

MARTIN CODEL'S

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

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LEGAL SMITH AND  
HARRISSEY

# Television Digest

and FM Reports

CIRCULATE AS SHOWN

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January 3, 1948

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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January 10, 1948

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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



MARTIN CODEL'S

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

RECEIVED  
SEC. DEPT. AND  
POST OFFICE

# Television Digest

and FM Reports

CIRCULATE AS SHOWS

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

January 17, 1948

*Handwritten:* C. V. T. H. W.

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

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

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

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

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

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

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

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

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

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

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

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

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

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



January 17, 1948

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

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

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

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

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

Hearings pick up again Monday with broadcasters and network witnesses -- maybe band leaders, too, Hartley says. The hearings thus far have developed:  
(a) Industry doesn't want legislation until current negotiations with Petrillo are concluded and until Lea and Taft-Hartley acts are clarified by court decisions.  
(b) FM story related by Maj. Armstrong and others had some Congressmen sniffing for "collusion" between networks and big AMers, on which Petrillo himself should shed final light.  
(c) Radio industry presentations (NAB's Justin Miller, TBA's Jack Poppele, FMA's Everett Dillard, RMA's Bond Geddes) painted Petrillo as misguided labor leader cutting off jobs and stifling new opportunities for his own men, as well as dampening enterprise in radio (especially FM and TV) and recording fields. Only specific recommendations were these:

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

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

## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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



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# Television Digest

  
and FM Reports

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January 31, 1948

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

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

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

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

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

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

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

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

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

**PARAMOUNT-DuMONT SHOWDOWN NEAR:** Aviation Corp. (Avco) and other financial and manufacturing interests have been looking rather closely into DuMont lately, and it won't be surprising if Victor Emanuel's company, or some other, bids to buy out Paramount's 27½% interest. Avco's object would be to operate DuMont manufacturing and telecasting facilities in conjunction with those of Crosley Corp., which it now owns outright.

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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



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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February 7, 1948

**NEW DIRECTORY ADDS UP ALL TVs:** Ten more CPs for TV were announced by FCC this week, bringing list of those authorized to build to 70 while number of stations actually broadcasting totals 17. They're all detailed, along with this week's 10 new applications, in our new TV Directory No. 2 herewith. Hence no blue-paged addenda this week. Next week we'll issue TV Addenda 2-A to help you keep your own records up to date. Note that TV Directory No. 2 allows space for writing in additions, etc.; also that its p. 7 gives full table of Channel Allocations by Metropolitan Areas.

These were the interests securing CPs (consult asterisked items in Directory for details): WBRC, Birmingham; WFBM, Indianapolis; New Orleans Times-Picayune (WTPS-CP); WDAF, Kansas City; WOW, Omaha; WHAM, Rochester; WBNF, Binghamton; WBT, Charlotte; WHIO, Dayton; KLEE-CP, Houston.

This week's applications brought total pending to 106. They're also indicated by asterisks in TV Directory No. 2. They were: For Boston, 20th-Century-Fox, Channel No. 13; says it will spend \$500,000 on plant, \$35,000 per month. For Toledo, Edward Lamb's Unity Corp. (WTOB), No. 11, and newcomer Maumee Valley Bcstg. Co., headed by Bernard R. Baker II, owner of Baker Dept. Store, also No. 11 (making 4 now seeking non-assigned channels in Toledo). For Steubenville, O., WSTV-John Laux interests, No. 12. For Fall River, Mass., WSAR-Herald News, No. 8. For Charlotte, N.C., WSOC, No. 9. For Minneapolis-St. Paul, Tribune and Star-Journal (Cowles), No. 9, and WMIN, No. 2. For York, Pa., WSBA-Louis Appell, No. 8, and Philadelphia Inquirer (WFIL-TV), also No. 8, latter seeking satellite along much same lines as Philco in Bethlehem (Vol. 4, No. 2).

Applications may be expected soon from WTAG, Worcester, Mass., and KRNT, Des Moines (Cowles); possibly also from WHEC, Rochester; KLZ, Denver, among others.

**TV NETWORK FACTS AND FANCY:** Somebody's going to be left behind, some new interests may even come to fore, in merry scramble for network positions now under way in TV. Even should all TV channels in major markets be granted within a year, as we expect (Vol. 3, No. 51), it looks like present AM network lineups will be sorely shaken so far as TV affiliations are concerned. Limited number of TV channels is basic reason. The network moguls are plenty concerned, too.

