on radio on Capitol Hill. But he has been minority floor leader, presumably now becomes majority leader, leaving him little time for committee work. If he so chooses, his committee rank devolves on Senator Tobey (N. H.), who is also ranking member of Banking & Currency, which he may prefer to head. In that case, 75-year-old Senator Reed (Kan.) would take the committee.

As for the Blue Book, Leader Joe Martin, next Speaker of the House, has promised a probe, and GOP Chairman Carroll Reece has attacked its "freedom of speech" implications. But that was before the elections—indeed, before the Chicago "love feast" where FCC's Denny and NAB's Miller stopped their name-calling and, as lawyers, averred in friendliest fashion that they would welcome a court test of their different interpretations of the Blue Book's purport.

Lots of broadcasters would rather not have the Blue Book aired by any Congressional committee, as against the courts, in frank fear that its criticisms of excessive commercialism might strike a popular chord among many legislators. They fear it might even lead to legislation they don't want—such as restrictions on kind and amount of commercials, fixing percentages of free time as a license condition, etc., which lawyers say Congress has full power to enact.

(This is a non-partisan subject. Talk to Senator White, for example, and he will berate the broadcasters for overcommercialism and bad taste—has often said Congress ought to do something about it.)

The plain fact is that it's pretty hard to arouse the ordinary citizen on the "freedom of speech" issue when he regularly hears Drew Pearson, Upton Close, Walter Winchell, Fulton Lewis Jr.—and the politicians themselves—in provocative and constantly controversial discourses on the air, without any apparent let or hindrance from Washington.

As for the legislators, who use the radio for their own speeches and who regularly participate in such free discussions as Town Meeting and the American Forum, it will be harder yet to sell them the idea that freedom of the air is being infringed—at least, not until frequent and egregious case examples are forthcoming.

COLOR TV SHOWDOWN: RCA's disclosure of its all-electronic color TV development last week (Vol. 2, No. 44) apparently caught CBS totally unaware, as it did just about all the radio industry—including most of the 30 members of RTPB's TV Panel.

CBS's Dr. Peter Goldmark, in company with other RTPB panelmen, saw a special demonstration at Princeton Tuesday. But he had nothing to say. In fact, official CBS policy is to say nothing for the present, although informal reactions seemed to be that anything that promotes color TV is to the good.

Inasmuch as electronic and mechanical systems are incompatible, it would appear that the Dec. 9 FCC hearings, sought by CBS, will assume a somewhat different complexion from that contemplated at time of the hearing order (Supplement No. 45).

It's a fair guess that CBS will claim its mechanical system is as good as, if not superior to, the RCA system. It's to be expected, too, that CBS will plump hard for color now, as against the 4-5 year developmental period RCA regards as necessary. And it may be assumed also that CBS will stop deprecating black-and-white; this is the one feature of its color campaign that has obviously gotten under the skin of those who want TV now under the monochrome standards approved by the FCC.

As for the mechanical vs. electronic systems, their relative qualities are capable of measurement and comparison, which presumably the FCC will demand. As for CBS's claim that color TV is ready now, so why wait, the burden of proof as to immediacy (standards, equipment, field tests, etc.) falls upon that company and those who go along with it—presumably Federal, Bendix and Zenith and possibly Westinghouse.

Against mechanical scanning, as such, the electronics advocates are expected to make less of a case than their publicity to date indicates—for a lot of engineers pooh-pooh RCA's attack on "moving parts", which they say would be no more annoying in a TV set than they now are in mechanical refrigerators.

On the other hand, there isn't any question about the "sex appeal" of an all-electronic system, both to the scientist and to the electronic-minded public.

It all boils down to this, which the FCC may be expected to insist upon having fully and satisfactorily answered:

Granting that color is the desirable end to be sought, which system holds present or reasonably near future possibility of ideal performance? And which is the most practicable?

Thus far, besides CBS and RCA, the only certain witnesses are those from RTPB's panel—

Chairman Dave Smith (Philco engineering v.p.) and Expert Don Fink (*Electronics Magazine*), both of whom will be subpoenaed. RTPB is drafting a report with findings and conclusions about uhf TV, but it is understood the report will contain no recommendations.

Individual RTPB panelmen, however, may be expected to appear to present their own and their company views; in fact, Smith himself very likely will appear a second time—for Philco—with some quite positive views favoring monochrome TV now, the avowed policy of his company. Nov. 25 is the deadline for filing appearances.

Members of RTPB Television Panel are: David Smith, Philco, *Chairman*; I. J. Carr, GE, *vice chairman*; G. L. Beers, RCA; H. G. Boyle, North American Philips; J. E. Brown, Zenith; F. J. Bingley, Philco (representing TBA); William E. Bradley, Philco; U. P. Case, Halli-crafters; Don Fink, *Electronics*; D. E. Foster, Majestic; T. L. Gottier, Raytheon; T. T. Goldsmith, Du Mont; P. C. Goldmark, CBS; R. N. Harmon, Westinghouse; A. G. Jensen, Bell Labs; E. Labin, Federal; Paul Larsen, Society of Motion Picture Engineers; M. L. Levy, Emerson; Harry Lubcke, Don Lee; Albert F. Murray, Washington; William A. McDonald, Hazeltine; A. E. Newton, Stromberg-Carlson; Frank Norton, Bendix; A. Packard, Colonial; John Rankin, Belmont; John Reid, Crosley; J. D. Schantz, Farnsworth; George Town, Stromberg-Carlson; C. F. Wilcott, Gilfillan (Society of Television Engineers); J. R. Weir, GE.

REACTION TO TV SETS: Not much doubt about public's eagerness to see and buy TV receivers, judging from RCA reports on its initial dealer displays this week in New York, Chicago, Philadelphia, Albany-Schenectady. Crowds blocked traffic before store windows, jammed interior displays of the new sets (Vol. 2, No. 44). Watching this reaction, one New York dealer offered a certified check for \$1,000,000 worth of sets, reports RCA, and a chain of stores sought to place an order for 2,000. Some 800 retail stores in cities having TV stations were scheduled to be selling RCA sets by end of this week, said RCA Victor's Dan Halpin, TV sales manager. Big problem is to train retail salesmen to be able to speak intelligently about the sets. Bigger crowds than ever were anticipated this Saturday when Army-Notre Dame game (Good-year-sponsored) was to be telecast, providing a perfect "show piece" for dealers.

STROMBERG'S FM ADAPTER: Latest effort to salvage the estimated 350,000 pre-war low-band FM sets for high-band reception is that of two-band enthusiast Stromberg-Carlson. Company is field-testing an adapter, to retail for \$6.35, invented by George Driscoll, manager of its Rochester FM station WHFM. Stromberg v.p. Lee McCanne says results obtained so far indicate adapter will perform satisfactorily for most pre-war sets, but samples are being sent to distributors to get more extensive data.

TV TIME SALES LOOK UP: Increasing sponsor interest in TV, as the few available receivers seem to be selling like the proverbial hot cakes, is giving heart to television time entrepreneurs. Bigtime network sponsor General Mills is understood to be closing TV deal with ABC for sponsorship of Chicago Blackhawks home hockey games for 27 weeks over WBKB. On that station, next Tuesday, ABC also places a one-time show for Johnson & Johnson (baby powder)—the Disney film, "Bathing Time for Baby."

Success of Chicago TV symposium, conducted last month as part of Electric Association's plan to make Windy City a top TV center, has led to scheduling of forum Dec. 10 to acquaint Chicago account executives with advertising potentialities of medium. Ad agency TV committee is headed by Miss Fran Harris, TV director of Ruthrauff & Ryan. Last month's sessions attracted admen from such big radio sponsors as Dr. Miles Laboratories, Quaker Oats Co., Consolidated Biscuit Co., Reliance Mfg. Co., Lever Bros., William Wrigley Co., among a dozen others.

NEWSPAPERS IN FOR FM: Newspaper interests, now identified with the ownership of approximately one-third of the AM facilities of the United States, account for three-eighths of all FM grants up to Oct. 1. That's what an FCC analysis of FM grantees (CPs and conditionals combined) will show when released shortly by FCC. Closely paralleling our own findings (Vol 2, No. 42), the FCC analysis will also show that of 540 grants up to Oct. 1, three-fourths went to AM licensees and CP holders. Half the remainder went to applicants with neither AM nor newspaper affiliations, the other half to newspapers without AM affiliations.

JUKEBOX, HOTEL TVs: Next in TV—the jukebox-styled receiver for quarter-in-the-slot reception, model of which was shown to newsmen in New York Thursday. It's called "Tradiovision," uses a 5-inch tube (smallest yet) with image designed to be reflected onto mirror on lid. Manufacturer is Tradio Inc., Asbury Park, N. J., which also produces coin-operated radios. While no price has been set, it was stated they would be sold at around \$200, or else rented, primarily for gathering places and eventually for homes. It would operate 30 minutes for 50 cents.

Engineering model in steel cabinet contained 20 tubes, was not demonstrated because of auto accident while transporting it from Jersey factory. Model was said to be larger than production line set (5,000 planned after 60 days), which will measure 9x18x16". Larger tube sizes are planned later. Tradio says it already has quarter-in-slot sound radios operating in 1,000 hotels, took full-page ad in Nov. 9 *Billboard* to offer "Tradiovision" to coin machine trade.

FATE OF LEA ACT: Issue to be decided by Federal Judge Walter J. LaBuy is simply whether the Lea Act (Supplement No. 35) is constitutional. That was the meaning of the hearing in Chicago Monday, based on the motion by AFL-AFM Attorney Joe Padway to dismiss charges against AFM president Jimmy Petrillo on grounds that Lea Act is unconstitutional.

Case can take either of two paths: If the Chicago jurist holds Lea Act constitutional, Petrillo goes on trial for admitted violation in WAAF "featherbed" case (Vol. 2, No. 24, et seq). If convicted, he can appeal to Circuit Court of Appeals. If conviction is upheld there, he can appeal to U. S. Supreme Court, provided it agrees to hear the case. On the other hand, if Judge LaBuy holds the Lea Act is unconstitutional, the Government can appeal directly to the Supreme Court.

In arguments before Judge LaBuy, Padway admitted Petrillo had violated the law (to test its constitutionality) but pictured the AFM chieftain as a benevolent labor leader fighting to save his musicians from technological unemployment resulting from radio, juke boxes, phonographs, sound movies. John S. Pratt, special assistant to the Attorney General, described the AFM as a racketeering organization which has extorted millions from the radio industry.

MOVES TO PROMOTE FM: Promotion of FM among public and dealers heretofore has been spotty and of a localized nature—done particularly well by such individual entities as WELD, Columbus, O.; WBCA, Schenectady; KOZY, Kansas City; WATG, Ashland, O. On Monday, the first formal organization devoted to "selling" FM—on the local level—came into being. Some 30 licensees, CP holders and applicants of the New York area met in Manhattan's plush 21 Club, decided to pool efforts to publicize FM, formed an executive committee comprising Capt. W. G. H. Finch (WGHF); Ira A. Hirschmann (WABF); Ralf Brent (WGYN); A. Lewis King (WFMO, Jersey City).

They did not wait for this week end's Washington meetings of the steering committee chosen at Chicago to set up a national FM promotion association (Vol. 2, No. 43). Some committeemen, meanwhile, were cautioning against too great expectation of quick results.

That FM can count on FCC assistance, was manifested again Tuesday when Comr. Jett went to Hagerstown, Md., spoke to dealers from Maryland, West Virginia, Pennsylvania communities called together by Grover C. Crilley (WJEJ-FM). He told them what to expect from FM, asserted that to retain customer good will they must acquaint buyers with FM.

Meanwhile, a more integrated FM Dept. in NAB is promised. More money, personnel, etc.

await naming of a committee to include all segments of the FM field (FM independents, AM-FMs, manufacturers, etc.). All new NAB committees are due before year's end.

TELEVISION NOTES: Race for exclusive TV tieups of major sports continues in New York area, CBS reporting Friday it had signed long-term contract to televise all Brooklyn Dodger home games starting next season. Sponsor is expected to be named shortly.

Anticipating greater TV set circulation, NBC's WNBT will not make video contracts with sponsors for more than 26 weeks. According to spokesman, costs are 3 and 4 times higher (depending on show) than card rate, which goes up to \$750 per live telecast hour plus \$100 transmission charge for more than 10 minutes of service.

Sears, Roebuck likes its studio quiz and audience participation show so well on Philco's WPTZ, Philadelphia, it is extending it for 4 Thursdays (9-9:30 p.m.) to NBC's WNBT, New York, marking first commercial TV origination from Quaker City in what NBC now calls its "television network." Three other sponsors originate from New York for Philadelphia.

Trustees of Western Reserve U, Cleveland, for whom CBS is to stage color TV demonstration next week, are being prodded into reviving interest in TV (low-band application was dropped) by reason of enthusiasm of Prof. Barclay S. Leathem, dynamic head of dramatic arts dept. City is entitled to 5 channels, has two grantees (NBC and Scripps-Howard), only one pending applicant (DuMont).

SIGHT AND SOUND: Topic of conversation at first Denny-Miller luncheon (touted as harbinger of better liaison between FCC and NAB) was electrical transcription rule due for hearing Nov. 25. With Denny were FCC Comr Hyde and Asst. General Counsel Plotkin. Accompanying Miller were: A. D. Willard Jr., NAB executive v.p.; Dor Petty, NAB general counsel; Edgar Kobak, MBS president; T. A. M. Craven, Cowles Broadcasting; Clair McCullough, WGAL, Lancaster, Pa., NAB board members

Veteran E. C. Page, who took over as MBS engineering v.p. after his return from Signal Corps service overseas, resigns effective Jan. 1 to resume consulting practice in Washington, with MBS as one of his clients. Ear M. Johnson succeeds to his post.

To inspect Philco's newly expanded plant, presumably also to be shown preview of Philco's still hush-hush TV set line, FCC Comrs. Denny, Jett and Hyde journeyed to Philadelphia Friday.

GE's Dr. W. R. G. Baker, v.p. in charge of Electronic Dept., now located in Syracuse, has been elected 194' president of IRE; Noel Ashbridge, BBC, v.p. New directors: Murray G. Crosby, Paul Godley Co.; Ray F. Guy, NBC; R. A. Heising, Bell Labs.

Shelved, not abandoned, is WSyr-FM's project to bring 5,000 private brand FM sets into the Syracuse, N.Y. market (Vol. 2, No. 43); Manager Lindquist says reason for temporary dropping of idea is that independent manufacturer could not promise quantity delivery in 60 day period specified and that dealers look for brand name FM sets soon. Some dealers, however, are still considering the proposition, he reports.

Milton J. Kibler, NAB assistant director of employee-employer relations, has resigned to open office in Evans Bldg., Washington, to specialize in labor law particularly as applied to broadcasting.

Everett Dillard's Commercial Radio Equipment Co has taken over the crystal manufacturing division of Aireon Mfg. Corp., Kansas City.

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ARTS AND INDUSTRY

Television Digest

and FM Reports

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November 16, 1946

EASING OF CP BAN: Those TV and FM grantees who have been stymied in construction because they can't get CPA approval needn't expect the present trend toward decontrol to eliminate entirely their difficulties in that field. But they can expect that their applications will now be given more sympathetic treatment. CPA, it is learned, is thinking seriously of allowing national volume of approvals for non-housing construction under the terms of VHP-1 (Vol. 2, No. 13) to rise from the present \$35,000,000 a week to \$50,000,000.

Some measure of control seems bound to continue. The Wyatt housing program for vets is scheduled by law to run until Dec. 31, 1947. CPA, which exercises the control functions under VHP, is due to be terminated March 31, 1947, but is permitted to retain its construction activities until June 30, 1947. Even should CPA be liquidated, there is talk of creating a new agency to handle all controls (sugar, rice, rents, construction) that might still be kept in effect.

THE FM OUTLOOK AND FMA: Outlook now is so rosy for FM receivers, as reported in usually reliable trade circles, that promoters of the projected new FM Association (to be known as FMA) appeared more heartened than ever after their Washington meetings of Nov. 9-11. To a man they regard set supply as the crux of their problem of audience-creation.

RCA's trade literature, not yet generally released, goes all out for FM, even includes offerings of table model combinations. Philco's new lines, not yet shown to dealers, also will play up FM. And GE will be breaking its FM story in big advertising displays next month.

These big firms, adding their voices to such outspoken and unceasing FM enthusiasts as Zenith and Stromberg-Carlson, are seen giving FM set sales additional impetus during 1947. Highly gratifying to FMers is the RCA attitude, especially in view of the apparent disinterest of its subsidiary

NBC in any effort to hasten FM along—partially explained by RCA-NBC preoccupation with TV.

Reason manufacturers have not gone stronger on FM production, the FMA group was told, was that production this year did not warrant it; also that set makers don't want to embarrass their dealers, who are still liberally stocked with AM. But the confident view was held that the time is near when virtually all consoles will be combinations, with FM-AM table models also making their appearance in gradually increasing quantities. By the end of the year, some profess, the market may be well enough supplied with FM sets to meet all demands—and the budding FM broadcasting industry can then really get going.

