

MARTIN CODEL'S

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

Television Digest

and FM Reports

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July 5, 1947

THE MID-YEAR SCORES, AM-FM: At mid-year, AM stations totaled exactly 1,806 in U.S. and possessions, of which 535 are still in CP stage. This compares with 1,579 at end of 1946, 1,004 at end of 1945 -- so that last 6 months saw net gain of 227 stations, last 18 months 902. And there are more than 750 applications for new AM stations still pending! As for FM, boxscore at mid-year is this: licensees, 48; CPs, 622; conditionals, 251; applications, 174. Besides most of 48 licensees, 192 CP and conditional grantees are already on the air under STAs. [Foregoing figures are recapitulations based on our AM Directory (No. 1) and addenda and our FM Directory (Supp. 53) and addenda.]

KEEPING CURRENT ON FM GRANTS: Our new FM Directory (Supp. 53), sent you herewith, should enable you to know the exact status of FM in any community -- who's on the air with what frequency and power, who hold CPs and conditionals, who are applying. It supersedes Supp. No. 50 and addenda (50-A to 50-K, pink sheets), brings everything up to date as of July 1, can be kept current with the pink addenda sheets (53-A, 53-B et seq) you will get each week. Job of keeping it current, always a headache, is simplified by change of format: All items -- licenses, CPs, conditionals, applications -- are grouped together under their respective cities. Status of each is indicated by a different symbol. As each changes status (as reported in pink addenda), all you need to do is cross out old symbol and write in new. New applications, as filed, will have to be kept separately, but this is minor problem since there are usually only a few per week. Extra copies of FM Directory are available at \$2.50 each.

PAY-AS-YOU-LOOK PLAN FOR TV: It's going to take lots of doing on the part of Zenith's Gene McDonald, who's still unconvinced that advertising will ever pay TV's way, to put over his Phone Vision system of "pay-as-you-look TV." For one thing, FCC official policy thus far seems wedded to idea (and TV industry itself has proceeded on assumption) that TV must offer a freely disseminated service like sound radio. But that's not all:

Zenith's system will require (1) going to FCC for frequencies to accommodate such a new service; (2) program producing companies able and willing to go into paid TV program field, who may or may not be existing telecasters; (3) assent of telephone companies over whose lines "wired radio" phase of transmission would be carried, and who presumably would bill customers for service; (4) production of special kind of receivers, which Zenith says it will start in 6-12 months and promises won't cost more than ordinary table model TV sets.

Comdr. McDonald broke story to press Thursday, date of release of July 12 Collier's containing article about it by Herbert Asbury titled "Television Gets a Box Office." Here, in essence, is how Phone Vision would work:

Video signal is transmitted over air, as at present. However, a vital portion of signal is missing, can be secured only by telephoning operator (or dialing number), whereupon missing frequencies (presumably sync pulse) are piped in via home

phone attachment costing about \$5. Phone company (notoriously opposed to attachments in past) would bill viewer per program requested, as for toll calls. Sets would be capable of handling color as well as monochrome, would also be usable for "free" telecast reception off the air.

It's McDonald's answer to economics of TV, which for years he has insisted must come from "box office" rather than advertising (Vol. 3, No. 2; Vol. 2, No. 25). He contends big-time shows like Jack Benny, Fred Allen and like would cost \$10 million each per year on TV. Some broadcasters, hesitating to go into TV because of continuing cost-of-programs factor (quite aside from big capital outlay for plant), may be inclined to favor Zenith scheme if its multifarious kinks can be ironed out. Example of successful "paid program service" is Muzak, using phone wires to transmit to subscribers. Somewhat similar service might grow up in TV -- but if it does, we think it will, like Muzak, parallel rather than displace free off-the-air programs.

WHO'S PLANNING WHERE IN TV: Epitomizing prospective telecasters' reactions to AT&T coaxial rate schedule for intercity TV (Vol. 3, No. 23, 24), is this comment in a letter we've just received from a major broadcaster, onetime applicant for a TV station: "We had been about ready to re-apply for a license when the story of the phone company's proposed rates for program transmissions appeared. This is really a kick in the teeth."

Nevertheless, you can expect some more applications soon from cities on coaxial routes -- one now in preparation for Chicago Times, one each from Indianapolis and Minneapolis. As for who else will get on air during these last 6 months of this year, we've said repeatedly we'd settle for a half dozen more -- despite repeated avowals of quick intentions by certain CP holders noted more for their publicity than effort. Our own survey indicates the half dozen will come from among these CP holders who are really building and who, if they're not on air by time stated, certainly should be operating by early 1948:

Washington Star's WTVW (WMAL) which hopes to get going in October, and has signed up Georgetown, George Washington U, Redskins home football games in anticipation; Hearst's WWBT, Baltimore (WBAL), October; Baltimore Sun's WMAR, December; Chicago Tribune's WGNA (WGN), October; Scripps-Howard's WEWS, Cleveland, November; Milwaukee Journal's WTMJ-TV, December. And these say "sometime this fall": Philadelphia Inquirer's WFIL-TV; Westinghouse's WBZ-TV, Boston; Fort Worth Star-Telegram's KCPN (WBAP); Havens & Martin's WTVR (WMBG), Richmond. Philadelphia Inquirer, incidentally, got STA Friday to begin commercial operation any time within 90 days after July 15.

That some of other CP holders are stalling (see TV Directory, Supp. 18-C, for full list), using all sorts of excuses, is feeling among FCC observers. Only one was frank enough to say, at recent hearing, that it wouldn't start commercial operation, presumably wouldn't go beyond its present jerry-built experimental operations, until network service was available -- and that was KDYL, Salt Lake City, where coax isn't due until 1950-51 (see map published with Vol. 3, No. 24).

ALL OUT OF STEP BUT --: Reading between lines of Kansas City Star's letter to FCC, dropping its year-old CP for FM (Supp. 50-K), you get distinct impression powerful newspaper's hierarchy isn't sold on FM, regards receiver situation too slow for expenditure entailed in building FM adjunct to its regional WDAF, feels (as movies do toward TV) it can jump back into swim if and when time is more propitious. Others among the more than 900 FM grantees have dropped out (9 last year, 13 so far this) but none was quite so prominent as Star; in fast-crowding AM, 5 grantees quit last year, 5 so far this year. Kansas City case stands out also because only last week FM enthusiasts KOZY, Kansas City (Dillard) and WIBW, Topeka (Capper) hooked up for exchanges of programs with thought of expanding into regional FM network later; and local KMBC-FM (Arthur Church) is one of country's pioneers. Kansas City Star also withdrew TV application last year, but is considering re-filing. Area is entitled to 9 FM channels (6 already spoken for) and 4 TV (none yet applied for).

EMERSON'S \$450 TV-FM-AM SET: Small-set specialist Emerson told us its first TV production would be a pilot run. And apparently they're giving it a guinea pig treatment, in Washington at least. They slipped one set almost unheralded into suburban Arlington, and it was sold immediately. It's a TV-AM-FM console with 10-inch tube, 12-inch speaker. We've seen it in action and it looks like a mighty good buy at \$450, plus \$35 installation, 90-day guarantee. Unusual feature is slanted panel, with tube pointed up at about 45-degree angle. At first, it would seem view from seated position would be distorted -- but it isn't. Dealer claims it allows more viewers. Picture isn't as good as some we've seen, but it's acceptable; fault may not have been in set. Some of saving (it's cheaper than anything yet in console) was probably made in quite plain cabinet. Dealer is badgering Emerson for more.

HEAVY RUN OF FM APPLICANTS: FM reservation plan's end June 30 precipitated unusual total of applications for week (29, as listed in Supplement 53-A herewith). Newcomers make New York headache worse than ever, 3 more joining weary crowd. Baltimore area got 2 more, Providence 2, Chicago 1, etc. Noteworthy also is sudden interest of church groups in commercial FM: 9 such applications were filed in last 2 weeks, including 6 from Texas Baptists.

Some applicants are puzzled about specifying channels, now required. In some instances there's no way to tell which were reserved. Only thing to do is compare channels already assigned (Supp. 53 and 53-A) with channels allocated to city (Supp. 52) and specify any frequency not already assigned. Reallocation plan, incidentally, is still being shaken down; 5 New York City stations were given new assignments this week (Supp. 53), as were 6 scattered others (Supp. 53-A). Working hard to get hearings out of its system, FCC issued proposed decision for Cleveland-Akron, denying none but giving Elyria applicant Class A instead of requested B.

STIRRING UP THE CATS: There's just mere chance enough dead cats have been stirred up by Columnist Drew Pearson to create trouble for FCC Nominee Rep. Robert Franklin Jones. In any case, his charges have had effect of holding up favorable report on nomination by favorably disposed Senate committee, meeting Thursday. Pressure from Democratic Senators Johnson (Colo.) and Taylor (Ida.) and from such other sources as American Civil Liberties Union (over signature of ex-FCC Chairman James Lawrence Fly) caused committee to order further hearing next Monday on charges Congressman Jones once belonged to Black Legion. He'll face accusers, who signed affidavits produced by Pearson. Meanwhile, Jones and Pearson all this week engaged in recriminations via radio, columns and press releases -- the Congressman bitterly denying accusations and insinuations by alleged political foes in Ohio, threatening legal action against Pearson later. Meanwhile, also, on Thursday court dismissed complaint that had halted FCC from hearing Pearson-Allen application for WBAL's facilities (Vol. 3, No. 8), so that dynamite-laden case should come to FCC hearing soon. it's "selfish motive" of wanting "fair hearing" in that case that partially impelled Pearson (so he says) to take up cudgels against Jones (Vol. 3, No. 25, 26).

SURVEYS FIX CBS TV POLICY: Ever since beating it took on color (Vol. 3, No. 12), CBS has been playing it cagey in TV, has indicated as yet no intention of applying for more low-band stations -- but don't be surprised to see it enter the lists for Chicago soon. Its reasons for concentrating its single station (WCBS-TV, New York) on sports and public events, cutting down almost entirely on studio productions despite big Grand Central space it leases, now become plainer: (1) Surveys show these are what public prefers far and above anything else -- and, besides, they're less costly to produce; (2) cost of erecting more TV stations is prohibitive at present stage, especially in light of some \$2,000,000 already expended on color. So basic policy is to sweat out TV's growing pains, then spread out via local affiliations or perhaps station purchases in key cities.

Himself a past master at surveys, CBS's youthful President Frank Stanton has again proved efficacy of his policy of relying on them. He had special Hooper coincidental telephone survey made in metropolitan New York area among 500 TV set owners

night of June 6. It disclosed (1) that 54.5% of city's sets were tuned in when Dodgers-Cubs game was being telecast via WCBS-TV and other sports were being shown on city's other TV stations -- more than double 23% sets-in-use average for ordinary radios; (2) 6.26 persons per home set were looking in -- 3.74 men, 1.52 women, 1.0 children -- which compares with 2.5 persons per set who listen to radio; (3) three out of 4 viewers could identify sponsor (Ford). CBS conclusion: "Sports in TV is a terrific sales vehicle."

SIGHT AND SOUND

Next phase of l'affaire Petrillo, while lawyers still mull effects of Supreme Court decision upholding Lea Bill and of Taft-Hartley anti-featherbedding provisions (Vol. 3, No. 26), will be music czar's personal appearance Monday, July 7, before House investigating committee headed by Rep. Kearns (R-Pa.), including Reps. Nixon (R-Cal.) and Braden (D-N. C.). Congressman Kearns, himself an AFM card holder, didn't go to Interlochen, Mich. to conduct kid orchestra July 4. Hearing will probe Petrillo's FM and TV restrictions, among other things.

There'll be plenty of ruffled feathers among radio folk, most particularly network v.p.'s, when MGM releases "The Hucksters," travesty of radio advertising. Those who've seen screenings of Clark Gable picture say it's a devastating satire. Film people are looking to outbursts from radio for publicity buildup; as to satire, they say radio ought to be able to take it, just as movie industry itself has for years--also, that radio talks so much about freedom, it should respect movies' freedom.

White Bill has been put over until Congress reconvenes in January. Senator White said press of other legislation precludes action on Communications Act amendments this session since Congress is scheduled to adjourn July 26. Both Senators Johnson and Capehart (members of the subcommittee who have faithfully attended hearings) have indicated some changes will have to be made in proposals before it is acceptable to them, certainly before industry or FCC will go along with measure. Flat rejection of industry contention FCC should have no power for program review may be expected.

NAB members are now voting whether to elect directors at large for FM Class A and Class B stations, also for TV and FX; bylaws require 25 stations in these new categories before board representation. NAB's FM Dept. may be turned over to Art Stringer, promotion manager, or to Royal V. Howard, engineering chief--Bob Bartley having resigned. Networks are now off NAB board (and NAB loses \$65,000 revenue from them) as result of 629-28 referendum (among 1,300 membership), but nets retain associate memberships at \$5,000 per year. No strings on M&O stations on board; in fact, Harold Fellows, WEEL-CBS, Boston, was recently elected for District 1.

Lemke Bill (H.J. Res. 78) hearings were called off after 36 hours of hectic scurrying by FCC, FMA, NAB, and others interested. Hearings had been scheduled for July 8, and even FCC Chairman Denny was ready to hurry back to Washington from Atlantic City international conferences.

Single casual offer of 6 sticks of bubble gum, made by "Handy Man" sponsored Friday nights on Philadelphia's WPTZ led to 2,500 separate requests in 2 weeks. City's estimated TV sets total 6,000, so Gimbel's ad chief, David Arons, called 40% response "phenomenal."

Up from ABC ranks: Charles C. (Bud) Barry becomes program v.p. Aug. 1, his duties including TV, succeeding Adrian Samish, who goes to Show Productions Inc., producing subsidiary of Dancer-Fitzgerald-Sample agency.

Westinghouse has test-flown its new Glenn Martin "Stratovision" plane, but only to measure noise and vibration effects. When it goes aloft this autumn for radio tests, actual TV transmissions will be carried for first time. Airborne tests will be third phase in "Chile" Nobles' development--hoisting radiators into stratosphere to increase AM, FM, TV coverage (Vol. 3, No. 8; Vol. 2, No. 21; Vol. 1, No. 1). If tests prove out, Westinghouse will probably put system into use in conjunction with its own AM-FM stations, including Boston where it is also building TV.

John Royal's assurance to politicians, actors, etc., that makeup isn't needed in TV, thanks to Image Orthicon, isn't quite borne out by "5 o'clock shadow" on faces of some telecast subjects. Orthicon is so sensitive it penetrates skin of clean shaven man, so that dark-bearded subjects (like FCC's Chairman Denny, NBC's Carleton Smith) appear bearded on TV. Others (like NBC's Frank Russell, D. C. Comr. Guy Mason) aren't affected at all. So it looks like dark-bearded chaps may have to use makeup to look themselves on TV screen.

Obviously aiming at Zenith's Gene McDonald (Vol. 3, No. 25), Capt. Bill Eddy (WBKB, Chicago) said this week: "Yesterday, it was said that television was so expensive its economic problems could never be solved. Today, when actual operation disproves that contention, the public is told that our frequencies are no good. From our point of view, there's nothing wrong with television that can't be cured by the practical experience gained by putting regular programs on the air."

Look for Daytime Petitioners Assn. to broaden base to cover clear channel and daytime skywave cases, thus open ranks to more than 75 daytimers that have indicated such interest to President Howard Hayes, WPIK, Alexandria, Va. Group was formed last year to seek revision of NARBA-approved Mexican Class 1-A channels, so as to permit night operation by American stations on those frequencies.

FM Day of National Radio Week will be Oct. 29, to be celebrated with special programs and ballyhoo for FM. Industry promotion week, Oct. 26-Nov. 1, will urge upon broadcasters: "Multiply listeners, reach more ears," and upon public: "A radio in every room, a radio for every purpose."

TV Channel No. 9 (186-192 mc) was withdrawn from Detroit by FCC Thursday, so it can be used in Windsor, Canada. This gives Detroit 4 channels (correct allocation table on page 8 of TV Rules, Supp. 17, accordingly), of which 3 are already assigned (Supp. 18-C).

Consumers Union is advising its subscribers, in June issue, to wait a bit longer before buying radios with FM, claiming present prices too high but foreseeing reductions and improved quality in future.

With excusable exuberance, the 4 young veterans who own WFRS(FM), Grand Rapids, report they're in the black, operating with full (10.5 kw) power, have been heard steadily well over 100 miles, program 15 hours daily.

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July 12, 1947

WAITING TO BE WOODED: So far as FM and TV are concerned, Jimmy Petrillo is going to wait until some station operator -- or the networks -- makes the first move, and then see what best deal he can make. All he will say in response to questions about AM-FM duplication and additional fee for musicians is, "The law says I can't do anything about it, and I don't violate the law." As for TV, his attitude is summarized in story below. He's quite cordial to radio folk (and reporters) now but it is evident some broadcaster (or the networks) must stick neck out first, seek precedent-setting deal. Petrillo's strategy is simple and logical: he's waiting to be wooed, for he knows he's still got radio scared -- law or no law.

Meanwhile, House put Jimmy "on probation" for next 2 months; he doesn't have to reappear before committee until Sept. 15. Committeemen say they want to see if he carries out his "promises to be a good boy." Chairman Kearns and colleagues intend continuing probe of AFM activities through summer, though Congress recesses July 26. Public hearings may not be held before Sept. 15, but they'll consult with anyone with squawks. Some of witnesses still appear reluctant to make charges openly.

"OKAY, LET'S MAKE A DEAL": What Jimmy Petrillo needs is more frequent Congressional hearings, in words of one reporter covering his 3-day appearance this week before House Labor subcommittee. Observation was prompted by frequent attitude of sweet reasonableness shown by AFM's president, his obviously newly-acquired respect for Uncle Sam, Congress and the courts, his repeated offers: "Okay, let's make a deal."

But James Caesar Petrillo is no sawdust Caesar. He's absolute czar of his realm, whose benevolent mien ("I'm doing it for da boys") and frequent whimsies (all usually barbed) at first blush would seem to belie the shrewdness, hardness, ruthlessness of his past record. Plainly, there's one thing that motivates him: his overmastering fear of technological unemployment, mainly the spectre of what happened to movie-house musicians when "vitaphone and movietone" came in.

He frankly doesn't think he can stop TV or FM, but it won't be for want of trying -- that is, unless his men get their take.

Changed attitude is first tangible effect of Taft-Hartley Act and thorough licking he took under Lea Act. Again and again he repeated: "Let's make a deal." He also admitted things aren't going too badly either for himself or his 216,000 members, of whom 30% are professionally active, 30% part-time active, 20% occasional, 20% non-professional. He himself gets \$20,000 a year from national AFM, \$26,000 from Chicago local, \$13,000 a year expense account, new auto whenever he desires. If anybody opposed him, or his unquestioned powers to set aside AFM's constitution and by-laws, "they'd get beat."

Up from poverty of Italian immigrant parents, still with accent of Chicago's West Side, he seemed at first like a nice old peddler -- but that impression was soon dispelled by a hardness of manner, quickness of grasp, incisiveness of replies, not to mention obsequious way his big retinue of aides and lawyers hung onto his every word, jumped at his every bidding. He never bowed or scraped, but he did show proper respect for committeemen, patience with none-too-effective committee counsel;

at times he had committeemen literally eating out of his hands, though now and then they did express sharp disagreement. His wisecracks made it the week's best show in town. You'll see him in newsreels and you've doubtless read fullsome reports on his testimony, so here's a quick digest of main points:

1. Television: Petrillo is so haunted by what TV may do to radio and show business that, as in case of FM, he has taken all negotiations unto himself though all other contracts are made by locals. He's afraid, he admitted, TV would soon overshadow radio, kill off AFM members' \$23,000,000 annual take from radio. Hence his contract with film producers which bans musical films on TV, prompting suggestion (heard by 2 Dept. of Justice men in audience) this may be actionable in restraint of trade. Whereupon Rep. Nixon (R-Cal.) also suggested Petrillo might be more forward-looking, more constructive in approach, like clothing workers when cutting machines came in. Petrillo's reply:

"Television people say they don't know what's going to happen. So, in order to protect our investment, we decided to wait. We said, okay, make a deal. But they said they can't....Why should NBC come to us and say gamble with us until we make out? They got the dough." Later, again anent TV: "We could make mistakes. We're scared to death. We don't know what to offer. We don't know anything about television. We don't know whether our stand is stupid or smart."

2. The FM story: It pretty well parallels TV. At Petrillo's last negotiations with network presidents, matter of AM-FM duplication was brought up cursorily, but left open (he said) so they all could "think it over." Chains have not yet contacted him about it, he said, but meanwhile about half dozen stations have contracts -- among them Chicago Tribune's WGNB, which agreed to use 9 men as against 45 for WGN, and CBS's WBBM-FM, using one union platter jockey. Petrillo later said to reporters:

"I'm satisfied the chains don't want to go into FM." Asked reasoning behind his duplication ban, he replied: "It's two businesses. FM stands on its own feet." Asked about duplication on non-affiliate stations, he said: "I'm ready for a deal." Asked what he meant, he said: "Well, what about a package? AM and FM counted as one. Why don't they come over and talk about that kind of deal?" [Which led FMA committee to meet with him Friday in New York; they had nothing to say afterward.]

3. Network contracts: AFM contracts with network-owned key stations expire Feb. 1, 1948 -- so Jimmy is toying with idea he won't let musicians in those stations feed other stations, thus ending live music on network shows. Idea is to force those stations now without staff musicians into AFM fold. "If they want Toscanini or Harry James, let them bring them down to the local station." But Jimmy admits he can't call network strike any more simply to compel local affiliate to submit to terms -- that's outlawed in Taft-Hartley Bill. Also, sweetly reasonable again, Jimmy conceded: "If a station cannot afford a band, I go on record now that we won't make them hire a live band."

4. Standbys and featherbedding: Jimmy concedes the law says no employer need pay anyone who does not perform a service, nor hire more workers than employer thinks necessary. "I believe," he said, "that stops standbys." Rep. Nixon pointed out that out of 2,000 questionnaires to broadcasters more than 1,500 came back with complaints, major one being against AFM quota system whereby station must either have so many musicians or spend so much per year on musicians. Only one didn't complain at all -- city-owned WNYC, New York.

5. Recordings and transcriptions: "We're making the instrument that is knocking us over the head" -- meaning recordings, transcriptions, juke boxes, etc. So Jimmy said when present contracts with recording companies expire next Dec. 31, AFM may go into recording business itself -- "if it isn't against the law." Legal quirk is that Taft-Hartley Act doesn't let him use welfare fund for welfare of all musicians, only those actually making records (who usually don't need it); also under new law Jimmy hasn't absolute authority over fund. AFM's 1/4-cent per record royalty has built fund up to \$2,600,000, may add another \$2,000,000 this year.

6. Kid musicians, service bands and amateurs: if nothing else comes of hearing, exaction of promise from Petrillo (and he prides himself on keeping promises) that he will "make a deal" with educators was regarded as great forward stride. He took it on chin in repeated blandishments by committee members "shocked" by stories of child musicians barred from local stations (even from Chicago public schools' own FM station, which operates school hours only), from making recordings, from marching in parades. Same went for service bands (Army, Navy, Marine Corps), hitherto barred from broadcasting without standbys, barred entirely from recording. Also for occasional amateurs and foreign artists. This was subject close to heart of Chairman Kearns (R-Pa.), himself an ex-music teacher, still an AFM card-holder. But Petrillo stuck by guns in asserting even Kearns would have to stand trial, probably would be expelled from union, if he accepted invitation to conduct expelled Dr. Maddy's Interlochen (Mich.) summer camp orchestra now on AFM blacklist.

MR. JONES WINS HANDS DOWN: Columnist Drew Pearson's lone effort to pin the mark of the noxious Black Legion on Congressman Robert Franklin Jones, of Ohio, flopped pretty dismally at Monday's Senate subcommittee hearing -- his 3 witnesses being pretty well discredited by their own criminal records or political bias and making no showing at all despite affidavits. So on Thursday committee unanimously reported Jones' FCC nomination favorably; and he'll take Comr. Wakefield's place (Vol. 3, No. 25, 26, 27) in about 2 weeks. Friday he was confirmed without opposition.

Mystery no one has yet divined is how President Truman acceded to choice of a Taft Republican for job. Any way you look at it, GOP put one over -- and now it's going to be interesting to observe whether politics resumes its old-time grip on FCC. Already Commission staff is feeling more pressures than usual from Capitol Hill. As for Pearson-Allen team, they still intend to pursue their "Blue Book" application for Baltimore's WBAL facilities, hopeful no doubt Mr. Jones won't sit on case. To published report vacationing Mr. Wakefield would join Washington-San Francisco law firm of Wheat, May, Shannon & St. Clair, headed by ex-FCC assistant general counsel Carl I. Wheat, partners in town said it's first they'd heard of it. Mr. Wheat wired from Los Angeles it's mere rumor, but added: "We haven't even talked with him about it but he would make anybody a good law partner."

FM EYES ON CLASS B CHANNELS: Now that reserved FM channels have been thrown into the hopper (Vol. 3, No. 27), smart applicants are amending their Class A (community) applications to ask instead for Class Bs (rural-metropolitan) -- in those communities where there is still a surplus of channels. In fact, this week Southern California Associated Newspapers received FCC permission to amend its application in that manner; it was one of 16 Class As in Los Angeles area designated for hearing, now is one of 4 seeking Los Angeles' 5 remaining B channels. Other major cities still having openings for Class B stations under the FM allocation (Supp. 52): Washington, which only has one applicant so far for 2 available frequencies; Chicago, 2 for 3; Philadelphia, 2 for 3; Detroit, 2 for 3; Los Angeles, 4 for 5; New York, 2 for 4. Excess of applicants exists in Pittsburgh, 2 for 1; Baltimore, 5 for 4; Providence, 2 for 1. So far it looks as if Class A applicants for New York area will have to go to hearing because there are so many (10 to date). Objecting to FCC's decision on WAAF's position in the Chicago lineup -- it's between a foreign-language station (WSBC) and 3 labor stations (WCFL, UAW-CIO, Amalgamated) -- station this week asked for a reshuffle, said it would ask for a rehearing if it doesn't get shift. There were only 9 CPs, 2 conditionals (Supp. No. 53-B, herewith).

WHAT EMERSON'S REALLY DOING: That TV-FM-AM console for \$450 produced by Emerson, about which we reported last week, isn't the one that's on big little-set producer's line; in fact, it's one of 100 pilot models made last March but discontinued. Apparently even its suburban Washington dealer, who demonstrated for us, didn't know it was non-production model. Actually, Emerson is now in production with \$375 TV-only table model, has new consoles still in planning stage -- one TV-only, one with AM-FM-phonograph. Its engineering chief, Dorman Israel, also told distributors' conven-

tion in New York Thursday that a projection-screen model, with 3-inch tube producing 18x24-inch image, will be ready by early next year. He forecast downward trend in TV set prices, repeating history of radio. He also predicted industry production of 250,000 TV sets this year (though RMA figures show only 34,045 for first 5 months; Vol. 3, No. 25). Emerson's own schedule calls for 20,000 this year. He also foresaw 1,000,000, possibly 1,500,000 TV sets in 1948. In tavern radio field, which it claims to dominate with 95% of such type receivers, U. S. Television Mfg. Corp., this week announced its Model T525, framing largest screen yet (19x25 inches), including AM-FM, costing \$1,995 plus \$100 installation and warranty.

CUTTING COST OF INTERCITY TV: Following up his suggestion for 8-station radio relay capable of linking TV network much more cheaply than AT&T coaxial (Vol. 3, No. 24), DuMont's Chief Engineer T. T. Goldsmith has sent key people in TV field a report amplifying and detailing data he presented at recent FCC hearing. His system is based on 5 relay hops for video transmissions only (sound would be carried over telephone company wires). It proposes 2-way service for New York, Philadelphia, Washington only; one-way for other 5 points in setup -- Trenton, Reading, Lancaster, Wilmington, Baltimore. He figures capital outlay at \$226,500, monthly operating cost at \$3,100. Average cost per hour (28 hours per week, 121 per month) would be \$41.20, or \$5.15 per hour per station. This would compare with coaxial's monthly cost of \$32,600, or \$34 per hour per station for 4-hour day. If 5 networks used radio relay setup, station cost per hour would fall to \$2.