You may even see new network names emerge -- in fact, one move toward that end has already begun. Idea is for Chicago Tribune's WGN-TV (due to start in March) and New York News' WPIX (due in June) to form nucleus of "newspaper TV network" -- rich, powerful McCormick-Patterson radio interests to link with Philadelphia Inquirer's WFIL-TV, Baltimore Sun's WMAR-TV, Washington Star's WMAL-TV, Scripps-Howard's Cleveland WEWS, et al. They're already agreed on an exchange-of-film syndicate.

Despite lots of publicity about network plans involving stations not yet granted, some not even asked for, fact is only NBC has as yet really tied up any substantial number of firm network affiliations. Others are moving at snail's pace, seemingly in daze. CBS, for example, emerging from apparent lethargy after losing color fight, at moment is preparing to link Philadelphia Bulletin's WCAU-TV (due to test Feb. 18) to its New York WCBS-TV -- but that's about all that's definite.

CBS can only hope to get into key Los Angeles somehow (possibly with an af-

liation contract only, for even the Thackrey properties, including CP for TV, have been withdrawn from sale). Its officers candidly admit they missed the boat there. Also, CBS faces tough local competition in quest for stations of its own in Chicago and Boston, not to mention any other major market for which it may later decide to apply. CBS has one license, seeks the 2 more, is entitled to go for 5 limit.

MBS rests its TV fortunes on its strong stockholders -- Macy-Bamberger with R's CPs for New York and Washington, Chicago Tribune (WGN-TV), Yankee Network (CP for Boston, applicant for other New England facilities), Don Lee (TV pioneer in Los Angeles, claimant in San Francisco), Gimbels (seeking Philadelphia outlet), Cleveland Plain Dealer (seeking Cleveland). MBS board met in Washington Friday; officials say it has first TV refusals from all -- this despite Chicago Tribune in "newspaper network" talk.

And ABC, probably goaded by FCC action ordering its lagging Detroit CP to airing, announced this week all its 5 granted TVs (Chicago, Detroit, New York, Los Angeles, San Francisco) will be operating by end of year. It claims sites already obtained for all but New York, where it's trying to get into Chrysler Bldg. with BS-TV, probably will. It reported plans for 3 preliminary regional networks with these nuclei: Chicago-Detroit, San Francisco-Los Angeles, New York-Philadelphia-Washington. The trade journal "Broadcasting" reports ABC is considering offering stock to affiliates to raise capital for TV expansion.

Close inquiry among various network affiliates already holding TV grants, as well as among well-placed independents, elicits the same response heard before: "We're just sitting back for the time being and playing the field" (Vol. 3, No. 49). In other words, no network commitments until they see how TV networks really line up and who offers best and most.

On NBC's part, with Schenectady-to-Washington network already operating, plan to embrace stations in Boston, Baltimore and Richmond; with 5 stations of its own assured (2 operating, 2 building, one other), with close tieups with 7 of the other stations now on the air -- it sits back and grins as competitors reap harvest of their dalliance. So does pioneer DuMont, with its Washington and New York outlets, its CP for Pittsburgh, its network aspirations. So also does Paramount, with its Chicago and Los Angeles outlets, its ambitions to get more (Vol. 4, No. 5).

**BIGGER & BETTER TV PICTURES:** Apace with development of larger direct-view tubes (Vol. 4, No. 4, 5; Vol. 3, No. 47), TV developers are coming forward with new projection systems which may turn out to be competitors of the 15 and 16-in. direct-view -- though it's hard to figure how they can compete on price basis. Today's other expensive projection TV sets use Schmidt optical system, through which small thode-ray picture is projected via system of plastic lenses onto large-size screen (RCA's and Philco's 15x20-in.).

Now comes North American Phillips Co., 100 E. 42nd St., New York, with reported improvements on Schmidt system, details undisclosed but said to be ready to license to set manufacturers. Emerson's answer to big pictures (before RCA's 16-in. tall tube was announced) was reported to be a movie-type refraction system (small tube, lens and separate screen) projecting images 13x10-in. And newcomer Colonial Television Corp., 780 E. 137th St., Bronx, N. Y. (not to be confused with Lvania-subsidiary Colonial Radio Corp.) has a "Vision Master" unit, at \$2,195, which uses an adjustable Bausch & Lomb lens to throw up to 8-ft images onto screens standing 2 to 15 ft away. Bausch & Lomb lens is also being marketed separately (for \$125) through Television Industries Co., 540 Bushwick Ave., Brooklyn, N.Y.