* * * *

It was with these thoughts that the FMA steering committee formed at Chicago (Vol. 2, No. 43) met in Washington Monday, all save 2 members present. Absent were Ira Hirschmann, WABF, New York, though he attended Saturday meeting of objectives committee, and Gordon Gray, WMIT, Winston-Salem, kept away by bad flying weather but telegraphing his full support.

Plan now is to hold first general meeting in New York sometime in January, inviting membership from FM licensees, CP holders, conditional grantees, applicants, manufacturers, transcription and news services, etc. Arrangements were left to Roy Hofheinz, KTHT and KOPY, Houston (also chairman of the steering committee); Leonard Asch, WBCA, Schenectady; Everett L. Dillard, KOZY, Kansas City, and WASH, Washington. Dillard's Washington office (International Bldg.) was made temporary headquarters.

As a starter, the 12 steering committeemen each put \$100 into a kitty. From 250 to 500 members are expected. Support from Maj. Armstrong and several manufacturers has been pledged. And an invitation to lunch next Monday with FMA steering committee, to talk over the projected

FMA, was accepted by FCC Comrs. Denny, Wakefield, Durr and Hyde.

A paid manager is proposed, functioning somewhat as does the manager of TBA. Chairman Dillard's objectives committee laid down these aims and purposes: development of FM broadcasting; publicizing the superior qualities of FM to the public; disseminating information to members; cooperating with manufacturers and suppliers; acting as liaison between members and the FCC and other agencies and organizations.

GOLDMARK'S RIPOSTE: It looks now as though the whole color TV issue has landed where it rightfully belongs—in the laps of the technicians and the FCC. No longer, apparently, is it to be the subject of publicity campaigns that heretofore have served only to confuse the public, arouse the blood pressures of the principals. FCC's hearing Dec. 9, it now seems certain, will revolve almost entirely around technical issues.

Some inkling of the CBS case for color, which the highly respected and deeply sincere Dr. Peter C. Goldmark has always kept in the realm of scientific discussion, was provided in his talk Tuesday before the New York Electrical Society. What he had to say had been awaited ever since RCA's disclosure of its all-electronic color TV system (Vol. 2, Nos. 44 and 45), for no other CBS executive had publicly made any comment after the RCA demonstrations.

In essence, Dr. Goldmark told his confreres—and this will probably be the basic case of CBS at the Washington hearing—(1) that CBS's "sequential" method for color TV is flexible enough for future developments; (2) that the CBS color system can utilize present coaxial cables for network operation; (3) that receivers under the proposed CBS system would cost less. Inferentially, at least—for he did not openly attack RCA—Dr. Goldmark indicated that RCA's "simultaneous" method is not as flexible, cannot use the coax, will mean more expensive receivers.

Basic question to be asked of CBS at Dec. 9 hearing will be whether its system will accept future TV developments. Goldmark says it will. "The CBS sequential method is a universal one," he stated Tuesday, and it will even accept all-electronic developments. RCA and other engineers opposing CBS proposals claim the Goldmark system is already knocking against the ceiling of expected developments. For example, they say, the CBS system is pegged on a 48 frames-per-second standard. Suppose someone, 6 months after standards are set, develops a tube with greater brilliance than presently used. That development would necessitate a change in frame rate (in order to overcome flicker) but that could not be done be-

cause receivers would be thrown out of kilter, since they would have been produced for the standard frame rate.

Goldmark's remarks that the "simultaneous" method "virtually precludes network operation in color" is explained thus: In the RCA system, the transmission band is divided into red, green and blue components. The coaxial cable now only accommodates 2.7 mc. Thus the cable would only pass the center, or green, component. The CBS system, on the other hand, throws each color into the whole band, one after the other. Thus, although the coax's 2.7 mc band width degrades the picture, all colors do get through.

Reason for Goldmark's reference to receiver costs was the obvious fact that the RCA system necessitates a receiving set with 3 cathodes (trinoscope) as against the CBS receiver with only 1 tube, plus color wheel.

Goldmark does admit that salvage of present low-band, black-and-white sets would not be possible through the use of a converter under the CBS system.

PROMISES OF WARTIME VT: If receiver prices begin to jump out of sight, as they're showing a tendency to do, you can expect the set manufacturers to give really serious attention to the shortcut techniques learned in making the wartime VT (proximity) fuse. Dr. Cleo Brunetti, young Bureau of Standards engineer who had a substantial hand in VT development under Harry Diamond, the Bureau's able chief of ordnance development, says that manufacturers haven't been slow to ferret out commercial possibilities.

Dr. Brunetti has received hundreds of inquiries from all over the world, requesting more information, particularly since VT details were made public last February and since publication of articles written by him and other engineers for *Electronics Magazine* in April and for the Bureau's *Journal of Research* in July.

Prompted by the continued intense interest in such techniques, Dr. Brunetti is in process of collecting all available data for presentation before the New York IRE meeting next March.

Printed circuits, miniature and sub-miniature tubes, tiny high-capacity condensers, sprayed resistors—all promise enormously accelerated production of cheaper, more compact, more uniform, more foolproof receivers and similar electronic equipment. These are seen as immediate uses while other ideas become less fanciful—for example, a portable TV receiver.

Example of how printed circuits speed production: one girl at Globe-Union (Milwaukee components manufacturer) can turn out 5,000 sub-assembly units in the time it takes to assemble, wire and

solder a score or so conventionally. Another method of circuit-making that promises terrific speed is a photographic process which, however, still has some quirks. Another is the method of Promenette Radio & Television Corp., Buffalo, N. Y., which consists of spraying metal into a grooved plastic chassis.

Dr. Brunetti sees as likely the development of the plug-in sub-assembly. Whole major units of a set can be removed, tested and replaced as easily as are tubes normally. Major set exporters, whose markets seldom have skilled repairmen, are particularly keen about that idea.

Most companies are saying little about their work along these lines, but the following were principal makers of VT fuses and components and can be presumed not to be passing anything up: Emerson, Bendix, GE, Globe-Union, Philco, Western Electric, Westinghouse, Wurlitzer, Zenith, Raytheon, Sylvania.

STILL MAKING 2-BANDERS: GE's Dr. W. R. G. Baker hasn't yet answered our telegraphed query, but the two other major manufacturers of two-band FM sets have—and what they say tells its own story well enough to require no embellishment. We asked them, simply, whether FCC Acting Chairman Denny's flat avowal that the high vs. low band issue is settled and that the 88-108 mc band is final (Vol. 2, No. 43), means they will now stop making two-band FM sets. These were the replies:

E. F. McDonald Jr., Zenith: "Re your telegram, Mr. Denny made his statement before election. There is no question in my mind now that the Senate and House investigations will force the restoration of 50 mc to FM and thereby restore FM to the farmer who needs it most. We intend to continue to manufacture two-band FM radio receivers only."

Ray H. Manson, Stromberg-Carlson: "Answering question, our plans are to continue production of two-band FM receivers because present indications are that pre-war low-band FM transmitters will continue as main source of satisfactory high power FM broadcasts until late next year when high power FM transmitters with suitable antennas and towers will be available for adequate FM broadcast coverage on the new high band."

NO SHOWS TO SHOW: One of the little ironies in TV set merchandising, now that dealers in some cities have sets to show (Vol. 2, Nos. 44, 45), is that there are no daytime programs for demonstrations—except, of course, for Saturday football games. New York's department stores are open Thursday night, but few small or large dealers are open most evenings. How, then, sell sets if there are no programs? There was a lot of chiding of the video

folk in the trade press this week, and even *Time Magazine* took cognizance of the anachronism.

WBKB's Capt. Bill Eddy in Chicago was first to come up with an answer, agreeing to transmit daily 12-3 p.m. in addition to 7:30-9 p.m. weekdays. In New York, NBC and CBS are simply putting out test patterns during daytime, although the former (RCA-owned) did put on about 15 hours daytime for initial distributor-dealer promotion. DuMont also telecasts test patterns daytime, but its INS moving tape does offer an element of value for demonstration purposes.

Last Saturday's Army-Notre Dame telecast, incidentally, was hailed by *Variety*—and justly—as the biggest TV promotion since the Louis-Conn fight in June. It was well handled, held interest throughout, attracted scores of viewers wherever TV sets were available.

STAs FOR FM TOTAL 102: Topeka's WIBW-FM (Capper) started a hot FM promotional campaign Nov. 10, coincidentally with its first emission of FM signals under an STA—bringing to 102 the total number of FM stations (licensees or grantees) now allowed to program. WIBW-FM is now on the air 3-9 p.m., non-duplicated. As part of big FM buildup it is planning formal opening Dec. 1, with local merchants, Kansas broadcasters and set distributors participating.

Thirteen others granted (or to be granted in the next few days) since our last STA listings in Supplement No. 44 and in Vol. 2, No. 42 are: WMAZ-FM and WMGL, Macon, Ga.; WCOA-FM, Pensacola, Fla.; WINC-FM, Winchester, Va.; Unity Corp. Inc., Toledo, O.; WLWA, Cincinnati; KPDR-FM, Alexandria, La.; WOAI-FM San Antonio, Tex.; WBCM-FM, Bay City, Mich.; WCOD, Richmond, Va.; WOPI-FM, Bristol, Tenn.; Southern Minn. Bcstg. Co. (KROC), Rochester, Minn.; WJLS-FM, Beckley, W. Va.

There were 9 CPs and 2 Conditionals in this week's FCC decisions (see Supplement No. 44F herewith).

MOVIES BUY TV SCRIPT: Understandably, Broadway and Hollywood usually turn up their noses at the often not-so-hot dramatic productions on TV, which of course is still starving for income and still doing its best job on sports and public events. Yet the film fraternity is sufficiently intrigued with the potentials of TV that its moguls seldom miss an opportunity to have a look at it when in New York.

Thus Sylvan Simon, president of Radio Cinema Theatres Corp. of California, and a director of some note, while in New York Sept. 22 watched the NBC-Dramatists Guild production of the Nelson Bond-Davis Kent fantasy, "Mr. Mergenth-wirker's Lobbies." Offered to the films before

being telecast, the script had evoked no interest. But Mr. Simon, after seeing it in the WNBC "Broadway Previews" series, offered to buy it, paid \$25,000—first time an original script produced for TV was ever grabbed up for film production. Deal this week was hailed as proving how TV can "showcase" new dramatic productions.

TELEVISION NOTES: Chevrolet Motor Co. next Monday signs with DuMont for series of TV programs, format still undetermined but starting Jan. 1, to run 26 weeks (first 13 without cost to sponsor) with options up to 52 and card rate change after New York's first 100,000 receivers are sold. Time reserved is Sundays, 8-9 p.m. Agency is Campbell-Ewald. DuMont also reports its "sample" TV set will go to some dealers next week—the 15" tube model at \$1795.

Add these TV call letters, just issued, to those already listed in Supplement 18A; WNTC, Chicago (NBC); WGN-TV, Chicago (Tribune); WOI-TV, Ames, Ia. (Iowa A&M); WHAS-TV, Louisville (Courier-Journal); WBZ-TV, Boston (Westinghouse); WNBK, Cleveland (NBC); KRLD-TV, Dallas (KRLD Radio Corp.); KWIS, San Francisco (Associated-KSFO).

Sonora's Joseph Gerl and his RMA excise tax committee, meeting in Washington Friday, decided to duck issue whether TV sets come under 10% radio excise tax, plan to take it up again at next year's RMA board meeting. Committee meanwhile will campaign to persuade Congress to remove or reduce tax on radios.

Latest efforts of RCA to relieve TV of some of its clumsier technical aspects are development of new streamlined, lightweight mobile TV pickup equipment mounted on a standard 1½-ton truck and an "Antenaplex" system for TV-FM reception in multiple dwelling buildings. Dan D. Halpin, company's receiver sales manager, speaking before Philadelphia Building Owners and Managers Assn. Tuesday, advised members to include antenna systems in building plans.

WBKB, Balaban & Katz (Paramount) TV station in Chicago, reports it will shortly stabilize operations at 35 hours per week, has nearly completed its new big studio. One of few studios constructed for TV rather than converted from radio use, it is 75 x 50 ft., 26 ft. high, uses special lighting system devised by Director Bill Eddy.

Reason why Compton Advertising Inc., big New York ad agency, dropped its TV Dept. (Wyllis Cooper resigning), was that its accounts, notably Proctor & Gamble, turned down plans for video programs that encompassed considerable filmed material. On the other hand, McCann-Erickson on Dec. 1 adds Lee Cooley as TV director; he formerly handled daytime shows and TV at Ruthrauff & Ryan.

Big pre-Xmas promotion by New York's Wanamaker Store will include five days of toyland pageants televised in DuMont's giant Wanamaker studio, with children visiting Santa Claus and being televised as they get a signed certificate from him attesting their appearance in first telecasts of the kind.

New York's proposed new \$20,000,000 Madison Square Garden, Convention Hall and Parking Garage at Columbus Circle includes 2 TV studios to measure about 70 x 150 feet. TV cages are also included for covering remotes.

RKO Television's Ralph B. Austrian leaves Saturday for Churubusco, near Mexico City, to supervise installation of new RKO studio; he will be gone for several months.

SIGHT AND SOUND: Favorite figure among Washington trade newsmen is OPA Administrator Paul A. Porter—and favorite topic of conjectural writing is whether he will accept BMI presidency or other private job, return to FCC chairmanship, or take another Administration post. He hasn't resigned yet (though it's reasonable to assume he will, since OPA is fast going out of business); he parries reporters with retorts witty but courteous—and he's obviously enjoying the publicity.

Senator Wallace White Jr. told newsmen Thursday he would accept majority leadership, which now seems assured; he indicated he did not intend to relinquish committee chairmanship due him, which means he is in line (and willing) to take over Committee on Interstate and Foreign Commerce, handling radio.

New York Times' Arthur Krock devotes his Nov. 15 editorial page column to severe—and, many think, well deserved—castigation of FCC for allowing American Jewish Congress to intervene in New York News case for FM and TV. Quite aside from delaying the decisions and cluttering the record, Krock says any ruling on basis of newspaper's editorial policy would violate Constitution.

Unusual bit of promotion for FM is 5-minute transcribed talk by FCC Comr. Jett which, starting Nov. 16, Washington's WWDC is putting on once a day for 2 weeks. Ten other FM-promoting stations have received the disc from WWDC, which Manager Ben Strouse says he will furnish free to any station asking for it. Write him at 1000 Connecticut Ave., Washington 6, D. C.

Federal's proposal to build a 20 kw FM transmitter, an exception to sizes specified in the FCC's Standards, was granted tentatively by FCC this week. Present standards allow 250 watt, 1 kw, 3 kw, 10 kw, 25 kw, 50 kw, 100 kw transmitters. Federal's reason for odd size: it might take a year to develop 25 kw unit, whereas 20 kw is ready now.

REL's 1 kw FM transmitter (Model 518A-DL), now in use in 20 locations, will be in continuous operation Nov. 19 - 21 during the San Francisco IRE section meeting. Operating under special temporary dispensation from the FCC, the station (with call letters KRVU) will broadcast on 103.1 mc. Frank A. Gunther, REL v.p., will present paper on transmitter. Demonstration is planned to acquaint Pacific Coast technicians with FM's potentials for West Coast broadcasting.

Clamor for space in the versatile 30-40 mc band (fixed and mobile communications) by great variety of groups led FCC to set Dec. 2 for informal conference, preparatory to Dec. 16 oral argument. Usefulness of FM on those frequencies was pointed up last week by grants of stations to link Santa Fe and Abiquiu (pop. 700), isolated area in New Mexico without phone service.

Inquiry among manufacturers who should know indicates they don't hold much hope that German radio cabinets can be counted on to relieve current domestic shortage, despite optimistic tone of availability announcement recently by General McNarney, American Zone commander. Quantities are limited, sizes too small, hardware and in some cases trim would have to be exported to Germany to permit cabinet makers there to meet American specifications.

Critical or on-the-beam tuning of FM receivers should be eased by GE's new "electron ray indicator tube" which greatly simplifies tuning and is being used in some of GE's new receivers, as well as in sets to be produced by other manufacturers.

Change your Supplement No. 43 to add FM Channel No. 256 (99.1 mc) to San Antonio; FCC this week dug up extra channel to relieve tightening situation.

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November 23, 1946

BACK AT THE OLD STAND: Apparently, most of you feel the way we do -- that the letter-like style of reporting can tell more, in fewer words more easily read, than ordinary type. So we're glad to be back with our original printer, back to our old format, now that his strike threat seems over. It's our conception that these newsletters (as distinct from our comprehensive Supplements) should boil down to its essence the more important news of radio (principally TV and FM) -- so that you, in a matter of minutes each week, can keep abreast of major trends and developments. That you like it that way is attested by the fact that these letters, after only a little more than a year of publication, are now read by most top executives in the radio fields.