SIGHT AND SOUND

No sign he intends doing anything about it, but President Truman made no bones, when NAB's Freedom of Speech committee (Vol. 3, No. 26) called upon him recently, about being disturbed over what he termed "dangerous" concentration of newspaper-radio ownership. He said newspaper headlines distort, so urged active, virile radio. Just before war, FCC at Roosevelt's bidding held up newspaper-radio grants for about 2 years, held hearings, then decided it was powerless to do anything about it without act of Congress, didn't even ask for that.

How 540 kc will be used in North America will be decided at NARBA Havana conference Nov. 1. Agreement by allocations committee last week at Atlantic City International Radio Conference to place 540 kc in standard broadcast band presages approval by full conference. Only North American station now on 540 kc is CBC's 50 kw CBK, Watrous, Sask. If 540 kc is used for local service, engineers say there will be room for hundreds more locals.

End of VHP-1 was accomplished fact this week, as new Housing and Rent Act went into effect. Ban on non-housing construction without permit went into effect in March, 1946, limited broadcasters to \$1,000 (Vol. 2, No. 13). New law permits all building except for amusement, recreational or entertainment purposes--with broadcasting specifically excepted.

RCA's Dick Hooper and TV crew, who went over to Italy to show TV at Milan Fair, on Wednesday demonstrated with chain TV setup for Pope Pius XII in Vatican City, televising Pope himself, later did same for President of Italy. There isn't any TV station in Italy, so instead of presenting His Holiness with TV set Hooper left gift of an RCA radio-phonograph. Crew leaves for home shortly. NBC's TV chief, John Royal, was to leave for European TV survey this week.

Another AM-FM table model: Lafayette, New York, announces one at \$54.95, size 16x11x9 inches, with 9 tubes and a 5-inch speaker. It's cheapest so far (Zenith's AM-FM table model sells for \$59.95). Emerson promises table model FM-AM at \$50 by October.

Neither Zenith nor any telephone company has yet asked FCC for frequencies to handle Zenith's "pay-as-you-look" Phone Vision system (Vol. 3, No. 27) and FCC staffers say all they know about it, is what they've read. Zenith, meanwhile, showed public split-signal system at 680 N. Michigan Ave., Chicago, and in statement Thursday said both Zenith and Illinois Bell are being swamped with phone calls from people wanting service. Comdr. McDonald cautions it will take 6-12 months to work out details, get receivers into production.

Union Pacific and Northwestern railroads have contracted for joint sponsorship of "Streamliner Time" on Chicago's WBKB Tuesday nights. TV show is set against background of train departure activity and excitement, features train-time interviews with celebrities, uses "All Aboard" soundoff. Caples agency's David Lewis handles.

Chicago's alert Electric Ass'n latest census of local TV sets (kept by close tab on distributors) is 3,988 as of July 11. This week city's only station, WBKB, went off air for 14 days while engineers install new RCA bat-wing turnstile antenna atop State Lake Bldg. expected not only to deliver stronger signal but extend station's radius.

Ban on radio towers in any residential areas if there is home, school or playground within radius of its height, is approved in bill (H. R. 2984) being reported favorably by House District Committee. It applies only to District of Columbia, but precedent for other communities is seen if it passes Congress.

FCC 1948 budget will probably amount to same as last year, if Senate-House conferees split Senate recommendation this week for \$400,000 more than House recommended (\$6,040,000). Commission had asked for \$6,875,000.

Lieut. Gen. James G. Harbord, at 81, retired this week as RCA board chairman, and David Sarnoff, 56, took on his duties in addition to continuing as president.

Antony Wright, with RCA engineering for last 19 years, recently manager of TV receiver engineering section, has joined U. S. Television Mfg. Corp. as chief engineer.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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July 19, 1947

COAXIAL TV RATES CALLED OFF: Those stiff AT&T rates for intercity TV via coaxial (Vol. 3, No. 23, 24) aren't going into effect Aug. 1 after all. Phone company is withdrawing tariff schedule filed with FCC, early next week will tell why. Deadline for protests is July 21. Col. William Roberts, for TBA, has prepared brief claiming rates too high, objecting to proposed AT&T control of radio relays, asserting rates for relays should relate to costs and not be same as for coaxial as proposed.

Best guess is Bell executives were persuaded at recent hearings that time's too soon yet to calculate coaxial rate equitably, that TV is still too young and revenue-poor to stand the gaff (around \$10,000 per month for Washington-New York hookup 8 hours daily), that threats of competitive radio relay systems were too real to be ignored (Vol. 3, No. 28). On part of TVers, there's no inclination to get into dogfight with efficient and usually fair AT&T, rather a desire to work it out.

IF NOT FM SETS, FM TUNERS: Perked up by possibility of early lifting of AM-FM duplication ban, FMers' spirits are getting an additional boost from mushrooming of tuners, converters, etc. -- particularly since beginning of Pilot's current all-out effort on its \$29.95 Pilotuner (Vol. 3, No. 26). Comes now Hazeltine with something that may open their eyes even wider -- a circuit built into ordinary table AMs for "a few dollars" to provide FM reception. Hazeltine's circuit, being pushed by v.p. Jennings B. Dow, wartime head of Navy's Radio Division, Bureau of Ships, has been released to all of company's 140-some patent licensees. It's not a unit to be added to existing sets; it's part of the set as built. Commodore Dow tells us we can expect sets containing it on dealers' shelves in 30 days. He says it needs "somewhat higher" signal than straight FM set, but provides reception as good as AM set can handle. We don't know yet, but circuit may be a relative of WIBW "blooper" (Vol. 3, No. 18), reported ready to go into production in Kansas City factory.

There seems to be no question but that the Pilotuner does a good job, and very heavy promotion has stirred up more interest than anything we can recall since Zenith's \$60 table FM-AM set. Who else is making units for converting AM sets? We've cornered the following: Electronics Inc. "Combinette" (\$58 wholesale, \$56.95 retail) on the market Aug. 1 (Vol. 3, No. 20); Edwards (\$52.50); Magnavox (\$65); Packard-Bell (\$69.96); Hallicrafter (\$200); Browning (\$215.75); Meissner (\$245); Radio Tuning Devices' FMF2 & FMF3 (price unavailable). One dealer here is recommending Emerson's table FM-AM (\$100) be used as tuner for expensive AMs; presumably, same can be done with similar sets. And we've just picked up a rumor that a Midwest manufacturer will build tuners for car radios. In comparing prices, remember some constitute complete FM-AM sets (or chassis) just short of last audio stages.

RCA, WARNERS & THEATER TV: There's more than meets the eye in RCA's contract this week with Warner Bros. Pictures for joint program of research on large-screen or theater TV. It's the culmination of negotiations over long period between RCA's David Sarnoff and the brothers Harry and Jack Warner -- a Gen. Sarnoff holding hands out to all the movie industry, but becoming impatient with its apparent recalcitrance when it comes to TV. The Warners, unlike most other movie producers (except

Paramount, which has system of its own), intend to profit by their own experience in introducing sound movies 21 years ago when others scoffed, don't intend to be caught napping by inevitable TV.

Actually, RCA has black-and-white large-screen TV in high state of perfection already, is also perfecting large-screen color (Vol. 3, No. 18). It is shipping equipment immediately to Warner studios in Burbank, where big film company has assigned its technical chief Col. Nathan Levinson to direct experiments. New York and Hollywood showings may come this winter. Gen. Sarnoff is thoroughly convinced theater TV will one day become basic source of entertainment, foresees 1,000 to 5,000 theaters "fed" from central source. But he frankly says he regrets "lack of enthusiasm on part of movie people" (Vol. 3, No. 18). His words before recent RMA convention, not only about theater TV but its industrial counterparts, become doubly significant in light of the Warner contract:

On theater TV: "Theaters will soon be open to TV equipment developed for service of the theater screen...But it would be folly to suppose that TV will ever supplant the theater...TV can do much for the movie theater...brings into view a new method of booking to theaters the action of live talent, vaudeville, drama, opera, sports and other events, simultaneously distributed to hundreds or thousands of movie theaters."

Industrial TV: "The TV eye makes it possible to see anything, almost anywhere. It can be used to observe dangerous chemical processes...put into blast furnaces...into mines and tunnels...into tank cars...the depths of the sea...I envisage factory superintendents at their desks overlooking their outlying points, even those in distant cities, through TV...I foresee the department store manager at his desk, yet with his eye on the entire store...TV will provide a display window to the entire nation; people will shop by TV and then telephone their orders."

FCC NOW ISSUING FM LICENSES: FCC granted first post-war FM licenses this week (Supp. 53-C herewith), indicated that "lonesome 48" pioneer license holders will get more and more company from here on. Supp. 53-C's tabulation of this week's FM activities brings total CPs to 637, conditionals to 245, STAs to 196. Also indicated are more changes in the allocation plan, usually to accommodate new applications. You should enter these changes in your file copy of the allocation plan (Supp. 52).

Noteworthy is fact FCC made its first dip into reserved channels to grant CBS in Washington, also to give a Raleigh frequency to WDUK, Durham, N. C. Applications where channels are plentiful don't hang around long nowadays, ordinary ones being granted within a month. Farmers' co-ops this week made their first substantial venture into FM since Ohio group got cold feet and withdrew: Rural Radio Networks Inc., headquarters Ithaca, filed for 6 stations in as many New York State communities. FCC in apparent effort to "sell" laggard educators on FM issued statement recapitulating status of educational FMs, saying 23 States indicate active interest in establishing statewide networks.

TV TOURING UNIT BIG HIT: Allied Stores Corp.'s TV Caravan, unit touring big dept. stores to demonstrate how TV works (Vol. 3, No. 16), is proving big success wherever it goes, drawing big crowds, hiking sales of televised products. Promoters say it presages good prospects for local merchandiser sponsorship of TV when stations are set up. Allied, RCA and 10 big-name "sponsors" televising wares and services via chain setups, all report they're highly pleased. Under management of Sam Cuff and direction of Lou Sposa, show thus far has played Reading, Pa., Easton, Pa., Jamaica, N.Y., Boston, Syracuse, Paterson, N.J., Harrisburg, Pa., Grand Rapids, Mich., Columbus. Next week it sets up in Rollman's, Cincinnati, July 22-24; then, Maas Bros., Tampa, July 31-Aug. 2; Mullers, Lake Charles, La., Aug. 7-9; Joske's, San Antonio, Aug. 13-16; Titcher-Goettinger, Dallas, Aug. 19-22; Black's, Waterloo, Ia., Aug. 28-30; Golden Rule, St. Paul, Sept. 2-5; Anderson's, Boise, Ida., Sept. 11-13; Bon Marche, Seattle, Sept. 17-20; Anderson's, Spokane, Sept. 23-26; The Paris, Great Falls, Mont., Sept. 29-Oct. 1; Donaldson's, Minneapolis, Oct. 8-11; Polsky's, Akron, Oct. 15-18.

TV-FM OUTPUT FIRST 6 MONTHS: June TV set production was best yet, but FM figure slid again. RMA's totals for 1947's first 6 months are 'quite gratifying, however, indicating steady if slow expansion of audience. Total production of all makes and kinds of sets during June was 1,213,142, for first half of year 8,610,644. Most significant feature of RMA audit is that table models went down from 1946's 77% to 63% of total, consoles up from 7% to 11% (balance portables and car radios).

June TV total was 11,484 sets, compared with May figure of 8,690 (Vol. 3, No. 25). These broke down as: 7,654 table models, 2,242 direct-view consoles, 310 projection sets, 1,278 radio-phono combinations. Six-month TV count was 46,389, which includes 32,769 table models, 9,229 consoles, 3,517 radio-phonos, 874 converters (only 943 projection sets).

June FM total was 76,624, down from May's 84,507 (Vol. 3, No. 25). These broke down as: 56,696 AM-FM-phono consoles, 1,524 AM-FM only consoles, 18,404 table models. Six-month FM total was 445,563, which includes 361,689 AM-FM-phono consoles, 15,615 AM-FM only consoles, 68,259 table models. RMA sources say July figures won't bulk as large as June, due to vacation slack and shutdowns, but predicted sharp upswing for rest of year, final AM-FM figure of 1,800,000-2,100,000.

MORE TV APPLICATIONS ON WAY: FCC staffers concerned with TV remark on unusual number of queries lately from possible applicants. They ask mainly about channel, coaxial, radio relay availabilities, and surprising number are from small towns. Experts see in this an augury of "good sized batch" of TV applications before year is out. Only new applicants since we published our last TV Directory (Supp. 18-C), right after color issue was decided, have been Gimbels (WIP), Philadelphia (Vol. 3, No. 18); Yankee Network (WNAC), Boston (Vol. 3, No. 23); Johnson-Kennedy Corp. (WIND) Chicago (Vol. 3, No. 26). Chicago Times lawyers are preparing application also, and it's reported -- but not verified -- that Ulysses A. Sanabria's American Television Inc., Chicago radio school specializing in veterans training, may also apply soon for one of city's 3 remaining channels. Only other application we are informed is definitely being readied is for Beck Radio School, Minneapolis.

MOVIE MAN'S REPORT ON TV: Not all showmen are ignoring or looking down their noses at TV -- as so many first did at sound movies, also product of radio labs. One of few movie executives really TV-wise, watching it closely, RKO's Ralph B. Austrian in annual report on TV to company's sales meeting last week asserted, "Television is finally off to an uninterrupted, undelayed start toward its ultimate goal -- a new advertising and amusement industry." In fact, it's copying at least one gimmick already from show business:

TV sets are attracting crowds to bars, grills, taverns, etc. for sports events. "It's pretty hard to elbow your way into one of these emporiums," said Austrian. "When a very special event such as a championship bout is on the air, the price of drinks in many places is raised to a 'road-show' basis -- 10-cent beers become a quarter. So not all the showmen are in the motion picture business!"

AFTERMATH OF PETRILLO SHOW: We should get some idea which way the wind's blowing -- so far as industry hopes based on new labor laws and Petrillo's recent testimony (Vol. 3, No. 28) are concerned -- in series of parleys planned for next week in Washington: NAB's confab with its labor relations committee Monday, FMA's discussions with network topkicks on AM-FM duplication policy same day, Rep. Kearns' personal conferences with broadcasters, networks and Petrillo himself later in week. Whether intra-industry accord will be reached, particularly since networks have own ideas about AFM relationships, not always jibing with those of stations, is anybody's guess. Meanwhile, radio folk, no less than chortling theater audiences, were getting bang this week out of newsreels' play of comedy angles of last week's Petrillo hearing on Capitol Hill -- by no means calculated to show union czar as a shining Galahad.

NAB meeting ostensibly is to mull whole impact of Taft-Hartley and Lea Acts; Judge Miller will take part, so will networks though they're no longer in NAB as

such. FMA will tell network envoys (NBC's Bill Hedges, ABC's Joe McDonald, CBS's Frank White, MBS's Bob Swezey), it wants nothing less than outright duplication; it's banking on softening attitude of Petrillo as well as laws stiffening radio's back. Rep. Kearns says he thinks "Petrillo's loosening up, and coming around," but his immediate concern is union chief's promises to "make a deal" relaxing hitherto arbitrary restrictions on educators and service bands. After Congress adjourns July 26, Kearns' labor subcommittee plans hearings "around country," first one in Los Angeles Aug. 4. Among other things, it will probe Petrillo restrictions on TV.

SIGHT AND SOUND

New FCC Comr. Robert F. Jones (Vol. 3, No. 25, 28) will resign Congressional seat sometime in August, then be sworn in as Republican member. He's winding up Capitol Hill job now, then plans short vacation. One of reasons he wanted FCC job (which pays \$10,000 as against Congressman's \$12,500) was to move family permanently to Washington.

Washington's WQQW, 1 kw daytime on 570 kc, is about to fold after only 7 months—not enough revenue. Some 200 stockholders, sold idea of outlet featuring long-hair music and "tolerated commercials" by Ed Brecher (who at FCC helped write Blue Book), had purchased \$131,000 capital stock, loaned \$50,000 more on notes. Funds are about gone, so they'll now consider bids. Licensee also holds CP for FM.

The 50 kw FM transmitter race seems to have RCA leading in the stretch, company announcing completion of a pre-production unit this week. It's not the first 50 kw transmitter built, since Eitel-McCullough has built one to show off their tubes at KSBR, San Bruno, Cal. and Armstrong may have reached 50 kw with his WFMN, Alpine, N. J. But RCA's claim is the first such from a transmitter maker.

Baltimore may get both WBAL and *Baltimore Sun* TV stations (Supp. 18-C) on air before year's end, now that RCA equipment delivery has been promised before summer is over. Radio-Television of Baltimore Inc., city's other holder of CP for TV (since May, 1946), reported placing order this week with RCA, delivery promised next April, meanwhile has acquired 10-acre site on Green Spring Road.

Capable, dynamic Leonard F. Cramer becomes executive v.p. of DuMont in changes this week. His supervision of DuMont TV stations (WABD, WTTG) is taken over by Lawrence Phillips, wartime executive v.p. of USO Camp Shows Inc. Rear Admiral Stanley F. Patten, wartime second in command of radio division, Bureau of Ships, is now administrative assistant to Dr. DuMont.

Orrin E. Dunlap Jr., in our book the nation's No. 1 pundit on radio subjects, has been elected RCA v.p. in charge of advertising and publicity. He's a Harvard grad, veteran radioman, author of notable books in field; since 1940, when he quit radio editorship of *New York Times* to become information manager of RCA, he's been public relations advisor to David Sarnoff.

Much-delayed Pearson-Allen application for WBAL facilities under Blue Book (Vol. 3, No. 8) is now set for hearing in Baltimore starting Oct. 6, with FCC Comr. Hyde sitting—but WBAL counsel are trying again to get new court injunction.

New group of 1 kw daytimers (AM) is forming in Washington under aegis of their attorneys, with object of formulating common policies to be followed before FCC, engaging engineer to represent them jointly at clear channel hearings due to resume in September.

Total number of FM stations operating at mid-July was 248, of which—as reported in July "timebuyers' guide" issue of FM industry's trade journal, *FM Business*—51 are selling time. Full data on commercial activities of 43 of these (service area maps, estimated number of receivers, rate cards, list of sponsors) are published in the edition, first time such information was ever compiled under one cover. Publication promises to keep subscribers up-to-minute with this type data, valuable especially to agencies.

First attack on Zenith's Phone Vision system of pay-as-you-see TV (Vol. 3, No. 27) came Friday from Farnsworth's E. A. Nicholas, who said it's "impractical and unnecessary" since "American people are accustomed to the radio way . . . do not pay a tax . . . drop no nickels in slots . . . receive no bills." He told this to distributors at Chicago convention, where Farnsworth showed its \$349.50 table model TV, \$497.50 console with TV-FM-AM.

Flying saucer stories seem to penetrate every publication in the country; resignedly, we fall in line since one turned up with a TV twist. Some excited yokel called Washington's TV station WNBW to report a big black disc tangled in its tower. The airborne soup-holder, of course, was receiving dish of microwave relay.

Communications subcommittee of House Interstate & Foreign Commerce Committee (Rep. Howell, chairman) plans no meeting this session on Wolverton Bill, companion to moribund White Bill, nor on Lemke Bill, to add 50 mc band to FM allocation (H.Res. 78). Howell has asked NAB and networks to draft amendments they'd like made to radio law.

WNBT's proof-of-performance test, first such submitted to FCC, and a model job, shows 45-50 mi. coverage radius, pattern egg-shaped with long ends in New Jersey and Connecticut; it's based on present 7 kw transmissions from Empire State, 1,280 ft. high. DuMont's WABD and NBC's WNBW, Washington, are now conducting tests.

Zenith's Ted Leitzell does interesting sketch of his boss, Gene McDonald, titled "Two-Fisted Dreamer" in July 13 *American Weekly*. Zenith's pay-as-you-look Phone-Vision system of TV (Vol. 3, No. 27, 28) also gets good play in July 14 *Time*, is highly lauded in editorial in July 16 *New York Times*.

CBS's Ed Murrow had enough of being an executive (v.p. for public affairs), so is quitting title, returning soon to mike as newscaster, his duties taken over by program v.p. Davidson Taylor, whose program directorship in turn is assumed by Hubbell Robinson Jr., newly named v.p.

Week-end before NAB convention in Atlantic City, or Sept. 12-13, has been fixed as time, Washington's Hotel Roosevelt as place, for next FMA convention. Hope is to have FCC Chairman Denny speak again.

We've just received consignment of embossed binders, suitable for maintaining your file of Newsletters and Supplements. They're available at cost—\$2.10.

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July 26, 1947

NEW BLOOD GOING INTO TV: Quite a few Washington radio lawyers and consulting engineers confirm what FCC told us last week (Vol. 3, No. 29) -- say they're getting more inquiries than ever about TV; that some clients are definitely interested in applying and some probably will be prodded into doing so as soon as competitors apply or channels get scarcer; that a few applications actually are now in the making. So they forecast an upsurge in their TV activity this fall and winter.

Fourth TV application since color TV decision (Vol. 3, No. 29) went into FCC hopper this week -- from Elm City Broadcasting Corp., operating 250-watt independent WNHG, New Haven, Conn. It asks for city's sole channel (No. 6) for a 1.82 kw community class outlet, estimates coverage of 500,000 population. It proposes to get "off-the-air" service from DuMont's WABD, New York, stipulates DuMont equipment, plans to build and equip studios and transmitter plant for \$100,000 in conjunction with its FM plant on Gaylord Mt. Local program tieups with Yale University are planned. Stockholders are Patrick J. Goode, New Haven postmaster, 40%; Aldo D. Dominicus, macaroni manufacturer, 40%; Garo Ray, consulting engineer, 10%; employes, 10%.

New Haven application may point way to more from smaller towns, smaller stations, especially those on lines of coaxial or within pickup distance of bigger stations. Wilmington and Trenton are cited at FCC as examples of cities still "wide open" for TV. This week, DuMont's H. W. Taylor quoted immediate delivery on transmitters for Channels 1-6, 60-day delivery for Channels 7-13, December delivery for "acorn package" (low power, low cost transmitter). He said company has doubled output of image orthicon chains, is filling back orders, will soon have them for immediate delivery, has shipped one to London for J. Arthur Rank's Cinema Television Ltd.

AM-FM DUPLICATION SEEN SOON: It's the networks' next move -- and Jimmy Petrillo's -- in the matter of AM-FM duplication. And, proceeding in a new and friendlier climate, it looks as though it won't be long now before FM stations can carry network musical programs without paying double tribute to the musicians' union. It's pretty well conceded networks must take the lead, that deals then can be extended to cover non-affiliates. Here's how things shape up at this writing:

At meeting with NAB labor relations committee this week, networks stated unequivocally they "will seek to arrange duplication of network AM musical programs on FM radio stations" (in a carefully worded NAB press release, several times revised). Committee endorsed this by resolution, urged action "as quickly as possible."

This week, network officials (notably NBC's Niles Trammell and ABC's Mark Woods, who have always gotten along particularly well with Petrillo) were seeking to arrange parley with him. Meeting dates weren't settled as this is written. But it's known Jimmy was in high good spirits after his meetings Tuesday in office of Rep. Kearns, who conducted recent Congressional hearings into AFM operations (Vol. 3, No. 28). Everything went off beautifully -- first, Petrillo agreed with committee of top musical educators to set up code whereby school kids and college students can play to their hearts' content at civic functions, at music festivals, on radio stations and hookups; second, he agreed with high military brass and their band

leaders to arrange for recordings by Army, Navy, Marine Corps, Air Forces bands, to be used exclusively in schools and colleges (i.e., non-commercially).

Rep. Kearns was elated, so were all participants, and a benign Jimmy Petrillo emerged from the cozy, informal parleys -- a Jimmy Petrillo eager to be regarded as a decent fellow, apparently ready and willing to "make a deal" with anyone with a fair proposition. Informally, he frankly agreed maybe he'd been wrong, maybe he ought to get himself a public relations advisor, rely less on his lawyers. Next Thursday he meets again with Kearns in Chicago, and AM-FM may be taken up. Then Kearns goes to Hollywood to start hearings Aug. 4, at which AFM contracts with movies barring musical sound tracks on films for TV will be probed.

Impatient FMers are disposed to chafe, to demand get-tough policy toward AFM in light of new labor laws, to charge networks with same fear psychosis that apparently has always dominated their dealings with Petrillo. Networks say they're delighted at apparent new attitude of Petrillo, but they are inclined to be cautious, point out their contracts are still in force despite Taft-Hartley and Lea acts, aren't disposed to act precipitately for fear of possum tactics. It's pointed out, for instance, that St. Louis' KWK took advantage of new laws to drop 10 of 16 musicians, only to meet such outrageous wage demands from other 6 that it's questioned what was gained.

As for networks seeking to retard FM -- "they don't want it," Jimmy told House committee -- they take pains to repeat over and over again their willingness, indeed their eagerness, to get FM going. First, they admit it can't be stopped ("better mousetrap") even if entrenched radio interests wanted it stopped; secondly, all networks stand to gain from superior FM coverage in certain areas; thirdly, big NBC can't afford to sabotage a field its parent company (RCA) is committed to advance. There's an admitted inclination among networks to be stodgy and slow-moving -- but that they're all for FM now seems fairly evident.

WHO'S WHO AMONG TV SET MAKERS: And still they come -- the names of big companies and little (sometimes new ones and obscure) reporting they are going into TV set production. We've published hardly an issue this year without news about new TV manufacturing plans. This week's no exception:

Westinghouse's first TV set, v.p. Walter Evans tells us, will be a table model, probably in \$350 price range, will be ready for introduction first in Boston area at about time company's WBZ-TV transmitter gets going, probably in October; no other details, except that console will be ready for 1948 sale. Bendix is preparing, for September delivery, a TV-AM-FM-phono console to sell at around \$1,000, says its plans are to "ease into the market," not to produce table models as yet.

Farnsworth unveiled its 2 new sets, both with AM-FM (\$349.50 table model, \$497.50 console), and President Nicholas urged distributors at convention last week to take active interest in TV, predicted market for 5,000,000 sets over next 5 years. Andrea showed 3 models, all with 12-in. tube, all with AM-FM (\$695 table model, \$795 console, \$995 console with phono), reported planned production of 3-4,000 sets this year, 5-10,000 next, mostly for New York area distribution. And Sonora promised its first set in production by Oct. 1, will show pilot model in special telecast ceremony (WBKB) during Chicago distributor convention July 28.

New name in TV set field soon will be Arcturus. Standard Arcturus Co., Newark, tube maker, is setting up receiver company, promises line of popular priced TV sets. Smith-Jenkins Co., Los Angeles manufacturer, also announced advent into TV field with \$800 table model with 10-in. tube and AM-shortwave, presumably will concentrate sales in that city until other Pacific Coast areas get TV service. Transvision Inc., New Rochelle, N.Y., TV kit producer, announced showing of new kit for 12-in. tube set at New York's Waldorf-Astoria, July 30-Aug. 1.

So we have a big baker's dozen companies in actual production already, even more promising production soon. Others already making TV sets are (no. in parenthesis denotes issue of our Vol. 3 carrying latest dope): Andrea (21), Belmont (23),

Crosley (19, 20), DuMont (23), Emerson (27, 28), Farnsworth (28), General Electric (4, 11), Philco (26), RCA (24), Stewart-Warner (24), Stromberg-Carlson (20), Telicon (20), U.S. Television (20), Viewtone (10).