Among other new developments reported in recent weeks: a multiple unit antenna system for apartment houses, demonstrated at gigantic 2701 Parkway, Philadelphia, by Multenna Co., same address; each of three antennas rises 40 ft atop 13-story edifice, each capable of serving up to 200 apartments. The "Tele-Booster" amplifier that attaches to a TV set to boost weak signals, rejects interference, offered by Vision Research Laboratories, 87-50 Lefferts Blvd., Richmond Hill, N.Y. And an antenna-less TV receiver, promised for spring (at around \$600) by Arcturus Radio & Television Corp., Newark, N.J., expanding from tube-making to receivers.



February 7, 1948

**DAYTIME AMs TOLD TO GO FM:** Daytime and limited time AMs, who've bombarded FCC with requests for STAs (Special Temporary Authority) to operate into evening or night hours for special programs, have been told by FCC, in effect: "If you want nighttime coverage, get into FM." Admonition took form of proposed rules change issued this week (Public Notice 15092) to abolish such STAs after April 15. Anyone objecting can file through Feb. 28, but Commission says it "sees no further need for such STAs in view of the opportunities for fulltime FM authorization." In other words, it's going all-out for FM again -- even beyond urging people to apply and clamping down on laggards. FCC's own language: "Diligent efforts toward the early establishment of FM service will more than adequately satisfy public needs."

**THAW AFTER THE FM FREEZE:** Subsidiary effects of lifting of AM-FM duplication ban (Vol. 4, No. 5) are cropping up fast, shifting from day to day. All 4 AM networks notified affiliates if they duplicate one optioned-time show they must duplicate all, though no extra fees are offered yet. Some affiliates don't like it, having issued separate rate cards and begun building some fair local business, notably sports. But majority envisage FM's first job one of building "circulation," i.e., listeners to FM -- and they think network programs can best do that job.

Then there's longing of weaker networks for better night coverage. FM offers big chance. This is bound to produce jockeying among affiliates, impel renewed urge to apply for new FMs, hasten fulfillment of CPs. It's even conceivable big networks, when FM really proves audience, will be inclined to pull away from AM affiliates without FM, or at least add local FM outlets. Despite hue and cry about their "plot" against FM, it's obvious they stand to gain not only coverage but bargaining position with affiliates by reason of FM -- not immediately, perhaps, but certainly over the long haul.

Among other effects: FM-only networks now also have Petrillo go-ahead; Dillard expects some raiding of his Continental Network by AM networks but thinks he'll come out all right, feels he has plenty of takers. In record field, Petrillo deferred ban on recorded network shows, such as Bing Crosby's, for 60 days pending network contract negotiations. Rep. Kearns promises bill "week after next" to amend copyright laws to permit royalties for musicians from commercially-played records; bill will provide stiff fine for bootlegging home records into commercial uses. As for TV, latest report is Petrillo will ask that musicians seen as well as heard get AFRA wages as well as AFM pay.

**CONGRESS AND THE FM STORY:** The heat's really on to get low-band back for FM -- and now it's a Congressional committee that may weigh the balance. Two days of hearings on Armstrong-Zenith inspired Lemke Resolution, to give FM frequencies around 50 mc, leave distinct impression all or part of TV Channel No. 1 (44-50 mc) may well go to FM for wide-area rebroadcast stations or regular stations, or both -- these in addition to present 88-108 mc. Disposal of 44-50 mc, subject of recent hearings (Vol. 3, No. 33, 47; Vol. 4, No. 4), hasn't yet been decided by FCC. Congressional pressure may sweep aside what's left of Commission's original intention to give all of 44-50 mc to mobile services -- though there's evidence FCC has been leaning towards FM recently anyway.

Sitting in on 2 days of hearings, one got distinct feeling Congress has little intention of allocating by legislation. But it's also evident Rep. Wolverton's House Interstate Commerce Committee, deeply impressed if not awed by tales of maltreatment of FM related by Inventor Armstrong and others, and not yet having heard other side, feels FCC has done wrong by FM in moving it from low to high

band. It also seems convinced RCA and other established radio interests have tried to muffle FM. Rep. Wolverton says other side will be heard, on date yet unspecified. But meanwhile, committeemen made it plain FCC is being watched.

Committee seemed completely convinced by Maj. Armstrong, questioned him delicately, respectfully. He's bitter as ever toward RCA and toward FCC's advisors (principally K. A. Norton) who turned tide against low band; told committee (as did Lemke) that most present commissioners aren't to blame for shift (5 of 7 are new members); said presently constituted Commission seems sympathetic (he's been conferring with Engineer-Comr. Sterling); voiced hope for decision on 44-50 mc in 2-3 weeks. Whether RCA will be hauled in, or will itself demand right to be heard, no one will say. Next move is FCC's.