CROSLY GETS TWO TVs: Two TV grants Thursday to Crosley -- for Cincinnati and Columbus -- bring total low-band CPs to date to 38, leave only 30 applications pending. Of latter, 7 are involved in last May's Los Angeles hearing cases, now undisputed since 7 channels are available, and are due to be granted any day now. Six are involved in New York hearing of last June, seeking 4 available channels, and decision on these is also due momentarily.

Comr. Durr vainly voting for hearing (he's still unreconciled to recent authorization of sale of Crosley properties to big Aviation Corp.), FCC granted Crosley (for Cincinnati) Channel No. 4 (66-72 mc) with 34 kw visual power, 17 kw aural power, 603 ft. antenna height for station (to be known as WLWT). It granted (for Columbus) Channel No. 3 (60-66 mc) with 48 kw visual power, 24 kw aural power, 546 ft. antenna for station (WLWC) atop Columbus' tall AIU Tower. Crosley's Dayton TV application was passed over for further inquiry into possible Cincinnati overlap (distance 45-50 miles); it may be dropped, as was company's Dayton FM application.

READYING FOR TV HEARING: FCC's concern with comparative costs of TV receivers, as one facet of Dec. 9 hearing on color TV standards proposals (Supplement No. 45), was manifested this week when (1) its economic division held meeting Tuesday with representatives of 11 manufacturers to determine standards of comparison for both production and costs, and (2) it sent out questionnaires to TV set makers, asking for production and price figures for both black-and-white and color receivers. Some idea of who may be parties to hearing may be gleaned from fact that delegates came Tuesday from Bendix, CBS, Farnsworth, Federal, DuMont, GE, Philco, RCA, Telicon, Westinghouse, Zenith.

Meanwhile, no formal appearances for Dec. 9 hearing had yet been filed at week's end, though next Monday is deadline. Last-minute filing is not unusual, however. Meanwhile, also, NBC's TV chieftains (including Messrs. Royal, Kersta, et al) held confab with RCA in Camden Wednesday, presumably to lay plans for future TV promotion -- indicating no fear that color will upset their applectart. Meanwhile, also, FCC junketeers, 19 in number and including all commissioners save Walker, journeyed to Princeton Friday to see another demonstration of RCA's all-electronic color system (Vol. 2, No. 44).

SET PRICES UP, MORE FMs: Upsurging prices seem to be order of day in radio retailing field. Survey of Washington distributors (who may be taken as typical) discloses that during 3 weeks since lifting of OPA controls, prices have gone up on such name-brand sets as Admiral, Bendix, Crosley, GE, Olympic, Sentinel, Westinghouse, Zenith. No jumps were reported as yet for Farnsworth, Freed, Philco, RCA, Scott, Stromberg-Carlson.

What this will do to set market, particularly FM, is still conjectural. One school insists prices will recede as materials shortages are met, production catches up with demand, normal competition resumes -- though these factors still discount main reason for increases: higher cost of component parts. Situation has set makers concerned enough to put it at top of agenda of RMA mid-winter conference Dec. 10-12 in New York's Biltmore Hotel.

RMA monthly set production figures, meanwhile, show all-time record month in October: 1,670,444 sets, of which 1,128,616 were table models (not including battery sets). FMs reached highest monthly total of year: 23,793, of which 22,960 were consoles, 833 table models. The FM total still doesn't bulk large, but it is going up steadily: Jan., 27; Feb., 182; March, 1,771; April, 3,784; May, 15,609; June, 16,923; July, 19,213; August, 12,717; Sept., 16,706; Oct., 23,793.

TV SET OUTPUT DIPS: It's a case now of getting on dealer's list and taking your turn, as you must for a new car, if you want a TV set -- that's how quickly the first batches of medium-priced RCA models have been taken up since its Nov. 2 "T" Day. Some 3,000 sets gobbled up the first few days from 800 dealers, is the story in a nutshell. Production by other firms is still negligible, though certain to increase shortly.

Meanwhile, the RMA's TV set production figures for October (only 827) cause puzzlement, unless last month saw stoppages on wider scale than first believed. (DuMont, for example, is said to have many of its deluxe models on factory floor, all ready to ship except for missing inductuner motors, still unobtainable.) September production was 3,242, August only 3, July had 41, according to RMA -- the sum total of post-war production. Thus the total up to Nov. 1 was only 4,113 -- indicating bigger figures may be expected for November and December, inasmuch as RCA alone still promises 5,000 to 10,000 sets by end of year, and Viewtone says it is geared for 300 per week.

SATEVEPOST PROBES FX: Facsimile -- the "sleeper," the "puzzler," which suffers from recurrent bursts of enthusiastic acclaim and strange periods of neglect (as did TV) -- has stirred the Saturday Evening Post into an article. Staffman Robert M. Yoder's Nov. 23 story is titled "Will Your Newspaper Come by Radio?" It puts FX this way: "It is a prospect that has bored, disturbed and excited newspaper publishers and radio men, for it might have multimillion-dollar consequences, if any." Yoder finds the general attitude: It's wonderful, but what good is it? He tells of its tieup with FM, of Hogan's work and Finch's, of newspapers' and radios' intention not to be caught napping -- how even old Editor & Publisher (its early radio myopia gone) has warned that FX is "no gadget." Regardless of predictions, rosy or otherwise, Yoder sees as most significant fact that FX can transmit, with absolute fidelity, any printed information faster than any other means.

RADIO TIME FOR RADIO: In an introspective mood, radio men are going to give radio a bit of self-analysis, with the public as confessors. CBS's Bill Paley, whose speech on what's right and wrong with radio was a highlight of NAB convention (Vol. 2, No. 43), opens CBS series on "Radio and the Public" to be conducted by Lyman Bryson, Sundays, 1:30-1:45 p.m. (EST), starting Dec. 1, and continuing "as long as necessary to cover the subject." And ABC's Town Meeting Thursday, Dec. 12, 8:30 p.m., has scheduled debate on "Is Radio Serving the Public Interest?" ABC President Mark Wood and another speaker yet to be chosen will argue the affirmative vs. FCC Comr. Durr and Frederic L. Wakeman, author of "The Hucksters."

TV CHANNEL-SHARING: How to permit police and other services to share use of TV channels, at same time precluding interference with reception, is problem that currently has FCC engineers scratching their heads. Newly finalized allocations of frequencies above 25 mc stipulate (as stated in Commission's report of May, 1945) that "these channels may be shared on a mutually non-interfering basis." Those who want places in TV bands 44-82 and 174-216 mc include police control and relay services, point-to-point, marine control, forestry, rural telephone, broadcast studio-transmitter links, railroad terminal and yard operations. Their applications have been filed in great numbers, and in their "desperate need" for channels they are pressuring the Commission hard.

In fact, some sharing already has occurred, but only experimentally and temporarily. These include Army Signal Corps TV transmissions in the vicinity of Belmar, N.J.; Pennsylvania State Highway Patrol communications for Harrisburg turnpike; Tennessee Valley Authority.

So far, none of these services has been granted permanent space in the TV band. This is because FCC engineers haven't yet been able to get enough information to determine just how closely (geographically, frequency-wise and power-wise) assignments can be made without mutual degradation of service. Obviously, some types of services in some areas would cause no trouble at all. But such things as mobile units in frequency-crowded metropolitan areas are certain to offer problem, extent of which is yet fully to be determined. To supplement meager information on subject, FCC has asked major TV set manufacturers for what data they have, such as charts on receiver selectivity, plotted to show response 6 mc above and 6 mc below any single channel.

CBS AND TV; NEW RATE CARD: It certainly doesn't look like CBS has any intention of soft-pedaling its black-and-white TV activity, judging from (1) first formal rate card issued this week for WCBS-TV, (2) attractive mailing piece just published, in form of magazine cover with inside listing heavy schedule of Madison Square Garden and Baker Field sports telecasts, all Ford-sponsored, (3) new card survey by its "Television Audience Research Institute," seeking to learn how many families have TV sets, what New York stations they can get, whether pictures are clear or poor. This survey service will in future report on audience reactions to programs, commercials, etc., and is offered free to clients.

WCBS-TV rates are based on use of facilities rather than time, do not include variable extras such as talent, costumes, sets, props. CBS offers to produce, cast and direct, or else allows client to retain complete authority over program, and as yet imposes no rules governing length of commercials. Rates are: Up to 15 minutes, \$60; 15-30 minutes, \$90; 30-60 minutes, \$150; each additional quarter-hour or fraction, \$37.50. Rates are same for sound film. Time signals and weather reports are \$30 each when sound film is supplied by client. Editorial supervision of program material and ad copy comes under Leonard Hole, promoted this week to assistant director of TV under Director Worthington Miner.

LEE HATS GOES TV, TOO: Hot on radio are the Lee Hat interests of Danbury, Conn., sponsor of Drew Pearson, seeker of an FM station in Danbury (Supplement No. 14-P), projected sponsor of Pearson on TV hookup of DuMont's WABD-WTTG, Washington-New York. Pearson would be first regular commentator in TV, starts Dec. 17 or 19 for 13 weeks, telecasting from Washington for half hour with guest politicians, charts, films, etc. Commercial will be already-prepared industrial film. Sponsor was sold by ABC, account handled by Wm. H. Weintraub & Co.

This additional big-time sponsor for TV was announced in wake of unique contract-signing ceremony for TV time Monday. Chevrolet executives, seated in DuMont studios in Washington, signed for reported \$200,000 time deal (Vol. 2, No. 46) with DuMont people in New York, each viewing the other on twin screens. Campbell-Ewald's TV chief, Win Cass, arranged setup, seen presaging new type of business conferences in future.

COAL STRIKE AND TOWERS: Even before John L. Lewis' coal strike, steel output was running under demand -- so that radio construction faced that additional handicap. Now, if coal strike lasts any time, outlook becomes gloomier than ever, particularly for towers. Inquiry among tower makers, which we were conducting before the coal strike, elicited this information: Blaw-Knox was quoting 4 months delay, 6 months on special jobs; Ideco (International Derrick), 5 months delay; Wincharger (Zenith Subsidiary), 3 to 5 months. All complained they were not getting enough steel. Strip-steel user Wind Turbine Co. said it has been getting numerous inquiries because it promised 1 to 3 months delivery.

DIRECTORY OF ENGINEERS: Most noteworthy fact about our newly revised Directory of Consulting Engineers specializing in broadcasting (Supplement No. 12A herewith) since its first compilation some 13 months ago, is the growing number of practitioners since war ended. Same was true about radio attorneys (Supplement No. 11A). It's also significant that quite a few more are practicing in cities other than Washington. As was the case with the lawyers, just about all of radio's large contingent of engineers in war services are back now, partaking of the business opened up by FCC's increased activity in AM, FM and TV fields.

SIGHT AND SOUND: Pearson-Allen application for Baltimore's WBAL channel (Vol. 2, Nos. 38, 39) was consolidated into hearing ordered on WBAL license renewal—and FCC hearing is set for Jan. 13. Consolidation of cases, seen as acid test of Blue Book, was ordered on premise (in Ashbacher case) that competing applications must all be heard. Counsel are girding for legal battle royal, likely to string out long time and land in courts.

Unless promoters of projected new FM Assn. hire a paid executive, or borrow a fulltime organizer from one of its sponsoring companies, plan for FM-promotion setup may come to naught. Very little was accomplished at meetings this week, except for blessing from FCC at luncheon Monday. On Thursday New York group met with NAB's Secretary Arney, convention expert, with thought he might help them organize proposed all-industry meeting in January. But nothing was decided, next moves being left to committee: Hofheinz, Dillard, Asch (Vol. 2, No. 46).

Joint NAB-RMA industry committee to handle major radio problems—"including the development of FM, TV and other public services"—was appointed this week, is due to meet shortly. Named for NAB: T. A. M. Craven, Cowles Broadcasting Co.; William Fay, WHAM-WHFM, Rochester; Gordon Gray, WSJS-WMIT, Winston-Salem; Carleton D. Smith, WRC (NBC), Washington; James D. Shouse, WLW, Cincinnati. For RMA: Dr. W. R. G. Baker, GE; Walter Evans, Westinghouse; Frank Folsom, RCA; Paul V. Galvin, Galvin Mfg.; E. A. Nicholas, Farnsworth.

Washington area itself is salient example of FCC liberality in AM grants: with two more suburban grants Thursday, 12 stations are now operating or authorized—double number operating at beginning of year. And 5 applications are pending. This, in addition to 10 FM grants (7 of them to AMs), 4 TV permits.

Seven-hour AFRA-network session in New York Friday led to no agreement. Union's proposal networks cut off programs to non-AFRA stations is still crux of dispute, networks considering such action would constitute secondary boycott. AFRA still threatens nation-wide strike.

Telecast Inc., Roanoke Rapids (N. C.) movie operators this week told FCC town was too small to support one AM, two FM stations, so dropped its CP for FM. With week's grants (Supplement No. 44G herewith), totals are now: CPs, 372; conditionals, 224.

GE has mailed out hundreds of packages of FM promotional material titled, "How to Build an Audience for Your FM Station," and including promotion ideas, sample ads, spot announcements, booklets, window banners, program listings, etc. Incorporated also was clipsheet, which GE offers to supply on weekly basis, for free. Zenith did same thing several months ago, except its was in form of loose-leaf notebook and was accompanied by offer to spot FM sets in new station's area.

Overlapping coverage by commonly-owned AM stations, sometimes permitted by FCC, was attacked this week in petition by Attorney Paul Segal, who charged Commission with inconsistency since overlap is not allowed in FM and TV. Petition grew out of FCC's proposed decisions to allow WGAR, Cleveland, increase to 50 kw, producing overlap with WJR, Detroit, and to confirm present facilities of WJEF, Grand Rapids, to overlap with WKZO, Kalamazoo. Segal represents WADC, Akron, and WKBZ, Muskegon, which oppose respective grants.

IRE's 1946 Yearbook, listing names of more than 10,000 members, with business connections, office and home addresses, is now being delivered to membership; also included are directories of manufacturers and products. IRE will shortly move into its own new building at 1 E 79th St., New York City, plans its next convention March 3-7 in Hotel Commodore with engineering exhibit at nearby 34th St. Armory.

Army-Navy game at Philadelphia Nov. 30 is on agenda of TV pickups to be done by Bell Telephone under STA granted this week by FCC—frequencies in 4200-4400 mc band. Granted experimental CP for TV link between Los Angeles and Mt. Wilson was Southern Cal. Telephone Co., to use 3970 and 4170 mc.

ABC's new operating boss: Bob Kintner, named executive v. p. last week; he's a former Washington correspondent, joined ABC after Army service in 1944. In addition to being ABC's general attorney and secretary, Joe McDonald now is also a v. p.

FCC's FM section chief, Charles Hubert, is slated to take over Commission's New York field office, succeeding Al Guest, resigned, and Hubert's successor will be one of senior attorneys in Broadcast Division.

CBS expects to finish installation of rocket-type antenna for its reconverted WCBS-FM, New York, by end of next week; it's atop Salmon Tower Bldg. on West 42nd St.

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November 30, 1946

PEEK AT PHILCO'S TV SET: Best kept secret in a trade never noted for modesty or reticence, is the story of Philco's forthcoming line of TV receivers. You can't get a word out of Philco executives or employes. But discreet inquiries elsewhere reveal a few tid-bits of information -- enough to indicate that the sets are going to create quite a stir when the wraps are lifted.

This is what we've been able to learn thus far: Philco utilizes an exceedingly small cathode ray tube (3 to 5 inches) whose images are magnified onto a 15-inch screen. Magnification is through an optical glass, placed midway between tube and screen. Distance from tube to screen is said to be so short (perhaps 6 inches) that light loss is negligible. Considered outstanding is fact magnification is accomplished in such short distance.

Thus one distributor, saying he expects to have display models for his dealers in early January, remarked confidently that Philco sets will "revolutionize the industry, even though there isn't any industry yet." Philco itself did say, in displaying a non-working laboratory model at recent TBA convention (Vol. 2, No. 41), that its TV will have "the clearest and sharpest black-and-white picture ever achieved in television....superior to 16mm home movies." As for prices, models, etc., nothing is divulged yet.

RTPB AND COLOR TV: Here's how RTPB's Panel No. 6 voted, 18 out of 30 members present, at their last meeting on CBS's proposals for uhf color TV: 9-to-3 against the CBS-proposed standards, 9-to-4 against CBS's sequential method. The 3 favoring CBS standards were Dr. Peter Goldmark, CBS research chief; J. E. Brown, Zenith asst. v.p.; R. N. Harmon, Westinghouse. They were joined by Bendix's Frank Norton in favoring sequential TV systems (Vol. 2, No. 46) as against simultaneous. Six panelmen abstained from voting on first issue, 5 on second.