Other brand-name radio manufacturers promising TV sets this year: Admiral (7), Colonial (Sylvania) for Sears Roebuck (13, 17, 23), Fada (3), Garod (7), Halli-crafters, Howard (14), Majestic (19), John Meck (14), Motorola (23), Packard-Bell (7), Pilot (14), Sentinel (7), Sparton (4). IT&T's Federal announced last winter it would make TV, then said it wouldn't. Then there are some lesser known companies: Bowers Battery & Spark Plug Co., Reading, Pa. (4); Race Television Co., So. Hacken-sack, N.J. (14); Radio Research & Development Co., Jersey City (5, 7); F. W. Sickles Co., Chicopee, Mass., subsidiary of General Instrument Co. (7); Remington Radio Corp., White Plains, N.Y. (19); Telequip Radio Co., Chicago (7); Telesonic Corp. of America (formerly Medco), New York; Cage Projects Inc., Upper Montclair, N.J. (23); Consolidated Television Corp., New York.

NEW COAXIAL RATES TO COME: New York-Washington telecasters alone benefit by "reprieve" in stiff rate structure on coaxial granted Monday by AT&T, on eve of proposed Aug. 1 effective date (Vol. 3, No. 29). But they won't ride coax free-service gravy train for long. New rate proposals may be expected well before coaxial lines link many other cities with TV outlets ready for intercity service.

TV enterprisers naturally were elated, even FCC officials said they were gratified, for no one believes today's TV could pay \$40-per-mile base cost plus connection charges (Vol. 3, No. 23). Significance was seen in phraseology of FCC statement Tuesday granting request of company to withdraw proposed tariff "without prejudice to a subsequent filing of tariffs for this service...to permit the tele- phone company's technical people to undertake further studies with the television industry." This is construed to mean company will sit down with TBA, which now in- cludes all the networks as members, to work out policy and a rate structure that will keep everyone happy -- possibly on a sliding scale permitting TV to sweat out its salad days. TBA did not file vigorous protest brief its counsel had prepared last week. Plenty of TV elements, however, still think main hope is radio relay.

SCUTTLEBUTT AND DOPESTERS: FCC Chairman Denny isn't saying anything, so all sorts of scuttlebutt is going the Washington rounds -- some professing to be inside stuff. We can only guess, too, for Denny isn't in town much these days (he's chairman of the International Telecommunications Conference in Atlantic City, which looks like it's going well into September), and to all inquiries he turns a deaf ear. Dopesters have him resigning this fall: (1) to form law partnership with Vernon Wilkinson, FCC assistant general counsel, which latter won't comment on except to say they've been together ever since their days at Dept. of Justice; (2) to go with a network in executive capacity, which those mentioned absolutely deny.

Also, so the oracles have it, President Truman would not be loath to see Denny quit (his logical move while at top and in view of brashly stated purpose of Jones' appointment; Vol. 3, No. 26), so he can name another Democrat more to taste of certain Capitol Hill politicians who haven't liked certain FCC actions un- favorable to themselves and friends (Vol. 3, No. 25). In that connection name of Leonard Reinsch, presidential radio advisor, is most frequently mentioned.

Meanwhile, Denny's plans to revamp FCC structure in October, reinstating division system, were made known. He would set up 3 natural divisions: Broadcast (including AM, FM, TV), Common Carrier, Safety & Special Services -- each with 4 members, each with chairman as ex officio member. Chairmen of respective divisions wouldn't be hard to guess, but GOP victory at polls next year might thrust full chairmanship on newly named Comr. Jones.

COAXING FM INTO THE HOME: Pilot Radio Corp. makes no bones about its conviction "AM is on the way out, FM on the way in," so is putting everything it has behind FM -- particularly into its "Pilotuner" (Vol. 3, No. 29) launched with big ads in New York City this week. At impressive demonstration for Washington dealers and

newsmen Tuesday, v.p. Ernest Hall said \$29.95, AC-only tuner will be produced at rate of 2,000 daily in 3-4 weeks, sold direct by factory to dealers at \$22, can be bought singly by FMers at that price.

That inexpensive FM circuit of Hazeltine's (Vol. 3, No. 29) is really piquing curiosity, but company is holding off details for few more days. It's understood Colonial will turn it out for radio-smart Sears Roebuck. Bendix is busy acquainting dealers and servicemen with its \$124.95 FactoMeter (Vol. 3, No. 26). Idea is to give prospective customers quick, easy demonstration of FM and to determine best position for receiver. Company predicts device will eliminate need for half of proposed home antenna installations -- in fact, is so convinced of unit's value it's currently building it in lieu of table AM-FM. Add to last week's list of converters a 2-tube unit at \$19.95 made to simulate a book, built by Effem Radio Products Co., 5100 Eastern Ave., St. Louis.

SIGHT AND SOUND

Zenith's proposed Phone Vision system of pay-as-you-look of TV (Vol. 3, No. 27) is still stirring up cats, causing lots of intra-industry talk pro and con. Comdr. McDonald told his stockholders' meeting Tuesday he talked to 2 AT&T v.p.'s about it 3 months ago, that 3 power companies have approached him to use power instead of telephone lines, that he kept system under wraps until recently because patent attorneys wouldn't let him disclose it. FCC says Zenith has still not asked for requisite frequencies, and AT&T says no concrete proposals for wire connections, charges, etc. have yet been made.

Zoomar lens which permits near and distant shots without switching cameras (Vol. 3, No. 14), in first public test (Dodgers-Reds game Monday over WCBS-TV), looked like just what Dr. Frank Back, its inventor, ordered. Success in following plays prompted *Variety* to call it "best thing that's happened to television sports since the invention of the RCA image orthicon tube."

Marshall Field's proposed purchase of *Chicago Times*, subject to stockholders' acceptance by Aug. 25, may carry with it a TV application which *Times* counsel have about completed but not yet filed. All Field's AM stations are in for FM, but none yet for TV (WJJD, Chicago; WSAI, Cincinnati; KOIN, Portland; KJR, Seattle).

Radio Projects Inc. (Newhouse newspapers) Class A applications for Jamaica and West New Brighton, N. Y., long fallow in FCC's files, were dismissed this week. FCC said they fell within metropolitan New York area, thus unacceptable under Section 3.203(b) of Commission Rules (Supp. 39). FCC also returned company's reapplication for Newark Class B, saying in effect "wait until New York hearing is final."

FMA's protest against FCC's calling AM stations "standard" rather than "amplitude modulation" seems likely to get more sympathetic consideration, now that application forms are being revised anyway. Same request last February was turned down because of "administrative difficulties" (Vol. 3, No. 6).

In a sweat after House passed bill July 15, prohibiting radio towers in Washington's residential areas (Vol. 3, No. 28), District broadcasters got to Senate District Committee in time, persuaded it to shelve bill until next session.

NAB convention's engineering conference at Atlantic City Sept. 15 has scheduled NBC's engineering v.p. O. B. Hanson for talk on TV, Paul de Mars on FM, plus roundtable of top FCC engineers.

FMA's convention Sept. 12-13 will be held in New York's Hotel Roosevelt, not Washington's as we erroneously reported last week.

Several firm bids, many inquiries, lots of guessing (*Washington News, Times-Herald*, Crosley) have resulted from notice Washington's WQQW is on the block because it can't make ends meet with longhair programming and present management (Vol. 3, No. 29). It's certain 1 kw 570 kc daytimer (with FM grant) will have ready purchaser when its 204 stockholders meet Aug. 18. Of station's \$181,000 investment, about \$100,000 is in physical equipment. Bids were said to be well above that figure. One offer was said to be from Columnist Drew Pearson.

Now is the time for all good TV stations to begin signing up college and pro football games. First to report: NBC's WNBT, home games of New York Giants grid team (again sponsored by Hoffman Beverages); Philco's WPTZ, U of Pennsylvania and Philadelphia Eagles home games; *Philadelphia Inquirer's* WFIL-TV (expected to be on air in time), Temple U and Villanova home games. Many more contracts are in making, including Gillette placement of Army-Navy game. Sponsor news this week also was Ford's (J. Walter Thompson) signing to pay for KSD-TV telecasts of St. Louis baseball games, starting July 26.

TV-facsimile combination, long theorized as powerful, double-barreled sales package, will be offered to timebuyers at joint rate by *Philadelphia Inquirer's* WFIL when it goes on with TV this fall. Station says it may have two rates for FX edition of *Inquirer*—one for home recorders, one for public units. Potential viewers of 10 strategically placed recorders are estimated at almost a million daily.

Rep. Leonard Hall (R-N. Y.) has no plans for House hearings on Wolverton Bill, though he succeeds to chairmanship of subcommittee in view of Rep. Howell's appointment to Federal judgeship. So it's pretty clear nothing will be done until next year's session of Congress.

"Tough code" for keeping radio's house in order will be presented NAB September convention; that's all committee will say about its closely guarded contents, approved by Special Standards of Practice Committee Tuesday, still subject to board approval.

Crosley's chief TV engineer, Roscoe Duncan, ex-RCA and Philco, has been appointed acting director of TV operations. Phil Konkle continues to supervise construction of 3 projected stations: WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton (Supp. 18-C).

Promotional tieup between Paramount's KTLA, without AM adjunct, and Dick Richards' 50 kw KMPC, without TV affiliation, is in making in Hollywood. All other Los Angeles TVs have AM affiliations, except *Los Angeles Times'* which has an FM grant.

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August 2, 1947

CBS IN FOR CHICAGO TV: Tightening TV situation in Chicago caused CBS this weekend to put in its first TV application since FCC color decision dashed its hopes that uhf TV was here (Vol. 3, No. 12). CBS seeks Chicago TV Channel No. 11, wants to put out 21 kw visual, 22.2 kw aural power, plans to spend \$300,000 on construction. Studio and transmitter will be at site of WBBM-FM's transmitter, 1 North LaSalle St. Other cities are ticketed for CBS video, but which ones officials won't divulge. It's not hard to guess that net wants in where it now has AM outlets -- Boston (WEEI), Minneapolis (WCCO), St. Louis (KMOX). TV channels in Washington (WTOP) and Los Angeles (KNX) are all spoken for.

Chicago now has one licensee (WBKB-Paramount), 3 CP-holders (WENR-ABC, WMAQ-NBC, WGN-Chicago Tribune) and 2 applicants (WIND and WBBM-CBS), leaving single channel open. Chicago Times application, which was due to be filed soon, is being held up pending outcome of Marshall Field bid for newspaper (Vol. 3, No. 30).

Rx FOR TROPICS—FM: One of FM's most enthusiastic uncles, consulting engineer C. M. Jansky, and the FCC will show tropical broadcasters an out to their exasperating problem of high noises and poor propagation in the AM band. Wednesday, the 600 delegates to Atlantic City conference will hear Maj. Armstrong's 160 kw Alpine, N.J., station (110 miles) picked up by antenna on 120 ft tower, piped through 7-mile, 16,000 cps lines to Atlantic City's 1 kw WBAB-FM and rebroadcast. Since tropical broadcasters are sceptical about FM's range, idea is to show how easily signal can be bounced from station to station without wire lines -- which are pretty sketchy in most countries concerned anyway. Should delegates take to FM, it might ease demands (expressed in subcommittee proposal) for additional space in tight high frequency band. Delegation chiefs will be given personal FM sets. Some Continental Network stations plan to carry the program.

HOW QUICK IS "SHORTLY"? Now it's all up to AFM Prexy Petrillo to take the shackles off FM -- by rescinding his ban on AM-FM music duplication. And he'd better do it soon, or the subject will come up to haunt him again when House Labor subcommittee begins hearings in Hollywood Aug. 4 on labor situation in movie industry. House Labor Committee Chairman Hartley, on eve of departure for Los Angeles Thursday, said that scheduled 3-week Hollywood probe would look not only into "involvement" of the movie industry with TV through the AFM ban on musicians and musical scores for video (Vol. 3, No. 30), but also into Petrillo's "control" of FM broadcasting.

Petrillo meeting with representatives of all 4 networks Thursday in Chicago resulted in innocuous statement that "Mr. Petrillo agreed to take the matter under consideration and to announce a decision shortly." Although none would talk, feeling of optimism seems to pervade all ranks. FMers seem particularly elated.

Reason for delay in announcing end of AM-FM duplication ban is thought to be for purpose of permitting Petrillo to advise AFM locals of his change of mind, the networks their affiliates of withdrawal of prohibition. Other, more cynical sources, say Petrillo has always been a tough negotiator, probably wants some quid-

pro-quo from the nets for ending edict. In either event, it looks pretty good for FM. Rep. Kearns, chairman of House Labor Subcommittee, wired us Friday: "Things are looking up for FM."

Meanwhile, FMA's Bill Bailey in open letter to Broadcasting Magazine, revealed reason for much edited NAB news release on subject last week. Nets said prohibition was in their contracts, reports Bailey, thus they couldn't take any action until Petrillo modified terms to permit duplication. Bailey says he called this by citing contract provisions which made no mention of ban, forced networks to revise their story.

STILL MORE TV SETS: If manufacturers continue coming out, almost weekly, with TV sets, looks like it won't be long before force of competition will begin driving prices down -- even though Philco's James H. Carmine told distributors this week there was little hope of price reductions in 1948. At the moment, set-makers are going like sixty to get their video instruments on the market at prevailing prices. Most recent TV sets are Garod Radio Corp's AM-FM-phono console and Sonora's TV-only table model. Both have 10-inch, direct view tubes.

Garod combination, unveiled this week at New York's Park Central Hotel, will retail for \$695, be ready for market late in September. RCA installers will make Garod installations, charge same as for RCA sets. Hard on heels of console, Garod will initiate production of TV-only console, to sell for \$450. Equipped with casters, latter set will be touted as movable -- it will be possible to change its position easily for best viewing.

Sonora set to sell for \$350 was shown at Chicago distributor conference at Drake Hotel, with production scheduled to begin Oct. 1. Company said it hoped to put out 1,000 sets during rest of year -- 200 in October, 300 in November, 500 in December. Installation policy has not yet been formulated.

New Transvision 12-inch kit, shown at New York's Waldorf-Astoria, sells for \$289.50; with FM price is \$359.50. Kit includes folded dipole antenna and 60 feet of lead-in cable. Cabinets can be bought separately, prices ranging from \$29.91 to \$39.95. Plastic lens that blows up smaller pictures to 12-inch size was also shown, priced at \$44.95. New Rochelle, N.Y., company said it sold 10,000 kits (7-inch screen at \$159.50) during past 12 months. Newest TV-kit maker we've just heard about is Electro-Technical Products Inc. of Philadelphia. Its "Telekit" sells for lowest yet, \$77.50, has 7-inch tube.

U.S. Television reported this week that its 1,000th projection set had been produced July 24, that it plans to bring out its new big-screen (19x25 inches) set this month (Vol. 3, No. 28).

FMers GRIPE ABOUT LINE RATES: Long simmering resentment on part of FMers against AT&T -- on question of intercity line rates -- is threatening to break out into open. FM broadcasters (particularly Continental Network group) feel "if TV can't afford to pay cable rates AT&T proposed and then withdrew (Vol. 3, No. 29) because it's still experimental, then FM should be considered in same light." Adding fuel to fire is present unavailability of 15 kc lines (necessary to handle FM's full fidelity range).

What hurts CN operators is that nationally sponsored TV programs are being sent down from New York to Washington without cable costs, while non-commercial FM programs originating in Washington and sent up to New York must pay line charges -- about 22 cents per hour per mile plus connection charges for what they consider "substandard" Class AA lines (8,000 cps). Regardless of reasons, that's a subsidy, FMers aver. In fact, it's discrimination, they say. TV sponsors, of course, do not yet pay extra for telecasts in more than one city.

All that's needed for 15 kc lines is terminal equipment, telephone company says. Equipment can be available 8 months after it is ordered. But, FMers say, nothing has been done. Telephone company, on the other hand, says none has ordered

such lines. FMers rebut, say none has ordered commercial TV circuit either, but company has made them available for video. Use of 15 kc lines on experimental basis (without a fee) was broached to AT&T officials about a month ago by FM & Television Magazine's Milton Sleeper. He was told then that AT&T considered nothing about 15 kc lines experimental. Whole subject is due for an airing in near future.

Meanwhile, rates for TV use of coaxial await meetings between TV broadcasters and telephone company ratemakers. Meetings aren't expected until Fall; new schedule may not be filed for some months after.

COLORFAX AND SOMETHING MORE: Mighty nice is Capt. W. G. H. Finch's color facsimile ("colorfax"), shown in New York this week. Far more exciting, however, is his solution to one of FX's major handicaps -- paper. He and his research director, Dr. LaVerne R. Philpott, have bypassed use of troublesome expensive electro-sensitive paper. Any kind of paper, including newsprint, will handle it.

System involves splitting light from scanned material into primary colors and transmuting their values into radio signal (handled by FM) which actuates vari-colored pencil leads at the recorder. Results, says Finch, are permanent, of unlimited color range, require no further processing. Reproduction rate, for color, is 7 sq. in. per minute; but it will record black and white at 28 sq. in. -- same as old system. Company admits some bugs in equipment, but assures that all will be gone in time for showing to newspaper publishers at 1948 ANPA meeting in New York. Meanwhile, v.p. of sales A. J. (Gus) Eaves says plan is to have two receivers, \$150 home model and \$250 industrial model, on market in about a year. Simplicity, he says, will undoubtedly make costs at both ends of system cheaper than present equipment. Nevertheless, company still isn't abandoning production of present equipment.

FM SETS, BY HOOK OR BY CROOK: WIBW's enthusiasm for its "blooper" unit for converting AM sets to FM (Vol. 3, No. 29) has blossomed into production with prices quoted and promise of 60-day delivery. Individually packaged units, with tube, folded dipole antenna and all set attachments are \$8.90 in lots of 1,000; \$8.40 for 5,000, \$7.90 for 10,000 or more FOB, Kansas City. WIBW claims that converter, called "Marquardt's Blooper" after station's chief engineer K. G. (Pug) Marquardt, produces quality limited only by audio end of AM set to which attached.

Very favorable rumblings, nothing official yet, still come from Hazeltine (Vol. 3, No. 30), whose FM circuit is scheduled to appear in AM-FM combinations rumored to retail as low as \$29.95. Non-technical FMers have heard it and they say it's good; we haven't any engineer's report on it yet.

Cooperatives' struggle to get sets is also bearing fruit. Cooperative Broadcasting Assn., Washington FM-CP holder, reports unnamed New York manufacturer now building \$50-\$60 sets for them. National Cooperatives, representing virtually all consumer cooperatives and some 60% of farmer co-ops, reports Chicago set-maker about ready to go for them with \$65-\$70 unit. ILGWU, which said it would buy 20,000 sets for its members when it got New York CP (Vol. 2, No. 30), says it's fidgeting awaiting final decision on New York hearing before it can give factory firm order.

Transvision Inc., apparently making out in TV, moves into FM with a \$64.95 set kit, a \$14.75 tuner kit (without tubes). Among "name" set-builders, Westinghouse and Sonora are latest with table AM-FM, former with tentative price of \$99.95, latter at \$59.95 and \$62.95. And another tuner for your books -- \$59.50 unit of Approved Electronic Inst. Corp., 142 Liberty St., N. Y.

Time Magazine this week lends its massive circulation to great weight of encomiums pouring in on the Pilotuner (Vol. 3, No. 30), and in passing, embraces FM with a fond hug: "Comparatively few.....have actually enjoyed FM's nearly staticless, high-fidelity charms. A new gadget, marketed last week, may change all that -- even though the radio revolution which would make FM broadcasting commercially sound may still be a long way off."

NE PLUS ULTRA IN HOME MUSIC: You don't have to be a longhair to hanker for one of RCA's "dernier cri" radio models, named the "Berkshire" for Boston Symphony's famed Tanglewood Music Center in the hills near Lenox, Mass. But you do have to fork out \$1,800 to \$4,000 for one of these plush combinations, latter price highest yet, covering magnificent breakfront bookcase cabinet standing 7 ft high and containing AM-FM-phono plus large-screen TV.

Berkshire line of 4 sets, offering fully faithful sound range from 30 to 15,000 cycles, was demonstrated in dramatic fashion at Tanglewood Tuesday. At one juncture Conductor Serge Koussevitzky had orchestra stop playing. Yet you hardly knew it as symphonic rendition continued from Victor record. Audience literally gasped as it gradually grew aware its beloved Boston Symphony was coming out of spotlighted music box (\$1800 model) off recording cut several days before; even the 80-odd musicians sat agape. The fidelity was absolute.

Brilliant Berkshire presentation, idea of RCA Victor's Hal Desfor, was recording division show largely, though radio (FM particularly) wasn't overlooked. And Dick Hooper's chain TV unit, freshly back from Italy, was on hand to televise astonished crowds. Event launched RCA into custom field. It will now make any kind of set to order under new Consumers Custom Products Department headed by ex-Marshall Field, Montgomery Ward executive, Harriett M. Higginson. Company is frankly out to gobble some of class market thus far captured largely by Capehart, Fisher, Scott. New division's engineering head, Marvin Hobbs, recently chief engineer for Scott, feels RCA has added advantage of top know-how.

SIGHT AND SOUND

NBC top drawer changes is for purpose of permitting NBC President Trammell and Executive V.P. Mullen to devote more time to overall management affairs and the problems of expansion, "particularly in the new field of television broadcasting," Trammell stated this weekend. Realignments make Ken R. Dyke administrative v.p. in charge of program, continuity acceptance, public service (continuing in charge of broadcast standards and practices); I. E. Showerman, v.p. in charge of Central Division (formerly manager). Retiring were A. L. Ashby, long time general counsel, and Clarence L. Menser (Fred Allen's bete noir), v.p. of production and programming. Henry Ladner has been named acting general counsel.

Relief for small stations (AM as well as FM) is seen in FCC proposals this week to revise commercial radio operator examinations and licences. Crux of change is permission to use as chief engineer of FM stations (and AM stations if they radiate not more than 1 kw) Technician-Operator instead of higher category Engineer-Operator. At present all stations must have first class radiotelephone operator as chief engineer. Revised exams also will ensure operators' knowledge of most recent advancements in broadcasting arts. Deadline for comments is Sept. 1; if oral argument necessary, Commission will set date.

Phone Vision gets the once over from FCC's George Sterling and Curt Plummer Wednesday, when Zenith will run a special demonstration of its pay-as-you-look TV system in Chicago. Searching for equivalent of FM "pig-squeal" nomenclature (applied to Muzak proposal pre-war), sceptics have been rolling term "astigmated TV" on their tongues.

Richard W. Hubbell & Associates has worked out agreement with engineering management firm of Anderson & Merryman, New Orleans and New York. Hubbell, author and ex-Crosley TV chief, last week announced association on consulting basis of famed inventor-engineer Dr. Alfred N. Goldsmith. Also added to staff last week were Thomas H. Hutchinson (ex-RKO Television) and Philip Booth (ex-CBS).

TV and motion pictures were found to be identical in a decision this week by Dauphin County, Pa., court. Ruling on Philadelphia tavern owners' appeal from State Liquor Board order that \$120 entertainment permit must be secured when video was shown in pubs, Court found that motion pictures were covered in statute, that TV and movies were similar in that they entertained patrons visually. Decision affects more than 300 members of the Philadelphia Retail Liquor Dealer Association, has decided implications for TV-equipped bars in other cities.

Fight for Los Angeles' TV Channel 4 goes to oral argument Aug. 25 with KFI claiming that it, rather than NBC, should have what it calls better wavelength. KFI was assigned Channel 9, had petitioned for reversal, was turned down (Vol. 3, No. 24), even went to court for decision. Latter action has been dropped pending outcome of oral argument.

They're ex-GI's, all right, but that fact is far overshadowed by a well-developed sense of showmanship. The 5 vet owners of FM station WFMZ, Allentown, Pa., opened up Wednesday with 15,000 on hand for ceremonies, with sendoff by Gov. Duff, Deputy Chief of Staff Gen. Collins, Ezra Stone, Fred Waring Glee Club, Deep River Boys, etc. FMA's Bill Bailey was there to shake hands of boys whose president, Ray Kohn, is FMA board member.

Add TV customer-pull note: TV's drawing power in bars, restaurants, hotels, is pretty well established. This week, usage of TV set to pull in movie patrons was reported from Asbury Park, N. J., by DuMont Receiver Mgr. Ernie Marx. Seems local theater there installed video set, found it not only attracted additional movie customers, but substantial number paid admission on fight nights, other special events hours just to watch TV screen.

Clear Channel hearing has been moved up again, this time to Sept. 29, thus avoiding conflict with NAB Convention. It's expected that convalescing Counsel Louis Caldwell will be back in harness full-time by then. At present Caldwell is spending half-days at his office.

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August 9, 1947

FM NETWORK STILL ON A LEASH: We refuse to believe Continental (FM) Network's promoters don't have plans to shoot the works and wean the chain from its 3-program weekly diet (Vol. 3, No. 23). What with 20 stations (see map herewith) already carrying the shows via more than 1,000 miles of radio links and 522 miles of wire lines, what with over 40 eager inquiries on file (one from California recently!), what with several new stations taking the air with STAs each week, they just can't hold back too long. Everett Dillard and Hudson Eldridge, of key station WASH, assure us our map will shortly be obsolete.

On matter of 15,000 cps lines which CN wants in preference to present 8,000-plus hookup (Vol. 3, No. 31), AT&T hasn't yet been formally approached. But preparations are going on, may result in huddle with phone company soon. AT&T ratemen are still adamant, insist 15,000 cps lines aren't experimental, say rate would be "about" twice that of Class A (4,500 cps) broadcast circuits: \$.15 per airline mile per hour, \$.0375 for each additional quarter-hour, \$2 minimum for occasional use, \$20 per month for station connection charges plus \$1.75 per hour of use.

PARAMOUNT-DuMONT DEADLINE: Approach of Aug. 15 deadline on 3 Paramount, 2 DuMont TV applications, extended last May for 90 days, means film company probably will ask FCC next week to reconsider edict it dispose of DuMont stockholdings if it wants more stations. Commission had ruled movie firm's holdings in DuMont, though minority, were such as to make them as single entity and thus not entitled to more than limit of 5 TVs (Vol. 3, No. 3, 4, 5, 19). If Commission won't reverse ruling, chances are Paramount will ask for -- and get -- another extension on promise it will eventually dispose of DuMont stock when market is more propitious. Film company now owns 2 stations (Chicago's WBKB, Los Angeles' KTLA), really wants to build others sought in Boston, Detroit, Dallas (Supp. 18-C). DuMont operates New York's WABD, Washington's WTTG, holds CP for Pittsburgh, wants Cleveland, Cincinnati.

BIG INTERESTS GOING INTO TV: That new blood we've reported going into TV (Vol. 3, No: 29, 30) is being infused slowly -- but surely. In wake of CBS application for Chicago (Vol. 3, No. 31) this week 2 more were filed: one for Dallas, Tex., one for Wilmington, Dela. These make 6th and 7th to come in since we published our last TV Directory (Supp. 18-C), just after FCC's decision on color TV (Supp. 49).

Next week, long-awaited Chicago Times application is due for filing, indicating Marshall Field intends entering TV in view of his now assured purchase of that newspaper. This would make third application for Chicago's 3 remaining channels. We've heard rumblings, too, that others on line of the coaxial -- notably ex-Congressman Elmer Wene's WTTM, Trenton, N.J., and Publisher John H. Perry's WJHP, Jacksonville, Fla. -- may shortly join the TV parade.

Dallas application represents big oil money; it's by Lacy-Potter Television Broadcasting Co., partnership of multi-millionaire Rogers Lacy (yearly income stated as in excess of \$1,000,000) and Tom Potter (worth over \$500,000, annual income over \$50,000). Potter also is applicant for AMs in El Dorado, Kan. and Seminole, Okla.,

was in for Concordia, Kan. but dropped that one. They ask for Channel No. 8 (180-186 mc) with 35 kw visual, 18.5 kw aural power, say they'll spend \$300,000 on construction, \$20,000 monthly on operation. Studios and transmitter (RCA) will be in 47-story Rogers Lacy Hotel, now building, plans calling for TV set in every room.

Dallas Times-Herald at present holds apparently moribund CP for TV. Interstate Theatres Inc. (Paramount) application is pending. City has 3 channels assigned it (Supp. 17), so that Lacy-Potter's is third. Possibly now Dallas News (owning 50 kw WFAA) will leap into action, forcing hearing -- though it might ask for one of Fort Worth's 3 channels, only one of which has yet been spoken for (grant to Amon Carter's WBAP-Fort Worth Star Telegram).