Note: For good roundup on Maj. Armstrong, details of his patent battles, account of his early FM efforts, we commend February Fortune Magazine. One sentence really pinpoints the Major: "Pertinacity...is his most outstanding characteristic."

**CHURCHES IN THE FM PARADE:** Texas Baptists' 6 FM applications (Supps. 55-P, 55-Q), first tendered last summer (Vol. 3, No. 27), were finally accepted for filing after charters were amended to permit commercial station ownership. Applications may stir up some fuss from liquor interests. Last July, scuttlebutt had them vowing to apply wherever bone-dry Baptists did; they haven't so far. Question arises, too, whether Baptists (eyeing other cities) could get more than 6 should they desire; they think they can, claim each group is separate entity. Dr. R. Alton Reed, of Dallas, was delegated by Texas Baptist General Convention to co-ordinate applicants' plans, including possible network. Another church-related application is one for Chicago from Lewis College of Science & Technology, headed by Archbishop Bernard J. Sheil, known as Chicago's "liberal priest," largely because of labor leanings; counsel is ex-FCC Chairman Paul Porter. Interesting was Baptist (but no dry) FCC Chairman Wayne Coy's answer to a Congressman asking advice as to how Baptists could use radio. Coy's reply, in effect: "Baptists, too, have great opportunity for public service in radio."

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## RADIO NEWS NOTES

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Facsimile standards are finally in the works (Vol. 4, No. 2)—FCC calling for hearing March 15, appearances to be filed by March 1. Eleven issues to be covered should bring out just about everything known on FX. FMA, getting interested in FX, complained to FCC that new FM line rates filed by AT&T (Vol. 4, No. 4) preclude duplexing with FM-FX. Meanwhile, *New York Times* (WQXQ) is installing 11 recorders in department stores, will broadcast 3 times daily beginning Feb. 16. And GE, maker of Hogan units, is conducting survey to determine potentials of FX.

Radio Frequency Allocation Chart, as of Oct. 2, 1947, in accordance with Atlantic City Telecommunications Convention (above 27.5 mc effective Jan. 1, 1949; below 27.5 mc effective date to be determined by future special conferences), has been published by RCA in colors, suitable for framing. RCA has kindly given us several dozen copies or our subscribers; they're available to the first who ask.

CBS annual report for 1947 shows gross before Federal income taxes of \$9,520,100 (vs. \$9,355,900 for 1946), net of 5,920,100 or \$3.45 per share (vs. \$5,795,900 or \$3.37). Of 1947 net, \$4,504,300 came from broadcasting, \$1,415,800 from record manufacturing, compared with \$3,915,700 and 1,880,200 during 1946.

FCC finalized ISM frequencies, when it made permanent assignment of 13.56, 27.12 and 40.68 mc for industrial, scientific and medical services, effective March 16. Second harmonic of 27.12 mc band falls within TV Channel No. 2 (54-60 mc).

NAB's Frank Pellegrin resigned this week to head new 1 kw daytime KBJS, St. Louis.

Transit FM idea (Vol. 4, No. 5) received enthusiastic treatment in Jan. 30 issue of *Passenger Transport*, publication of American Transit Assn. Car card people see possibility of boosting transit companies' present advertising revenue from \$23 million to \$100 million by adding FM, with no guess as to what it might mean to stations. But first signer of contract (with WCTS, Cincinnati), P. G. Vondersmith, owner of Cincinnati, Newport & Covington Railway Co., doesn't expect to make much off stations. Instead: "Whatever we are paid by the radio people is insignificant to even the very small increase in riding habit." Transit Radio Inc., Union Trust Bldg., Cincinnati, station-owned outfit supplying sets, has ad in issue asserting readiness to arrange installations in 90 days.

Printed circuit, single frequency, 2-tube receivers for Indian market are rolling off one British production line at rate of 370,000 per year, reports Feb. 2 *Retailing*. Production line, says story, is machine 70 ft long requiring only 2 operators. John A. Sargrove, who designed machine, plans 6-stage, 4-tube superhet set with printed circuits.

Whole week of May 16 (business sessions, May 17-21) and Biltmore Hotel are time and place of next NAB convention in Los Angeles. All reservations for Biltmore and other major hotels must be made through NAB.

1948 IRE convention March 22-25 at New York's Hotel Commodore and Grand Central Palace has lineup of sessions on just about anything you're interested in electronics-wise, under theme "Radio-Electronic Frontier."

Next NBC affiliates convention has been scheduled for Sun Valley, Idaho, Sept. 22-25.