That gives you an idea of how the engineering fraternity may line up at FCC's Dec. 9 hearing. But Panel Chairman David B. Smith by then may also have an even clearer indication of how engineers feel about color TV when he completes a mail poll of all RTPB panelmen, one which it's hoped will be less an expression of "front office" policy. He will divulge results at hearing, at which he himself will testify in a dual role -- first, as spokesman for RTPB (Vol. 2, No. 45); then, as engineering v.p. of Philco.

Star Witness Smith asked to be subpoenaed for RTPB appearance, along with Electronic Magazine's Don Fink, chairman of RMA subcommittee on uhf TV standards.

Here's the rest of hearing lineup, based on appearances filed at week's deadline; note conspicuous absence of spokesmen for GE and Farnsworth, among others active and outspoken in TV field:

For CBS -- Frank Stanton, president; Adrian Murphy, v.p.; Lawrence Lowman, TV v.p.; Dr. Goldmark; Donald Horton, manager of TV Audience Research Institute; William B. Lodge, general engineering director; Paul H. Reedy, chief engineer, engi-

neering and research dept. CBS asked for 6-10 hours for Dr. Goldmark, 2 hours each for Murphy and Lodge -- indicating stress on technical aspects. Having requested the hearing, CBS will probably be first to put in case.

For RCA-NBC -- Dr. C. B. Jolliffe, executive v.p. of RCA Laboratories, and others to be named. Depending on how hearing goes, RCA may call up big guns like Sarnoff, Zworykin, Engstrom, et al., to counter CBS claims and tell story of its all-electronic TV developments (Vol. 2, No. 44, 45, 46).

For DuMont -- Allen B. DuMont, president, and T. T. Goldsmith, research director (to oppose proposed standards, also tell of their own work on polychrome and monochrome). For TBA -- Jack Poppele, president, engineering v.p. of WOR, holder of CP for TV in Washington, applicant in New York (to oppose standards). For Bendix -- A. C. Omberg, chief research engineer, and F. R. Norton (former to discuss Bendix activity in TV, latter technical and cost aspects, presumably including cost of custom-built receivers ordered by CBS). For Federal -- Norman Young, TV dept. chief (on color transmitting equipment) and Joseph Lampe (on price and delivery estimates). For Cowles Broadcasting Co. -- T. A. M. Craven (favoring standards). For Westinghouse -- R. N. Harmon (on color transmitters). For Zenith -- J. E. Brown.

For the Commission, sitting en banc, hearing will be conducted by Asst. Gen. Counsel Harry Plotkin, with Chief Engineer George Adair and TV engineering chief Curtis Plummer.

* * * *

A glimpse into still another all-electronic color development, DuMont's, was afforded Washington engineers Wednesday while its research chief, Dr Goldsmith, was demonstrating his "Photovision" (see story in this issue). DuMont's system, which will be described at FCC hearing, takes form of a cellular cathode ray tube. Each individual cell is triangular in shape, sides of each coated separately with a phosphor sensitive only to one color -- red, green or blue. Thus color picture is obtained by using 3-gun arrangement, electrons of which would energize only phosphors of its corresponding color. Approach is understood to be along lines of late Dr. Baird of England.

ORGANIZING FOR FM: Much the same personnel that sparked the now defunct FMBI, comprises NAB's newly appointed FM Executive Committee, announced Wednesday: Walter Damm, WTMJ-FM, Milwaukee, chairman; Gordon Gray, WMIT, Winston-Salem; John Shepard 3rd, Yankee Network; John V. L. Hogan, WQXQ, New York; Leonard Asch, WBCA, Schenectady; Lester Nafzger, WELD, Columbus; Everett L. Dillard, KOZY, Kansas City; Clarence Leich, WMLL, Evansville; Cecil Mastin, WNBK-FM, Binghamton; Matthew Bonebrake, KOCY-FM, Oklahoma City. Representing NAB board, which will pass on FM Dept. policies and activities recommended by committee, are Wayne Coy, WINX-FM, Washington, and Martin Campbell, KERA, Dallas.

Since NAB committee is powerless to promote FM as heavily as they desire, FM Association organizers are going ahead with plans for organizational meeting in near future. Encouraged by warm support of FCC (Vol. 2, No 47), Messrs. Hofheinz, Asch and Dillard meet in Washington Tuesday to settle time and place of first FMA meeting. FCC's Acting Chairman Denny, in letter to group, told them, "It is highly gratifying to know that your group has now embarked on a crusade to carry the story of FM to every radio listener in the land."

MORE RADIO EDITORS: Whatever the reason -- more available space, growing popular interest, prospects of lush advertising again from radio manufacturers -- trend toward more news about radio itself is discernible in more and more newspapers. This week, New York Post started column titled "Radio and Television" edited by Paul Denis, heading staff of 4. Last week, Denver Post added columns on both radio and recordings -- naming Reporter Ken White to do former. Recently, Gannett Newspapers engaged Paul Luther, freelance of Larchmont, N.Y., to write a syndicated column on radio. Most radio columning deals with news and personalities, with special attention to highlighting day's features in advance.

\$300 MILLION BUSINESS: Official FCC accounting figures for 1945, released Friday, put American broadcasting revenues at \$299,338,133, income before Federal taxes at \$83,584,288. Revenue figure compares with \$289,104,643 in 1944. As FCC's accounting dept. breaks down the 1945 figures for 4 nation-wide networks, 6 regional networks, 901 standard stations, they took in this much money: networks (including 10 key stations of nation-wide networks), \$86,994,253; 18 other managed and operated stations (national and regional networks), \$14,004,265; 873 other commercial stations, \$198,339,614. All but a handful of stations made money, says accounting dept., in issuing its annual statistical tabulations for last year.

GRID TELECASTS CLIK: Overheard on leaving NBC's Washington studios, after viewing first-rate telecast of Penn-Cornell game Thursday (Atlantic Gas, sponsor): "Boy, oh boy, that's the way to watch a football game!" Buddies of the young veteran, one of the contingent from Walter Reed Hospital, nodded or grunted their agreement. Throughout the show, they had sat as enthralled and excited as if they were in the grandstand. In fact, most eagerly sought tickets in capital today are to grid game telecasts, which NBC is taking off the coaxial pending completion (probably in Feb. or March) of its own station, now being constructed in Wardman Park Hotel. This Saturday, it is accommodating 250 guests, including ranking military and newsmen, at Army-Navy game (Goodyear, sponsor), using 9 receivers. As merchandising tie-in, in New York and Philadelphia, RCA issued simulated stadium tickets "reserving" seat for recipient in dealer viewing rooms.

SLOW WEEK FOR FM: Lean meat of Thanksgiving week was FM, FCC granting only one conditional -- a Class A to Brooklyn Broadcasting Service Inc., New Rochelle, N.Y. (Supplement 14-L), which was disappointed by FCC ruling some time back that no Class A's were permissible in Brooklyn. (Grant will be included in next Supplement.)

UAW-CIO, FM conditional holder in Detroit, ran into competition when it applied for AM there. In hearing Monday, with 3 others applying for same facilities (680 kc, 250 w, daytime), union heard charges by competitor that UAW's charter didn't specifically permit engaging in broadcasting business and that it didn't have enough funds to start station. Union asserted that charter was broad enough to cover broadcasting, that it had enough money and could get more by membership assessment. It's also seeking FMs in Cleveland, Flint, Chicago, Newark.

Meanwhile, it appeared FM Legal Section of FCC, without chief since Charles Hubert was named New York office head, might get genial, able Sam Miller back. Possibility is that Miller, now bossing Hearing Section, may take on old FM job in addition, now that Hearing Section work load is due to decrease as new Administrative Procedures Act is implemented. In interim, FCC's trio of FM attorneys -- Hall, Mallyck, Stevens -- continue competent job of processing applications. Score so far this year: 709 processed, 198 pending.

'PHOTOVISION' BY DuMONT: This is the significance claimed for DuMont's "Photovision" for TV relays, as disclosed Wednesday by its youthful research chief, Dr. Thomas T. Goldsmith, before exceptionally large turnout (over 400) of Washington members of American Institute of Electrical Engineers:

(1) Using light frequencies for transmission, it takes advantage of plentitude of channels in light spectrum, thus overcoming scarcities in radio frequencies. (2) Cost of relays can be cut to fraction of coaxial cable cost. Goldsmith estimated New York-Washington link, with relays every 5 miles, would cost only about \$30,000. (3) For studio-transmitter links (STLs) where distances are short, system could be utilized to beam video from remote point to telecast transmitter, or from central transmitter to theatres for large-screen showings. (4) It eliminates ghosts, due to sharply defined beam, and maintains resolution of picture. Goldsmith said coaxial pictures lose 40% of definition. (5) It can be used for color.

These are potentials of "Photovision." Drawback, admitted by Goldsmith, is that system won't work in fog, though he added this is being overcome. Demonstration took place over 10-foot space. Five-mile demonstration, with both video and

sound, is scheduled soon -- possibly using DuMont's WTTG, Washington, soon to install new 5 kw transmitter and antenna, which Friday received an STA for commercial operation. Dr. DuMont is inventor of system, which is similar to sound modulated light beam communication apparatus used previously, notably by war services (Photophone). Outstanding characteristic is successful modulation of 600,000,000 mc beam with a 5 mc signal. New \$1,795 DuMont receiver used in demonstration, shown first time, excited even more interest than "Photovision."

PORTER PLANS UNCERTAIN: It's practically certain Acting Chairman Charles Denny will be named FCC chairman, now that Paul Porter, in resigning from OPA Friday, indicated he intends to leave Government service. That means a Democratic vacancy, which best guess is President Truman will fill with political appointee -- probably an outgoing Congressman. Denny's term runs to 1951, Porter's unexpired term to 1949. Porter hasn't made up his mind what he's going to do next. First, he said, he'll wind up OPA duties, help his staff get jobs elsewhere; in week or so he goes South for rest. Then he'll decide whether to consider BMI presidency (offer got lots of publicity, never reached terms-talking stage), or take some other job.

SIGHT AND SOUND: AFRA strike apparently has been averted, the major networks and AFRA reporting Friday that they had found a "workable solution" of principal issues, which have been resolved to satisfaction of both parties. No details were given, except that 2-year contract is in sight.

First round in Petrillo case testing Lea Act (Vol. 2, No. 45) is scheduled for decision Monday, Dec. 2, in Judge Walter J. LaBuy's Federal district court in Chicago. He'll rule on AFM counsel's motion to dismiss on grounds Act is unconstitutional. If he upholds Act, Petrillo goes on trial in WAAF "featherbed" case (Vol. 2, No. 24). If he holds Act unconstitutional, Government can appeal directly to U. S. Supreme Court.

Some liberalization of mechanical reproduction (transcription, recording) announcement rule (Sec. 3.407) is due, if tenor of FCC's questions during en blanc hearing Monday is any indication. Best guess is that no announcement will be necessary for spots of less than 5 minutes, that present regulation will remain in effect for longer recorded programs.

Polishing up old Part I of FCC's Rules (Rules Relating to Organization and Practice and Procedure) is amendment released last week, changes to go into effect Dec. 2. Changes were spurred by suggestions from within and without FCC. Write Commission for Mimeo. 864.

Two radio legalites played major roles in last week's Amvets convention in St. Louis. Raymond Sawyer, 37-year-old FCC Broadcast Div. senior attorney, was elected national commander, and William A. Roberts, of Roberts & McInnis, as Amvets counsel, acted as convention parliamentarian. Sawyer will leave Commission to devote full time to his new \$10,000-a-year post.

French TV experts Stephane Mallein, Yves J. Angel and Gerard J. Lehmann, who visited NAB and FCC this week, explain that diverse reports on French TV developments are probably due to fact that various American observers saw different systems-- one company is working with 1,050-line TV, another with 890-line.

FCC assigned Channel No. 4 (66-72 mc) to Farnsworth's experimental TV station W9XFT, Fort Wayne, this week when it granted license to cover pre-war CP. License calls for 4 kw visual and 6 kw aural power.

J. I. Baird Co., British firm planning to install large-screen TV in London newsreel houses, announced Friday it will demonstrate 3-dimensional color TV in January.

Raytheon, microwave relay proponent, now operating New York-Boston link, this week received CPs for experimental stations in Chicago and Martinsville, N. J., beginning of Chicago-New York relay system. Estimated cost of Martinsville station is \$15,000; Chicago, \$85,000. Frequencies authorized: 3,700-4,200 mc, 5,850-6,350 mc, 10,500-11,500 mc, 16,000-18,000 mc, 26,000-30,000 mc.

RCA's most frequent public speaker on TV subjects (100 speeches in last 15 months), Dan Halpin, who has been working on TV since before the war, this week was appointed RCA Victor TV set sales manager under H. G. Baker, general sales manager of Home Instruments Dept. And Chicago engineering products sales manager, A. R. Hopkins, was this week appointed manager of communications and electronic equipment sales under W. W. Watts, v.p., handling broadcast and TV among other equipment.

New York Times, Nov. 27, devotes 2 columns to letter from Prof. Alexander H. Pekelis, consultant to American Jewish Committee, taking legalistic opposition to Columnist Arthur Krock's attack on FCC for allowing AJC to intervene in New York News FM case (Vol. 2, No. 46). FCC has right to probe News editorial content since it has broad discretionary power in competitive applications, he argues, and News itself invoked its newspaper policy to support its case. Krock replied sharply next day--and debate will probably continue until FCC decision (unless editors tire of printing it).

Flood of table-model radios now deluging market does not mean market for big sets, including FM combinations, is being killed off. At least, that's conclusion in survey of 3,000 recent buyers of small radios, conducted for Electronic Corp. of America. There will be a continuing market for small radios, it was determined, but few purchasers of such sets regard them as their "ultimate." They want bigger sets, and 32% said they wanted FM when they buy consoles.

Radio Daily reports New York Yankee baseball club is asking \$80,000 for TV rights to next season's games, or approximately \$1,000 per home game, with NBC, CBS, DuMont all supposed to be bidding. CBS already has signed Brooklyn Dodgers home games, price undisclosed.

Carl E. Smith, engineering v.p. of WHK, Cleveland, president of Cleveland Institute of Radio Electronics, and chief proponent of circular polarization for FM (Vol. 2, Nos. 43, 45), has authored "Directional Antennas," 300-page book which includes 238 pages of patterns. Book is available from CIRE, Terminal Tower, Cleveland, at \$15.

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December 7, 1946

TOLEDO GETS 39th TV: One more city is assured TV service, with FCC's Thursday grant of CP covering Toledo's sole TV channel to Fort Industry Co. (WSPD-George Storer) -- Channel No. 13 (210-216 mc), 27.4 kw visual power, 14.4 kw aural power, 524 ft. antenna height. That brings CPs to 39 (as your Supplement No 18-A will show, if you have kept it up-to-date). Applications still pending now total only 28, for FCC this week dismissed Institutum Divi Thomae Foundation (Cincinnati) and formalized previously reported dropout of Conn. Television Co., Darien, Conn. (Vol. 2, No. 45) -- both for "lack of prosecution."

PETRILLO AND THE LAW: Radio's real ruler wins first round in case of U.S. vs. James C. Petrillo -- Judge LaBuy in Chicago Federal court holding Lea Act unconstitutional (full text of opinion in Supplement No. 35-A herewith). Next move is Government's -- an appeal to U.S. Supreme Court, which the Solicitor General immediately authorized and which, judging from temper of Dept. of Justice and Administration, will be pressed vigorously for decision this session.

Court opinion was frankly disappointing to all who have felt arbitrary hand of AFM boss, especially to broadcasters (facing prospect of more feather-bedding practices than ever); to FM (debarred from duplicating AM programs with music); to TV (debarred from using musicians and musical films). It evoked varying responses:

Rep. Lea, author of the Act (which House passed 186-16, Senate 47-3), didn't like decision at all, disagreed with Judge LaBuy's law, said "we must now look to Supreme Court as controlling authority," expressed confidence in ultimate outcome. MAB, Petrillo's bete noir, had no comment -- its head, ex-Federal Judge Miller, saying matter was still before the courts.

Unlike that other czar of labor, John L. Lewis, who fared somewhat less fortunately in another Federal court this week, Petrillo was bursting with good spirits -- like the coal boss, apparently, caring as little as ever for public opinion and ultimate effect on labor movement as whole. Said Petrillo, "Thank God for the Federal court [which] preaches and practices free speech, Americanism and democracy."

Press opinion, generally lined up against Petrillo, seemed unsurprised by verdict, some agreeing Lea Act was class legislation that does not reach root of evils epitomized by excesses of Lewis and Petrillo. New York Times' Arthur Krock apparently saw significance in fact Judge LaBuy was appointed in 1944 "to hold Chicago Polish vote." Same newspaper speculated on fate of appeal to Supreme Court, in light of fact that "no Federal statute has been declared unconstitutional by that body since 1936."