Wilmington application is from Steinman brothers' WDEL, reinstating previously dropped application asking for city's sole assigned channel No. 7 (community). It specifies \$114,500 for construction. It's a natural (as Trenton would be) since it's in strategic position to tap already existing coaxial. Steinmans have no present plans to reinstate other TV applications they once filed but dropped -- for Lancaster (WGAL) and Harrisburg (WKBO). Wilmington application also is in line with current thinking among some broadcasters, as reported to us by spokesman for big equipment firm: "One trend seems to be an increasing interest in low powered transmitters for small communities, particularly if these happen to be located where a relay or network is likely to be constructed."

JUMPING THE GUN ON PETRILLO: Fact is that AM-FM duplication has already begun in good many places -- and with nary a peep of objection from Jimmy Petrillo, his locals or networks whose shows are being duplicated. It's being done either on advice of individual station counsel or simply in confident expectation music union's ban is about to be lifted. Our own conviction, born of what has transpired on AFM front in recent weeks (Vol. 3, No. 28-31), is that it won't be long now before duplication will win full and formal blessing of a now more conciliatory Mr. Petrillo. Indeed, network spokesmen told us as we prepared for press Friday night they expected word from him any moment. "But," said one, "you know how he is -- great for those midnight decisions or eleventh hour blitzkriegs." For most part, like zealous FMA, nets seem to feel cards are now stacked in favor of duplication, and they're prepared to pass the good word on to their affiliates the moment they learn Petrillo's mind.

Tenor of Hollywood hearings of House Labor subcommittee was also favorable to radio, also indicated more contrite union. Local 47's president Maury Paul made statement AFM has abandoned ban on duplication, leading to speculation whether word had already gone out to locals from Chicago. But there was no verification either from locals or from Jimmy's headquarters. Sought by long distance, his office said he wasn't in but leave your name and we'll tell him you called. Obviously, there had been lots of other inquirers.

Those who've dealt with Petrillo are still wary, but it does seem AFM czar is abandoning role of despot, is willing now to do right by Our Nell. AFM took awful beating from Don Lee's Lew Weiss (MBS chairman) in Hollywood testimony. Tough ex-cavalryman Weiss charged union with having stymied FM and TV, forcing networks to bring local stations to terms by imposing secondary boycotts, running "racket" with standby rules, requiring untenable quota systems, shifting authority from locals to all-powerful Petrillo without notice.

Rep. Kearns' quarry now is TV restriction in movie contracts (no music on films for TV), which Isaac Chadwick for small producers asserted already means loss of \$100,000 a year in film rentals to TV's still few stations. Eric Johnston's MPA had v.p. Charles Boren on hand to testify: "No other clause in the contract negotiations was as controversial." That seemed to set tune of all movie magnates, who doubted legality of TV ban. But 20th Century-Fox's Fred S. Meyer said Petrillo had insisted clause must go in, remarking when confronted with legal objections: "Let the lawyers worry about that." Added Meyer: "Those of us who've dealt with the union thoroughly understand the meaning of the word 'must'."

FM CHANNELS GETTING SCARCER: FCC scraped bottom of the barrel, using its reserved Class B channels to make FM grants in Detroit, Norfolk, Scranton areas this week (Supp. 53-F herewith). And you can expect slimmer picking in more and more cities from now on. Stage is rapidly being approached where most choice markets, and some not so choice, won't have channels available any more just for the asking. Burden is on applicants to show FCC how it can be done, engineering-wise.

Clue to FCC's planning for Class A grants in major metropolitan areas is apparent in New York area authorizations this week, too. Since 12 had already been granted there (Supp. 53), the 9 pending applications had reason to worry lest channel scarcity precipitate a hearing. But Commission engineers solved problem by doubling up -- putting widely separated stations on same frequency. Chances of any new applicant getting grant there depend on where he applies; applications for peripheral towns would stand best chance. New York plan should avoid disappointing most Los Angeles applicants now scheduled for hearing, date not yet fixed. New York area, by the way, is assured at least 41 FM stations -- 20 Bs, 21 As.

HIKING TV SPONSOR RATES: More sets, higher rates, is current TV trend. Paramount's Balaban & Katz station WBKB, Chicago, raises basic hour rate (for studio shows) from \$200 to \$375 on Aug. 15, date when Chicago TV sets are calculated to reach 5,000 (last count, as of July 18: 4,112). The \$375 rate prevails until 15,000 sets are counted then rate goes to \$500 at 25,000, \$800 at 35,000, \$1,000 over 35,000 (Vol. 3, No. 5). Film rates are half or less.

DuMont's WABD, New York, on Sept. 1 hikes \$300 basic hour rate (for studio shows) up to \$800, justifying this not only on proved pulling power for TV sponsors but also on estimated 44,000-plus sets in New York area. It figures 6.2 persons per home set, 100 per tavern set, so top events enjoy audiences exceeding 500,000. Rates are less than one-third for film subjects. There's enough sponsor demand in sight to lead Dr. Allen B. DuMont to tell us he confidently expects company's telecasting operations to achieve break-even point in 1948.

It's expected NBC's WNBT rate of \$750 per hour (\$250 for films, various charges for field pickups) and CBS's \$150 for 30-60 minutes of either rehearsal or actual broadcast (same for film) will also shortly be hiked. Growing use of TV in bars, restaurants, etc. is indicated by report this week Commercial Television Corp., New York, offshoot of a refrigeration business, is renting out large-screen sets (UST) for that purpose, installing 10-20 per week. Speedup in set sales, hence faster growing audience, is seen in installment sale ads appearing in newspapers in cities with TV service; Philco dealers, introducing \$395 Model 1000 in New York market on big scale this week, offered sets at \$3.95 weekly after down payment.

[Note: For copies of TV rate cards, which show detailed rates for various classes of time use, also for time segments, write operating stations as listed in our TV Directory, Supp. No. 18-C].

NEWS, SPORTS ARE TV STANDBYS: What's TV going to do for programs? News events and sports -- these will be mainstays even when network TV makes large-scale productions economically feasible and when more and better films are made available. In fact, "Variety" recently quoted an unnamed "newsreel topper" as saying TV will render today's newsreels "deader than a doornail within 3 years." In those cities having TV stations, hardly a sports event -- from baseball and football to billiards and miniature auto racing -- is being overlooked by the telecasters. And the sports promoters aren't looking down their noses at TV either, not even the baseball owners; their deal usually is for fixed fee for rights, cut on sponsorship, if any.

In the 8 cities now having TV service (Supp. 18-C), all 6 that have big league ball teams can see their home games on TV, the seventh (Los Angeles) carrying local baseball too, the eighth (Schenectady) having no baseball. Big-league home baseball schedules now being telecast: Brooklyn Dodgers, WCBS-TV; New York Giants, WNBT; New York Yankees, WABD; Chicago Cubs, WBKB; Philadelphia Phillies and Athletics, WPTZ; Detroit Tigers, WWJ-TV; St. Louis Cardinals and Browns, KSD-TV;

Washington Senators, WTTG. Most of these games have local sponsors. Coming foot-
ball season is already attracting big-time sponsors: American Tobacco Co. has bought 10 eastern college games, not yet specified, over WNBT, 7 Notre Dame and Northwestern games over WBKB. Pabst Beer will sponsor all 3 home games of New York Giants pro team on WNBT, which also plans carrying 4 Navy games from Baltimore and Annapolis (probably unsponsored) and some games of Philadelphia Eagles and Baltimore Colts (probably sponsored). Chicago Rockets (WBKB) will have Keeley Beer as sponsor.

SIGHT AND SOUND

George B. Storer's interest in TV in other cities besides Detroit and Toledo, where his Fort Industry Co. holds CPs (Supp. 18-C), is indicated in Friday announcement of John Koepf's appointment as Fort's TV manager. Fort's Washington man for last 18 months, personable Mr. Koepf, ex-Proctor & Gamble radio director who served in Navy alongside Storer, will now headquarter in Detroit and "coordinate the plans of the company . . . in other cities where television stations are subsequently to be applied for."

Gross up, net down, is again fiscal story of CBS, which this week reported \$51,411,368 gross income from sale of facilities, talent, lines, records, etc. during first 6 months of 1947, net of \$2,919,507 (\$1.70 per share). For same period of 1946: \$46,582,052 gross, \$3,200,716 net (\$1.86 per share). Of 1947 net, \$1,936,261 was realized from broadcasting, \$983,246 from record manufacturing. Last year's comparative figures were \$2,381,683 and \$819,033—again showing exceedingly important place record business has assumed in CBS balance sheet (Vol. 3, No. 13).

Speculation rife whether David Sarnoff's RCA chairmanship means he'll soon relinquish presidency and, if so, who will succeed. Prospects: Frank Folsom, RCA Victor president; Niles Trammell, NBC president; Frank Mullen, NBC executive v.p., ex-aide to Sarnoff.

Inquiries about purchase of WQQW, Washington, have been so numerous since ill-starred, ill-managed "good music" station went on block (Vol. 3, No. 29, 30), that form letter listing its assets has been sent to several dozen prospects. Confidence is expressed acceptable bid will be offered to meeting of 204 stockholders Aug. 18.

Full resources of FCC's engineering staff have been enlisted behind work necessary to complete Atlantic City International Radio Conference Sept. 15, when new treaty is scheduled to be signed. That's why FCC Chief Engineer Sterling and TV Division Chief Curt Plummer couldn't go to Chicago this week for Zenith Phone Vision showing.

Pulse Inc., scanning New York City FM set ownership, finds some 3% (50,000 to 80,000 homes) FM equipped. It also finds people apparently pretty fickle as to preference among the 10 stations now programming. Its two recent polls show little consistency of station popularity. In Washington, the *Post* (WINX-FM) also made survey, came up with 4.6% (14,500) FM homes.

Pool use of New York-Washington coaxial was agreed upon by NBC, DuMont, CBS at meeting with AT&T officials. Tentative schedule is based on best feature of day (baseball, football, etc.), with 3 networks splitting. First 2 have own Washington outlets. CBS has tieup with *Washington Star's* WTVW, due on air in October—first hookup affiliation it has yet made.

Next TV outlet to take air commercially doubtless will be *Philadelphia Inquirer's* WFIL-TV, which telecast first test patterns Wednesday—only 62 days after starting to put up transmitter and antenna. Starting Aug. 11, test patterns will be aired daily, 8-9 p.m.

RMA-NAB Joint Liaison Committee meets for second time in Washington Aug 26, with major subject status of FM and TV. Manufacturers feel AM-FM duplication will give decided boost to FM set sales. TV they see as new product lifting them out of AM overproduction doldrums. Broadcasters naturally want to know set-makers' plans for FM and TV (on TV, see Vol. 3, No. 30, 31). RMA members are Sylvania's Balcom (president), Crosley's Cosgrove (ex-president), Motorola's Galvin, GE's Baker, Westinghouse's Evans, RCA Victor's Folsom, Stromberg's Manson, Farnsworth's Nicholas, Western Electric's Lack, Emerson's Abrams, Zenith's Bonfig, Philco's Hardy. NAB conferees are Justin Miller (president); T.A.M. Craven, WOL, Washington; William Fay, WHAM, Rochester; Gordon Gray, WSJS, Winston-Salem; James D. Shouse, WLW, Cincinnati; Carleton Smith, WRC, Washington.

That new TV tube, reported in AP dispatch Friday from Stanford U as making possible operation of 300 black-and-white or 100 color TV stations in limited area without mutual interference, is same as one reported by Bell Labs last year (Vol. 2, No. 27). It has potentials for video networking due to broad-band (800 mc), high amplification (10,000). Stanford's Dr. Lester M. Field started work on it at Bell with Dr. John R. Pierce, says it's twice as effective as one reported last year.

Paul Bunyan and his blue ox "Babe" had nothing on modern loggers and GE. Complete FM network is being used in logging operations on Minnesota border by Minnesota & Ontario Paper Co. System ranges from two basic stations with 300 ft. towers to five 60-watt portables for use in log drives.

Televising LaScala in Milan, direct off stage, micro-waving it to receivers at nearby Milan Fair, was most exciting job RCA's Dick Hooper said he did on recent Italian junket with chain TV unit which so excited interest of Pope Pius (Vol. 3, No. 28). Hooper got back 10 days ago, was immediately assigned Tanglewood job in Berkshires, goes next to Toronto Exposition.

"Tower" FM antenna, \$1,150 sans beacon, is offered by Workshop Associates (Gardiner G. Greene, pres.), 66 Needham St., Newton Highlands, Mass. Claims: highest gain per antenna height, needs no de-icing gear, simplicity, less windload and weight (183 lbs) than others of comparable gain, delivery promised 60 days after order received.

Anyone connected with news on radio should make Paul W. White's "News on the Air" (Harcourt, Brace & Co., \$3.50) *must* reading; it's a textbook by ex-CBS ace news chief, who did such a bangup wartime job.

RCA's gross income from all sources (including NBC) was \$154,333,872 for first 6 months of 1947, its net \$8,825,912; for same period last year, gross was \$101,310,085, net \$5,666,299.

Gates of Quincy, Ill. plans production line on FM transmitters by early September.

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August 16, 1947

MR. PETRILLO BIDES HIS TIME: As of Friday night, still no word from Petrillo about AM-FM duplication, still the same negative response from his Chicago office (Vol. 3, No. 32). Petrillo's aides say he's out of town, others that he's resting on his farm near Chicago -- storing up strength and ideas, no doubt, for his Sept. 15 reappearance before House Labor subcommittee. Certainly, his decision will be known by then at least. Meanwhile, we're getting still more reports of AM-FM duplication, especially by independents and in some cases by network affiliates, with nobody seeming to care any more. It shouldn't be long now.

FCC's TV PLAN, LOSS OR GAIN? It's a bit too early to gauge reactions to FCC's proposal to take away community TV Channel No. 1 (44-50 mc), assign it to non-government fixed and mobile services, as means of eliminating interference probed at mid-June engineering conference (Vol. 3, No. 24). Plainly, FCC planners hate to do it, for it means TV will then have only 12 channels left, with many sets already manufactured for 13. TV spokesmen say they don't intend to give up No. 1 by default -- even though, in compensation, FCC proposes to eliminate sharing provisions between TV and other services, except government on Channels 7 and 8 (174-180 & 180-186 mc).

Detailed plan was set forth in 9-page FCC Mimeo 10421 released Aug. 14 (we'll get you a copy, if you wish). Comments and objections are invited by Sept. 15. If they warrant, FCC will set date for oral arguments. This is what proposals would do to present assignments (p. 8, Supp. 17):

(1) Two cities would lose their single channel assignments -- Trenton, N.J. and Bridgeport, Conn., where no one has yet applied. (2) Three cities would lose one channel each -- Chicago (No. 13), Cleveland (No. 7), Columbus (No. 8). (3) Eleven cities would have present channel assignments reshuffled, without losing any -- Canton, O.; Fall River-New Bedford, Mass.; Harrisburg, Pa.; Manchester, N.H.; Racine-Kenosha, Wis.; Scranton-Wilkes Barre, Pa.; South Bend, Ind.; Springfield-Holyoke, Mass.; Springfield, O.; York, Pa.; and Riverside, Cal., where KPRO has only grant thus far to Channel No. 1 (Supp. 18-C). KPRO would get No. 6 instead under new plan. None of other cities in latter category has any TV grants or applicants.

Supporting plan, FCC engineers say it would also eliminate interference on TV Channels No. 4 (66-72) and No. 5 (76-82) caused by fixed and mobile services (mainly aero) now operating in in-between band of 72-76 mc. These services would be limited to fixed circuits so engineered that interference would be nil. But 72-76 mc communications services would be allowed to continue for 5 more years.

On other hand, FCC proposal does nothing to overcome adjacent channel interference from amateurs in 50-54 mc, now playing hob with TV Channel No. 2. Nor is anything proposed to overcome harmonic interference from "hams" in 28 mc band, also to Channel 2. And no solution is attempted for harmonics from diathermy and industrial heating devices, though it's thought these will be slight once equipment makers improve their gadgets. Also unsolved is interference from TV to aircraft navigational systems in 108-120 mc band.

PROOF OF THE FM PUDDING: Several significant points about FM the 450-odd delegates from 70 countries will certainly carry home with them when International Telecommunications Conference concludes its Atlantic City sessions Sept. 28 -- all auguring well for future FM export trade:

(1) That FM offers best system for countries with underdeveloped broadcasting services, better system than AM for poor propagation areas, virtually perfect system so far as freedom from tropical static is concerned; (2) that FM's range is not necessarily limited to line-of-sight horizon, as so long believed.

Consulting engineer C. M. Jansky Jr. reports keen interest in FM among foreign technicians inspecting current Atlantic City demonstrations, which will continue. Points are proved rather potently, particularly second point, in radio relay setup (Vol. 3, No. 31) in which signals from Maj. Armstrong's Alpine transmitters (one high band, one low) are picked up 110 miles away and 7,340 ft below line-of-sight at special 120-ft receiving antenna, then carried 7 miles on special high fidelity (16,000 cps) lines to WBAB-FM transmitter. Quality is consistently tops.

Delighted, Maj. Armstrong presented heads of each delegation with Zenith AM-FM table model set. Word of warning from Prof. Jansky: Properly engineered, high quality radio relay systems for FM networks will require more than \$200 capital cost mentioned at Albany FMA meeting last April (Vol. 3, No. 16).

SHOT IN ARM FOR NAB'S FM DEPT.: Is NAB really going to shake a leg, do something about promoting FM? Its avowed policy is not to promote any special phase of radio -- but question naturally arises whether old FMBI's stepchild, NAB's FM Dept., will be adopted into NAB's departmental family as a full-fledged member if and when Arthur Stringer is named chief. Mr. Stringer is now director of special services, but primarily he's a promotion man -- and a good one. Almost anything NAB would do in FM field would be regarded as promotion, despite FMA's creation for just that purpose. Only this week FM, TV and FX stations were made eligible for representation on NAB board by mail vote of membership, provided each has 25 member stations -- so you can look for four new directors-at-large (FM gets one each for Class A, Class B).

NAB's long moribund FM Dept. was left virtually dead when Bob Bartley quit. NAB hierarchy has been too busy with other things to bother about it, though did show mild interest in FM in naming independent FMer Leonard Asch (WBCA, Schenectady) chairman of FM Executive Committee to succeed Walter Damm. Asch is also one of topkicks of FMA, has called his NAB committee for meeting Aug. 25.

That NAB doesn't like existence of "periphery" associations like FMA and TBA, is an open secret. Long-range plans are to absorb them. But it can't get FMA, which now has 195 members. As for TBA, even though networks belong, and networks are partial to NAB, they don't carry enough weight in TBA councils yet to put over merger. Incidentally, NAB has no special session on FM, like last year's, scheduled for its Atlantic City convention, Sept. 15-18, though FCC Chairman Denny may be counted upon to discuss FM again in his convention address. Nor is TV on agenda, except as it may come up in technical session or be demonstrated in exhibits.

NEWSPAPERS TO TALK OVER TV: Of the 11 TV stations operating commercially (Supp. 18-C), two are newspaper-owned -- by Detroit News, St. Louis Post-Dispatch. Of 54 CP holders, 20 are newspapers, including rich, live-wire Philadelphia Inquirer, whose WFIL-TV right now is air testing, readying for September debut. Inquirer's TV director, Ken Stowman, is convinced newspaper-TV stations have many problems in common: planning, engineering, construction, management, programs, newsreel exchanges (he has already made film swap deal with Don Lee's W6XAO, Hollywood). So, to talk all these things over, but "absolutely not" to set up any sort of organization, Stowman has invited all newspaper TV executives to confab in Chicago's Palmer House Aug. 27-29. About half the newspaper TVers quickly accepted, replies from others are awaited. Not invited were mere applicants, of whom there are 15, three identified with newspapers -- Chicago Daily News, Philadelphia News, Lancaster (Pa.) New Era, latter interests seeking TV in Wilmington, Dela. (Vol. 3, No. 32).

MORE TUNERS, CHEAPER TUNERS: First unit we've heard of containing Hazeltine's "secret" FM circuit (Vol. 3, No. 31) was unveiled this week by John Meck Industries Inc., receiver manufacturer of Plymouth, Ind., at Columbus (Ind.) meeting of Indiana FM Assn. It's a 2-tube converter, to sell at \$19.95. We have no indication of its performance other than that its makers say it brings in 7 FM stations at Plymouth. September delivery is planned through regular retail channels spurred by big promotion campaign. It's one of quite a few FM tuners and sets FMA says will be exhibited at its Sept. 12-13 convention in Hotel Roosevelt, New York. Also to be shown is unidentified 3-tube FM-only set designed to sell for \$24.95.

Airadio has begun shipments to dealers and broadcasters of its \$38 "Combinette" (Vol. 3, No. 20), heralded by full-page trade paper ads. Suggested retail price is \$56.95. Of 25,000 units scheduled for production before year's end, first deliveries go to some 100 purchasers in 80 cities (mostly broadcasters). Sales are handled by Electronics Inc., Washington (Bill Koplovitz). And WIBW's Pug Marquardt (Topeka) reports he's had numerous inquiries for samples of his Blooper (Vol. 3, No. 31), planned for early mass production.

MAIL ORDER AND CHAIN STORE FMs: When the big merchandise-wise mail order houses pick up a product, you may be sure it has arrived. So it will come as pleasant news to FMers, still dismayed by FM's junior position in manufacturing field and high prices it's fetching, to learn biggest mail order houses show deep FM-consciousness in radio sections of their new Fall-Winter catalogs. Sears Roebuck lists 4 out of 10 Silvertone consoles with FM -- one straight AM-FM console at \$99.50, three AM-FM-phono combinations at \$149.50, \$195, \$225. Montgomery Ward lists 5 out of 8 Airline consoles with FM -- one AM-FM at \$124.95, four AM-FM-phonos at \$169.95, \$209.95, \$219.95, \$229.95. Then, too, Western Auto Stores (big, little chain) last week broke ad on its \$149.50 AM-FM-phono Truetone console, pegging price on trade-in of old set. Another big chain, Alden's, is reported getting ready for FM market. National Cooperative, Chicago, selling its own "Co-op" brand of AM sets at \$24 and \$38, plans to have FM added to latter by October, hopes to sell set at \$50-\$60. On Thursday, Sperton broke full-page ad in New York Times offering \$30 trade-in credit on its \$229.95 AM-FM-phono, making cost \$199.95, plugged FM features particularly, listed all dealers in metropolitan area. And New York's giant Macy's this week began pushing, via ads and in-store promotion, an AM-FM-phone Artone for \$199.

FOCUSING FISCAL EYES ON TV: Magic appeal of TV has stockbrokers working overtime these days. Even though CBS testified it dropped some \$2,000,000 on color TV (Vol. 2, No. 50), even though it obviously can't profit from TV for some time to come, newsletter of one of biggest brokerage houses tells its customers: "The stock of this company [CBS] affords an interest in an established field with possibilities of large profits in the future from the coming development of television." It sees significance in fact 22% of WCBS-TV's time at end of last year (when it was on air only few hours weekly) was sponsored by such major advertisers as Ford, Gulf, Bristol-Myers, Borden.

Fanfares of publicity are accompanying current offers of stock in United States Television Mfg. Corp., specializing in large-screen TV sets for bars, restaurants, etc., which it claims to have distributed in larger quantities than anyone else. This week, UST announced \$2,245 set with 25x30-in screen, largest yet. Its largest screen up to now has been 19x25-in. at \$1,995. (Size of newspaper page is 16x22-in.) President Hoge sees TV's future in large-screen, says UST is perfecting home set with small tube (2-3-in.) that can provide image magnified to 12x16-in., to sell at about present prices of direct-viewing sets.

It's generally agreed in trade that first big profits from TV, as in early days of radio itself, will be made by manufacturers and dealers -- long before telecasting becomes profitable. That's certainly thinking of TV-station operators DuMont, Philco, RCA, and of most of the numerous other manufacturers going into TV (Vol. 3, No. 30, 31). So it would seem CBS, with one station and seeking only one

more (Chicago), isn't in good position to profit from TV. Nor is ABC, planning 5 TV outlets, reported in current Tide Magazine to be considering reviving last year's shelved plan for public sale of stock (probably to pay for huge TV plant outlays). Most significant fact about CBS's recent financial reports is increasing take from recording business, decreasing from broadcast operations (Vol. 3, No. 13, 32).

SIGHT AND SOUND

Most reports about resignations from FCC are likely to come true sooner or later—but meanwhile the same rather equivocal denials. From Atlantic City, Chairman Denny writes again this week: "I have made no plans for leaving the Commission." He made no comment on trade report he's been offered NBC general counselship, to which Henry Ladner succeeded (on Judge Ashby's resignation) with title of acting general counsel.

Who gets WQQW, Washington (Vol. 3, No. 29, 30, 32) will be decided next week, or after Aug. 18 stockholders meeting. Best purchaser prospect seems to be "large cosmetic firm not now in radio." Others in running: Drew Pearson, columnist; Lawrence Heller, ex-owner, WINX, Washington; Ohio Farm Bureau (Murray Lincoln, president), seeking capital "feeder" for its WRFD, Worthington, O. (AM Directory No. 1).

FCC has given Paramount-DuMont TV applications 60 more days grace, or until Oct. 15, so they still pend—until decision can be reached whether and when film company will dispose of its DuMont stockholdings (Vol. 3, No. 32).

Continental FM Network has sponsor on hook, will announce details shortly. Twenty-station hookup (Vol. 3, No. 32) this week added WNLC-FM, New London, Conn., taking shows off air from WGTR, Paxton, Mass. [Note to subscribers: We have supply of CN maps we published last week, will be glad to send you a few extra copies without cost.]

FCC Blue Book may not have been bleached, but it sure got Clorox treatment this week when license renewal of WTOL, Toledo, was okayed on grounds operation had improved tremendously since it was cited as one of 5 "horrible" examples in March, 1946 report. Only station criticised in Blue Book still not renewed is Hearst's WBAL in Baltimore, due to be heard Oct. 6 in conjunction with Pearson-Allen application.

TV power in megawatts may be solution to adequate coverage in uhf band. Suggestion is advanced by *Electronics Magazine's* editor and color TV expert, Don Fink. Saying 480-920 mc band (now 500-890 mc) may be TV's last frontier, he suggested more field testing before decision on band's adequacy. He's worried, too, lest definition be frozen at 525 lines, emphasizing that he is thinking in terms of next 25 years' development.

To convert auto radios to FM, Pilotuners (Vol. 3, No. 29, 30) have been installed in their cars by Robert Lincoln O'Brien, publisher-operator of independent FM station WLOB, Claremont, N. H., and L. J. Duncan, owner of WRLD-FM, West Point, Ga.

Howard Hughes' plans for TV (he once had applications in for Los Angeles and San Francisco, which he dropped) won't be revived, he told us while here for Senate hearing. Reason: too many other irons in fire.

NBC affiliates, holding own pre-NAB convention Sept. 12-13 at Atlantic City's Claridge Hotel, will get earful on TV second day, with RCA's Gen. Sarnoff as main speaker.

Perennial Clear Channel hearing is again postponed by FCC, this time to Oct. 14.

Westinghouse Stratovision expert C. E. "Chile" Nobles says he knows about problem of pitching and turning in airborne reception and transmission, and that means have been developed to overcome it. He didn't want to say more until he'd had a chance to read and study report last week by DuMont's T. T. Goldsmith, which questioned feasibility of skyhook system of relays and transmitters. Goldsmith's report was based on flights between New York-Boston-Washington with planeload of measuring devices.

GE's new biconical TV antenna for microwave relay reception picks up uhf beams from any direction, doesn't have to be "aimed" for each remote. Called "chicken brooder" because that's what its three sections look like when assembled, first unit goes to *Washington Star's* WTVW, due on air early this fall. Developed for 1295-1425 mc TV relay band, company says antenna can be modified to work on any uhf frequency. GE also claims it's almost 16 times more sensitive than simple vertical.