**NOT MANY NETWORK FMs ON AIR—YET:** Actually, there aren't yet as many network-affiliated AM stations with already-operating FM adjuncts as you might suppose. Recapitulating our office records, we find only a total of 222 FMs on the air under licenses or STAs which have AM "parents" with network affiliations. These break down as follows: ABC, 63; NBC, 55; MBS, 54; CBS, 50. Also on the air: 122 FM stations tied up with non-network AMs, 56 FM-only stations.

Note these are only FMs presumed to be actually on the air by reason of the 95 thus-far-issued licenses and the 305 outstanding STAs (Special Temporary Authority) permitting interim operation with less than assigned power, etc. Breaking down the FM log another way, network affiliations of FMs or prospective FMs loom considerably larger. If you bulk in all FM licensees, CPs, CGs and applicants, as reported in our Supp. 55 (FM Directory) and Addenda to date, here's the box score: ABC, 159; MBS, 144; NBC, 119; CBS, 120; independents (i.e., non-network or FM-only), 631. But remember, these figures include applicants and grantees not yet operating.

Our office master file of FM, which shows individual AM-network affiliations, is open to the inspection of our subscribers. We're not planning to publish it until next fall, frankly, because the demand is too small to warrant the expense of republishing our 48-page Supp. 55 with this new data and with the changes to date reported in our Addenda 55-A to 55-S. Incidentally, in 55-S herewith, note that our total figures have been adjusted in light of recent FM activity (particularly the numerous dropouts of FM grantees and applicants in the last few months) and to correct the normal margin of error.

**EYEING THE TV LAGGARDS:** TV grantees who've been sitting on their channels, thinking they're secure until TV arrives full-blown, got clear sign this week they better get busy. That sign was FCC's action ordering hearings on applications for extensions of Raytheon's CP for Waltham, Mass. and King-Trendle's (now ABC) for Detroit. Raytheon has held CP since May 16, 1946, King-Trendle since July 11, 1946. Both are under attack by Paramount, which also seeks stations in those cities and which petitioned Commission to withdraw grants, throw them into comparative hearings. WJR joined Paramount, so it looks like dog-fights ahead.

Action portends tougher attitude by FCC, now that demand for channels in major markets begins to exceed supply. Already other bidders for channels in over-demand areas are considering emulating Paramount's tactic -- so intense has competition become in such set-for-hearing cities as Cleveland, Pittsburgh, San Francisco, Miami. Next 2 "laggards" to get FCC eye (their last extensions expire Feb. 16) are Outlet Co., Providence (WJAR) and Palmer Leberman's Radio Sales Inc., Seattle (KRSC); former has held CP since May, 1946, latter since Dec., 1946. Other grantees whose CPs have aged and who haven't given "good account" of their dilatoriness, include KOB, Albuquerque, N.M., granted May 21, 1946; WJAC, Johnstown, Pa., Aug. 29, 1946; WTCN, Minneapolis, Oct. 3, 1946; Maison Blanche, New Orleans, Jan. 16, 1947; Southern Television, Miami, March 12, 1947; Sarkes Tarzian, Bloomington, Ind., May 8, 1947 (see TV Directory No. 2).

**CHEAPER TVs & THE DOME CIRCUIT:** There's more than meets the eye in Motorola's all-out plunge into the New York market this week with big ads (by Macy and Gimbels and such ubiquitous radio-appliance chains as Vim and Dynamic) plumping big Chicago manufacturer's new 7-in. \$179.95 table model. Not only does this major producer tell TV's No. 1 market receivers can be had immediately in lower price ranges, but it also incorporates a circuit that can't be blinked away by other manufacturers -- the Dome circuit, developed by GE's R. B. Dome, which if widely used imposes new burdens on telecasters.

Dome circuit requires transmitter operators, rather than set owners and service men, to ensure proper video modulation and maintain vigil against phase distortions that show up in sound portion of TV receivers. RMA engineers have been studying some time, haven't arrived at conclusions yet because they say not enough tests have been made. If any substantial number of Motorola sets come into public's hands -- same circuit is said to be employed in Admiral's \$169.95 model (Vol. 4,

No. 2) and in Hallicrafters promised \$169.50 set (Vol. 3, No. 46) -- results will be available to judge what need be done. Only other 7-in. set producers -- RCA (not pushing its \$250 unit) and Philco (out soon with one for \$199.50; see Vol. 4, No. 4) -- do not use Dome circuit.