THE DuMONT SET STORY: DuMont broke with big ad displays this week to announce its plush line of teleshets -- two models at \$2,495, four at \$1,795, one at \$795. Beautifully styled period and modern cabinets are featured, including AM, FM, phonograph, shortwave. All are direct-view, tubes being 20, 15 and 12 in., respectively. Orders are being taken "for earliest delivery" of all but one of the \$2,495 models

(Hampshire), by some 25 dealers in metropolitan areas within range of New York's TV stations. Advertising campaign continues through month, first ads appearing Friday in World-Telegram, Sun and Newark News, Sunday in Times and Herald-Tribune.

Hopes for large-scale deliveries are dim, production being hampered by cabinet shortage and now by coal strike. Despite bid for Xmas trade and apparently good cream market, it's questionable whether as many as 1,000 sets will be delivered by year's end. As for other markets, DuMont isn't ready for them yet, though it will soon have some sample sets in hands of a few dealers in other cities. Entry into low-price field awaits well into 1947, or until carriage trade is plucked.

* * *

Not so well-heeled as RCA, (whose line is described in Vol. 2, No. 44), nor quite so promotion-wise as DuMont, but concentrating in the lower price range, is Viewtone. Only model it now makes is called the "Adventurer," a TV-AM console with 7-inch tube (giving picture about 5x6). Set is wired to receive only 3 stations, maximum now operating in any city (New York), but provision is made for 6 channels and these can be added as ordered. It sells for \$279.95, plus \$45 installation charge, \$30 for addition of circuits. Farnsworth's forthcoming set also is reported to be 6-channel affair, with circuits tuned for individual city reception.

MANY GRANTS, FEW HEARINGS: FCC is now converting FM conditionals into CPs, applications into conditionals, considerably faster than new applications are being filed. New requests are being received only in dribbles, despite fact Chairman Denny urged AM recalcitrants to get on FM band-wagon during recent NAB convention (Vol. 2, No. 43). This week Commission announced 25 CPs, 11 conditionals (Supplement No. 44-H herewith), making totals 397 CPs, 210 conditionals.

Commission Friday released new hearing schedule for broadcast applications, mostly AM, Starting Jan. 6, 1947, it fixes times and places for 116 hearings involving 206 applications. Comparative FM hearings in only 5 cities where there are more applicants than channels have been ordered as follows: Baltimore, Feb. 3; Springfield-Chicopee, Mass., Feb. 5; San Diego, Feb. 6; Charlotte, March 5; Atlanta, April 7. A few other individual FM hearings are ordered for such other reasons as overlap, AM renewals, etc. You can get full hearing schedule from FCC by asking for Public Notice 1408.

NEXT BIG TV BUILDUP: Next big promotion planned for TV will be televising of opening of 80th Congress in January, with NBC camera crew doing pickup and feeding into coaxial to Philadelphia and New York stations. As it did with prizefighting and football, NBC will doubtless continue cooperating with DuMont's Washington outlet (now WTTG) for local telecasts. Receiving sets will be placed in Capitol, in Senate and House office buildings, National Press Club, etc. for group viewing. In addition to few dozen private sets now in use in capital, Statler Hotel (like New York's Pennsylvania and New Yorker) has purchased sets for guests. Three were installed in Veranda Room, one in manager's office, for recent Army-Navy game, more are planned. Politicos, enthusiastic about TV after seeing Louis-Conn and other shows, are talking already about availability of TV facilities dictating sites of presidential nominating conventions in 1948. City without TV, especially if not on coaxial link with other stations, may automatically find itself ruled out.

TV SIGNS UP MORE SPORTS: As J. Walter Thompson agency, on behalf of Ford, casts an eye on what baseball games it wants to sponsor on television next season, DuMont this week signed exclusive rights to 77-game 1947 schedule of N.Y. Yankees. CBS earlier had signed up Dodgers, and NBC's John Royal was reported in Los Angeles to make deal with President Stoneham for Giants. DuMont, in addition, signed up next season's 7 home games of N.Y. Yankee football club. Next big TV sportscasts will be basketball, and Chicago's WBKB reports it has added Chicago Stags pro games to its schedule. Tactic of TV entrepreneurs seems to be: first get exclusive rights to sports (most popular thing on TV), then sponsors will follow as sets increase.

WHERE TV STARTS NEXT: Keep your eye on Washington, Detroit and St. Louis as next TV boom centers. They will have first stations to go on air post-war, and manufacturers may be expected to channel quotas of their receiver production to those cities. In fact, RCA has already sent a few dozen new sets into Washington (our own is being installed as we write this). More may be expected as more stations go into regular operation -- although RCA dealers have taken orders for 10,000 sets in New York City alone since "T" Day (Vol. 2, No. 44), which is more than its entire scheduled 1946 production.

Washington now has DuMont's WTTG operating sporadically, telecasting both DuMont and NBC New York programs off coaxial. New 5-kw transmitter will be installed this month in Harrington Hotel, in about center of saucer-shaped Washington. But present 700-watt signal from antenna 216 ft. above ground (atop Harrington) even now enables FCC commissioners, engineers and others with sets to get good reception both downtown and in residential sections.

First on list of promised RCA transmitter deliveries are: (1) NBC's WNBW, Washington, whose 150 ft. tower atop Wardman Park Hotel is being completed, its transmitter room ready, studios coming along; (2) Washington Star's WTVW, which has 2 Orthicons already delivered, plans laid for transmitter on American U campus, but fulfillment of order for tower not yet in prospect; (3) St. Louis Post-Dispatch's KSD-TV, whose studio is nearly completed and for which work has started on tower base and last concrete poured for transmitter house. They are now promised delivery in February.

These jobs will run \$160,000 to \$170,000, but that's for transmitting equipment only and does not include cost of real estate, tower, studios, etc. After Washington and St. Louis deliveries, RCA hopes to be able to deliver 2 to 4 installations per month to other grantees (Supplement No. 18A) from whom it has orders.

Racing to be first post-war commercial TV station on air is Detroit News' WWDT, whose start is now postponed to about Jan. 15. Its Penobscot Bldg. tower is up, temporary studios in newspaper plant being readied, plans laid for 4 hours of telecasting daily, 7 days per week, mostly sports and news events. Sponsors have already spoken for half the schedule. DuMont equipment is being used. Only other DuMont transmitter sale as yet disclosed is to Scripps-Howard for Cleveland.

EVE OF BIG TV HEARINGS: Here are the four main points to keep in mind as pros and cons of CBS's proposed uhf TV standards are expounded before the FCC Monday, and probably all the rest of next week:

- (1) Systems. The contending systems are sequential vs. simultaneous.
- (2) Standards. Major consideration is whether proposed ceiling is high enough to permit utilization of future developments.
- (3) Receivers. Corollary to first two is question whether receivers can be made that will accept both high and low band signals.
- (4) Colorimetry. Physics of color will play big part in hearing.

Several new appearances were filed this week, so that now the lineup and tentative order of testimony is: CBS, RTPB, RMA, RCA, Philco, DuMont, Westinghouse, Cowles, Zenith, TBA, Federal, Bendix, Farnsworth, Continental Television, Emerson, Federal Telecommunications Lab, Thomascolor. In addition to those reported last week, CBS will present report on antennas and propagation by Andrew Alford, wartime asst. chief of MIT's famed Radiation Lab. Thomascolor (new method of making and projecting color movies) will be represented by Carl Haverlin and E.C. Page, MBS vp's but appearing in private capacities. Continental (Boston) will report on its uhf tests (Vol. 2, No. 34), for which it got experimental TV license this week for 580-630 mc.

Pre-hearing sidelight: Neatly timed, but not very well executed, says our New York reporter, was unveiling of Bendix color TV receiver with 12-inch-picture, Wednesday. Reception from CBS color laboratory (live and film) was marred by both transmitter and receiver difficulties. However, picture was brightest yet seen, with remarkable clarity, though reception quality fell short of previous CBS showings. Bendix made sets on CBS order, is expected at hearing to give cost figures.

FCC has become so TV-conscious since monochrome vs. polychrome issue was

ordered to showdown, that TV Engineering Chief Curt Plummer and staff conducted two-a-day seminars all this week for top echelon staffmen. FCC itself has set aside Monday, Dec. 16, for another field foray -- first to New York, to do some testing on its own of CBS uhf signal propagation in various parts of city; then to Passaic, to look over DuMont TV set production (as it already has RCA's and Philco's).

FMA MEETING SET JAN. 10: Complications of full-scale convention (lack of time, scarcity of hotel accommodations, no one man to organize and run affair) caused projectors of new FM Assn. to abandon plans for New York meeting, decide instead on one-day business session in Washington's Hotel Statler Jan. 10. Invitations to attend go out Dec. 10 to all FMers, plus manufacturers, transcription companies, news services, etc. Four-page membership form asks FMers detailed data on operations or plans. They are also asked to pay \$100 membership fee in advance of meeting, which will elect officers, discuss promotion plans, perhaps name executive director.

SIGHT AND SOUND: It's open season again, now that Charles R. Denny has been upped to FCC chairman, for speculation (usually guesswork) on who will get vacancy. At moment it looks like it will be deserving Democrat, probably, as so often in past, without any radio background. Known to be urged upon President Truman are: Maj. Gen. Harry C. Ingles, Army Chief Signal Officer, due to retire in June; Maj. Gen. Frank E. Stoner, Asst. Chief Signal Officer, now heading UN's telecommunications committee; Commodore E. M. Webster, wartime Coast Guard Chief Communications Officer, now directing telecommunications for Federation of American Shipping, an ex-FCC asst. chief engineer under Comr. Jett when latter was chief engineer. And while we're in the speculative realm, here's one from *Printers Ink*, Nov. 29, day Paul Porter's resignation from OPA was accepted: "He may resign any minute to become president of the American Broadcasting Co."

If a transcribed program runs 1 minute or less, broadcasters don't have to announce it as such. That's the only change FCC made in its rules respecting mechanical records, hearing on which was held last week (Vol. 2, No. 48). FM Rules Sec. 3.288 (Supplement No. 7) and AM Rules Sec. 3.407 were changed only by the addition of this sentence to paragraph (c): "Provided, however, that each such program of one minute or less need not be announced as such."

In filing for FM, new applicants generally haven't asked for specific channels, since one is about as good as another. But Regional Broadcasting Co., Chicopee, Mass. (Supplement No. 14-F), scheduled for hearing with Springfield area applicants Feb. 5 (now 5 for 2 channels), points to requirements of Communications Act and asks for particular channel. Attorneys are curious what FCC will do about it. Conceivably, if permitted to specify channel none other has requested, Regional could petition for immediate grant.

Electronic Engineering, published in London, in November issue shows picture of new Philco TV receiver, resembling sloping-front desk when closed, with push-button raising lid to bring up viewing screen. There are 3 controls -- for brightness, sound volume, sound tone. Circuit is 16-tube t.r.f., with 12-in. tube. Inquiry at Philco here elicits information that this is British set only, made by independent British company, not to be confused with forthcoming American models (Vol. 2, No. 48); that Philco has not yet set date for distributor convention, when it will first unveil its still "top secret" receiver.

CIO's official stand on FM, contained in report on radio approved at recent Atlantic City convention, repeats allegation of "conspiracy" against FM: "Radio manufacturers have tried to unload outmoded radio receivers on the public at inflated prices. Certain large broadcasting interests have sabotaged the early and rapid development of FM." Report also regrets grants to newspapers, urges unions to get FM -- especially in rural areas "to dissipate the distorted views of labor held by certain segments of the farm population."

TV got such impetus from RCA's recent 5-day demonstration in Mexico City--highlighted by bullfight telecasts--that Latin American broadcasters are considering TV service for their respective countries, reports Meade Brunet, RCA International's managing director. Demonstration drew 32,500 persons. And DuMont's crew, after making portable TV cynosure of recent Miami Exposition (with WGBS) is now demonstrating in Havana, where Compania Importadora de Lubricantes, S.A., expects to have DuMont-equipped station in regular operation in 6 months.

Pearson-Allen petitioned FCC this week in renewed attempt to get WBAL's past performance in Jan. 13 hearing record; they were disappointed when FCC failed to include question of station's Blue Book discrepancies in issues announced 2 weeks ago (Vol. 2, Nos. 38, 39, 47).

New company going into manufacture of magnetic paper tape for recordings is Indiana Steel Products Co. Valparaiso, Ind., whose research engineer, Hugh A. Powell, gave demonstration Tuesday in Chicago; company engineers estimate cost of 30-minute spool at \$1.50, compared to \$5 for wire.

Although Bendix took wraps off its color TV receiver this week (see story this issue), it's not passing up mono chrome market. Company will show pilot model of 10-inch direct view black-and-white set at Chicago Furniture Mart beginning Jan. 6. It will also reveal FM line, schedule for February production.

New peak-limiting amplifier, developed by E. E. Schroeder, WBBM-CBS, Chicago, is "good, better than most, according to engineers familiar with it; GE is now making it under designation "BA-5-A Auto Gain."

RCA is sampling some dealers with its less expensive TV model, the 62ITS, with 7-inch tube, due to retail at \$225, plus installation and servicing charge.

BBC may film own news or features for TV presentation under new 5-year charter effective Jan. 1. London reports this ends deadlock with opposing film industry.

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December 14, 1946

3-4 MILLION FMs IN 1947: Audience-hungry FM broadcasters may get some solace out of "educated" estimates of 1947 FM production heard during RMA conferences in New York this week. Consensus was that FM should constitute 3-4 million out of 13-18 million total. RMA President Cosgrove (Crosley) predicted 20-25% of total would have FM, said 90% of consoles would include FM. Most of year's production, of course, would be AM table models; high 18 million figure includes reviving export trade. Mr. Cosgrove estimated 320,000-360,000 TVs.

Optimism, however, can be tempered by prospect of November figures, due next week, which indicate FM production rate little better than October's (23,793). Likelihood is that entire 1946 production will run 150,000-175,000 FMs, far short of 350,000-400,000 estimate of GE's Dr. W. R. G. Baker at NAB convention (Vol. 2, No. 43). RMA intends to feature FM and TV heavily in \$50,000 promotion campaign beginning next year, carrying theme "a radio in every room."

COLOR AT THE CROSSROADS: No matter how the FCC decides the color TV issue -- and the outlook for adoption of CBS's proposed uhf standards doesn't loom very bright -- observers at this week's FCC hearings were agreed on one thing: the knowledge and literature of TV have been immeasurably enriched by the brilliance of the cases laid before the Commission by TV's ablest minds.

Indeed, it was generally conceded that more is known about color TV today than about black-and-white when it was approved in 1941, only to have its commercial progress stopped dead by war. What the FCC must decide is (1) whether, having given one system its blessing, it should abandon it in favor of a new system, which is subject of bitter dispute; or (2) whether to authorize two incompatible systems to operate in what would inevitably become a life-and-death competition.

Even at this writing, with hearing scheduled to resume "sometime after Jan. 6" it is certain present low-band TV will not be abandoned or even discouraged by the Washington authorities. Too many broadcasters and manufacturers are embarked in it. Most of commissioners themselves are enthusiastic TV fans, and like the black-and-white images; and popular acceptance of today's service, albeit still limited in scope, lends to belief they would hesitate to place any obstacle in its path.

If the FCC should caution delay, while agreeing that the ultimate in TV is color, we have this testimony of CBS President Frank Stanton: If uhf color standards are not approved now, CBS cannot continue its work in color. That means even limited FCC approval will not have backing of the company that has poured \$2,000,000 into this development.

Now that all parties to the hearing (except DuMont) have had their say, they will next spend their energies on cross-examination and rebuttal designed to break down one another's cases. Hearing was adjourned Friday, after 5 full days; Monday, FCC and top staffmen go to DuMont plants to look over its production line and DuMont's electronic color development. Same day they will inspect CBS's re-

cently completed dual-band receiver (for low-band monochrome as well as high-band polychrome), which is Dr. Goldmark's answer to allegations his sequential system would obsolete monochrome sets.

Reducing to its essence the week-long technical testimony -- noteworthy for the keen respect the statements of such men as Goldmark, Lodge, Smith, Jolliffe, Kell, et al., commanded -- the hearing shaped up about like this:

CBS says color TV is ready now, is vastly superior to black-and-white. It claims its sequential system is better than any yet devised; that it will permit of future development; that uhf offers propagation characteristics good enough for color TV; that, although it doesn't regard interchangeability as a major consideration, it has developed a dual-band receiver; that FCC should adopt uhf standards, and let public choose between polychrome and monochrome.

Additionally, CBS asserts RCA's simultaneous color system (Vol. 2, No. 44) was tried many years ago, found wanting, still has same defects as then -- lack of flexibility (3-tube cameras and receivers); inability to utilize present coaxial cables for networking; transmission difficulties.

RCA rests its case not only on fact that black-and-white already has FCC go-signal and that public is already buying receivers and getting satisfactory pictures. It also bases opposition to CBS proposals on: lack of interchangeability of sequential system with present monochrome; inexperience with, and uncertainty of uhf propagation characteristics; inadequate field testing of system; flicker, color fringing, color breakup; lack of full color fidelity; picture brightness kept at uncomfortably low level; lack of flexibility in networking. In addition, RCA advances its own simultaneous method of color TV -- though asserting it is not yet ready, won't be for 4-5 years, then can easily be fitted into existing pattern.