First serious attempt to buck FCC's interference standards for FM is running into difficulty. Suffolk Broadcasting Corp., holder of CP for Class A at Coram, N. Y., (Long Island), has dredged up a Class B channel and wants to convert, but FCC set it for hearing, questioning whether another Class B can be squeezed into New York City area.

DuMont's guide on TV commercial time, established in new rate card that goes into effect Sept. 1 (Vol. 3, No. 32), ranges from 1 minute, 30 seconds for a 5-minute show to 9 minutes for a 60-minute show during daytime hours (before 6 p. m.), and from 1 minute, 15 seconds for a 5-minute show to 6 minutes for a 60-minute show night time (after 6 p. m.). This is first listing of ratio of commercials to program time we've seen for TV.

Industrial Television Inc., Nutley, N. J., organized 5 months ago to manufacture bar and restaurant large-screen, direct-view TV sets, is now marketing in Washington and Baltimore. Specializing in multiple units worked from a single master control, company reports over 100 installations in New York area already, production now 50 per month. Home models are due in late fall, says President Horace Atwood Jr.

Reason why J. Arthur Rank film interests ordered DuMont image orthicon chain shipped to London last month (Vol. 3, No. 30) became apparent with issuance of experimental TV license permitting British firm to beam programs from Baird labs to 6 London theaters, also to pick up news events for projection on theater screens. It's England's first private license of kind. London report also has it that Scopphony Ltd. plans production soon of set with 18x24-in. screen.

St. Louis plans big TV show, Nov. 19-23, wants to make it nation-wide in scope with exhibits by all manufacturers; but Chicago exposition planned for autumn probably won't be held until early next year, if at all.

Radio Consultants Inc. plans third of its FM symposiums in Washington's Statler Hotel, Oct. 23-25, charging \$15 registration plus \$100 fee for course.

Another newsletter in TV field started this week, called *United Video*, published at 516 Fifth Ave., New York City, Irving Yorke, secretary.

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August 23, 1947

IS TV CURE WORTH THE LOSS? Two schools of thought seem apparent among TVers pondering FCC's proposal to delete Channel No. 1 in order to obviate interference from channel-sharing mobile services (Vol. 3, No. 33). What organized TV broadcasters want done should be decided at TBA board meeting Aug. 25. One school feels that, though drastic, FCC's solution is best since it does cut out interference which June engineering conference plainly showed exists (Vol. 3, No. 24). It's understood this is opinion of TBA engineers who met Thursday. Other segment feels TV must fight to hold scant number of channels now assigned it, must at least be compensated for any loss. They want industry to demand two or three additional channels in what they claim are "watered" government bands between TV Channels 6 and 7 as price of concurrence to loss of Channel 1. They point to necessity for at least two channels in small cities and towns in order to make TV truly competitive. Under proposed plan even Bridgeport and Trenton will be left barren of TV.

SEASONAL DIP IN RADIO OUTPUT: July was 5-week month in RMA's audited calculations of radio production (June 28-Aug. 1). But it also was usual month of vacation shutdowns and slowdowns. Hence output dropped somewhat. Total sets of all kinds produced by RMA members (95% of industry) reached 1,155,456 in July, compared with 1,213,142 in June (Vol. 3, No. 29). Total for first 7 months of 1947: 9,766,100.

July TV output was 10,007 sets, compared with 11,484 in June; it breaks down to: 5,546 table models, 2,406 direct-view consoles, 187 projection sets, 1,860 radio-phono combinations, 8 converters. Seven-month total TV output: 56,396. July FM total was 70,649, compared with June's 76,624, and breaks down to: 55,988 AM-FM-phonos, 485 AM-FM consoles, 14,176 table models. FM's 7-month total: 516,212.

TALKING SOFT BUT ACTING TOUGH: We certainly called the turn wrong on Petrillo. But, then, so did just about everybody else, including our chief sources of information -- Rep. Kearns, FMA, the networks, Jimmy himself. This week's bad news adds up to no AM-FM duplication, for the time being at least. They're two separate fields, Petrillo says, "like a theater and a night club." Even the FCC licenses them separately, and besides "the FM station with no AM affiliation [our count: 289 out of 1,124] . . . should not have to suffer this competitive discrimination." So went the Petrillo arguments as he announced his edict from his Chicago throne room Tuesday.

"This does not mean that the same musicians cannot play on both AM and FM," he conceded magnanimously. "It only means that the AM operator must pay the union scale if he wants a musician to play over his station, and the FM operator must do likewise." He said 12 FMs are already paying the union pipers, but won't tell who they are -- hasn't even informed House committee yet, as promised. (We know only of Chicago Tribune's WGNB, CBS's WBBM-FM, Stromberg-Carlson's WHFM). As for unauthorized duplication already going on (Vol. 3, No. 32), it's apparently up to AFM locals to squawk first.

Not much doubt about it -- Jimmy has given the industry another kick in the slats. But there isn't any doubt, either, that he's going to have to do a lot of

explaining to House subcommittee which has him under subpoena to reappear Sept. 15 (though date will be deferred until after FMA, NAB conventions). Chairman Kearns was very surprised, at edict, said it was "contrary to my understanding."

There's at least fighting chance, too, that Dept. of Justice may move into situation under Lea or Taft-Hartley laws. FMA conferred Thursday with battery of Attorney General's staffmen, headed by Peter C. Brown, who also are slated for meetings with networks next week. FMA's Bill Bailey, hopping mad, insists networks should permit duplication at once since their AFM contracts cover "broadcasting," not AM as against FM; he says he suspects networks have private agreement not to feed musical programs to FM without Petrillo's consent.

Networks' joint telegram to Petrillo Wednesday expressed regret, asked further meetings, stated: "Your action will seriously retard the development of FM broadcasting and we therefore feel is clearly contrary to the public interest." But networks obviously are not in any hurry, probably would prefer to bide their time until they negotiate next contracts with AFM, present ones expiring next Jan. 31; they should be in better strategic position then, under new labor laws. As for NAB, it had no more comment than President Miller's remark to N. Y. Times: "This will mean continuation of the stalemate." Subject is certain to be main topic at both NAB and FMA conventions next month.

It looks now like Petrillo is adopting policy of "talk soft, act tough," intends to maintain old fear of reprisals (such as higher wage demands, strike threats) if thwarted by new labor laws. He let it be known Friday AFM isn't going into recording business, as he threatened at House hearings (Vol. 3, No. 28), but he has adopted policy of refusing to let his men play for any new recording companies. As Rep. Hartley commented to AP Thursday, day his bill became law, "Fortissimo means loud music. Pianissimo means soft music. Petrillo means no music."

* * * *

Someone's been feeding Jimmy Petrillo some rather cockeyed figures on FM, from which he's drawn questionable conclusions. He was quoted as telling Chicago newsmen there were 204 FM stations now operating, that these would increase to 3,000 in 18 months. Actually, adding the 52 licensees and 213 STAs to date (Supp. 53 and addenda), there are 265 FM stations which may be presumed to be on the air more or less regularly. Then there are 666 CPs outstanding, 247 conditional grants, only 159 applications pending. Applications now are less than half dozen weekly. How all these can possibly add up to 3,000 within 18 months escapes us.

BROADCASTING'S BIGGEST FLOP: Lots of voluble stockholders, plenty of pretty theories, much cloudy business thinking -- that's picture of last Monday's meeting to decide what to do about Washington's WQQW, costly experiment of the "liberal" fringe gone sour. Despite talk of many bidders, there was only one bid -- \$80,000, from Lawrence Heller, ex-owner of WINX, which he sold to Washington Post for \$500,000. Stockholders wouldn't approve, decided to meet again Sept. 3.

Good music, limited commercial station, which was going to show up industry's ills and foibles under "enlightened" managership of one of Blue Book's authors, ex-FCC staffman Edward Brecher, is on rocks after only 8 months operation (Vol. 3, No. 29-33). Business-wise, it's probably quickest and worst flop in radio history, will be cited often as prime example of loose thinking, impractical acting on part of pinkos, do-gooders and others who carp at commercial radio.

Station enjoys fairly large, very loyal following (not all highbrow) but has suffered from antagonism engendered from outset by Brecher policies: looking down nose at advertisers and agencies, promising city its "only honest news" (and then hiring ex-correspondent for Communist papers as news editor), even refusing to observe ordinary amenities of legitimate business. Facility isn't bad (1,000 watts daytime on 570 kc) plus CP for FM. Best business month was \$4,000, though gilded overhead runs about \$12,000. The 202 stockholders subscribed to \$132,000 in capital stock, several also going on note for \$50,000. They want to

salvage something, but obligations besides \$50,000 note include \$10,000 trust, \$4,500 owing for equipment, \$5,000 liquidation cost, \$15,000 estimated operating expenses until FCC approves a sale. Muddy thinking was manifest when some stockholders even suggested that (1) present stockholders buy more stock, (2) public be offered stock, (3) public be asked for regular subscription fees!

THE TELEVISION POT SIMMERS: There's no mistaking the symptoms -- things are beginning to stir in TV, auguring busy days ahead for everyone concerned. Even TBA President Poppele's prediction before newly formed Philadelphia Television Assn. Wednesday night, that TV industry will amount to \$250 million by June, 1948 GOP convention in that city, may not be entirely amiss. He based his estimate on 500,000 sets at average of \$500, which may not be bad guess in light of numerous manufacturers planning TV production (Vol. 3, No. 30), let alone trade estimates of up to \$10 million expenditures on advertising of TV sets during next 12 months.

This week, as Bamberger's engineering chief (WOR), Poppele announced orders placed with GE and RCA for full equipment for its projected New York and Washington TV stations, respectively (Supp. 18-C). GE promised delivery of former by next March. This makes three major TV station orders for GE -- others being for Chicago Tribune and Yankee Network (Vol. 3, No. 23).

This week, also, another TV applicant who dropped out last year asked FCC to reinstate application -- A. Frank Katzentine, WKAT, Miami Beach, Fla., who proposed spending \$165,000 on installation. His is eighth application since color decision. Long-delayed Chicago Times application (Vol. 3, No. 32) is now definitely promised within next two weeks. And Philadelphia's WFIL-TV starts programming Aug. 25, plans formal opening Sept. 13.

On merchandising side, major TV producers deride trade story sets aren't moving, say they can market all they can turn out. Confidence is bolstered by the easing of installment-buying restrictions, seen as offset to high cost of sets, also by prospect of big TV events to attract buyers -- World Series, football, 1948 politics, etc. Philco plans invasion of Washington market Aug. 27 with its Models 1000 and 2500 (Vol. 3, No. 26), former in quantity (\$395), latter in limited numbers (\$795), accompanied by big promotion campaign. Philco has concentrated so far on Philadelphia and New York areas, building service setup, is now readying to go into Chicago, Detroit, St. Louis, Los Angeles.

FM NETWORK'S FIRST SPONSOR: No mere lip-service promoter of FM, Stromberg-Carlson turns up as that first sponsor on FM's wire-radio hookup called Continental Network (Vol. 3, No. 32, 33). Big manufacturer-broadcaster has allotted unannounced but sizeable hunk of its fall-winter advertising budget to purchase 8:30-9 Friday nights for 16 weeks on full 22-station chain, starting Sept. 12. Program is live talent, with 30-piece orchestra designed for full utilization of FM capabilities, will originate from company's own WHFM, Rochester, will naturally plug FM radios. First program will be piped into FMA convention banquet hall. WHFM will also originate 8-8:30 Friday night show, sustaining but tailored with eye for another sponsor. WLAN-FM, Lancaster, Pa., joins CN this week, picking up Armstrong's signal from Alpine, N.J. Network can be expected soon to add York and Harrisburg, Pa. Competition in some cities has already led to jockeying for affiliation.

REACHING UP FOR TV SIGNALS: Hinterland bar owners, enviously and impatiently watching sports-minded elbow-benders pouring into TV-city taverns, have done something about it. Told that TV signals were going over their heads, they've decided to reach for them. In several cities, notably Allentown and Reading, Pa., you'll find towers up to 100 ft. high with nothing but receiving antennas on top. They're getting nice signals from New York and Philadelphia, over distances ranging from 40 to 88 miles. Remarkable is the kind of money going into such installations; complete setup, including receiver, cost as much as \$5,000. And some well-heeled people are shelling out the same way, just for their private home amusement. Another possibility of eking out distant TV signals is a new antenna developed by Lapoint-Plas-

comold Corp., Unionville, Conn. (Jerome E. Respass, president). Respass says he gets regular service from New York (over 100 miles), often Philadelphia (200 miles).

Regarding the tall tower idea, instead of everyone squeezing his wallet that painful way, it might pay some bright entrepreneur to look into Dr. Fritz Schroeter's proposal (Vol. 3, No. 8). What the former TV director of Germany's Telefunken suggests is a single neighborhood station to reach for TV signals, convert them to lower frequencies, transmit them to home sets by cable.

SIGHT AND SOUND

Class B conditional grantees now know which channels are earmarked for them. FCC this week issued proposed assignments (Supp. 54 herewith) which are almost certain to show up on final CPs. All conditionals henceforth will be granted with channels specified. Publication of assignments is for benefit of new applicants, who, since July 1, have had to specify desired channels. They now know which are preempted. For your convenience, you should enter these channels in Supp. 53 to 53-G; those Supplements, used with Supp. 52 (channel allocation), will show exact channel situation in any city.

RCA's Consumer Custom Products Dept. isn't telling us (or its competitors) how many of new Berkshire line of sets (Vol. 3, No. 31) it's sold thus far—but it does say the \$1,800-\$4,000 units are moving in about equal numbers. On first 200 of the \$4,000 breakfront models, which contain large-screen TV, purchasers get engraved plaques signed by Boston Symphony's Serge Koussevitsky attesting that \$500 of purchase price goes into Berkshire Music Center scholarship fund.

Nothing to lose and everything to gain, some Class A grantees in metropolitan areas are asking for modification to Class B, requesting reserved channels. Thus, *Passaic Daily News* (Paterson, N. J. grantee) wants to be on hand when New York reserved channels are passed around, and Montgomery FM Broadcasting Corp. (Silver Spring, Md.) asks for Washington's sole unassigned channel.

TV story of the week, as recounted by Bennet Cerf in *Saturday Review of Literature*: "A television salesman tried to sell one of his elaborate models to Mr. [Ed] Wynn. "Just think," he said, "you can sit comfortably in your hotel room, press a button on your television set, and a beautiful, scantily clad girl is suddenly standing before you." "In hotels I go to," Wynn said, "you can get the same thing without television. . . ."

Thomascolor Inc., Los Angeles, colorfilm system, in which BMI's Carl Haverlin has big interest and which was represented at FCC's color TV hearings, recently filed with SEC registration statement covering 1,000,000 shares of \$5 par Class A common stock which it proposes to offer public at \$10 share without underwriting. Inventor Richard Thomas was in Washington this week to demonstrate for SEC.

World Series games in New York will be seen via TV by 2,500,000 people. That's estimate of WOR's Jack Poppele, TBA president, who said Mutual had all rights sewed up (Gillette sponsor), would farm out video rights when series cities are decided. Talk is that New York's 3 stations would be given simultaneous or rotation rights.

Maj. Gen Roger B. Colton, ex-Signal Corps research chief, has left Washington engineering consulting firm of Colton & Foss to become Washington radio consultant for IT&T. Foss continues as William L. Foss Inc.

Collins, moving into high gear in FM transmitter production, reports it is now delivering 250-watt and 1 kw units from stock, will be shipping 3 kw's next month.

Lt. Gen. James G. Harbord, who died this week at 81, only last month relinquished RCA board chairmanship to David Sarnoff (Vol. 3, No. 28). Gen. Pershing's World War I chief of service of supply, Gen. Harbord was RCA president 1922-30, during company's great upbuilding days, with Sarnoff always his executive officer. He will go down in radio history as one of its great leaders.

RCA International's B. E. Shackelford has been nominated for 1948 presidency of IRE, mail balloting results to be announced Oct. 24. R. L. Smith-Rose, radio supt. of Britain's National Physical Lab, has been nominated for v. p. Two directors-at-large will be chosen from: B. deF. Bayly, U of Toronto, A. B. Chamberlain, CBS; J. E. Shepherd, Sperry Gyroscope; Prof. J. E. Stratton, MIT.

Importance of TV as newspaper lineage builder was cogently demonstrated when one section of *St. Louis-Post-Dispatch* carried 35 dealer ads, promoting RCA, GE, Crosley, and DuMont sets. Occasion August 6 was dedication of KSD-TV's new 20 kw transmitter and 546-ft. tower, which led newspaper to start promotion campaign also to plug St. Louis as important TV market, attract sponsors to station. KSD-TV this week asked FC for full license.

All RCA patent licensees are being urged to go into TV set production, even though competitive, as measure of stimulating industry. Thus some 100 manufacturers and trade newsmen have been invited to Camden and Lancaster, Pa., Aug. 27-28, for tour of TV production lines.

AFRA's New York convention this week made clear its intention to (1) expand and organize radio stations not now unionized, (2) fight Taft-Hartley law, (3) demand right of commentators to express their opinions on the air, (4) follow AAAA scale with respect to TV appearances.

Film documentary *March of Time* for September release is devoted to broadcasting, with due attention to TV and FM. Like "The Hucksters," it's not being greeted very warmly by broadcasters who've seen it, mainly because it stresses alleged advertiser control of programs.

July saw 75 sponsors on TV stations, reports Fred Kugel's *Television Magazine* for August, which lists them (with agencies). National accounts dominate, though there are quite a few locals, particularly radio dealers, brewers.

Articles on TV and FM are scheduled for September and October issues of *Kiplinger Magazine*—purely factual, editors assure us, not opinion like recent tirade against commercial radio.

Tiniest yet in commercial receiver field seems to be a \$5.98 hand-sized, battery, earphone set by Modernair Corp., 925 S. Grand Ave., Los Angeles.

Chicago's TV set count as of Aug. 15 was 5,027, reports WEKB which has fixed new rates accordingly (Vol. 3, No. 32).

NAB-RMA Joint Liaison Committee meeting scheduled for August 26 (Vol. 3, No. 32) has been postponed until sometime in the fall.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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August 30, 1947

WESTERN UNION PROMISES RELAYS: Western Union's proposed intercity TV relay (Vol. 3, No. 24) must be coming along, for it submitted memo to newspaper TV executives meeting in Chicago Thursday stating that it would have common carrier, microwave networks available in about 6 months at "attractive rates." New York-Chicago service is planned via 3 trunk routes: Albany-Cleveland-Detroit, Pittsburgh-Cleveland-Detroit, Pittsburgh-Cincinnati-St. Louis. Newspapermen in huddle to discuss common problems (Vol. 3, No. 33) heard plans of big news and photo services (AP, UP, INS, Acme) for TV news coverage, discussed exchanges of newsreels, swapped notes on construction, operation, costs, etc. They plan no permanent organization.

FM OPTIMISM WELL WARRANTED: No use kidding ourselves -- there just isn't a chance of 700 FM stations on the air by end of 1947. Actual figure to date: 269. Probable figure then: about 400. But that shouldn't dismay anyone for there's no magic in widely quoted figure first predicted by FCC Chairman Denny last January. FM boosters are currently proving they need no magic to warrant their optimistic outlook, e.g.:

Spurt of interest in FM in business publications -- Tide making it lead story Aug. 29, Business Week and Kiplinger magazines working up articles....Surge of queries from ad agencies, particularly about cost of Continental Network time....Increased purchases of local FM time, such as that by Philco's Washington distributor (Columbia Wholesalers) which buys one-hour nightly on WINX-FM, quarter-hour on WWDC-FM (duplicated with AM) for dealer demonstrations....Trade success stories like current one from new WJJW, Wyandotte, Mich., which reports starting 18-hour daily schedule with 57 one-year contracts on books....And, responsible for much of fore-going, beanstalk growth of Continental Network (Vol. 3, No. 32, 33) which this week added 2 more stations to total 24: WLOB, Claremont, N. H., WCFR, Fall River, Mass.

TV ON THE PRODUCTION LINE: You need only visit RCA's bustling plants at Camden (sets) and Lancaster (tubes) to get an idea of the bigness, complexity and accelerating rate of TV production. Company's newly opened and even bigger TV factory in Indianapolis, let alone Philco's equally busy TV assembly lines in Philadelphia, also impress you with the feeling that by comparison ordinary radio set production is simplicity itself, will eventually pale to peanut proportions. And RCA proudly informs you there's no such thing as factory inventory; its dealers are taking all TV sets it can turn out. So watch TV production from now on, particularly these last 4 months which are traditionally radio's best sales period.

RCA held clinic at Camden and Lancaster plants this week for about 80 representatives of 35 licensee companies -- showed them everything with frank purpose, as RCA Victor's Frank Folsom told them, of urging them to hurry into TV production. No ifs or buts about it: RCA looks on TV "to blossom into one of the most enormous businesses this country has ever known." Mr. Folsom added: "While the initial details may look discouraging, the future possibilities are so overwhelmingly favorable that there should be no hesitation....to get into television in a big way."

Big RCA's stake in other companies entering the field is plain -- popularizing TV as a whole, patent license royalties, video station equipment sales, tele-

casting (NBC). So its generous proffers of advice and actual direct service weren't merely eleemosynary. For its own part, company didn't care to disclose actual production figures, except to show that one day last week it turned out slightly over 1,000 sets and to indicate that a normal working day at Camden might produce "up to 800." Indianapolis plant has nearly twice Camden's capacity, will turn out all the large-screen sets, costs \$750,000 just to rig up for TV (\$500,000 on test equipment alone), will be in full swing by Sept. 15. Revealed for first time was new TV-AM-FM-phono console, with 10-in. tube, going out to distributors Sept. 15.

Companies represented on Camden-Lancaster junket included most of those who reported to us (Vol. 3, No. 30) they intend going into TV production before year's end, plus several others. Represented were: Air King, Automatic, Bace, Belmont, Bendix, Colonial, Coronet, DeWald, Emerson, Fada, Fisher, Garod, GE, Hallicrafters, Industrial, Jewel, Magnavox, Majestic, Minerva, Nielsen, North American Phillips, Olympic, Packard-Bell, Pilot, Radio & Television Inc., Harold Shevers Inc., Sparks-Withington, Stewart-Warner, TeleTone, Televue, Templetone, Trav-Ler, Viewtone, Warwick, Westinghouse.

* * * * *

So far as Philco is concerned, it's plain that TV merchandising is going to be "competitive as hell" -- and Philco's notoriously loyal, aggressive, merchandise-wise distributors and dealers are the boys to do it. This week, Philco came into Washington market (Vol. 3, No. 34). Next it goes into Chicago, Sept. 10; St. Louis, Sept. 14; Los Angeles, Sept. 17. Washington distributor-dealer meeting Tuesday was highlighted by first showing of new Model 1050, TV-only console with 10-in. screen, to sell for \$449.50 plus \$50 installation and servicing. It's same set as table model (No. 1000) at \$395 plus \$45; rest of line is No. 700 with 7-in. tube, No. 2500 with big 15x20-in. screen (Vol. 3, No. 26).

Philco pep-talker Jimmy Carmine made flat claim (which RCA denies) that its TV sets are already "largest selling in the world," even though company has only been in New York and Philadelphia markets up to now. He said Philco accounted for half of June's 11,484 sets (Vol. 3, No. 29), and as of Sept. 1 will be turning out \$1,000,000 worth of TV sets per week (whether at factory price or retail wasn't stated). He also said Philco is offering its big micro-lens screen to other companies, has already licensed GE, RCA, Westinghouse.

SPEEDING UP TV STATION GRANTS: If you're properly qualified, if facility is available, if no competitive application is on file...you don't have to wait long these days for a TV grant -- FCC is that eager to speed up telecast services. Thus WDEL, Wilmington, Dela., waited only 3 weeks to get grant of its reinstated application (Vol. 3, No. 32); and Elm City Broadcasting Corp., New Haven, Conn. (WHNC) had to wait only 5 weeks (Vol. 3, No. 30). On Thursday both got community channel grants: WDEL No. 7 (174-180 mc), 1 kw visual power, 500 watts aural, 281 ft. antenna; WHNC No. 6 (82-88 mc), 1.82 kw visual power, 957 watts aural, 510 ft. antenna.

You can expect several more grants momentarily -- next probably to Yankee Network, Boston (Vol. 3, No. 23); Johnson-Kennedy (WIND), Chicago (Vol. 3, No. 26); CBS, Chicago (Vol. No. 3, No. 31). Almost everything is in order at FCC, except that in case of Chicago's 2 applicants (3 channels available) Commission is inquiring into interlocking interests of CBS v.p. Leslie Atlass, who owns 19.2% of WIND.

Another TV applicant this week is Empire Coil Co., of New Rochelle, N. Y., asking for station in Avon, Conn., suburb of Hartford, using Channel 10 (192-198 mc), one of 2 assigned Hartford-New Britain area. Power would be 25.6 kw visual, 13.46 kw aural, antenna 237 ft. above ground, 579 ft. above average terrain. Construction cost is estimated at \$246,250, operation at \$10,000 monthly. Substantial manufacturer of coils and transformers for big radio set makers, including RCA (from whom transmitter has been ordered), Empire is wholly owned by Herbert Mayer and wife. Application shows total assets of \$153,882, states TV project will be financed through \$250,000 private bond issue, \$25,000 non-voting stock.

Note: Add foregoing TV grants and application to file copy of your TV Directory (Supp. 18-C).

FILGRIMAGE TO MECCA: Next scene in drama of duplication shifts to Jimmy Petrillo's domain, whither on Sept. 8 his supplicants will journey once again for audience. Networks will again seek to dissuade him from AM-FM duplication ban (Vol. 3, No. 34). Neither NAB nor FMA is in on confab, former being music czar's bete noir, but they'll do lots of talking on subject at forthcoming conventions. Networks will try to argue Petrillo down on points that duplication doesn't enlarge total audience, FM should be given its head for sake of better radio, will bring benefits in long run to musicians as well as public.

Network bigwigs conferred Thursday with Dept. of Justice attorneys -- Frank White and Julius Brauner, for CBS; Frank Mullen and Henry Ladner, NBC; Robert Kintner and Joe McDonald, ABC; Robert Swezey, MBS. Results are best described as "indifferent." Government can't be expected to act unless and until AFM actually clamps down on someone, is deemed violating Lea or Taft-Hartley acts. FM cohorts, meanwhile, say Petrillo edict is no death blow. They admit duplication is desirable, but insist FM will go forward anyhow, though perhaps more slowly, with own improved programs, own networks.

TIMELIEST TV TIMETABLE: This fall and winter will bring season of TV openings. Schedule, mainly based on RCA deliveries of new 5 kw transmitters, is about as follows: Philadelphia Inquirer's WFIL-TV, formal opening Sept. 13; Washington Star's WTVW, September-October tests; Baltimore Sun's WMAR and Hearst's WBAL-TV, aiming for early November openings, probably with joint T-Day; Milwaukee Journal's WTMJ-TV, Dec. 1; Westinghouse's WBZ-TV, Boston, December; Scripps-Howard's WEWS, Cleveland (DuMont equipment), possibly before Dec. 31. As of Aug. 25, RCA had delivered 8 TV transmitters, reports current deliveries at 3 per month. RCA's Ted Taylor estimates that by early next year 16 cities with about 23% of country's population will be served by TV stations.

RCA also predicted these stations (Supp. 18-C) will be in operation before year's end, but this doesn't jibe with our information: WLWT, Cincinnati, which may test with football this fall from Crosley's experimental W8XCT but won't get going commercially before Feb. 1; WTCN-TV, Minneapolis; KFI-TV, Los Angeles; WTVT (WSPD), Toledo; WPEN-TV (Bulletin), Philadelphia; WAAT-TV, Newark; NBC, Los Angeles; WBAP-TV, Fort Worth; KSTP-TV, St. Paul. Foregoing should be among first to take air in early 1948, plus others like Buffalo News' WBEN-TV, Los Angeles Times' KTTV, NBC Cleveland, NBC Chicago, Bamberger's WOR-TV, New York, and WOIC, Washington.