**TV AT THE MERCHANDISE MARTS:** For department stores, expected to be prime users of TV as an advertising medium, intra-store TV not only has obvious promotional value -- it also actually increases sales, sometimes phenomenally. That's nub of New York University's study of "TV Caravan" which big Allied Stores sent on 22-city tour last year (Vol. 3, No. 16, 44). Survey of 5,000 store viewers showed that: (1) Store traffic increased 30% during TV showings. (2) Ten percent of customers will be brand new, attracted by TV. (3) Four out of 10 persons will buy, one-fourth of purchases being articles they had not planned on buying. (4) Sales of merchandise especially suitable to televising (such as houseware, luggage, furniture, sporting goods) will increase up to 200%. In addition, 84% of those interviewed said they'd like to buy TV set, most stipulating \$100-\$300 range. Copies of NYU report are available (at \$2.50) from Dr. Lawrence C. Lockley, Bureau of Retail Research, Washington Square 3, New York City. Note: RCA intra-store crew moved into Cleveland's Higbee Co. Dept. Store this week for one-week stand expected to "play" to 500,000.

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## SIGHT AND SOUND

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FCC hearing calendar for TV applicants in cities where where demand exceeds channel supply includes following with dates set: Hartford-New Britain, Feb. 16, there; Fall River-New Bedford, Feb. 26, there; Philadelphia, March 11, there; Waterbury, March 15, in Washington; Wilkes-Barre, March 16, there; Harrisburg, March 18, there. Hearings designated but no dates set: Akron, Allentown-Bethlehem-Easton, Boston, Cleveland, Dallas, Detroit, Miami, Pittsburgh, Reading, San Francisco-Oakland. Hearing on WHAS and WAVE requests for Louisville's Channel No. 5 has been cancelled since WHAS has withdrawn request, will retain CP for No. 9. For list of licenses, CP holders, applicants, also allocation table, see TV Directory No. 2.

Number of TV advertisers increased 548% in 1947, from 31 in Jan. to 181 in Dec., 32 using WCSB-TV, according to February edition of periodically revised brochure titled "Television Today" issued by CBS Television commercial dept. Of network TV, it says: "CBS believes coast-to-coast TV will be attained when regional networks sufficiently spider web the country . . . [by] hookups of regional networks."

NBC video rate revisions effective April 1 include not only frequency discounts but also separate time categories. Transmitter base charges go up to \$750 per hour, include 5 hours rehearsal time, with other time charges increased proportionately—program facilities charge remaining unchanged (Vol. 3, No. 44). Base transmitter charges are for 7-11 p.m. Mon.-Fri. and 1-11 p.m. Sat. and Sun. Between 5-7 p.m. Mon.-Fri. transmitter charge is 3/4 base; all other times, half.

Add TV sponsors: On NBC Network, Brown & Williamson Tobacco Corp. (Kools), 5-min. sports film Fridays, 8:25 p.m., adding WBAL-TV, Baltimore, and WBZ-TV, Boston, as soon as they start; thru BBDO. On WNBT, RKO Theatres, nightly spots advertising film "Tycoon," Feb. 5-11. On WBKB, Hudson-Ross Co., radio distributor, "Junior Jamboree," children's program, 4-5 p.m. 5 days per week. On WFIL-TV, Reynolds & Co., stockbrokers, weekly interviews.

NBC executive v.p. Frank Mullen, with engineering v.p. O. B. Hanson, off for West Coast Friday to discuss Los Angeles-San Francisco TV plans particularly, are due back in New York March 1 for Petrillo parleys.

Although city-by-city TV set census was turned down by RMA at Chicago directors meeting last week, TVers are still working toward some central reporting system. Getting warm is BMB undertaking being worked out tentatively between former's Hugh Feltis and NBC's Hugh Beville. At same time, N. W. Ayer's Don McClure is working with utilities' associations to have individual cities report findings to central body. Chicago, St. Louis, Detroit electric associations are already compiling and publicizing such data locally.

Standing to gain most from TV now, organizations such as RCA, Philco, GE, AT&T, DuMont, NBC, CBS, etc., should lay out some \$15,000,000 for TV programming in 1948, says Grey Advertising Agency in its newsletter *Television Grey Matter*. They should enlist help of their distributors and dealers, as did automotive industry and one beauty supply manufacturer, agency goes on, with net effect of lifting program levels and doing "more to sell video sets both in 1948 and in the years ahead than the same sum spent in any other way."

TV minimum weekly program hours on a sliding scale (based on monthly segments from license date) seem to be most likely TBA recommendation to FCC. Liberalization of 28-hours-per-week rule is foreseen, if industry is unanimous on sliding scale plan. Present waiver of TV minimum hours runs out March 31.

Jockeying for TV rights was further manifested this week when CBS signed up TV along with radio rights to Preakness May 15, also 1948 Belmont, June 12—both to be fed live to hookup. CBS also signed May 15 Kentucky Derby, but TV version is planned via film.