Each of these arguments, plus questions of cost and availability of transmitters and receivers, plus other technical and trade data, was subject to long disquisitions, pro and con -- still to be fought out in cross-examination. Siding with CBS position were: Bendix, Cowles, Federal, Westinghouse, Zenith. Allied with RCA position were: Television Broadcasters Assn., Philco, Farnsworth, Emerson, Thomascolor, Sonora (latter by mail). Then there was Continental (of Boston), proposing use of uhf for high-definition monochrome.

RTPB video panel entered what might be called a demurrer, although it carefully termed its presentation an "interim report." Indeed, CBS's inability to obtain support of RTPB's 30 members (Vol. 2, No. 45), organized at FCC's behest as a cross-section of industry's best engineering talent, militates probably more than any other single factor against CBS's brilliantly-publicized effort to sweep the radio industry into its camp.

On establishment of color standards now, 11 RTPB panelmen had voted no, 3 yes; on compatibility of simultaneous system with present monochrome system, 9 had favored, 4 opposed. Results of RTPB questionnaire mainly bore out report's implication that further work should be done before color standards are set; indicated most panelmen favored 60-frame speed as against CBS-proposed 48-frame speed. But CBS spokesmen were inclined to deprecate importance of these votes, saying they were sure Commission would take into consideration company affiliations of voters.

EXCISE TAX ON TV SETS: With RMA's Excise Tax Committee, under Chairman Joseph Gerl (Sonora), preparing to hit new Congress for excise removal or reduction, DuMont approached Bureau of Internal Revenue this week for ruling on what is taxable in TV sets, i.e., what parts come under 10% excise tax. RCA, which got ruling in September, submitted list of portions of TV combinations which are in radio or phonograph sections of sets (taxable) and list of parts in TV section only (non-taxable). Bureau said list was satisfactory, that tax could be computed on RCA's list. From wording of ruling, it would seem that TV sets sans radio and phonograph are not taxable. Presumably, DuMont will get same sort of answer.

STRAWS IN THE TV WIND: Back into the TV swim this week came Milwaukee Journal, AM-FM pioneer and pre-war holder of CP for Channel No. 3, which it dropped last May on plea it preferred to experiment with uhf (Vol. 2, No. 18). Without even waiting for FCC to resolve low vs. high band argument, Journal reapplied for No. 3 (60-66 mc), proposing 5 kw video and aural and asking (though rules require at least 500 ft.) that it be permitted for time being to use old 300-ft tower originally designated. Thus it can get on air reasonably soon, for it already has much of necessary equipment. Application says RCA transmitter is on order, proposes total \$390,500 expenditure on TV plant, including these major items: transmitter, \$78,000; antenna system, \$88,750; studio, \$93,000; building, \$102,000.

Milwaukee Journal application, only one from that city (though it is entitled to 4 channels) and first new one for TV to be filed in many months, reached FCC at about time it was advised Dorothy S. Thackrey (New York Post) had withdrawn from New York and San Francisco, though retaining Los Angeles application. This necessitates rewriting of nearly-ready report on New York hearing (5 now seeking 4 channels), and we're now told neither New York nor Los Angeles hearing reports will be ready before Christmas. (Mrs. Trackrey's WLIB, incidentally, also dropped out of New York FM contest this week, having previously withdrawn FM in Los Angeles and San Francisco, too.)

Another significant TV note: Zenith's J. E. Brown, testifying at FCC hearing Wednesday in support of uhf color TV, repeated Comdr. Gene McDonald's avowal Zenith has no faith in black-and-white, will never manufacture low-band sets. Thereupon, he was asked by Comdr. Jett what Zenith intends to do with Chicago TV grant it got last May (Vol. 2, No. 18). Brown replied it may be assumed it will be dropped, which means 3 channels are still available in Chicago.

JUMP IN FM APPLICANTS: After long hiatus, new FM applications filed with FCC showed sudden spurt this week (Supplement No. 14-Q herewith). Seven arrived in last 2 days, making total of 22 since issuance of Supplement 14-P. All applications, incidentally, are now being recompiled and collated, along with grants, into a new FM Directory we will issue first week in January. This will be kept up to date with regular addenda, then republished quarterly.

Vast majority of latest applicants are AM licensees or applicants, including proposed purchasers of WOOD, Grand Rapids, Mich., and late-coming Citizen-Times of Asheville, N.C. (WWNC). Latter may have difficulty getting channel since all 3 currently assigned that city have been granted. Noteworthy also is withdrawal of WLIB from New York FM contest, leaving 16 for 5 channels, while New York News filed long and vigorous brief claiming editorial policy of newspaper applicants was no concern of FCC; it added American Jewish Congress charges of editorial bias were untenable, anyway (Vol. 2, No. 48).

NEXT TV SET PRODUCERS: Next brand-name TV set to be offered public, now that RCA and DuMont lines are out (Vol. 2, No. 44, 49) will come from General Electric -- some time next month. It will be console with 10-in. tube and with AM, costing around \$500. Later in year, GE's costlier TV-AM-FM-phonograph combination will be ready. Production at Bridgeport receiver plant is still limited, as with others, by materials and components shortages.

Early in 1947, Philco's still hush-hush set (Vol. 2, No. 48) should be unveiled. Also Farnsworth's, whose engineering v.p., B. Ray Cummings, at FCC hearing Thursday reported this 1947 production schedule (prices all approximate and not including \$50-\$60 installation-servicing cost): table model, TV only, \$350, due February, 15,000 sets; console, TV and AM, \$500, due April, 5,000; console with AM-phonograph, \$650, due May, 3,500; console with AM-phonograph, \$800, due August, 2,500. All will have 10-in. tube, tune in 8 channels.

New Viewtone table model, 7-in. tube, TV only, is due next week, priced at around \$225 as compared with previous \$169.50. Company is now making 7-in. TV-AM,

retailing for \$279.50. Its estimated 2,500 sales to date include 500 sent to Philadelphia, Albany-Schenectady-Troy, Washington, Detroit, and initial shipment this weekend to Chicago. Viewtone's goal is 200 sets per week.

RCA's VIDEO PRODUCTION: Here are facts about RCA's TV production, keystone to whole industry, as disclosed at FCC hearing Friday by RCA Victor's George Beers:

Set production up to Dec. 1, only 2,950 -- but 8,000 will be total for year (which impelled RCA Lab's Dr. C. B. Jolliffe to estimate that by end of 1946, between 15,000 and 20,000 receivers will be in hands of public, counting pre-war sets). Orders have been placed on RCA manufacturing departments for 90,000 sets, having total retail value of about \$36,000,000. Estimated 1947 production is 160,000 sets, retailing for about \$65,000,000. Production schedule first two quarters of 1947 calls for 25,000 each, third quarter 50,000, fourth quarter 60,000.

As to transmitters, \$6,000,000 worth of monochrome equipment is now being manufactured -- including 40 transmitters and antenna systems, 150 Image Orthicons, 205 monitors, 50 film projectors and cameras, 75 synchronizing generators.

SIGHT AND SOUND: Federal is now promising only 30-day wait on new orders for 1 kw and 3 kw FM transmitters, together with single square-loop antenna and transmission line. With all manufacturers hitting stride, list of stations going on air with STAs shows substantial gain weekly, now totals about 125. This week's: WSAV, Savannah, Ga.; WRRN, Warren, O.; KFMB, San Diego, Cal.; KGDM, Stockton, Cal.; WELL, Battle Creek, Mich.; KMUS, Muskogee, Okla.; KCMC, Texarkana, Tex.

Paul Porter's mission to Greece for Government, if it takes until April as reported, may end prospect he will assume presidency of BMI. After BMI board met this week, it still had no comment. Fact is, neither BMI nor Porter has ever verified job proffer, though it is known they have conducted conversations.

WOKO decision of Supreme Court Monday gives little or no inkling of Court's thinking about FCC's powers over programming, some attorneys feel, since no question of freedom of speech was involved—issue being falsification of ownership report rather than program promises. Yet some, particularly FCC lawyers, feel Blue Book spine has been stiffened.

Onetime owner of Atlanta's WGST, which it gave to Georgia Tech, only to see it become a commercial outlet, *Atlanta Constitution*, first getting back into broadcasting via an FM-CP, this week also got 5 kw fulltime grant on 550 kc, directional; also newly assigned to that channel is new 1 kw outlet in Butte, Mont., hitherto the lone domain of E. B. Craney, KGIR.

FM Assn. promoters have completed mailing of 2,500 invitations to Jan. 10 business meeting in Washington (Vol. 2, No. 49), express confidence that attendance will exceed original 250-500 estimate. They report GE rounding up manufacturers to exhibit sets, growing number of inquiries and requests for reservations.

High-band FM advocate K. A. Norton, whose calculations were used by FCC to substantiate shift of FM "upstairs" (thus incurring professional wrath of FM's inventor, Maj. Edwin H. Armstrong), has been appointed chief of frequency utilization research section, Central Radio Propagation Lab, Bureau of Standards.

New York's WABD (DuMont) is putting up new RCA 3-bay super-turnstile antenna, to be ready for operation Feb. 1; rising 689 ft. above sea level, it will increase radiated power from 1.81 kw to 17.8 kw.

Racketeering, TV-age version: After a Camden, N. J. tavern reported its TV set had increased business 28%, juke-box interests, obviously worried, sent goons around to keep sets out of Atlantic City bars, restaurants, etc. New Jersey Beverage Assn. fought back, threatened to pull out juke-boxes altogether, reports *Newark News*, and no fuss ensued. Clash points up fact that tavern owners, like hotel operators, are most eager seekers of new sets (harder to get than cars), and are prepared to buy most expensive models.

FCC is expected soon to tcll the few old FM licensees using 42-44 mc frequencies (Supplement No. 32) whether they can move temporarily into 44-50 mc band or have to go directly to 88-108 mc by Jan. 1. In July, FCC said they must move by Jan. 1 to make way for other services. Those affected: WMNE, 43.9 mc (Yankee); WFMN, 42.8 mc (Armstrong); WINX-FM, 43.2 mc; plus the educational FMs.

Highest man-made FM tower in land is that for WE 8-bay Cloverleaf antenna installed atop 915 ft. broadcast tower of WKY, Oklahoma City, about 6 miles from town. From this 963 ft. pinnacle, with 3 kw RCA transmitter on way, WKY-FM expects to lay down signal covering whole state. One of costliest items of installation was 950 ft. of rigid 6-in. transmission line up the tower and 770 ft. on ground (\$17,000). Dixie McKey, ex-chief engineer of WKY, now Washington consultant, has been working on this unique job.

RCA Victor TV promotion men next take camera crew to Chicago's big Furniture Mart, Jan. 6-18, to televise annual furniture fair, where company itself will feature its own 63OTS (10 in. tube) and 62ITS (7 in. tube) table models, plus rest of 1947 line of radios.

American Taxicab Assn., excited over prospect of two-way (FM) radio, has engaged law firm of Jeremiah Courtney, ex-FCC asst. gen. counsel handling special services, to handle its radio problems.

Bristol-Myers Co., retaining choice Sunday 8:15 p.m. period on hookup of WNBT and WPTZ, this Sunday replaces Mrs. Carveth Wells' "Geographically Speaking" with variety show called "Tele-Varieties."

Gulf Oil Co. started sponsorship Thursday (9 p.m.) of John Gnagy's "Are You an Artist?" program on WNBT, teaching various forms of art; agency is Young & Rubicam.

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December 21, 1946

614 FMs, 518 AMs SO FAR: Look for flock of FM grants and several hearing decisions next week, for FCC wants to wind up year with flourish. This week's 24 CPs and 8 conditionals (Supplement No. 44-I herewith) are symptomatic. Grand total of FM grants to date (614) compares with 518 new AMs for year to date (26 this week). Also pouring in are more FM applications, mostly from AMers, on which we will report fully next week.

"Not yet ready," is still word on Boston, New York and other big hearing cases. Comr. Durr, who conducted Boston hearing way back in April, and who has always prodded for action on FM, says case is "in hands of staff." New York situation, heard in July, is back to 17 seeking 5 channels, Dorothy Thackrey's WLIB having changed its mind, deciding not to withdraw after all.

STAs, truest gauge of FM broadcasting, are now being granted at rate of about one-a-day. Seven more allowed on air this week with temporary facilities: WASH, Washington, D.C.; WELL-FM, Battle Creek, Mich.; KRON, San Francisco Chronicle; WAPO-FM, Chattanooga, Tenn.; WIZZ, Wilkes-Barre, Pa. (Scranton-Wilkes-Barre-Pittston Bestg. Co.); WTCN-FM, Minneapolis. And WPRO, Fremont, O., was second to apply for FM license -- first having been KPFM, Portland, Ore.

As expected, old FMers using 42-44 mc were told this week to move by Feb. 1 to make way for other services. Into 44-50 mc band must go: Maj. Armstrong's WFMN, Alpine, N.J., assigned 44.1 mc; Washington Post's WINX-FM, 44.7 mc; Yankee Network's WMNE on Mt. Washington, N.H., 45.1 mc; plus 6 educational licensees. Of latter, New York's WNYE and Illinois U's WIUC say they will stay off air till ready for high band operation. In announcing reassignments, FCC again says it will try to let low-banders keep operating until high-band receivers are plentiful.

PACIFIC COAST GETS 8 TVs: TV box-score for week: 6 grants in Los Angeles, one in nearby Riverside, Cal., one in Seattle. FCC thus comes near to cleaning up low-band TV applicants -- having granted 47 to date, which leaves only 19 yet to be acted upon. (We'll have a new detailed log for you shortly; meanwhile, your records should be complete if you have been keeping Supplement No. 18-A up-to-date.)

Of the still-pending applications, 5 await momentarily expected decision on New York hearing (on 4 available channels). Several others seem snafued, for time being at least, in Commission dictum on DuMont-Paramount inter-relationship. Don Lee application for Los Angeles was not acted upon because company faces hearing Jan. 14 (before Comr. Hyde in Los Angeles) on alleged infringements of network rules; meanwhile, Channel No. 2 now used by its experimental W6XAO is held in reserve. This week's grants:

Television Productions Inc., Hollywood (Paramount subsidiary), granted Channel No. 5 (76-82 mc), 29.2 kw visual power, 15.7 aural power, 2,921 ft antenna height. Transmitter site, Mt. Alta. Equipment, DuMont. Company now operates experimental TV station W6XYZ, using same channel, will thus have first commercial TV outlet in area. Paramount also controls Balaban & Katz, Chicago (WBKB).

American Broadcasting Co., Los Angeles (KECA), granted Channel No. 7 (174-180 mc), 4.5 kw visual power, 2.7 kw aural power, 2,831 ft antenna height. Transmitter site, Mt. Wilson. Equipment, GE. Company also holds CPs for TV stations in Chicago, Detroit, has applications still pending for New York, San Francisco.

Times-Mirror Co., Los Angeles (Los Angeles Times), granted Channel No. 11 (198-204 mc), with 19.15 kw visual and aural powers, 3,096 ft antenna height. Transmitter site, Mt. Disappointment. Equipment, RCA. Company also holds CP for uhf experimental color station and conditional for FM.

Dorothy S. Thackrey, Los Angeles (KLAC-New York Post), granted Channel No. 13 (210-216 mc), with 16 kw visual and aural powers, 2,841 ft antenna height. Transmitter site, Mt. Wilson. Equipment, RCA. Mrs. Thackrey also owns WLIB, Brooklyn, and KYA, San Francisco; has dropped applications for TV in New York and San Francisco; is applicant for FM in New York, but has dropped FM applications for Los Angeles and San Francisco.

National Broadcasting Co., Los Angeles, granted Channel No. 7 (66-72 mc), with 15 kw visual power, 8 kw aural power, 3,130 ft antenna height. Transmitter site, Occidental Peak, Mt. Wilson. Equipment, RCA. NBC operates TV station WNBT, New York, holds CPs for TV also in Washington, Chicago, Cleveland, thus filling its quota limit of 5 stations.

Earle C. Anthony Inc., Los Angeles (KFI), granted Channel No. 9 (186-192 mc), with 16.1 kw visual power, 17 kw aural power, 3,037 ft antenna height. Transmitter site, Mt. Wilson. Equipment, RCA. Comrs. Durr and Hyde were outvoted in asking grant to be held up pending AM renewal.

Broadcasting Corp. of America, Riverside, Cal. (KPRO-William L. Gleeson), granted Channel No. 1 (44-50 mc), 1 kw aural and visual powers, 5,132 ft antenna height. Transmitter site, Cucamonga Peak, San Bernardino. Equipment, DuMont. This is first Community Class TV station authorized to date under Sec. 3.603 of TV Rules (Supplement No. 17). Though located on ideal high site, it may radiate no more than 50 watts toward Ventura area, cutting its signal into Los Angeles (43 mi. away) to less than 500 uv/m.