WBAL-TV pulled coup by engaging NBC's Harold P. See, TV pioneer and one of best operations men, as its television manager. He reports Sept. 15. Next Monday, WBAL inaugurates its magnificent new studio building on Charles St. (7 radio and 2 TV studios), designed as showplace. In connection with planning for TV station, best prepared document we've yet seen is Milwaukee Journal's outline for its opening. Plans include radio relay from Chicago. Initial rates are \$600 per hour (5 hours rehearsal time), \$160 per hour for film, special rates for remotes. Write Walter Damm for a copy; it's well worth study.

HOLD THAT TV CHANNEL: Thinking of TBA committee named to formulate policy, plan and tactics to oppose FCC proposal to take Channel No. 1 away from TV (Vol. 3, No. 33, 34) seems to be along these lines: TV cannot afford to lose any frequencies -- in fact, actually needs more. It's impossible to share TV channels with other services, governmental or non-governmental. There's plenty of space in oversupplied, unused government bands between Channels 6 and 7 (108-174 mc) not only to take care of other services but also to permit two or three more channels for TV. TBA is going to oppose giving Channel 1 to mobile services as means of doing away with channel-sharing interference. Board this week named this committee to carry the fight: WOR's Jack Poppele (president), Philco's J. F. Bingley, Washington counsel Thad Brown. They must file objections with FCC by Sept. 15. Board also elected CBS's Larry Lowman, TV v.p., to directorship to fill out term of Ernest Vogel, resigned from Farnsworth. Approved was WWJ-TV (Detroit News) application for membership, giving TBA third newspaper-owned member (others: St. Louis Post-Dispatch's KSD-TV, Chicago Tribune's WGNA).

TV REVIVES THE KIT BUILDERS: Eager little beavers in TV set field, an uncounted factor whose output has added thousands to video audience, are the kit makers. They're reviving interest among growing army of adept, gadget-minded hobbyists and "hams" who like to build their own. Pre-war, Meissner and Andrea led slim field. One kit maker (Transvision) announced it has sold 10,000 in last 12 months. Altogether, there are six electronics firms who put out TV components in various stages, with instructions, diagrams, etc. to simplify assembly:

Dynamic Television Associates Inc., 155 Prince St., Brooklyn, N. Y., kit with 7-in. tube \$159.50, with wooden cabinet \$174.50. Electro-Technical Industries, 121 N. Broad St., Philadelphia, "Telekit" with 7-in. tube \$120, cabinet \$24.50 more; with 10-in. tube \$189, cabinet \$29.50 more. Republic Television Inc., 7 E. Madison Ave., Dumont, N. J., kit with 7-in. tube \$165, including dipole and lead-in wire. Telesonic Corp. of America, 5 W. 45th St., New York City, kit with 7-in. tube \$159.50, 90-day guarantee. Television Assembly Co., 387 Bushwick Ave., Brooklyn, N. Y., kit in assembly form with 10-in. tube \$229.50. Transvision Inc., 305 North Ave., New Rochelle, N. Y., kit with 7-in. tube \$159.50, with 12-in. tube \$289.50, latter with FM \$359.50. Transvision also offers plastic lens for blowing up 7-in. screen to 12-in., price \$44.95. Old-timers Meissner and Andrea, so far as we can determine, have no kits on market now.

SIGHT AND SOUND

Business and program assistance to FM stations—that should be policy of NAB and its FM Dept., in opinion of FM Executive Committee meeting Monday (only 5 of 10 members attending). They resolved NAB board authorize FM Dept. to devise method of measuring FM receiver ownership by areas, survey current FM station rate practices, encourage more extensive FM broadcast schedules, supply FM stations with NAB trade data. Committeemen Asch, Bonebrake, Dillard, Leich, Mastin, all ardent FM boosters, indicated they're satisfied FM no longer regarded as merely "poor relation" of industry, were pleased with Arthur Stringer's appointment as director of FM Dept. (Vol. 3, No. 33).

If it's fun they want, NAB intends to provide it aplenty during Atlantic City convention Sept. 15-18, as befits so well-organized and well-heeled an organization. Many delegates plan bringing families, making vacation out of it. On serious side, growing list of exhibitors (including FM and TV) is impressive. This year's list of speakers, besides FCC Chairman Denny, includes Rep. Clarence Lea (D-Cal.), author of Lea Act; Mexico's Goar Mestra, v.p. of Inter-American Broadcasters Assn.; Joseph Sedgwick, Canadian Assn. of Broadcasters.

Best bet for new FMA head is Everett Dillard, Washington consulting engineer, operator of WASH, Washington, and KOZY, Kansas City, and with Maj. Armstrong, leader in formation and growth of Continental Network. Present FMA president, Roy Hofheinz (KTHH, Houston), has indicated he won't run again. Main speakers at FMA convention Sept. 12-13 at New York's Hotel Roosevelt will be FCC Chairman Denny, RMA President Balcom (Sylvania.) Executive Director Bill Bailey reports 202 members.

One FM puzzle, to which GE has given us at least a partial explanation, is why FM broadcasters are going on the air at such a slow rate—only 4 this week (Supp. 53-I herewith)—in spite of heavy transmitter deliveries. Announcing shipment of its 150th unit (fifty-four 250-watt, 21 one kw, 75 three kw), GE says that among buyers are non-commercial educational and 10 foreign countries: Italy, Peru, Belgium, Canada, Ecuador, Colombia, Mexico, Norway, Puerto Rico.

Pioneer, live-wire WWJ-TV, *Detroit News*, with Oldsmobile as sponsor, will telecast all 6 Ann Arbor grid games of U of Michigan, employing 49-mile radio relay link.

Everybody's predicting new jobs for FCC Chairman Denny (including ourselves), so might as well report latest in rumor crop: that he and Verne Wilkinson, asst. gen. counsel, will open own Washington offices and tie up with New York law practice of ex-Chairman Larry Fly. From Atlantic City, Denny repeats his cryptic if not equivocal denials (Vol. 3, No. 33).

RCA's multi-antenna system for apartment house installation got unqualified TBA blessing this week after demonstration to its engineering committee. TBA technicians found it was not only "fundamentally correct," but "ready for commercial use." System also covers multiple reception of AM, FM, SW signals. Telicon, which demonstrated its Intra-Video system last May, this week appointed Newark's L. Bamberger & Co. first agent to sell the installation.

Bendix, combining Hazeltine's and its own know-how, says it "hopes" to get out a \$39.95 table AM-FM in January. If it does, and no one beats it to the draw, it'll be cheapest such model. Lowest-priced to date are Lafayette (\$54.95) and Zenith (\$59.95) with Emerson promising one for \$50 in October. In meantime, Noblitt-Sparks is now delivering good-looking \$74.50 table AM-FM Arvin.

Biggest AM station to pull out of FM is 50 kw WCKY, Cincinnati. Station indicated it can't afford FM at present. Another AM dropping this week, pleading money troubles, is KWIN, Ashland, Ore., whose AM, only partially covered by insurance, burned down last year. Previously, *Kansas City Star* (WDAF) was biggest AM operator to get cold feet about FM (Vol. 3, No. 27).

Death of Albany's WOKO has been postponed from Aug. 31 to Sept. 30 to permit it to wind up affairs. FCC this week (AM Directory 1-P) proposed to grant facility to Governor Dongan Broadcasting Corp., composed of 35 Albany stockholders headed by commentator James T. Healey, WSNY, Schenectady.

Hearings on FCC proposal to change operators' requirements (Vol. 3, No. 31) have been asked by NAB, which reports it has gathered comments from membership that should be considered before changes are made.

RKO's Ralph B. Austrian, one of savviest moviemans so far as TV is concerned, quits presidency of film company's TV subsidiary Sept. 15 to become v.p. in charge of TV for Foote, Cone & Belding, New York.

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September 6, 1947

NEW TV DIRECTORY SOON: We're working on a revised edition of our TV Directory (Supp. 18-C), hope to have it for you soon. Meanwhile, 18-C for all practical purposes is up-to-date if you note: (1) NBC's Washington WNBW as a CP holder now and on the air. (2) WFIL-TV, Philadelphia, same, as of Sept. 13. (3) Newark and 3 New York City proposed grants as final grants of CPs. (4) These additional CPs (number in brackets refers to our issue of Vol. 3 with full details): Elm City Bcstg. Corp., for New Haven, Conn. [35]; WDEL Inc., Wilmington, Dela. [35]; Sarkes Tarzian, Bloomington, Ind. [19]. (6) These additional applications pending: Empire Coil Co., Hartford, Conn. [35]; A. Frank Katzentine, Miami Beach, Fla. [34]; CBS Inc., Chicago [31]; Johnson-Kennedy Radio Corp., Chicago [26]; Yankee Network, Boston [23]; Penn Bcstg. Corp.-Gimbels' WIP [18]; Lacy-Potter Television Bcstg. Co. [32].

WHO'S TO BLAME FOR FM'S FIX? If networks fail to beat down Jimmy Petrillo's AM-FM duplication ban at their Chicago parley next Monday, Sept. 8 (Vol. 3, No. 34-35), they'll probably become whipping boys for FMA and its more zealous cohorts, who make up in publicity effort what they lack in funds (viz., FMA's widespread distribution this week of New York Timesman Jack Gould's indictment of chains' attitude toward FM in Aug. 31 article). Fact is, their verbal understanding with union czar to construe present contracts as applying to AM only, has already made networks the FM fraternity's bete noir -- their repeated avowals of fealty to FM notwithstanding.

FMA's hopes now rest mainly with House Labor subcommittee, which has Petrillo under subpoena for reappearance when it reconvenes in a few weeks. It also hopes to find someone now duplicating who's willing to go to bat in test case. No one expects anything to come of appeal to Justice Dept., not soon anyhow, but FMA is filing complaint statement there next week. Meanwhile, replies to its questionnaires to all FM grantees and applicants are coming in, most of them indicating (1) that most FMers who are also in AM think their network agreements neither permit nor forbid duplication, (2) that some are actually duplicating live network shows, but without any to-do about it, (3) that virtually all think AM-FM duplication is a "must" if FM is to progress.

BATTLE OF THE FM SETS: Now comes Olympic Radio & Television Inc., Long Island City, N. Y., which thinks it has the set FM has been waiting for. Momentarily, Olympic's Mr. Schoenen may be right -- we say "momentarily" because intensity of FM set competition is slowly but surely driving down prices. Olympic's is a \$39.95 table model AM-FM scheduled for delivery after Sept. 15. It's \$17 under suggested retail price of Airadio's FM-only Combinette (Vol. 3, No. 33), only \$10 more than Pilotuner (Vol. 3, No. 31), just double Meck tuner (Vol. 3, No. 33). Set is 14 $\frac{1}{4}$ x9x7 $\frac{1}{2}$ -in., uses modified Hazeltine circuit, has 5 tubes and rectifier, 6-in. speaker, bakelite cabinet. Production is reported at 1,200-1,500 weekly, with potential of 1,000 daily. So it seems Bendix has been beaten to the draw; it had planned production of same sort of set at same price in January (Vol. 3, No. 35). Olympic is also said to have \$30 set in works; and a half dozen other small companies are supposed to be preparing to offer AM-FMs in that price range in October.

OFF TO THE BROADCAST FAIRS: TV and FM forecast a complete metamorphosis of broadcasting, sooner or later, yet they're only sideshows at NAB's convention in Atlantic City, Monday-Thursday, Sept. 15-18. But some of the sideshows may dominate thinking and future planning of many who come to hear and see. One in particular is pretty sure to cause a lot of soul-searching among certain broadcasters -- a straight-from-the-shoulder discussion of what TV really means to broadcasting and broadcasters by David Sarnoff. He meets Saturday, Sept. 13, with NBC affiliates in Claridge Hotel.

Probably TV's most persistent and consistent believer and promoter, Gen. Sarnoff's aim is to persuade as many as possible to get into it while the getting's good. NBC and affiliates already account for 5 of the 12 TV stations now operating, 22 of the 55 CPs now outstanding. It's our guess that many more NBC affiliates who can stand the financial pull, will be "sold" on TV by RCA-NBC's chairman.

FM problems are being left largely to FMA's convention in New York's Hotel Roosevelt the Friday-Saturday preceding NAB's. That zealous little organization says it expects 400 delegates, most of whom will thence go to Atlantic City (where big Convention Hall had to be hired to handle 2,000 or more anticipated delegates and the exhibits). FMA will talk up commercial side of FM, discuss Petrillo ban, FM audience measurement and other problems, exhibit latest in FM receivers, tuners, etc., sit in (during Friday night banquet) on commercial debut of new Continental Network (Vol. 3, No. 32, 34).

TV at Atlantic City, aside from RCA's planned demonstration of large-screen theatre TV, will concentrate largely on exhibits of TV sets and transmitting equipment, telecasts relayed from Philadelphia's newly inaugurated WFIL-TV over 60-mile radio relay link, and RCA exhibition crew doing same job of closed loop telecasting of convention sessions and speakers it did so effectively at last year's Chicago convention. Exhibits will include GE and DuMont TV equipment as well as first showing of RCA's new image orthicon studio camera. WFIL also plans facsimile demonstration, with complete newsroom operation.

Main NAB agenda quite naturally concentrates on immediate topics such as new code of commercial practices ("tough one" is promised, with teeth in it but with no enforcement machinery yet); labor relations (with Petrillo ban considered as part of over-all picture); legislation (reviewing White-Wolverton bills and what's been done about them); radio advertising (several clinics on its various aspects); engineering problems (including papers on recent TV developments by NBC's O. B. Hanson, on FM transmitters and construction by Consulting Engineer Paul deMars).

THEATRE TV EXCITES FILM FOLK: Lots of to-do about movie industry's concern with TV, necessity of reserving channels for theatre TV, and all that. But not a single firm has yet asked FCC for any such channels, despite fact they're available on experimental basis in 1000-13000 mc bands. Movie bigwigs have endorsed -- but have done nothing else about -- SMPE's request for setting aside theatre TV channels, made at FCC hearing last spring (Vol. 3, No. 6). Endorsement took form of virtually identical letters to FCC from Spyros Skouras, 20th Century-Fox; Paul Raibourn, Paramount; Peter Rathvon, RKO; John J. O'Connor, Universal; Nicholas Schenck, Loew's. But FCC says they must take initiative, apply for specific channels; it's not up to Commission to guess their wants.

Yet there's no doubt about heightening Hollywood interest in TV. Both 20th Century and RKO are negotiating with RCA for same kind of deal covering large-screen TV as made recently with Warners (Vol. 3, No. 29). Paramount's interest is well-known; it controls WBKB, Chicago, and KTLA, Los Angeles, and has tieups with DuMont, Scophony. Universal is associated with J. Arthur Rank (British) interests, which own Baird patents, have arrangement with Rauland, are currently battling with BBC over projected London TV-into-theatre experiments (Vol. 3, No. 33). From Hollywood Scripps-Howard staffman Kaspar Monahan reported (in N. Y. World-Telegram and other newspapers) that TV has moviemen "speculating, theorizing, guessing -- and reaching for an aspirin". He said TV is "hush hush topic around the movie studios." He indicated the ulcer colony is beset with phobias about possible impact of TV -- but no one seems to know just what he fears, for no one seems to know anything about TV.

NETWORK PROSPECTS HASTEN TV: You can expect some new TV applications during ensuing weeks, if only because of promise of intercity TV links -- both AT&T's coaxial and Western Union's microwave (Vol. 3, No. 24, 35). There weren't any this week, but we're informed that Hartford's WTIC (Travelers Insurance Co.) has reinstatement of its old application in the works, doubtless hastened by Empire Coil Co. application for same area last week (Vol. 3, No. 35). Also, our information is that St. Louis' KXOK (Star-Times) will reapply shortly.

Hot after TV network carrier business, Western Union this week was revealed as having asked FCC for authority to construct microwave TV hookup between WCBS-TV, New York, and Philadelphia's WCAU (soon to be transferred to Bulletin, a CP holder for TV). Western Union and WCAU would each pay half of development and construction costs. Proviso Commission didn't like -- and on which it turned scheme down -- was that WCAU for 4 years would have first call on all TV programs emanating from New York end of link. FCC suggested WU go ahead on own as common carrier. Meanwhile, AT&T reports coaxial cable spreading apace -- reported Wednesday that construction has started on New York-Albany link of coaxial to Buffalo-Cleveland-Chicago.

IS FM SMALL BUSINESS? Now in hands of FCC, probably for early release, are results of its economics division's survey of postwar station costs and revenues. It will contain slim data on FM, inasmuch as only 5 FM stations have been licensed since the war (Supp. 53-C), hence are only ones with final cost figures. But AM figures may prove valuable, certainly will be interesting. All we can learn as yet is that they show radio is still a pretty nice business.

Past experience has shown you usually can't place too much credence in government reports on radio's business side (witness the Blue Book), even though they bear the authoritative imprimatur of Uncle Sam. We aren't passing judgment yet on FCC report, though some such in past haven't been much to brag about. But consider the roseate case for FM as small business published in the widely distributed, oft-quoted Senate Small Business Committee Report of April 10, 1946 (Vol. 2, No. 15). Many an FM builder is literally appalled, toting up costs, wondering how he could have gone so cockeyed in early estimates. So he points accusing finger at report.

As you reread it, you can't avoid conclusion it was guilty of a seriously misleading sin of omission; you almost go along with remark of one old radio hand, "The Committee ought to be investigated by the Federal Trade Commission." For example, in estimating construction costs, report gave figures only for major technical items. These costs have spiraled, and no one can blame committee for fog in that particular crystal ball. But hearken to these words of wisdom in report: "Other items, such as real estate and construction, will be included in the cost of an FM station, but these figures make it abundantly clear that FM broadcasting is well within the reach of small-business enterprise."

True, these "other items" are highly variable, but the Senators (who probably merely signed their names to unread stuff their bright researchers dug up) gave the ardent entrepreneur no hint that 9 times out of 10 the cost of "other items" made prices of "principal transmitting equipment" look like peanuts. For example, we know of one Class A whose tower alone cost \$13,000; whereas median estimate on "major transmitting" equipment for this class of station (1 kw) was given as \$14,758. Another broadcaster we know started to spend up to \$50,000 for FM addition to his AM plant, ended up with \$110,000 investment. And those FMers without existing AM plants, most particularly the low-budgeted little fellows (many of them veterans) who started out with so much zeal and ardor, soon found their estimates knocked even more cockeyed when they were impelled to file additionally for AM as a means of supporting FM until it could stand on its own fiscal legs.

FARNSWORTH TV SETS NEXT: Next big-name TV set manufacturer breaking forth with sets is Farnsworth. Its table model (GV220) goes into New York, Philadelphia market in quantity next Monday, accompanied by advertising splurges. Its a TV-only set, 10-in. tube, selling for \$349.50 plus \$45 for installation and warranty, cheapest

of its class yet. Washington gets next consignments, other TV cities to follow on indefinite schedule which President E. A. Nicholas tells us he hopes will include all TV cities by year's end. Next Farnsworth model, including AM-FM with 10-in. tube, is due in mid-November, priced at \$497.50. Another with phono is due later.

RCA's first projection model (648PTK), now on production line at Indianapolis plant, is being shown dealers by New York, Philadelphia, Washington distributors, will soon be available to public. It frames 15x20-in. images, contains 41 tubes plus 7 rectifiers, includes push-button AM-FM and shortwave. Suggested retail price is \$1,195 plus \$95. To our lists of companies reporting actual or prospective TV set manufacture (Vol. 3, No. 30, 35), add Preston Television Mfg. Co., 38-25 Bell Blvd., Bayside, N. Y. It reports 12-in. table model now in production, to sell for \$375 and to make New York debut Sept. 12.

SIGHT AND SOUND

This was first grantless week in FM for 3 months, hence none reported in Supp. 53-J herewith. On the other hand, and more important, is fact that 8 stations were told they can start programming with STAs. Only other FM action from FCC involved Paul Porter's first appearance before Commission since he left. Ex-chairman picked complicated FM overlap case of Steinman brothers who've been granted Lancaster, Bethlehem, Wilmington, and want York, Harrisburg, Reading. Results, since Attorney George Sutton called him in on case: petition for grants without hearing denied, but continuance to Oct. 13 obtained.

Fate of Washington's WQQW (Vol. 3, No. 34) was still undecided as we went to press Friday, just before third meeting of stockholders was to be held. Tuesday meeting brought forth resignation of Manager Brecher and other top men; vague offer but not in writing from "an official of Lofts Inc." of \$126,000; offer of \$25,000 cash, \$37,500 long-term notes, \$37,500 preferred stock from local cooperative; offer from one director of \$75,000 for controlling interest; solicitation among stockholders for 25% increase in stock purchases, resulting in \$5,000 pledged (enough with money on hand to keep going perhaps 2 more months); insistence by some that \$10 subscription fees solicited from audience can support station. Meanwhile, FCC this week granted Washington area's 14th AM (1220 kc, 250-watts daytime) in Falls Church, Va., to ex-FCC field engineer Lamar A. Newcomb.

True, New York area TV sets number about 40,000—but that's no justification for outlandish \$100,000 fee demanded by "Happy" Chandler office for World Series TV rights. Up to press time, there were no sponsor takers. CBS, DuMont, NBC had agreed to pool station resources for telecasts. MBS as vehicle for Gillette sponsorship of regular broadcasts is entirely agreeable to telecasts but says Gillette won't pay such price, goes along with others that it's too high, sets bad precedent.

FM's Continental Network is growing nicely (Vol. 3, No. 32, 33, 35), this week adding WABX, Harrisburg, Pa., and WXNJ, Greenbrook Twp., N. J. (Plainfield). This makes 26 stations to date. CN's heads continue to protest heatedly over fact telephone company won't provide 15,000 cycle lines on same no-charge, experimental basis that TV gets coaxial. They complain, too, that they wouldn't get service in less than a year even if they ordered it.

FM tuner business continues to attract more manufacturers. Latest units are an 8-tube, \$52.50 tuner of Peerless Radio Distributors Inc., 92 Merrick Rd., Jamaica, N. Y., and an 11-tube (price undisclosed) unit of Collins Audio Products Co. Inc., 126 Park St., Westfield, N. J. In the "build your own" field, Brooks Radio Distributing Corp., 80 Vesey St., New York City, offers tuner nucleus of FM variable condenser and set of matched coils for \$4.95.

Radio in politics this week: Robert Franklin Jones, Ohio Republican, resigned Congress seat Thursday, was sworn in as seventh FCC member by Supreme Court Justice Burton Friday in presence of all FCC members except Hyde who is out west. Comr. Jones is GOP's hope for FCC chairmanship should next elections go that way (Vol. 3, No. 25, 28) . . . Washington radio lawyer Paul D. P. Spearman, one-time candidate for lieut. gov. of his native Mississippi, is considering running against Rep. Rankin for U. S. Senate seat vacated by death of Senator Bilbo . . . Both *Time* and *Variety* report (with certain justification, our information indicates) that presidential radio advisor Leonard Reinsch is in White House doghouse because of press stories that he'll be next FCC chairman. Mr. Truman said to believe he planted stories himself, so scratched him from Rio entourage.

First objection to FCC's TV plan to overcome interference to TV from mobile services sharing frequencies, by eliminating Channel 1 and abolishing sharing (Vol. 3, No. 33, 34, 35), comes from Fred M. Link Co., communications equipment manufacturers. In long telegram to FCC Thursday, Link Co. objects strenuously to proposed tightening up of fixed engineering circuits, elimination of mobile services in 72-76 mc band (between TV Channels 4 & 5). TBA attorneys this week were drawing up objections for submission to Commission along lines agreed upon at special committee meeting (Vol. 3, No. 35). RCA-NBC will also object, partially on plea TV receiver industry must have stability.

FM studio-transmitter links, frequently vital for mountain-top installations, have been slow in coming from manufacturers. However, RCA is now testing a 950 mc setup with 5-watt transmitter. Others understood working on STLs are Bendix, Federal, GE, Collins. In absence of uhf equipment, FCC has given some stations temporary authority to use lower TV bands for STLs.

FCC Chairman Denny, scheduled to speak at Sept. 17 NAB convention luncheon, begged off from similar chore at FMA convention banquet coming Friday night, pleading tieup in plenary sessions of Atlantic City International Telecommunications Conference. Comr. Walker, instead, will handle FMA job, talking on "FM—A New Deal for the Radio Listener."

Collins goes into FM antenna business with a "ring" antenna somewhat reminiscent of GE's "doughnut." Claims: simplicity, high gain (8.5 for 8 bays), ease of impedance matching, wide tuning range (10-15 mc for any antenna).

Actual measurements of GE's 2½ watt FM transmitter at Syracuse U (Vol. 3, No. 19) shows adequate, if highly variable, coverage to calculated 50 uv/m contour 7 miles out. Antenna is 100 ft. above ground, ERP is merely one watt.

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September 13, 1947

AMs STILL DOMINANT IN FM: There's little comfort to old-line broadcast operators in fact that AM station roster has just about doubled since V-J Day (total to date: 1,865, of which 513 are CPs). Nor does it look like FCC's policy of encouraging and hastening FM means any letup in AM grants. Actually, more than half (1,031) of the country's AM licensees and CP holders are apparently still leary of FM or unconcerned about it. At least, they haven't applied. But the 834 AMers who are in FM (as against 289 non-AMers) do constitute the lion's share of the 53 FM licensees, 923 grantees, 147 applicants (total: 1,123) who constitute today's FM setup. As for newcomers to radio, AM is still the big attraction -- 106 new applications since July 1 (average: about 10 weekly). Only 33 newcomers have declared themselves for FM since July 1 (about 3 weekly).

WHAT'S PETRILLO'S QUID PRO QUO? Jimmy Petrillo's ultimate intentions toward FM remain shadowed in doubt, even after last Monday's conference of networks with his executive board. All had nothing much to report: Petrillo and board listened, promised to deliberate again, then on Thursday said look for decision in about a week. Strategy may be to await NAB and FMA convention discussions, then perhaps offer "deal" along lines intimated by Congressman Kearns in FMA speech (see story below).

Networks certainly extended themselves -- FMers' suspicions to contrary notwithstanding -- to get ban lifted. But they're frankly thinking in terms of overall labor situation, especially in light of gains they may have won under new labor laws when time comes (before Jan. 31 expirations) to negotiate new AFM contracts. Petrillo knows that to permit duplication makes sense, doesn't increase total radio audience but does promise better radio and eventually wider opportunities for his men. He's doubtless angling for some sort of quid pro quo. As FM-operating New York Times stated editorially: "In radio circles Mr. Petrillo has been known as a thoroughgoing realist and, when the chips were down, not lacking in a sense of the practical. Surely, he and his colleagues...will recognize that before they can strike a bargain...the new industry should have a chance to come into being."

But Petrillo's phobia of "technological unemployment" -- even though not borne out by facts and figures -- was manifested again this week when his board repeated threat to prohibit AFM members from making new phonograph records after Dec. (Vol. 3, No. 28). Board meets in Chicago Oct. 13 to take this matter up. They're irked over Taft-Hartley restrictions on disposal of royalties collected on records (now amounting to about \$1,000,000 a year).

SIZING UP FM AT FMA CONVENTION: Any lingering doubts that most established broadcasters look upon FM as part and parcel of their own domain -- regard it as their rightful heritage, though with varying degrees of enthusiasm -- are dispelled not only by our AM-FM statistics in this issue but also by current events. As for doing anything to push it along, their relatively meager attendance at FMA's New York convention this week-end may or may not be symptomatic.

The fact is that, whereas next week's NAB convention in Atlantic City has an

indicated attendance of around 3,000, only about 300 attended the FMA sessions. Even these were largely from non-AM stations, sometimes looked upon as the industry's "poor relations." Busy with pre-NAB conventions and meetings of their own, networks hardly turned out at all -- only 2 CBS men spotted at Friday's session.