NBC ups Carleton Smith to manager of its Television Dept., New York, as of March 15, reporting to Noran Kersta, TV director. Onetime presidential announcer, capable, popular "Carl" Smith rose to managership of WRC, WRC-FM and WNBW, Washington.

GE reports sale of TV transmitters for ABC stations in Los Angeles and San Francisco, both 5 kw units similar to those on order for *Chicago Tribune*, *New York News*, *Yankee Network* and WOR.

Weekly news-sheet, *Milwaukee Teevee*, is being issued twice monthly by WTMJ-TV to all area distributors and dealers to keep them up-to-minute on TV.



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February 14, 1948

**THE BIGGEST THING IN RADIO:** Make no mistake about it, Mr. Broadcaster -- every TV viewer is one less listener to the present aural radio system. Your business future, your position in your community, will inevitably be affected as TV's "circulation" increases. It's as simple as that, as an evening spent in almost any TV home will prove. That isn't to say TV will bleed aural circulation fatally. The experts speak of population growth, more radio families, more listeners per set, ocular fatigue vs. aural restfulness, and all that. Whatever the mitigating circumstances, some practical minds recognize what's coming, so --

NBC is preparing to give first real tryouts to an obvious, vital programming experiment -- telecasting of some of its big-name network shows exactly "as is" without any special production effects at first, studying listener reactions, costs, etc. Assuming Petrillo lifts his TV ban, perhaps working first with non-music shows, NBC's TV cameras will scan such productions as Fred Allen, Edgar Bergen, Telephone Hour, Truth or Consequences, Kay Kyser, Take It or Leave It, People Are Funny -- any one of which seems well suited to telecasting.

Ideal for telecaster and public, of course, will be time when many TV shows can be enjoyed audibly without being seen -- by housewife at her chores, by non-owners of TV sets, etc. Take it from apperceptive Jack Jett, ex-FCC member, now Baltimore Sun radio chief, addressing Baltimore Ad Club the other day: "Television is the biggest thing in radio. It is growing very fast...The aural broadcaster must recognize that his audience will dwindle as TV expands. All of this points to a new era when we may 'stop, look and listen' -- or just 'listen' to our radio."

**THE FAST VANISHING TV CHANNELS:** Analysis of our TV Directory No. 2, with this week's Addenda 2-A herewith, bears out our oft-expressed conviction the supply of channels is fast approaching the vanishing point -- at least under present allocations. As we count them, in the top 50 metropolitan areas, as delineated in the 1940 U.S. Census, only 47 channels are as yet ungranted or unasked for. These won't go begging long, either.

Indeed, demand in some areas so far exceeds supply of channels that somebody's inevitably going to be left out in the cold. Let's look at the record as of this date, confining our recapitulations to the first 50 market areas:

- (1) These areas have all their allocated channels granted: New York 7, Los Angeles 7, Washington 4, Baltimore 3; Providence, New Haven, Dayton, Toledo, 1 each.
- (2) These have neither grants nor applicants as yet for their channels: Denver 5, San Antonio 5, Portland 5, Norfolk-Newport News-Portsmouth 4.
- (3) These additional areas have this number of channels still unapplied for: Albany-Schenectady-Troy 4, Milwaukee 3, Richmond 3, Memphis 3, Seattle 2, Rochester 2, Omaha-Council Bluffs 2, Syracuse 2; St. Louis, Minneapolis-St. Paul, Columbus, New Orleans, Springfield-Holyoke, Birmingham, Lowell-Haverhill-Lawrence, 1 each.
- (4) Channel supply exactly equals demand to date in these areas: Chicago, 3 for 3; Buffalo-Niagara Falls, 3 for 3; Cincinnati, 2 for 2; Scranton-Wilkes-Barre, 2 for 2; Worcester, 1 for 1.
- (5) Demand exceeds supply and hearings are pretty certain in most of these:

Philadelphia, 2 for 1; Boston, 9 for 2; Detroit, 2 for 1; San Francisco-Oakland, 4 for 3; Pittsburgh, 6 for 3; Cleveland, 5 for 2; Hartford-New Britain, 4 for 2 (including Yankee application for Bridgeport); Atlanta, 3 for 1; Dallas, 4 for 1 (though nearby Fort Worth has 2 channels still available); Toledo, 4 for none (seeking channels found by engineers); Akron, 2 for 1; Youngstown, 3 for 1; Miami, 4 for 3; Allentown-Bethlehem-Easton, 3 for 1; Indianapolis, 3 for 2; San Diego, 5 for 3; Kansas City, 5 for 3; Houston, 6 for 3:

All these figures are subject to almost daily changes as FCC acts and as new applications pour in -- 16 filed this week alone. They're cited to show the score at the moment only, and also to indicate trends.