Radio Sales Corp., Seattle, Wash. (KRSC), granted Channel No. 5 (76-82 mc), 18.95 kw visual power, 9.79 kw aural power, 408 ft antenna height. Transmitter site, Third Ave. N. & Galer, in downtown Seattle. Equipment, RCA. This station is owned by Capt. Palmer K. Leberman, publisher of Family Circle Magazine, part owner of FM station WGYN, New York.

* * *

Only movie concern still showing active interest in TV station operation, Paramount was held in FCC's opinion, issued late Friday (Docket No. 7264), to be amenable to Sec. 3.640 of TV Rules limiting commercial TV grants to any one company to 5 (Supplement No. 17). First, Commission cites Paramount's stock interests in DuMont (42,200 out of 1,471,040 outstanding Class A shares, and all of 560,000 Class B shares which are entitled to elect 3 out of 8 directors).

Then, it points out that Paramount controls Chicago and Los Angeles TV subsidiaries, plus these applicant companies: United Detroit Theatres Corp.; New England Theatres Inc., Boston; Interstate Circuit Inc., Dallas. Paramount was found to have no interest in Maison Blanche Inc. application for New Orleans, as previously reported, so that grant should come soon. Commission also held Paramount's involvement in Government's anti-trust patent suit against Scophony (Vol. 1, No. 1 "does not appear to be such as to require a denial of a grant on that ground."

On its part, DuMont holds one TV license for New York, one CP for Washington and seeks outlets also in Cleveland, Cincinnati, Pittsburgh. Thus Paramount-DuMont have 2 grants each, so jointly are entitled to only one more station.

However, because it is so keen about getting into TV on its own, Paramount may next take one of these steps: (1) dispute FCC opinion in courts, an unlikely course; (2) dispose of its DuMont holdings, a more than likely course; (3) ask FCC to lift 5-limit rule, which TV-minded Commission might very well do if it means more stations in cities where no one else has applied.

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

December 21, 1946

KEEP YOUR EYES OPEN: Watch out for high-pressure, fast-talking promoters who periodically infest radio -- especially if you're a newcoming FMer or one of the 500-odd new AMers authorized this year. We hear they're abroad in the land again, promising all things to all broadcasters, particularly to the neophytes. Your best sources of information on their background and bona fides, aside from your own Washington attorney if you have one, are your Better Business Bureau and the NAB. In any case, don't sign anything until you check thoroughly. Typical tactic, as reported to us by one broadcaster:

Five FM grantees in midwestern state, accustomed to meeting occasionally to discuss mutual problems, allowed two strangers "to present network proposition." First they were told AM operator in neighboring city had been "sold" project calling for 6 new AM outlets around the state, which strangers said they had contracted to build at \$10,000 each and have on air by March. Then FMers heard promise that new network was prepared to spend as high as \$35,000 for talent on single half-hour program, implying that "Crosby, Jolson and other top talent had already been signed and that they would have 3,000 outlets before the end of next year." Group was also told if they did not sign, new stations would be put in their respective cities. Contract blanks were offered. Next day the neighboring city AM operator phoned to say he also had been contacted, had been told the 5 FMers had signed. Close perusal of contracts, our informant says, revealed one contract would cost his FM station, which he describes as "network hungry," guarantee of \$100 per day minus \$40 which company would pay as compensation for 4 hours per day it agreed to buy.

BLUE BOOK, NETWORKS AND NAB: It's apparent now the FCC really doesn't intend to "bleach the Blue Book." This week, it suddenly thrust upon networks the job of submitting lists of stations offered, accepting or rejecting their sustaining programs for typical week (Nov. 17-23). Blue Book last March said this would be done quarterly, but Commission only now is getting around to it.

You can read all sorts of implications into this latest move to implement Blue Book -- pre-censorship and threat of program control (against which NAB so bitterly inveighs); made-work for already overburdened FCC staff and more useless statistics (of sort sure to get short shrift from new Congress when appropriations come up); nuisance upon networks (who would like affiliates to carry their sustainings, but don't want government directly or indirectly forcing them to do so).

So you'll hear lots of shouting and tumult about this. Maybe one or another network will actually refuse to turn in data, thus precipitating what NAB's President Justin Miller says he would welcome -- a showdown in court or Congress on FCC's authority over programs or program structure. NAB makes no secret of its desire, indeed says it knows of 2 stations which have declined to furnish specific program-promise data under the other (and main) phase of Blue Book requirements.

The few Blue Book "test" stations set for hearing (KMAC and KONO, San Antonio; KBIX, Muskogee, Okla.; WTOL, Toledo) haven't made any move to question the FCC's jurisdiction over program structure, and apparently don't intend to. What they are doing, or plan to do, is what KMAC has done -- petition for reconsideration and grant on grounds Blue Book citations of bad practice are either erroneous, due to unfortunate circumstances, or corrected entirely by now. WBAL, Baltimore, the other Blue Book case set for hearing, Jan. 13, has made same plea, but its case is further complicated by Pearson-Allen application for facilities (Vol. 2, No. 38, 39).

* * *

In NAB President Miller's recent speech (before Florida broadcasters), and again in his talks with newsmen at luncheon he gave them this week, you get idea of

changes in radio law and reforms in FCC regulation NAB will seek from new Congress -- if it gets chance. Meanwhile, he and top staff have been continuing "love feasts" with FCC Chairman Denny and aides. Both are taking cooler legalistic stock of situation (and, like lawyers, are far from mutual agreement); Miller is using less explosive verbiage in his criticisms; and both seem to recognize all will not be beer and skittles for either FCC or industry when and if they are called before Congressional committees.

In a nutshell, Miller wants FCC powers limited largely to technical fields; wants law to make plain broadcaster has same privilege to editorialize as newspapers; wants property rights in spectrum (as with homesteaders in old days) to accrue to radio entrepreneurs who develop new spaces; wants automatic license renewals, with FCC taking any complaints to Federal court rather than itself acting as both prosecutor and judge; denies "scarcity of wavelengths" theory, using FM and uhf as examples. These and his other proposals will inevitably arouse keen debate, academic and political, with new Republican regime by no means assuring any clearer sailing for industry proposals than prevailed during halcyon days of Hoover.

SIGHT AND SOUND: Comr. Jett said "nothing to it" when queried on rumor in Leonard Lyons' column, Dec. 19, that he had had "attractive offers from private industry which might lead to his resignation from FCC." Lyons, who has been running spate of FCC items recently, also said Paul Goldsborough, TWA v.p. in charge of radio, is being boomed for FCC vacancy on plea aviation problems need representation. Goldsborough was unavailable for comment.

FCC Chairman Denny said Dec. 21 that Mayflower decision (against editorializing on air) "should not apply to facsimile"—topic of hot debate, particularly among newspaper FMers. Denny's remark was in denial of statement by NAB attorney Bryce Rea Jr. (in Dec. 21 letter to *Washington Post* objecting to favorable editorial on Blue Book) that Denny had said Mayflower decision applies to FX.

California got 7 more TV grants this week (see story this issue) at about same time FCC authorized Pacific Telephone & Telegraph Co. to construct coaxial between Marysville, Cal. and Portland, Ore. Bell System says cable should be ready by, spring 1948, is part of Los Angeles-Seattle hookup projected for Coast link into transcontinental. Company as general rule expects to have cables available for TV when stations are built and ready for networks.

TBA has asked FCC again to waive putting into effect 28-hours-per-week rule for TV broadcasters—this time to June 30. Plea is based on shortage of equipment, construction difficulties, Petrillo ban, lack of coaxial network links. This is third postponement requested.

NAB's Robert T. Bartley, who has been doubling in brass as head of its FM Dept. and as director of government relations, drops latter duties and confines himself henceforth solely to FM. Latter title had lobbying implications, might have required registering under new lobbyist law.

Los Angeles Times, in for both TV and FM, has been forced to defer ambitious \$5,000,000 Hollywood radio building project (Vol. 2, No. 13) due to building conditions; instead, according to its radio chief, R. A. Montfort, it will occupy smaller building at Pasadena Community Playhouse, where construction for TV will start soon.

Mrs. Andrew D. Ring, 41, wife of the Washington consulting engineer, died of cerebral hemorrhage Friday night at Bethesda (Md.) Hospital.

ILGWU signed \$300,000 contract Friday with Raymond M. Wilmotte Inc. (Paul A. deMars) to supply equipment as well as engineering services for FM stations projected by union's subsidiary, Unity Broadcasting Corp.—holding CP for Chattanooga, conditionals for St. Louis, Los Angeles; applicant also for New York, Boston, Philadelphia. Three authorized stations will be built simultaneously, completion date planned next June.

Experimental TV relay CP, granted KSD-TV last week, means *St. Louis Post-Dispatch* station probably will be first to get new RCA microwave TV relay system, maybe in January. RCA unit sells for \$8,000 and consists of transmitter and receiver on 7,000 mc. Transmitter operates at .1 watt, but 5,000 gain for antenna (4-ft parabolic reflector fed via waveguide from transmitter housed on rear of "dish") gives output of 500 watts.

War Assets Administration says it has millions of tubes for sale, some commercially useful immediately, others not designed for present commercial equipment but available in such numbers as to raise possibility of designing equipment around them. Inquiries should be addressed to: WAA, Office of Aircraft Disposal, Electronics Division, 425 Second St. N.W., Washington, D. C.

Add radioddities: AP story Dec. 19 telling how Johns Hopkins chemistry professor, Dr. Donald H. Andrews, accidentally found that a pin-sized piece of columbium nitride, cooled to about -435 degrees, picked up and fed WBAL and other stations' signals through speaker. Story quoted "unofficial" sources as saying discovery may have great value for long-distance communications, but not for home receivers, since elaborate refrigeration is needed.

TV hypnotism experiment tried on its staff by BBC scared hell out of all hands. Because it worked. AP story quotes BBC official as saying, "My goodness, think what would happen if everybody had a television set and a Hitler-sort of fellow started working on them all!" Never again, said BBC.

Paramount has ordered 2 RCA Image Orthicons for delivery to Television Productions' W6XYZ (TV experimental, which now goes commercial under FCC grant this week), and on their delivery shortly Director Klaus Landsberg plans to expand schedule to 6 nights weekly.

Dixie B. McKey has purchased interest of Robert C. Shaw in Washington consulting engineering firm of McKey & Shaw, and is continuing business under his own name. Shaw's plans have not been announced.

VHP-1 STILL IN EFFECT: If you've been reading beyond headlines of news stories about relaxation of housing controls, you know that VHP-1 (Vol. 2, No. 13) is still in effect. So you still must get permit to do any radio construction above \$1,000. However, possibility is that sometime in February VHP may be overhauled or revoked entirely. And some liberalization of non-housing construction approvals can be looked for next week, when order is expected raising approval quotas from present \$35 million a week to \$50 million (Vol. 2, No. 46).

FM SET PRODUCTION UP: FM set production is still going up, slowly but steadily -- RMA's audited total for November reaching record high to date of 27,330 units. This compares with 23,793 for October, best previous month (Vol. 2, No. 47). November FM figures included 25,241 consoles with AM-phonograph, 1,024 consoles without phonograph, 1,065 table models. FM total still looms small in total radio set production for November -- 1,496,482, of which only 124,000 were consoles. Current trade reports are that all radios are moving fast, thanks to holiday trade.

1947 TV PRODUCTION: Production-wise, TV receiving set picture is beginning to shape up a bit more clearly. Added to the 160,000 sets RCA and 26,000 Farnsworth promise for 1948 (Vol. 2, No. 50), we now have word from DuMont that its various models (Vol. 2, No. 49) will be produced in these quantities between Dec. 1, 1947 and about July 1, 1948: 5,000 of \$795 model, 4,000 of \$1,795, 1,000 of \$2,495. Despite trade reports of early production of \$350-\$400 DuMont sets, they won't be ready until next autumn. DuMont table model, shown privately to FCC and others last Monday, is unofficially described as having 12-in. tube, covering all 13 TV channels, including FM broadcast (but not AM) band.

Only other firm which has given out figures is Viewtone, claiming 3,000 sets sold to date (nearly all in New York), and scheduled for 200 per week (10,000 total) for 1947. Philco is still the dark horse, and may, if its set is as good as alleged (Vol. 2, No. 48) and not too expensive, sweep market when quantity production is available. Data on GE production is still not available, nor is it known yet what Crosley, Belmont, Sonora, the others who have promised early TV production, have in mind. Chances are these and others, also limited as to supplies, are sitting tight, studying how market develops before plunging into TV set production.

Meanwhile, RMA monthly report discloses 1,884 TV sets produced in November, 1,551 of them table models (meaning nearly all RCA). RMA also took occasion to correct its September TV output figure of 3,242, saying it was actually only 19 -- the great disparity being blamed on auditor's error. RMA expects to have recapitulation for year in late January, which presumably will show 1946 total exceeding the 8,000 estimate for RCA alone reported at FCC hearing last week (Vol. 2, No. 50).

COOKING WITH RAYTHEON: Adding to complications of TV relay and STL frequency allocation oral argument (Vol. 2, No. 43), now postponed to Jan. 28, is Raytheon's bid for 2,600-2,700 mc or 2,400-2,500 mc assignment for its "Radarange" system of cooking. Raytheon made request at FCC's diathermy-industrial heating hearing this week. Diathermists objected to stringent shielding of such equipment suggested in FCC's proposed rules, but broadcasters felt step would reduce interference from machines to reasonable minimum. RCA presented illustrations of interference to TV, which proposed rules would obviate.

RMA PROMOTION AND FM: Radio-in-every-room slogan of \$50,000 promotional campaign, voted by RMA last week, would seem to preclude FM in view of fact such an appeal is directed to table model sales and so few table models with FM are being made. Nevertheless, RMA board made plain it wants FM emphasized, for they foresee majority if not all consoles including FM -- also more AM-FM table model production. Publicity campaign, for which agency has not yet been selected, will consist largely of merchandising, promotion, advertising aids to manufacturers-dealers. Budget isn't big enough for space buying. It should get started in February, by which time dealers would be adequately stocked. That FM won't be ignored seems assured by fact Farnsworth's John Garceau heads ad committee, Zenith's Ed Taylor campaign subcommittee.

ENTRACTE IN COLOR: FCC commissioners and staffmen, quite properly, are generally non-committal -- but it's an open secret that they were all deeply impressed by CBS's field demonstration of its color TV system (Vol. 2, Nos. 48, 49, 50). Indeed, remark of one important member of big official party that went to New York Monday may be considered significant: "The decision on the FM low vs. high band issue was child's play compared to this."

At Tarrytown, N.Y., 25 miles from Chrysler Bldg. antenna, they saw clear and constant polychrome images that indicated Dr. Goldmark's system can do a wider range coverage job than previously demonstrated. At CBS laboratory, they saw his dual-band receiver (which he said should cost about 15% more than a straight color set in mass production) and his neutral density filter (which heightens contrast range while cutting down glare of reflected outside light).

Question now is: Was this demonstration enough, added to last week's testimony and in face of powerful opposing arguments, to impel Commission to adopt proposed CBS standards -- thus causing life-and-death struggle between low-band system already authorized and under way and CBS's high-band system with its entirely different channels, entirely different transmission and reception apparatus?

Here's an observation by another of Monday's inspection group: Maybe, said he, question of interchangeability (compatibility with black-and-white TV) should not be prime consideration. He was thinking aloud when he added: If CBS system works, as it seems to, and if standards are high enough to permit natural advances in art, fact it may conflict with current TV system is no matter. FM's relation to AM was cited as analogy.

In Passaic, N.J., same day, Washington party also visited DuMont plant, saw DuMont's color work (Vol. 2, No. 48); saw its not-so-fast-moving set production line; were shown new picture tube said to have brightness approaching 300 foot lamberts (average set today rates 60).

Meanwhile, CBS was distributing "Tale of Two Glimps," written and illustrated in children's book format as a sort of allegorical addenda to its color TV promotion literature. It's an obviously expensive job, cloth-bound, with "color vs. monochrome" drawings cleverly done by author-artist Ludwig Bemelmans. FCC staffmen all got copies, of course, with which presumably to bemuse themselves while awaiting closing hearings (mainly cross-examination and rebuttals) scheduled to resume soon after first Monday in January (date not yet set).

MAKING MONEY OUT OF TV: Here's reason big power companies are so keen about TV, as explained by Chicago Commonwealth Edison's Ardien B. Rodner, mainspring of Chicago Electric Assn's current video promotion campaign: Average TV set consumes 280 watts per hour. Assuming ordinary radio (which averages 65 watts per hour) is off when TV is on, power consumption chargeable to video is 215 watts per hour. Rodner estimates average TV set will be used 3.4 hours per day, thus consuming 731 watt-hours per day, 267 kilowatt-hours per year. At Washington's relatively low power rates (averaging about 2 cents for household utilities), extra cost of operating TV set runs a little under \$5.50 per year.