Up to our Friday press time, FMA had heard words of praise and encouragement from speakers like Rep. Carroll Kearns, House labor subcommittee chairman; Max Balcom, RMA president; Paul Walker, FCC vice chairman. What they said, and what transpired at convention's first day, sums up about like this:

PETRILLO AND AM-FM DUPLICATION: This was theme of Congressman Kearns' address. He called Petrillo "a pretty good guy," suggested FMA meet with him and with Petrillo to work something out (which suggestion was immediately pounced upon). Said Kearns, "You're really not too far from what you want." Petrillo, he added, drives a hard bargain but once he gives word lives up to it. He thought Petrillo might be amenable to "deal" to permit free duplication for one or 2 years, then scale of payments; he was sure Petrillo won't permit blanket duplication.

Fresh from Hollywood hearings, Kearns predicted movie-TV situation will soon right itself -- that Petrillo will come to terms "when the TV people really need and want movies." He saw no great rush now.

FM RECEIVING SET SITUATION: Mr. Balcom concerned himself largely with size-up of RMA's production figures (as reported in these pages), analyzed them to show they were pretty favorable, showed growing number of table model FMs, constantly increasing proportion of consoles with FM. "Together with TV," he said, "FM offers the greatest incentive to radio set production today." Predicting 2,000,000 FM sets this year, he felt the manufacturers were measuring up. But reaction of his set-hungry audience was one of disagreement. At receiver exhibit, conventioners saw:

Hazeltine's FM circuit, called "FreModyne," incorporated in 5 table FM-AM sets and Meck \$19.95 tuner (Vol. 3, No. 33). The sets: Olympic's \$39.95 (Vol. 3, No. 36); Gilfillan's \$49.50; and 3 unpriced models by Regal, Signal, Nobel. Not shown but announced was Howard's new \$39.95 set. And Hazeltine reported 30 licensees would have its super-regenerative circuit (reported requiring 300 uv/m for good performance) in sets coming out this fall. Pilot's joy in its \$29.95 Pilotuner bubbled over as it revealed production to date of 51,000, delivery of 48,000, announced discontinuance of table AM-FM, gave out plans for a \$135-\$150 table AM-FM-phono and an FM-only portable. But Hazeltine's exhibit was easily No. 1 attraction.

Ever alert to promote TV, RCA showed its 641TV console containing AM-FM. Conventional AM-FM table models displayed: Arvin, \$74.50; Espey, chassis only, \$140; RCA, \$79.95 to \$95; Stromberg-Carlson (now high-band only), \$74.95 to \$89; Zenith, \$59.95 to \$99.95; Meck, \$79.95; Approved Electronics' \$59.50 FM-only and Electronic Inc.'s \$56.95 FM-only Combinette. There were some consoles, too. Surprising was absence of many others now on market.

FM STATION AND NETWORK PROGRESS: Comr. Walker repeated FCC's many blessings on FM, predicted that "one year from today the number of FM stations on the air should be upwards of 1,000...about equal the growth [of AM] in a whole quarter century." As Chairman Denny did last year, he warned: "There are some AM broadcasters well able to do so who have not yet applied for FM. To these I say, in many communities all the Class B wide coverage channels are already gone. Move with the times. Don't stall yourself into oblivion."

The all-FM Continental Network got going Friday night with first sponsor, Stromberg-Carlson (Vol. 3, No. 34), while banquetees listened in. Its promoters say they're now preparing for extensions to Chicago and down to the Gulf, perhaps doubling in size in one sweep. Backbone of extensions will be 8,000 cps telephone lines, same as present eastern hookup from Washington to Niagara Falls (Vol. 3, No. 32), making possible feeding scores of stations in rib-like radiations. Pending big jump, Jersey City's WFMO this week became 27th affiliate. Handling details of CN, including 62 pending requests for affiliation, has become fulltime job for

Everett Dillard's business manager, Hudson Eldridge. Commercial potentialities are also shaping up, with another sponsor in works and financial people even nosing around with idea of buying into project.

MORE APPLY, TV ROSTER SWELLS: Add this week's new TV grant (Dallas), two new applicants (Harrisburg and Hartford), and today's TV boxscore amounts to: 12 stations on the air commercially, 56 CPs granted, 16 applications pending. In addition, there are several dozen experimentals -- a few (like Don Lee's pioneer W6XAO in Los Angeles, Farnsworth's W9XFT in Fort Wayne) in position to go commercial overnight. All these are detailed in Supp. 18-D herewith, bringing up to date our TV Directory.

Dallas grant to millionaire Lacy-Potter interests (Vol. 3, No. 32) proved again FCC's eagerness to get TV rolling, for it came exactly one month after application to erect station in conjunction with plans for big new hotel with TV in every room. Assigned was Channel No. 8 (180-186 mc), 35 kw visual power, 18.5 kw aural, 489-ft antenna. Grant also came as Philadelphia Inquirer's WFIL-TV was preparing for big formal debut Sept. 13 with 8 sponsors signed and more due soon. Next to take air probably will be Washington Star's WMAL-TV, shooting for Oct. 1 opening to take advantage (as WFIL-TV has) of extensive sports sponsorship.

Harrisburg application is from WHP Inc. (Stackpole-Telegraph interests), and stipulates Channel 8, with 30.9 kw visual and aural powers, transmitter atop nearby Blue Mtn., RCA equipment, \$190,065 construction cost. Hartford application is from Travelers (WTIC), stipulates Channel 10 (192-198 mc), 15 kw visual power, 13.6 kw aural, transmitter at Avon, RCA equipment, \$302,723 construction cost.

Hartford filing follows by only few weeks that of Empire Coil Co., asking for same channel (Vol. 3, No. 35). Both Yankee Network (WONS) and Doolittle's WDRC are preparing applications for Hartford also, so hearing is indicated since area is assigned only 2 channels. Nor can Gannett's WHTT be counted out. Hartford situation points up obvious development: Someone new applies in a city with limited channels, so existing stations quickly hop in. You'll see more of this henceforth. There's also eagerness to gain priority rights, as in case of Trenton's WTTM, preparing to file for city's sole channel threatened with extinction (Vol. 3, No. 33).

FCC's INVITATION TO LEARNING: That "freedom to editorialize" hearing, opening before full FCC next Jan. 12, promises to be epochal in radio history. It will evoke the most impressive brain-trusting ever to focus on any radio problem. In effect, Commission admits doubts about its famous 1941 Mayflower decision forbidding licensees "freedom to advocate" via their own facilities -- enough doubt, at least, to seek advice from outside. Sessions will not only hear those who by Dec. 1 ask to appear; FCC is inviting some of nation's leading minds on the subject of freedoms secured by First Amendment -- men like Roscoe Pound and Zechariah Chafee of Harvard, Robert Hutchins of Chicago U, other members of recent Commission on Freedom of Press.

You can certainly count on NAB's appearance, probably President Justin Miller himself, let alone spokesmen for networks, stations, publishers, unions, perhaps even evangelists and atheists -- and, doubtless, the inevitable Morris Ernst. Fact is, Judge Miller's constant harping on subject, demanding same unlimited freedom for radio as press enjoys, admittedly prodded FCC to latest action. He even carried issue to Senate committee (though not very successfully), certainly will play upon it (as well as related code) at NAB convention. Those broadcasters who still don't go all the way with his thinking, preferring defined limits on their responsibility, should welcome exhaustive airing of subject by best available academic as well as practical thinkers.

First inkling FCC was open to argument was discerned when leftish Comr. Durr confessed to a Columbia U conference, just after the Blue Book's promulgation, that he wasn't completely convinced that "a broadcaster cannot be an advocate" via his own facilities. Chairman Denny echoed Durr's mood at last year's NAB convention (Vol. 2, No. 43). Therefore, FCC proposes discussion of these issues: (1) whether expression of editorial opinions by licensees on matters of public interest and con-

troversty is consistent with their obligation to operate stations in public interest, (2) relationship between any such editorial expression and obligation of licensees to insure fair and equal presentation of all sides of controversial issues.

Meanwhile, hot code issue got hotter Friday after NBC's Niles Trammell, at fully-attended NBC affiliates' convention in Atlantic City, Friday, sounded call for "a new code -- and a new code now." He received strong support from Young & Rubicam's Sigurd Larmon and General Food's Charles Mortimer, who decried excessive commercial time and poorly balanced programming.

SIGHT AND SOUND

No one believes World Series won't be telecast—it would be stupid public relations for baseball to bar it—but Commissioner Chandler turned down firm \$100,000 offer (asking price) from Rheingold Beer. He frowned on beer because of kid interest, ignoring fact beer sponsors TV of big league games throughout season in Detroit, St. Louis, etc. No other sponsor in sight yet, Chandler also turning down Ford offer of \$1,000,000 for 10-year rights. Rheingold offer still stands, says Foote, Cone & Belding's new TV v.p., Ralph Austrian, who's handling this as first agency chore since quitting RKO Television.

FCC hearing on TV Channel 1 deletion and elimination of sharing is certain, but date has not yet been set. Sept. 15 deadline for appearances found these companies had filed in addition to Fred M. Link Co. (Vol. 3 No. 36): RCA-NBC, objecting to loss of TV channel, requesting assurance of TV allocation stability; National Bus Communications Inc., approving deletion of TV Channel 1, but asking assignments in 44-50 mc band be held up till after General Mobile Service hearing scheduled for Oct. 27; Motorola, endorsing proposal. Major Armstrong asked for extension until Oct. 1 so he can file data, believed to be in favor of using all, or portion, of 44-50 mc for FM. TBA will object along lines previously indicated (Vol. 3, No. 35, 36).

Lowest cost figure for equipping TV station ever cited is DuMont's. This week it offered, for \$89,000, this full outfit: 500-watt visual and 250-watt aural transmitters, antenna, 2 cameras, 16mm film projector, slide projector, sound equipment, light banks. GE's bedrock price is \$123,373, but this includes 5 kw transmitter. Figures, of course, are entirely apart from real estate, tower, buildings, etc., which still add up to blue chip status for TV.

NAB higher-ups were much perturbed this week when *Broadcasting* published summary of purported Standards of Practices Code due to be presented at convention. Summary was based on initial draft, which was said to be far cry from final—especially so far as touchy ratio-of-commercial-time provisions are concerned. So President Miller, irked, wired board members disclosure was not only unauthorized but "substantially incorrect."

RCA reports deliveries of TV transmitter TT-5A thus far to WNBW, Washington; KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WLWT, Cincinnati; WBZ-TV, Boston; KOB-TV, Albuquerque. First two are already operating. WTMJ-TV reports Dec. 1 start, is promoting TV heavily by exhibiting and demonstrating equipment.

KFI-TV, Los Angeles, decided debate between it and NBC as to who should get TV Channel No. 4 wouldn't serve any good purpose, asked FCC this week to cancel argument scheduled for Oct. 3. KFI-TV was assigned Channel 9 at original Los Angeles hearings last year.

Jack Dempsey, quoted in Aug. 25 *Sports-Week*, says TV, just like movies, radio, etc., will help build audiences for sports; that drop in attendance at sports events due to poor programs, not stay-at-homes viewing via TV, etc.

TV's powerful non-broadcasting potential got a big boost this week when great number of doctors attending American College of Surgeons Congress at Waldorf-Astoria watched operations being performed at New York Hospital. Daily demonstrations, set up by RCA and using microwave relay, moved Dr. Arthur W. Allen, president, to say, "This is a teaching medium that surpasses anything we have had in the past." This was second such demonstration, first being done (by wire) at Johns Hopkins last February. And, in Washington, when CBS's Ed Scovill told teachers conference Tuesday about advantages of TV, he addressed them from WTTG-DuMont, 2 miles away, while they heard and saw him on sets in meeting room.

"The Terrible Tempered Mr. Damm" is subject of series of 3 from-the-scene articles on *Milwaukee Journal's* well known radio chief by able John Crosby, New York Herald Tribune syndicated columnist. Theme: [Walter] "Damm is one of the few broadcasters, possibly the only one, who tells advertisers where they can go and what they can do when they get there." He's called a "ruthlessly efficient" and "dictatorial personality" made to tick by "ferocious egotism, pertinacity and blind bullheadedness"—but WTMJ is described as "one of the richest and most successful, possibly the most individual and easily the most independent station in the United States today."

Western Union says newspaper group apparently misconstrued immediacy of its New York-Chicago microwave relay system (Vol. 3, No. 35). Correct Western Union position is this: Buildings and towers are already up on New York-Philadelphia-Washington-Pittsburgh system. Equipment deliveries and installation will take 6 months, maybe longer. First leg available will be New York-Philadelphia, then Washington, then Pittsburgh. When other circuits are completed, telegraph company hopes to make them available for TV relay immediately.

20th Century-Fox's experiments with large-screen theatre TV, for which it has just contracted with RCA for equipment, will be centered in Movietone Newsreel studios in mid-Manhattan, with Earl I. Sponable supervising. Warner Brothers, first to order RCA setup (Vol. 3, No. 29), is centering its work at Burbank studios. Deal with RKO is expected to be announced next (Vol. 3, No. 36).

In spite of more FM equipment and relaxed building restrictions, stations are still very slow in reaching ultimate facilities. FCC, last week alone, granted extensions of completion dates to 62 CP-holders. But Commission isn't as liberal as it used to be, granting 3 months where it once granted 6.

Installment buying is seen boosting TV set sales, and lots of banks are already handling financing for dealers. Latest to go into field on big scale is Industrial Bank of Commerce (Morris Plan), financing at 4.88%, by arrangement with U. S. Television Mfg. Corp.

Operation of ABC since purchase in 1943 by Ed Noble is subject of business section story in Sept. 15 *Newsweek*.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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September 20, 1947

THREE MORE APPLICANTS FOR TV: At least a dozen new TV applications are in the making, should be filed within next few weeks — that's our cumulative information from Washington radio lawyers and engineers who prefer not to disclose identities of principals as yet. This week 3 more went into FCC hopper, bringing total pending applications to 19 (Supp. 18-D). Hartford's WDRG applied for Channel No. 10 (192-198 mc), stipulated GE equipment, transmitter on West Peak, Meriden Mt. It's Hartford's third application for 2 available channels (Vol. 3, No. 37); Yankee's is on way (also one more from area is known to be in the works), so competitive hearing is inevitable. Trenton's WTTM applied for Channel No. 1 (44-50 mc), RCA equipment, transmitter in station's present downtown site; this is planned as move to "protect" that community class channel, which FCC threatens to take away (Vol. 3, No. 33), and attorneys are proceeding despite fact WTTM is about to be sold to Philadelphia's big Albert M. Greenfield interests (for F. Carl Mark, son-in-law). And Chicago Times has filed for Channel 13 (210-216 mc), RCA equipment, transmitter in Carbon-Carbine Bldg.; this makes third applicant for city's 3 remaining channels (Supp. 18-D).

LET'S LOOK AT THE FM RECORD: There was so much "talking down" of FM at Atlantic City, that it almost seemed someone had started a whispering campaign. Deprecatory talk came mostly from well placed AMers, smug in their present profitable positions, fearful of change or simply reluctant to risk new investment. One of their main new arguments was that FM is going to be by-passed by TV. What's the real score?

First, admittedly, there are retarding, sometimes discouraging factors — Petrillo, poor demonstration signals from too many low power STAs, slow receiver production, plenty of AM program choice in most areas. As for TV, it's obviously a different breed of cat; to argue it's going to by-pass FM is to argue that sound broadcasting as such will disappear entirely. Nobody can blink away these factors:

(1) FM offers a superior system of broadcasting. Most engineers and such successful and eager toilers in the radio vineyard as Shepard, Damm, Nafzger, Dillard, Jansky, Manson, Baker, to mention only a few also deep in various phases of AM, aren't jeopardizing their businesses and reputations by backing a chimera. (2) FCC is solidly and unequivocally behind FM. Witness Chairman Denny's speeches at NAB and Walker's at FMA (Vol. 3, No. 37). (3) Receiver manufacturers, by and large, look to FM as a major merchandise appeal. Despite slow start, many more are getting going. Even RCA, deep in TV, is also now deep in FM despite Maj. Armstrong's lambasts against his hated rival for allegedly holding the art back. (4) Equipment makers are turning out ever-improving facilities. Armstrong-Jansky demonstration of relay and pickup system, same previously shown ITC foreign delegates (Vol. 3, No. 31, 33), so impressed some 500 NAB auditors Thursday that they burst into spontaneous applause.

Inescapable also is fact AM band is becoming so congested, due to plethora of new stations [AM total to date: 1,873], that Comr. Durr's remark of year ago becomes a truism. We're making such a "mess" of AM, he said, that only FM can save

broadcasting (Vol. 2, No. 33). As for Federal policy, it's plainly aimed at day when most, if not all, local and regional broadcasting will be via FM; and when AM channels will be confined to superpower for longer distance coverage. Denny's all-out endorsement of FM wasn't quite so detailed as at last year's NAB convention (Vol. 2, No. 43), but he did say Wednesday: "I urge AM broadcasters who have not applied for FM [there are more than 1,000 of them; Vol. 3, No. 37] to re-examine their position."

PETRILLO TIGHTENS THE SCREWS: Everybody seems nonplussed by Petrillo's latest maneuver -- his own locals no less than a radio industry that at first was flabbergasted, then roused to fighting fever. In barring live music from FM's Continental Network, on which Stromberg-Carlson sponsored 50-piece Rochester Symphony at full union network pay scale, music czar cuts off newly created work for AFM cardholders. His arbitrary attitude also apparently glims prospect of any immediate lifting of AM-FM duplication ban.

Best guess seems to be Petrillo purposely timed this tactic with NAB convention, and on eve of new contract negotiations with networks, to demonstrate defiance of new labor laws — also as an object lesson that he can pull plug on AM as easily as he has stifled FM. Indeed, crackdown on big networks may be next move in Petrillo's open attitude of "Congress be damned" and "public be damned."

Union locals in Washington and Rochester, CN key cities, got unexpected instructions by phone Wednesday, but let that night's show go on, putting edict into effect Thursday. As one union head put it, "Ours not to reason why." As for Congressman Kearns, who last week saw settlement of FM duplication in sight (Vol. 3, No. 37), he frankly told us, when reached at his Pennsylvania summer home, "I can't understand it. It baffles me. It doesn't make sense." He said he hopes to see Petrillo in Chicago Monday, still expects to get him together with FMA committee named last week to confer on duplication issue. If this effort flops, if Petrillo persists in arbitrary course, you can expect real fireworks when he is called back before Kearns' House Labor subcommittee. Kearns certainly has tried hard to be friendly — almost too much so, some think.

It's pretty well agreed Petrillo is now, more than ever, an over-all industry problem and time has come for showdown. NAB convention passed resolution -- pressed by Shepard, Asch, Damm -- declaring duplication ban unjustified, urging broadcasters to insist on right to duplicate. But even more important, stunning news brought NAB, FMA, network topkicks into huddle at Atlantic City, with all agreeing industry must stand together. They decided to call in TBA and transcription companies (threatened with stoppage of all recording) for united front in Congress and perhaps courts. Also, John Shepard let it be known Yankee Network is duplicating MBS programs on its 2 FM outlets. In another city, independent stations are duplicating, ignoring union invoices for standby fees (obvious enough featherbedding to invite court test). Many other stations, network and independent, are also reported duplicating. And scrappy FMA, leaving no stone unturned, has asked FCC to rule networks cannot forbid affiliates from duplicating, or at least to hold hearing on whether it should issue such a rule.

SET PRODUCTION CONVALESCING: TV and FM set production has been hypoed, but RMA's official figures won't reflect hiked production until next month. August tabulations show both on way up after traditional summer slump, but nothing noteworthy yet. TV for month was 12,283, up 2,276 from July; total for year so far: 68,679. FM was 72,014, up 1,365; total for year: 588,226. Tuner makers still aren't reporting figures, although Pilot alone says it has made 51,000.

Breakdown of TV types: 7,984 table models, 2,273 consoles without phono, 2,026 consoles with phono (of consoles, 110 were projection). FM breakdown: 8,653 table models, 63,361 consoles. Total sets of all kinds: 1,265,835. Production first 8 months of 1947: 11,031,935. [For July figures, see Vol. 3, No. 34.]

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

September 20, 1947

If your binder is getting jam-packed, we can furnish you more (at cost price, \$2.10)—in fact, we recommend you keep separate files of Newsletters and Supplements rather than try to cram them all into same binder.

Stromberg's Continental Network Friday night program banned by Petrillo (see story in this issue) is being replaced by sponsor with dramatic show about New York State Police. CN had to cut out Thursday night program, having insufficient time to rig good substitute. Army Band continues Wednesday nights.

Newly elected NAB directors: Paul Morency, WTIC, Hartford, and Howard Lane, WJJD, Chicago, for large stations; T. A. M. Craven, WOL, Washington, and G. Richard Shafto, WIS, Columbia, S. C., medium stations; Clair McCollough, WGAL, Lancaster, Pa., and Robert Mason, WMRN, Marion O., small stations; Willard Egolf, WBCC-FM, Bethesda, Md. (Washington), ex-NAB staffman, FM Class A; John Shepard 3rd, WNAC-FM, Boston (call to be changed from WGTR), FM Class Bs.

Quite a few more resignations from FCC legal and engineering staffs, some due to high cost of living, may be expected shortly. Veteran attorney Abe L. Stein resigned last week to hang out shingle in Washington (Earle Bldg.) and Chicago (1 No. La Salle St.). FM section attorney A. M. Hall quit to go into practice in hometown of Marion, Ind. To Washington Merry-Go-Round column's report he will soon quit to accept teaching post or college presidency, FCC Comr. Durr tells us, "I have no present intention of leaving the Commission."

Survey of 1,900 TV set owners in Los Angeles area (by Television Research, 1022 Fair Oaks Ave., So. Pasadena) shows, among other things: 5 viewers per set; 73% of set owners willing to pay 30-30 cents per show for more costly productions, such as first-run movies, stage shows, etc. (a fillip to Zenith's Phone Vision idea); 55% saying they go to sports events less often; 46% go to movies less often; 77% listen to radio less often. Survey estimates additional 1,100 sets in area's public places, such as taverns.

FM enthusiast Leonard Asch, operator of Schenectady's WBCA, head of Patroon Bcastg. Co., holding CP for 10 kw on 1540 kc in Albany, reports J. Myer Schine, theatre chain operator, also owner of Miami's Roney Plaza, Atlantic City's Ritz and other big hotels, has become associated with Patroon and other Asch radio projects.

Some old-time FM operators at NAB convention (WELD's Les Neffzger, for one) were hepped up about FM networks, but don't want to rely on long chain of out-of-the-air pickups, preferring high-fidelity lines. You can expect more and more demand for such lines, accompanied by protestations of current inability to pay tariffs phone company asks.

Ace radio columnist John Crosby, *New York Herald Tribune Syndicate*, followed up series on Walter Damm and WTMJ, Milwaukee (Vol. 3, No. 37) with four articles this week or Col. McCormick and WGN, Chicago, is reported planning similar sketches on other stations. They're good reading, whether you like what he says or not.

TV interference hearing, involving fate of Channel No. 1, is due in early October, with 3-way lineup. Among appearances filed, TVers (TBA, Philco, RCA-NBC) object to FCC's proposed deletion of channel, say sharing impossible, TV can't afford losing any bands, in fact needs more. FMers (FMA, Zenith, Armstrong, Yankee, Asch) want 44-50 mc retained for FM. NAB says broadcasting can't afford any loss of frequencies, so 44-50 should either be kept by TV or allotted FM. Communications services all agree on deletion, but have varying ideas about disposal of 6 mc band.

Warning of a "day of reckoning," consulting engineer Paul deMars told NAB conferees in Atlantic City that very few FM stations now on the air could meet FCC standards. He pointed out that FM standards were much more exacting than AM and that high power and high gain antennas made job of compliance much more ticklish. He also said that FCC's coverage predictions are frequently found "grossly in error" when applied to broken terrain, that losses due to shadow effects behind hills and buildings can be very heavy.

Facsimile exhibits and demonstrations at Atlantic City drew considerable interest, but many broadcasters said they felt FX is still raw and experimental, mechanically awkward. Nonetheless, John V. L. Hogan's Newspaper Publishers' Facsimile Service reported 25 subscribers, including Publisher John Knight, who plans to lease recorders out around town in Miami at \$65 and \$85 per month; lessee owns recorder when it's paid for. Milton Alden's people reported some half dozen broadcasters ordering equipment. Surprising was absence of Finch, also an FX pioneer. FX newsroom and page-make-up demonstrations by WFIL and WAAT showed operations not too difficult.

Newly elected officers of FMA: Everett Dillard, WASH, Washington, and KOZY, Kansas City, president; William Ware, KSWI-FM, Council Bluffs, v.p.; E. J. Hodel, WCFC, Beckley, W. Va., secy; Thomas F. McNulty, WMCP, Baltimore, treas.; Bill Bailey, reelected executive director. Board of directors now consists of officers and: David G. Taft, WCTS, Cincinnati; E. Z. Jones, WBBB-FM, Burlington, N. C.; Ben Strouse, WWDC-FM, Washington; C. M. Jansky Jr., Jansky & Bailey; Morris Novik, Unity Broadcasting of New York (ILGWU); W. R. David, GE; Roy Hofheinz, KOPY, Houston, retiring president; Leonard Asch, WBCA, Schenectady; Frank Gunther, REL; Stanley M. Ray Jr., WRCM, New Orleans; Raymond Kohn, WFMZ, Allentown, Pa. Officers and first 4 directors listed comprise executive committee.

Crosley's experimental TV station W8XCT, Cincinnati, started test patterns this week, utilizing film, stills, views from Carew Tower, interviews. Sidney Fox's W6XIS, Salt Lake City, plans starting on same basis Oct. 1. Both hold CPs for commercial (Supp. 18-D), but Fox says he intends to wait for coaxial before being bound by rules, minimum schedule, etc.

Committee of 18 stockholders, new manager to be chosen, will attempt to continue operation of Washington's WQQW (Vol. 3, No. 34, 36), for time being at least; committee also vested with authority to sell, if bona fide customer can be found.

TV sets at NAB convention included GE's new Model 901, with 15x20-in. screen, plus 2 FM bands, AM-SW-phono, to sell for about \$2,200. Other display set was Stewart-Warner's console with 10-in. direct view tube, plus AM-FM-SW-phono. Outside convention hall, Bowers Battery Co., Reading, Pa., in own permanent exhibition quarters showed 2 massive breakfronts with 10-in. direct view TV and AM-FM-SW-phono. One sells for \$3,000, other \$2,500. Also on display was Bowers table model TV-only (with 10-in. picture), \$375.

Significant sidelight on TV portion of FCC Chairman Denny's convention speech: National advertising and publicity is giving TV so much attention that "soon the good people of Memphis, Birmingham, Kansas City, Denver, Atlantic City and a hundred other cities are going to start asking—"When do we get television?" Note that these cities, though cited merely as examples, are among quite a few big ones which so far haven't any takers for their wide-open TV channels (see Allocation Table, Supp. 18-D).

TV and FM awards for 1947 promotion by *Billboard* went respectively to NBC's WNBW, Washington, and *New Bedford* (Mass.) *Standard-Times'* WFMR. Second and third place for FM went to WIZZ, Wilkes-Barre, Pa. and WKNB, New Britain, Conn. FMA awards at convention last week went to Rep. Kearns, for arbitration in music situation; *New York Times'* Jack Gould, for consistent and accurate reporting of FM; U of Wisconsin, for establishing first educational FM network; Everett L. Dillard, for establishing first commercial FM network; FCC's Cy Braum, for fast settlement of New York ILS-FM interference problem last March.

RKO Television Corp., part of RKO Pathe Inc., says it will carry on "exactly as planned when formed in 1944 . . . policy then, as now, is to create package film shows for TV stations and for advertisers." Ralph B. Austrian, resigned president, now v.p. of Foote, Cone & Belding, has been retained as TV consultant.

Paramount's TV chief Paul Raibourn told Theater Owners of America (formerly Motion Picture Theater Owners Assn) at Washington convention Friday that New York's Paramount Theater would soon demonstrate its film-for-TV system whereby movies can be shot and within one minute after development can be run off on TV or theater projector.

Add new TV sponsors: BVD Corp., on WNBW, New York, additional weather reports prior to 9 N. Y. Giants pro grid games; Canadian Ace Brewing Co., on WBKB, Chicago, Sept. 20-27 horse races, Chicago Bears home games; Brown & Williamson Tobacco Co., on WBKB, Northwestern and DePaul home games, starting Dec. 13; St. Louis Shoe Manufacturers Assn., on KSD-TV, St. Louis, shoe style show.

Stewart-Warner's TV production for next year will be "maximum" of 5,000 sets, according to radio division manager Samuel Insull Jr. Included is new TV-FM-AM-SW-phono for \$785 plus \$75 installation scheduled for market Oct. 15.

New firm called Clear-Vu Television Corp. was announced in New York Friday as producer of 10-in. screen models at \$399.50, 15-in. at \$750. President and general manager is Irving Kane, who has quit presidency of View-tone.

Full theatre-size screen for TV (20 ft.) should be ready for demonstration "soon," is latest report from RCA—presumably referring to Warner Bros. and 20th Century-Fox experiments (Vol. 3, No. 29, 36, 37).

Signs of the TV times: Philco's WPTZ, Philadelphia, claims it's carrying "far more hours each week than any other [TV] station in the country and that the hours we do broadcast show a respectable percentage of commercial sponsors" . . . citing Aug. 18-24 week's 38 hours, of which 26 hours 7 minutes (68%) were sponsored (18 hours 28 minutes being baseball games). NBC's WNBW, New York, claims some sort of record for 11 days from Aug. 22-Sept. 1 when it was on air 83 hours, which included 30 hours of telecasting American Legion events (for which Petrillo gave musical dispensation) plus Giants games, Davis Cup matches, Madison Square Garden boxing, trotting races. WNBW claimed week-long TV record for Aug. 26-Sept. 1 (60 hours).

Venezuelan Embassy in Washington reports Maracaibo will get South America's first TV station, using U. S. equipment and technicians—but no company here has yet reported receiving order. Among RCA orders for full TV station setup is one from U. S. Army Signal Corps, Fort Monmouth, N. J. RCA also is dickering with India Govt. for TV setup.

Loew's WHN and WMGM (FM adjunct named after Metro-Goldwyn-Mayer) assume occupancy of 3 floors soon after next Jan. 1 of New York's famed 711 Fifth Ave., original home of NBC, space now occupied by World Broadcasting System. Ten-year lease entails rental of \$1,000,000, and \$500,000 will be spent for new equipment, alterations, etc.

Symptomatic of future in higher education: American U, Washington, D. C., now offers courses in radio and TV, in cooperation with *Washington Star* and its WMAL and WTVW, under four-year plan for majoring in radio and winning degree of B. S. in Communications.

Farnsworth's E. A. Nicholas, introducing new TV table model to New York dealers recently (Vol. 3, No. 36), said company's goal is 50,000 production of 3 types of sets in 1948, predicted industry's September TV production at 30,000. He predicated latter figure, apparently, on rolling production lines at RCA, Philco.

Smart positioning puts new WPTZ 552-ft TV antenna tower (at Wyndmoor) with one side facing Philadelphia, other Mt. Rose, N. J., where New York TV signals are relayed. RCA is making heavy pitch for order for new transmitter for authorized higher power. Philco forecasts quadrupled coverage.

Says consumer-conscious Household Finance Corp.: "A [radio] model costing more than \$150 would not be a good buy . . . unless it is adapted for FM reception." Statement is made in latest, revised Better Buymanship booklet on "Radios." Booklet discusses TV as well as FM, has excellent advice for prospective radio buyers.

RCA had 300 kw of FM for post-convention demonstration at Camden Friday. Power, highest yet, is achieved by 50 kw transmitter and 4-section Pylon antenna. Next in line is Eitel-McCullough's 250 kw KSBW, San Bruno, Cal.

DuMont has sold first "Acorn" TV package to Elm City Bestg. Corp., New Haven, Conn. (WNHC), recent CP grantee (Supp. 18-D).

Collins has a 5 kw FM transmitter in the works; FCC has given everyone 6 months notice of fact, as required by FCC engineering standards, since 5 kw is maverick size.

Possibilities of better, cheaper mirrors for projection sets are seen in new machine, developed by National Research Corp., Cambridge, Mass., which coats 2-ft. square surface in one minute. Old processes took 15 to 60 minutes.

SELLING TV TO BROADCASTERS: Out of this week's conventions in Atlantic City may come the biggest impetus yet to TV -- probably taking the form, first, of several dozen more applications for stations before the year is out. Comic Ray Bolger's banquet gag that "radio is TV without pictures" didn't sit well with many, but it helped set them thinking. It was only one small facet of the great attention TV commanded. Here's gist of TV's 1947 convention role:

1. FCC Chairman Denny repeated that "in our [the FCC] judgment, television is destined to become the greatest mass communication medium of them all." He cited 8 cities now getting, 33 cities presently scheduled to get TV service (Supp. 18-D), urged broadcasters to go into it. As one way to meet cost burden, he suggested "spawning" little clusters of low cost, low power satellite transmitters, taking their programs from big central stations. These would eventually link up for nationwide service as coaxial cables and microwave relays reach out. Little stations later could acquire own cameras and local studios, once sufficient economic support was available.

2. RCA's Gen. Sarnoff and NBC's Frank Mullen told packed NBC affiliates convention their future lies in TV, gave them whole afternoon's selling talk on TV. Sarnoff said fusion of sight with sound is as certain in radio as it was in movies, predicted TV programs within range of 40 million people by end of 1947, 750,000 TV sets by end of 1948. He lambasted Zenith's pay-as-you-look Phone-Vision system, said there's no doubt TV will be sponsor-supported, like radio. Sarnoff also suggested local stations start in small way, with minimum facilities, then expand as receivers and sponsors increase. He asserted TV is "destined to become one of the nation's major industries," compared its \$375 million worth of set business in 1947-48 with sound radio's \$100 million worth in 1921-22.

Mullen offered affiliates first refusal of NBC video facilities, said NBC's sponsor income from TV this year will run \$800,000. For programs, he held out promise of new Kinescope Recorder, camera that produces movies direct off face of TV picture tube. Developed with Eastman Kodak, it will make possible syndication of NBC programs via film to other TV stations.

3. Daily demonstrations included direct pickups of new WFIL-TV from Philadelphia, 65 miles away; 2-jump radio relays from WPTZ, Philadelphia; 6-jump radio relays of live shows and movies from WNBT, New York — all with excellent results. Pictures projected on 6x8-ft screen sometimes drew gasps of astonishment from big audiences, not only of broadcast folk but of delegates to International Telecommunications Conference holding sessions in same hotel (Ambassador).

4. TV equipment exhibits occupied about one-third of hall, and were usually quite crowded. Most frequent questions asked, naturally, concerned costs. But exhibitors said they had never noted such keen, serious interest, expressed confidence orders would now begin to flow. DuMont displayed its \$89,000 "Acorn" package (Vol. 3, No. 37), also its film projector with system that eliminates need for special film camera.

GE showed image orthicon studio camera on hydraulic pedestal, claimed it was most compact, lightest yet (about 40 lbs). GE also showed master control desk able to handle 6 studio or 4 remote cameras, including mixing and fading; new film and dual slide projectors; microwave relay equipment. RCA had image orthicon studio camera with electronic view finder (Vol. 3, No. 25); 35mm film projector; TV switching unit able to handle 4 studio cameras and 2 remotes; developmental model of new 3-camera chain program console. Exciting lots of attention at RCA exhibit was fully equipped mobile video truck due for delivery soon to Baltimore's WBAL-TV.

THEY LIKE THE LARGE SCREEN: Popular trend seems to be toward large-screen TV sets in homes as well as public places, if current experience of Washington's Philco distributors is any criterion. They tell us, with obvious surprise, big-screen sets are moving in 1-to-1 ration with cheaper 10-in. direct view models. Simple fact is public likes them. Philco is promoting TV for all its worth in this area, indicat-

ing what may be expected when it goes into other TV cities (Vol. 3, No. 35). Washington newspapers Sept. 12-Oct. 19 will carry 20 full-page ads promoting TV, besides dealer ads; in addition, distributor-dealer timebuying on local AM, FM and TV stations is at high peak. TV set sellers are "naturals" as TV sponsors, so it's not surprising to find Philco also contracting for heavy hunks of time, mainly sports, on Philadelphia's WPTZ, Chicago's WBKB, Los Angeles' KTLA.

General Electric will be the next out with projection receiver with large screen, fourth producer of this type. (There are also, of course, DuMont's Westminster and Hampshire models, at \$2,495, framing 13x17-in. images, but these are direct view, off 20-in. tube.) Ge's new Model 901, framing projection images and including AM-FM-SW-phono, is due soon. Price will be around \$2,200. Philco's big-screen set is Model 2500, TV-only, sells for \$795 plus \$85 installation-servicing (Vol. 3, No. 26). RCA's Model 648-TPK, with AM-FM-phono, sells for \$1,195 plus \$95 (Vol. 3, No. 36). First to promote big screens, specializing largely on tavern installations, U. S. Television Corp. may possibly be forecasting trend, certainly is seeking to meet big-name competition, with price reductions announced on 4 models: Home console, 21x16-in. picture, with AM-FM-SW-phono, cut from \$2,275 to \$1,795; bar set, 19x25 picture and AM-FM-SW, from \$1,995 to \$1,595; custom-built set, 30x22, from \$2,245 to \$1,795; special set, 21x16, from \$1,795 to \$1,295. It was second reduction this year on first 2 models.

BROADCASTING'S BIG BRITCHES: Fact that the newspapers played up NAB convention news so prominently, sometimes front-paging it, evidences growth and stature of broadcasting industry as it celebrates 25th year of organized activity. They and trade press did such a thorough job (New York Times even published full text of proposed 5,000-word code), that we're going to depart from our FM-TV specialties for only a few particularly pertinent post-convention observations.

Convention itself was superb job of planning and execution, handling more than 2,000 registrants, nearly as many camp followers. Lots of griping, however, about Atlantic City hotels, carnival atmosphere, early fall heat, so West Coast shouldn't have too much trouble getting next one. No question but that President Justin Miller has firm control, enjoys support of rank and file hungry for leadership, also of networks. They like his facility of expression, his fighting attitude, even if they don't all share his academic views.

No question, either, about strength of organization he has built with competent administration of Jess Willard, executive v.p., and Bee Arney, secy-treas. Setup in a nutshell: 1,372 membership as of Aug. 1. Income, Sept. 1, 1946-July 31, 1947, \$658,763. Expenses, \$633,784, of which President's salary, expenses, etc., accounted for \$85,440. Executive staff of 24, secretarial-clerical 44. No question, also, about NAB's ultimate aim: to absorb "rash of competing associations," as Miller put it in his convention speech. Reply of both TBA and FMA to obvious reference is, in effect, "Maybe sometime, but not while we've got our special jobs to do." Miller's speech and NAB's annual report, incidentally, merit close reading; copies available from NAB's publicity dept.

* * * * *

Biggest issue of convention, the code, led to spirited debate, adoption by board Friday to take effect Feb. 1 subject to existing contracts. But dissidents were invited to submit their suggestions for revisions to November board meeting. Gist of code: no more than 3 minutes of commercial time per 15-minute period. Idea won blessing of FCC chairman, who indicated Commission, unrelenting on Blue Book policy, will also look-see whether stations are adhering to industry's own standards of practice. Other big issue, freedom of radio, didn't evoke much oratory or comment, was put in proper place when Miller disclosed NAB has written proposed substitute for White-Wolverton bills, as requested by Senator McFarlane. It unqualifiedly eliminates FCC from any direct or indirect control over programs; but Miller told press conference he didn't expect bill had chance this Congress, admitted also that "freedom" fight may take 5-15 years to resolve. [Note: NAB also has printed copies of this document to distribute.]

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HOW TO EASE WAY INTO TV: FCC Chairman Denny stirred a simmering cauldron when he made that NAB convention suggestion about "whistling post" TV outlets, as a temporary expedient until TV can surmount its economic barriers (Vol. 3, No. 38). His words, quite naturally, are being construed as basic Commission policy, for he said his speech had been approved by all his colleagues save new incumbent Comr. Jones. Quiet Mr. Jones prefers to say nothing until he learns his way around — indeed, is gaining quite a reputation as a tireless questioner and good listener, non-committal to all who are offering him gratuitous advice and "indoctrination."

That the FCC, in its zeal to "sell" TV to more comers, is inclined to be lenient and helpful during these inceptive stages, was manifested this week by its waiver once again of rule requiring minimum of 28 hours programming weekly, this time until Dec. 31.

Denny's suggestion, in effect, invites many to get into TV, gain foothold on some channels (see allocations, page 4, Supp. 18-D), with little more investment than a transmitter-antenna setup. Since no local programming would be attempted at first, need for camera chains, film units, studios, staff is eliminated. Programs for such "repeaters" would be obtained from either (a) coaxial cable or common carrier microwave relays, if such system runs through or near station location, or (b) private microwave relays, such as now link New York-Schenectady-Philadelphia, or (c) direct pickup, sometimes possible over 100 miles if extremely high receiving antennas are used.

Costs would be surprisingly low, considering future stake and compared to \$250,000 usually estimated for full-scale plant. Basic equipment would be 500-watt transmitter, quoted by all 3 makers (DuMont, GE, RCA) at around \$35,000 with associated audio and monitoring equipment; 3-bay antenna, GE's at \$10,000, RCA's at \$12,200 for Channels 1-6 and \$13,250 for 7-13. There are many variables, of course; a one-leap relay, for example, would cost \$10,000, says RCA. Then there are costs of tower (high FM tower often will do) and, of course, real estate.

Note: We again suggest you read TV portion of Denny's speech closely; ask FCC information office for copy of full text.

SPROUTING FM NETWORKS: Petrillo put a definite crimp in Continental Network's program plans, but he can't stop its physical expansion (Vol. 3, No. 37). WSBA-FM, York, Pa., became 28th affiliate this week, and several more, involving substantial jumps, are due any day. Number of stations asking about chances of hooking up is now around 80. CN has told many of these to hurry up to full power and start stringing regional FM chains first.

Some regional FM networks are coming along nicely, others are still nebulous. In Michigan, WPAG-FM, Ann Arbor, plans to feed at least U of Michigan's home football games to 7, perhaps more, of the State's FM stations, beginning today. Arrowhead FM Network (WDUL, Duluth, Minn., WEAU-FM, Eau Claire, Wis., WJMC-FM, Rice Lake, Wis., to begin with) has set Nov. 1 as beginning date — but Petrillo ban may cramp its musical style. KOZY, Kansas City, and WIBW-FM, Topeka, have been ex-

changing programs for some time. And the following promoters have achieved various stages of progress toward FM hookups in their respective States: E. Z. Jones, WBBF-FM, Burlington, N. C.; Paul Wagner, WCSI, Columbus, Ind.; David Taft, WCTS, Cincinnati; Matthew Bonebrake, KOCY-FM, Oklahoma City; Edward Wheeler, WEAW, Evanston, Ill.; W. E. Ware, KSWI-FM, Council Bluffs, Iowa.

JOINING THE TV PARADE: Washington Star's WMAL-TV is working furiously to meet Oct. 3 starting date, which will make it 13th commercial TV station on the air, give capital third outlet (Supp. 18-D) — just as many as New York. Building on American U campus is completed, transmitter installed, 400-ft tower up, transmission lines being laid. Aim is to meet sponsor commitments, which include Philco distributor's purchase of Georgetown and George Washington U home grid games, Amoco's Redskin pro games. If Manager Kenneth Berkeley and staff make it, they will set some sort of record, for RCA delivered transmitter only last Sept. 10.

This week's new TV applications numbered 3 — and others are in the works. Yankee Network (WONS) filed for Hartford; Balboa Radio Corp. (AM-FM permit holder) for San Diego, Cal.; Louis G. Baltimore (WBRE) for Wilkes-Barre, Pa.

Yankee's advent assures hearing inasmuch as 4 now seek Hartford-New Britain area's 2 channels, and another entry from New Britain may be expected. Yankee asks for Channel No. 8 (180-186 mc), 28.9 kw visual power, 14.45 kw aural, stipulates RCA transmitter located on Deercliff Road, Avon, proposed \$190,552 plant investment would link up with projected Boston outlet also sought (Vol. 3, No. 23). Empire Coil Co. which sparked TV rush in Hartford by being first to apply this week asked to amend for Channel 12 (now assigned Waterbury), offered to move antenna site to cover both Hartford and Waterbury.

San Diego principals are banker Emil Klicka, Consolidated-Vultee executive Charles T. Leigh, attorney J. A. Donnelly, port director J. W. Brennan, radioman Paul L. Dodd. They ask for Channel 6 (82-88 mc), 18.25 kw visual power, 9.125 kw aural, stipulate RCA equipment except for GE antenna, only \$58,250 additional plant investment to projected AM-FM facilities, \$3,000 per month operating cost.

Wilkes-Barre application, from a 250-watt NBC outlet, designates no specific channel, because of uncertainty of Scranton-Wilkes-Barre allocations due to possible deletion of Channel No. 1 (Vol. 3, No. 33-38). Old application had guessed \$83,500 installation cost, which will now need considerable revision. So eager is enthusiastic Mr. Baltimore to show off TV to homefolks, that he has also asked FCC permission to utilize borrowed RCA microwave relay unit to pick up New York telecasts, then beam them down from mountain 2.5 miles from town (planned site of TV transmitter) for exhibit at county's Century of Progress Exposition, Oct. 7-11. Similar stunt is planned by Chicago's WBKB in connection with its Notre Dame home game telecasts via mobile unit from South Bend: it also proposes to beam microwave signals to South Bend auditorium for benefit of overflow crowds.

HERE'S A HOT ONE! Power companies in little Connecticut communities of Norwich (pop. 23,652) and Wallingford (pop. 11,425), within TV tuning range of New York, are actually levying monthly fees (\$1.26 and \$2.50, respectively) on TV set owners on assumption: (a) TV sets draw too much power at peak night drain periods, thus putting heavier than normal load on generating systems; (b) lighting goes up way above normal when sets are on! Fact that customer pays for additional power doesn't seem to cut much ice. Actually, one of country's biggest, Chicago's Consolidated Edison, is engaged in promotion of TV set sales to help build up power loads, has figures showing there's profit in it for utilities (Vol. 2, No. 51). Norwich fee was instituted May 1, was first publicized by Electronics Magazine's Don Fink. RMA set division executive committee (Paul Galvin, chairman), at meeting Oct. 14 in New York's Hotel Roosevelt, will decide what to do about it. Note: Chicago Electric Assn has estimated average TV set (used 3.4 hours per day) consumes 267 kilowatt-hours per year, which at Washington's relatively low household power rates would mean about \$5.50 per year, probably somewhat more in most other cities.

MR. PETRILLO'S BROADER AIMS: It's quite apparent now the unpredictable Mr. Petrillo's basic strategy is not aimed merely at preventing AM-FM duplication, but has much more far-reaching aims: (1) more local employment of musicians by radio, both AM and FM, (2) payment on a per-station basis for network music. Either proposition may precipitate showdowns in courts of law (under new labor acts forbidding featherbedding) or in the court of public opinion (if he should strike the networks). His aversion to technological inroads — especially networks and recordings — is real reason he pulled plug on FM's new-born Continental Network (Vol. 3, No. 38), let alone his ban on AM-FM duplication.

So Petrillo is clearly an all-industry problem — and the sooner NAB implements its "let's-get-together-in-united-front" resolution, the better for all. So far only informal conversations have taken place toward bringing NAB, FMA, TBA and transcription companies into joint committee, as proposed at Atlantic City.

FMA's committee (Dillard, Bailey, Fay, Novik, Claire, Kohn, Lamb) meets Petrillo in New York next Wednesday, under aegis of Congressman Kearns, who says his latest conversation with Petrillo in Chicago last Monday leads him to believe music czar is willing to set national policy on FM. Still optimistic, he feels his own idea of probationary period for FM, allowing it to get on its feet (Vol. 3, No. 37) will be accepted. "Petrillo is not trying to get their [the FMers'] lives," he told us. "He just feels he should start afresh with this new broadcasting service." Kearns also opined the obvious: FM conference will have important bearing on forthcoming AM network negotiations.

Yankee's John Shepard 3rd, who makes no bones about already duplicating MBS music (Vol. 3, No. 38), doesn't seem particularly worried at Petrillo's statement that AFM is investigating. Nor about his added dictum: "If we find this is so, then the contract covering live musicians broadcasting over regular stations has been violated. You know what happens when a contract with the musicians' union is violated. The boys are told not to work and they don't work." On another sector, Petrillo is preparing to stand possible trial under Lea Act for WAAF test strike, which precipitated U.S. Supreme Court edict (Vol. 3, No. 26). Completely new criminal information charges have been written by Justice Dept., sent to U. S. Attorney Otto Kerner Jr. for filing in Judge LaBuy's Chicago court.

NBC GIVING TV THE WORKS: It's hard to believe smart, well-heeled CBS, having taken its defeat on color TV with good grace, is going to be content to play second fiddle in TV's development. Yet the fact is it has only one station, New York's WCBS-TV, which is devoted practically entirely to actuality programs; that it's asking for only one more, in Chicago, where FCC has held up grant because v.p. Leslie Atlass also happens to be stockholder in WIND, another local applicant; that it has been shut out of Los Angeles, Washington because channels there are all spoken for; that only 4 CBS affiliates are as yet CP holders — KGDM, Stockton, Cal.; WHAS, Louisville; KRLD, Dallas; WHP, Harrisburg; and that only one other CBS affiliate has as yet applied — WDRC, Hartford.

Even ABC holds allowable limit of 5 CPs, and MBS's major owners — WOR, WGN, Don Lee — are up to their ears in TV in New York-Washington, Chicago, Los Angeles-San Francisco, respectively. In fact, ABC is represented on CP list 8 times, MBS 3 times with 6 MBS stations on TV applicant list to date.

Whatever its keenest rival's motives for seemingly holding back (only explanation is CBS prefers to step warily, depend on affiliations rather than station ownership, let the manufacturing boys carry today's big operating loss-load), it's plain that RCA-owned NBC is beset by no misgivings. As of this date, NBC has 2 TV stations operating and hooked up — New York's WNBT, Washington's WNBW; holds CPs for 3 more — in Chicago, Cleveland, Los Angeles; plans hooking up 2 more affiliates before year's end — Baltimore's WBAL-TV, Boston's WBZ-TV; is unqualifiedly recommending its affiliates go into TV. Three are already on the air — WGRB, Schenectady (WGY); WWJ-TV, Detroit; KSD-TV, St. Louis. In all, 21 NBC affiliates

hold CPs, 3 more have applications pending. (See TV Directory, Supp. 18-D, plus 6 subsequently added applications, as reported this week and last.)

NBC's real TV topkick is Frank Mullen, executive v.p., who got his early schooling in, absorbed his boundless enthusiasm for, TV from RCA's Gen. Sarnoff, whose aide he was before going to network post. That he's realigned NBC setup with TV uppermost in mind was made manifest this week when he designated TV v.p. John Royal, engineering v.p. O. B. Hanson, promotion chief Charles Hammond as his assistants, and placed whole TV Dept. under Noran Kersta, also reporting directly to him. These new direct lines of contact are avowedly intended to expedite TV activity.

NEW FM LOG ON THE WAY: We're revising and bringing up-to-date our FM Directory (Supp. 53), will have it for you in about a week. We've found our experiment of using symbols to indicate status of grants and applications has pretty well licked job of keeping the log current; it's simply a matter of changing symbols and writing in facilities granted as reported in our weekly pink addenda sheets. For ease in adding new applications and your own notes, each printed page will be faced by a blank page. If log is kept current, you will know exact status of FM at any time — licenses, grants, applications, who's on the air. Extra copies will cost \$2.50.

SIGHT AND SOUND

"Absolutely not true," is Chairman Denny's reply to inquiries on latest rumor he has signed contract with NBC to become its general counsel Jan. 1. But rumor won't down he has given NBC reason to believe he will, when free to do so, accept offer to head legal dept. At moment he's aiming to get International Telecommunications Conference at Atlantic City wound up by Oct. 4 at latest. Everyone involved credits him with doing great job as ITC chairman, so logical deduction is he will return to Washington, wind up FCC job, quit while he's riding highest.

World Series goes on all New York's TV stations, each taking turn at pickup chore, and will be relayed to any others within reach, under Friday agreement whereby Ford and Gillette (latter the regular radio sponsor over MBS) will pay \$65,000 for rights. Baseball's "Happy" Chandler accepted this offer rather than \$100,000 asking price met by Rheingold Beer. Even President Truman told press conference he hoped to get chance to watch games via TV. Series is expected to hypo TV set sales; in New York big Davega chain is offering to rent sets at \$75 to \$215.

Keen, capable Gordon Gray, Winston-Salem (N. C.) broadcaster-publisher, whose pioneer WMIT is one of country's finest installations and who has long been strong protagonist of FM, has been appointed Assistant Secretary of the Army in revamped War Dept. setup under Secretary of Defense Forrestal. He will resign his seat in State Senate, make home in Washington. In World War II, he enlisted as a private, served overseas, came out a captain.

American Television Society's 1947 awards, announced Thursday by President Don McClure, went to: Electric Assn. of Chicago, for outstanding community effort to promote TV; Dramatists Guild, for outstanding programming; WOR's John R. Poppele, TBA president, for leadership in industry problems; Paramount's George Shupert, former ATS president, for unselfish efforts in behalf of TV in general and ATS in particular.

Hearing on deletion of TV Channel No. 1 and abolition of sharing (Vol. 3, No. 33-38) has been set for Oct. 13 before FCC en banc. Hearing will concern only status of 44-50 mc (TV Channel 1) and not which services should get what frequencies within the band.

With Petrillo's dispensation, all stations were permitted to duplicate Community Chest Hollywood extravaganza Friday night over FM adjuncts. Even network-owned FM stations carried show same time as on AM outlets.

"Theater of Tomorrow," was way *Washington Post* described RCA's 6x8-ft. TV projections for theatermen in city for this week's Theatrical Equipment Supply Manufacturers' Assn. convention. Equipment was same shown at NBC's Atlantic City convention (Vol. 3, No. 38), same also that Warners and 20th Century-Fox have ordered for experiments (Vol. 3, No. 36). Reactions of some was they'd soon be showing audiences news in the making. A few said quality is comparable to movies, certainly vastly better than early flickers. Live and film subjects telecast by WNBW, some off coaxial from New York, were excellent, especially NBC's own newsreels, showed vast improvement in program techniques. Keen attentiveness to 2-hour shows each of 3 nights proves large-screen does not tire eyes, makes up in interest what it may still lack in definition and luminosity. Next step promised by RCA: full theater-size screen, 20x16-ft.

Phone Vision patent situation is given as reason why Zenith hasn't pushed pay-as-you-look system through FCC and telephone companies. But that hasn't stopped company from publicizing method, nor of answering attacks on system. Zenith's Gene McDonald last week took RCA's Sarnoff to task for deprecating Phone Vision (Vol. 3, No. 38), reiterated that it permits reception of free telecasts, requires payment only for special programs too expensive to be borne by advertisers (first run movies, stage shows, etc.).

Washington's WQQW stockholders took station off the block, decided at meeting Thursday to run it "on sound business basis" (meaning no more senseless commercial restrictions, no more pinko stuff), after raising \$50,000 more capital on notes. Biggest new note holders: Simon Gerber, retired druggist, \$25,000; Morris Rodman, real estate, \$15,000; Mrs. Luke Wilson (of Woodward & Lothrop dept. store family), \$5,000.

New 4-bay FM antenna is offered by Wind Turbine Co., West Chester, Pa., for \$3,900, installed, east of the Mississippi. Claims: light weight (263 lbs without beacon, 325 with), 3.5 gain, stainless steel, needs no de-icing equipment. A 6-bay unit is also in the works.

Add TV sponsors: Buchanan & Co., ad agency that's always been hot on TV, is itself sponsoring twice weekly "Telenews Digest," newsreel, on KTLA, Los Angeles, pending turning it over to one of its accounts; on same station, time signals by *Television News*, new fan-trade paper.

Clear Channel hearing got another postponement this week—to Oct. 20.