Chicago's rate is somewhat higher. Rodner calculates Chicago will have 174,000 TV sets by January, 1948 (a too liberal estimate, as outlook is now), so he figures 46,458,000 kilowatt-hours added consumption for the year. Even at 2-cent rate, that's a tidy extra sum in power company's exchequer. For, as Rodner points out, it compares with 38,950,000 added kilowatt-hours estimated in same area for such new home appliances as ranges, water heaters, coolers, freezers, heaters, etc. Hence Commonwealth's enthusiasm for TV, now spreading to New York Consolidated Edison, Detroit Edison, St. Louis Union Electric -- all planning big TV promotions, including (as on Detroit News' new WWDT) sponsorship of telecast programs.

MARTIN CODEL'S

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

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NOW COME THE PATENT SUITS: Year's end points up one fairly certain 1947 development in radio, involving FM particularly: a rash of patent suits. It's one of those things no one wants to talk about, yet you can feel its imminence in the air. You can safely bet that refusal of RCA and several other big and little radio manufacturers to take out FM patent licenses from Maj. Armstrong will not go unchallenged. On their part, it can be assumed that RCA, et al., regard their own FM patent positions as strong. Or else they would not be willing to take on so bitter and unrelenting (and financially formidable) an adversary as Armstrong -- let alone guarantee (as RCA does FM transmitter purchasers) against patent infringement suits.

Not related particularly to FM, but significant to radio as a whole, was the suit filed in Federal District Court in Wilmington last week by Zenith against RCA, GE and Western Electric challenging certain patents owned or administered by RCA. Zenith's blanket license with RCA, like those of all other licensees, expires Dec. 31, 1946. Zenith says it will continue to make radios without paying license fees, which generally amount to 2% on receivers, minus certain deductions on cabinets, etc. It asks court for declaratory judgment of invalidity and non-infringement, heralding long-drawn-out litigation that may test RCA's radio patent structure -- once before target of bitter Congressional and court battles.

RADIO'S GOLD RUSH YEAR: Actually, the waning 1946 produced almost as many new standard broadcasting station grants as FMs -- 523 AMs, to be exact, as against 427 CPs for FM, 206 conditionals. So the roster of AM stations, licensed and CPs, stands at 1,579 as the year draws to end. It was slightly over 1,000 at beginning of 1946.

There was a veritable "gold rush" for AM wavelengths during 1946, and the FCC gave them out so freely as to cause deep concern to existing stations. Predictions are still freely heard that 1947 will see big mortality among AMs in communities unable to support so many. Example of profusion of grants is Washington (D.C.) area, which had 6 stations operating at start of year, now has 9, has CPs outstanding for 4 more -- and 6 more applications pending. These aside from 10 FMs granted, 2 already operating. Fewer new stations were granted, but probably even more acute economic situation obtains, in such smaller communities as Durham, N.C.; Gadsden, Ala.; Roswell, N.M.; Fort Smith, Ark. (to mention only a few that got multiple new AMs).

As for FM, grants were predominantly to AMers (about 3 to 1). Yet we still count 423 AM licensees not yet applying for FM -- among them such 50 kw's as WINS, New York; WLS, Chicago; KWKH, Shreveport; KOB, Albuquerque; WLAC, Nashville; KVOO, Tulsa; KWBU, Corpus Christi. And there are still two States -- Montana, South Dakota -- and 2 territories -- Alaska and Hawaii -- from which no FM application has been received.

THE MOVIES EYE TV ASKANCE: It's a curious fact that the movies, with presumably the biggest stake of all in TV, have pulled up such claimstakes as they did have and are now conspicuously absent from the budding industry. All that is, except Para-

mount, which owns a sizeable block of DuMont, owns 2 TV stations, seeks at least 3 more (Vol. 2, No. 51).

The closing year saw these movie companies all withdraw their applications for TV stations: Walt Disney Productions, Twentieth Century-Fox, Metro-Goldwyn-Mayer, Warner Brothers, Hughes Productions -- all seeking outlets in Los Angeles, several in New York and San Francisco, too. Some gave as reasons for dropping out that they intended waiting for color TV, others gave no reasons at all -- but inquiry revealed they were really scared off by heavy capital costs.

Thus, from the sidelines, it looks as though radio history is repeating itself. The movies are simply blinding their eyes to the inevitable, just as the newspapers until a scant dozen years ago did toward radio. Yet no less a tycoon than Twentieth Century's Spyrous Skouras was quoted recently as saying that TV is the "ultimate in show business."

It would seem indeed that TV, as a blue chip business, is more a handmaiden of the movies than of broadcasting, which does a much smaller business (around \$300 million a year as compared to \$2½ billion). Ask movie people who ought to know, and you get varying reactions:

Yes -- we're just about as shortsighted in television as we were toward the talkies. No -- we're too busy with our own current problems (especially labor) to bother ourselves with something new altogether -- something that hasn't even got a promise of box-office. Well -- when we want to get into television and if the wavelengths are all gone, we'll just go out and buy up stations and networks. So -- what are the television boys going to do about talent and production when that's our business? And -- what can we do, what can the television people do, when Petrillo says musicians can't go on television and won't even let us carry trailers having music to advertise our films, much less allow us to rent our musical films to television?

FMA READYING FOR JAN. 10: Optimism pervading FM Association headquarters this week stems not so much from number of responses to invitations to Jan. 10 meeting (more than 100 thus far, half with checks for dues) as from enthusiastic tenor of replies. Estimates of attendance at big one-day conclave in Washington's Hotel Statler range from conservative 300 (Everett L. Dillard) to 500-1,000 (Counsel Leonard Marks). Meeting of full steering committee (Vol. 2, No.43) is scheduled in Washington Jan. 8, when applicants for paid job of executive director will be interviewed.

Agenda of Jan. 10 meeting includes morning session of speeches by FCC Chairman Denny, Maj. Armstrong, Stromberg-Carlson's Ray Manson, McCann-Erickson's Hugh Lavery, GE's Russ David, Zenith's Ed Taylor, and representative of Maxon, Inc., ad agency. GE film on FM will wind up a.m. session. Panel and open forum on FM promotion will feature p.m. session, plus election of board. Receiving set displays are promised by Stromberg, Zenith, GE, RCA, Hallicrafters, Scott, Freed-Eisemann. Transmitter manufacturers with representatives on hand will include Collins, Federal, GE, RCA, REL. Cy Braum, FCC chief of FM engineering, will also be present to consult with delegates.

CONGRESS VIA VIDEO FRIDAY: You buy a TV set today, if you can get one at all, pretty much the way you buy an automobile -- without even a demonstration. In TV that's largely due to paucity of programs during daytime hours when retail stores are open, except for test patterns and occasional sports or special events. Next big special event calculated to heighten interest in TV will be opening of Congress at noon next Friday, Jan. 3. It will be telecast over all eastern TV stations. Though United Nations sessions have been telecast (delegates and press enabled to watch proceedings from anterooms), Congress never has been. Even CBS is joining forces with NBC, DuMont and Philco in putting on this event -- first combined effort of the sort. Plan is to have two cameras focused on joint opening session, one outside picking up members as they arrive, another possibly in Statuary Hall. Just as Louis-Conn fight epitomized TV's potential for sport coverage, this event is expected to showcase its big news possibilities. Those of you in Washington area who want to watch Friday telecast are cordially invited to do so in our office.

BREAKING UP FM BACKLOG: With grant of FM conditional to Westinghouse-Portland's KEX (one of 21 reported in Supplement No. 44-J herewith), all vestiges of 1, then 2, then 3-to-a-customer rule have gone by the board. Grant makes Westinghouse first to get full complement of 6 FMs, since it holds 5 pre-war licenses (Supplement No. 32). Grant points up breakup of artificial log-jam created by now ignored unwritten rule.

Fact is, FCC attorneys say, whole backlog of 280-odd FM applications not yet acted on (including 117 in hearing) could be cleaned up in 3 months if applicants would submit requisite data. This despite recent rather heavy influx of new applications -- 18 in last 2 weeks (Supplement No. 14-R herewith). This comment also in face of Commission's own unaccountable delays in acting on hearings held way back in April (Boston, Cleveland-Akron), June (Chicago, Providence), July (New York).

Proposed decision on Peoria (6 for 4 channels) would deny Radio Peoria Inc. and West Central (Supplements No. 14-A, 14-K) on basis of out-of-town ownership. Yet latter concern, with Oklahoma's Gov. Kerr and Oklahoma City Oklahoman & Times interests as principals, recently got an AM grant in Peoria. Among week's FM drop-outs are 4 applications of Ohio Council of Farm Cooperatives, which decided it can cover virtually entire state with single station just north of Columbus -- sought in name of Peoples Broadcasting Corp. (Supplement 14-P).

ANTENNA SITE BOTTLENECK: Still another bottleneck in TV, FM and AM construction is Civil Aeronautics Authority, and it in turn is plagued (1) by lack of inspection personnel, (2) by fact that, as FCC Asst. Chief Engineer John Willoughby puts it, "the airlines object to anything above ground." Inquiry at CAA reveals William J. McKenzie, chief of aids and hazards staff, handling problems of sites and tower heights all by himself. FCC lacks jurisdiction, can't do anything about it, Chairman Denny told NAB President Miller when latter asked for relief.

Result is 9 CPs for TV are still undelivered, though some were granted months ago: Philadelphia Inquirer, Portland Oregonian, Iowa State College, ABC Chicago, KRLD-Dallas, Westinghouse-Boston (which must get FCC approval first for new antenna site), Fort Industry-Toledo, Crosley-Cincinnati and Columbus. Also, 64 FM grantees have not yet gotten their "slips of paper," among them: St. Louis Globe-Democrat, New Orleans Times-Picayune, Detroit Free Press, ABC-San Francisco.

FM's 10-50 kw TRANSMITTERS: FM's weak-signalled STAs and other grantees, awaiting new transmitter deliveries so they can go to high enough powers to offer decent reception, can look to 1947 for 10 kw deliveries -- also some 50 kw. Here is a digest of promise-of-delivery reports we have received from the manufacturers:

Federal, 10 kw now ready (deliveries already made to WEW, St. Louis, and WELD, Columbus), first 25 kw due Jan. 20, 50 kw in March; REL, 10 kw in February or March, 50 kw "some time in 1947"; Raytheon, 10 kw in February or March, no 50 kw "for at least another year"; Collins, 10 kw by August or earlier, depending upon availability of components; GE, no information on 10 kw now but promises new 10 kw orders within 9 months, 50 kw within 11 months after firm order. RCA says it has "large number" of 10 kw orders, is keeping customers advised, declines further data.

COLOR HEARING IN N.Y.: Something unique in FCC procedure is the on-the-spot "hearing" it will conduct in New York City Monday, Jan. 27 as part of its consideration of CBS's proposals for uhf color TV standards (Vol. 2, No. 50). While CBS actually demonstrates its system, other parties to hearing may propound questions about propagation, brilliance, flicker, contrast, etc. In effect, New York session (location not yet specified) will permit a sort of animated cross-examination. After 2 or 3 days, hearing will resume in Washington, mostly rebuttal testimony (though DuMont must yet present case). Significance of New York session seems to be that commissioners were so impressed by recent CBS field demonstration (Vol. 2, No. 51) that they want to hear practical as well as theoretical arguments of "other side." FCC is also offering RCA, DuMont, et al., opportunity to demonstrate their systems under similar conditions.

RED-HUNT AND RADIO: Mississippi's fiery Rep. Rankin, in an AP interview Thursday, gave tipoff on next quarries of House Committee on Un-American Activities -- "Communists in the moving picture industry, the radio and other methods of communication." So far as radio is concerned, it looks like Red-hunt will involve certain radio commentators and the Communist-tinged American Communications Assn. (CIO union); also effort to pin pink if not Red label on certain FCC staffmen. Fact committee gets new (GOP) chairman next week, Rep. Thomas (N.J.), is not expected to alter its policy of ferreting out subversives or alleged subversives. Labor and other "group" interests seeking footholds in radio via FM have already drawn scrutiny of American Legion's Americanism Commission (Vol. 2, No. 43).

SIGHT AND SOUND: New AM interference standards have been codified by FCC in proposed revision of its Standards of Good Engineering Practice Concerning Standard Broadcast Stations, issued Friday as Public Notice 1786. New standards appear to justify numerous recent AM grants, regardless of apparent peripheral interference, by reducing calculated adjacent channel interference. Interested parties have until Jan. 23 to file written statement or brief opposing formal adoption. (Note: We'll get you a copy if you want it.)

At least one network may politely refuse FCC request for data on station acceptance and rejection of sustaining programs for Nov. 17-23 week (Vol. 2, No. 51). There's no regulation requiring such data, though Blue Book said it would be sought. Network attitude is that Commission should get dope from stations, not expect networks to act as sort of "police spy." Efforts have been afoot to get networks to act together to refuse to submit schedules, with NAB favoring such move. Jan. 31 is deadline.

In appealing direct to Supreme Court this week, Government claims Lea Act constitutional (Vol. 2, No. 49), since "it represented deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system of the nation and as to the best method of remedying such evil." Appeal takes issue with Chicago court's reasoning on freedom of speech, due process, involuntary servitude. There's even talk in Congress of broadening the Lea Act, if Supreme Court upholds lower court, to cover all labor.

Maine's GOP Senator White, new Senate majority leader who co-authored radio law (also an ardent critic of radio programs), got tentative assignment to head radio-ruling Interstate Commerce Committee, but New Hampshire's Tobey and Kansas' Reed are still disputing his claim to 2 major posts. It's still a horse race, to be decided next week.

REL'S FM Engineering Clinic, set for Jan. 20-23 at its New York Plant No. 2, has on agenda, in addition to company engineers, such notables as Maj. Armstrong, Paul deMars, C. M. Braum, Stewart Bailey. Topics include station building, propagation, standards.

TV operators got another 3 months' breathing spell from FCC this week. Commission once more waived 28-hours-per-week programming rule -- this time until March 31.

Conflict of dates with color TV hearing caused FCC to postpone again oral argument on 1,000-13,000 mc band allocations (which include video STL and relay channels) from Jan. 28 to Feb. 4.

TBA's annual membership meeting, election of 3 directors, take place at New York's Waldorf-Astoria, Jan. 7. Scroll commemorating 40th anniversary of invention of audion will be presented Dr. Lee deForest.

You FM broadcasters who want FM receivers channeled into your market would do well to obtain copy of new RMA Trade Directory, just published by Radio Manufacturers Assn, 1317 F St. NW, Washington 4, D. C., which can be had for asking (or we'll get it for you). It lists officers, addresses, etc. of 335 electronic manufacturing firms, 90-95% of entire industry, tells what each makes. It's the best directory of set makers we know, and some of these may be persuaded to come into your market if you have on-the-air service that gives FM sets added sales appeal (Vol. 2, No. 38).

It had to happen to an FCC commissioner, of all people! Seems that Comr. Wakefield's apartment house landlord, despite all reasoning and pleading, obdurately refuses to permit him to erect outside aerial for his new RCA video set. Wakefield family says, however, they get "good" signals from an under-the-rug antenna, but they're troubled by distorted pictures at times—ghosts, that is.

John E. McCoy, 35, newly appointed chief of FCC Law Dept. FM section, joined the Commission in March 1946 after two years as a Navy lieutenant (s.g.) aboard a Pacific destroyer. Up to this week he was senior attorney in the AM law section. He is a graduate of Dartmouth '34, Yale Law '37.

First descriptions of RCA's TV consoles, one with 10 in. direct viewing tube (cost probably about \$750), other with 18x24 in. large-screen reflected image (about \$1,250), are contained in new RCA Victor folder out this week. Both will include AM-FM, the first also phonograph. Folder also describes 2 table model TVs now on market (Vol. 2, No. 44), does not say when consoles will be ready.

Westinghouse has placed order with RCA for its Boston TV station (Supplement No. 18-A), with Blaw-Knox for 600-ft. antenna, plans to start work early in 1947. TV along with all other radio activities will be centralized on recently acquired 10-acre tract on Soldiers Field Road, adjoining Harvard Stadium.

Joseph L. Brechner, ex-radio director of Veterans Administration, is author of "So You Want a Radio Station," due for Jan. 25 Satevepost publication. He is manager of new WGAY and WGAY-FM, Silver Spring, Md.

First big Broadway producer to turn interests to TV is John Wildberg ("Anna Lucasta," "Porgy and Bess," "One Touch of Venus"), who has formed John Wildberg Television Production Corp., 228 W. 47th St., New York City. DuMont is firm's first client as advisor on production, scripts, casting.

E. C. Page, recently resigned as engineering v.p. of Mutual, returns to consulting practice in Washington Jan. 1, with offices in Suite 600, Bond Bldg.

1947 TV Production: Under that heading in last week's issue (Vol. 2, No. 51), we inadvertently referred to 1948 set production schedules. We meant, of course, 1947.