So it won't be long now before they're all gone or spoken for -- our guess is about 2 months; indeed we know of a dozen or more additional applications in preparation that will change the scores. Then watch the outcry for more channels!

As for communities under the top 50, there are only these cases as yet where demand exceeds supply: Fall River-New Bedford, 3 for 1; Harrisburg, 2 for 1; Reading, Pa., 2 for 1; Waterbury, 3 for 1; York, Pa., 2 for 1. In a handful of the smaller areas, the single-channel allocated has already been granted: Wilmington, Binghamton, Lancaster, Johnstown, Stockton, Cal. Otherwise, the smaller cities are still wide open, will probably be the next eager quarry in the rush for the new Golconda that is TV.

Note: For listing of metropolitan areas by 1940 U.S. Census sales rank, see our Supp. No. 19. For full listings of all licensees, CPs and applicants to date, see TV Directory No. 2 and Addenda 2-A.

**SWELLING ROSTER OF TV SEEKERS:** Louisville's second TV channel (No. 5) was granted WAVE Friday, making 71 CPs for TV outstanding (correct your TV Directory No. 2 accordingly). But much more significant this week were: (1) Continuingly swelling roster of TV applicants -- 16 more this week, as detailed in TV Addenda 2-A herewith, making total 120. (2) FCC action designating for hearing, on grounds they're laggards (Vol. 4, No. 6), CPs issued to KSFO, San Francisco, and KRSC, Seattle.

Yet Commission may not get too hard-boiled toward slow-movers who can show mitigating circumstances, as evidenced by extension of CP granted this week to ABC's WXYZ, Detroit, which had been ordered to hearing; it explained to apparent satisfaction of FCC that equipment orders were in, plans made, etc.

One applicant dropped out this week -- WKNB, New Britain, party to March 1 Hartford-New Britain hearing (now 4 for 2). These were the week's new applications (for detailed data on facilities, personnel, etc., see TV Addenda 2-A):

For Birmingham, Ala., WAPI (Channel No. 13), proposes 26 kw video power from 875-ft antenna for rural station. For San Diego, KFSD-Tom Sharp (No. 10); KUSN-Union & Tribune-Sun (No. 10); and Television Bcstg. Co. (No. 10), partnership headed by Navy engineer L. H. Papernow, proposing satellite to Los Angeles stations. For Des Moines, KRNT-Cowles (No. 9), proposes 25.5 kw from 1,665-ft antenna built for FM. For Indianapolis, WISH, seeking reinstatement of pre-color application designating No. 3, now granted William H. Block Co. For Kansas City, WHB-Don Davis (No. 5); KCKN-Capper (No. 2). For St. Louis, KWK-Convey (No. 9). For Atlanta, WBGE-Mike Benton (No. 13). For Houston, KATL-Fred Weber group (No. 5); KTRH-Chronicle-Jesse Jones (No. 5); KXYZ (No. 5) and Glenn McCarthy, oilman who seeks to purchase KXYZ (No. 7) -- latter being 2 separate applications pending FCC purchase action. For New Orleans, Mississippi Valley Bcstg. Co. (No. 10), headed by Edgar B. Stern, former cotton broker, to be operated by sons Edgar Jr., ex-Navy radar engineer, and Phillip, New Orleans Item reporter. For Syracuse, Radio Projects Inc., subsidiary of Newhouse Newspapers (Syracuse Herald-Journal and Post-Standard), recent purchasers of WSYR (No. 5).

Soon to come will be applications by Mid-America Bcstg. Co., holder of CP for AM in Louisville; Beck Radio School and WLOL, Minneapolis; WTAG, Worcester; Glenn McCarthy, for San Antonio -- and others.



February 14, 1948

**FATE OF 44-50 MC STILL UP IN AIR:** It's still a mystery what will happen to 44-50 mc. FCC's plans for the band were kicked off schedule by Lemke Resolution hearings (Vol. 4, No. 6). Resolution's opponents haven't had their day in Congress yet and date hasn't been set for their appearance. Apparently, FCC and House Interstate Commerce Committee are waiting for each other to do something. Complicating whole matter is fact FM people aren't at all agreed on precisely how to use band should they get it: Maj. Armstrong leans toward big coverage stations (like Yankee's WMNE Mt. Washington) for relaying only. Everett Dillard (Continental FM Network) thinks modest stations, using towers of high-band stations, might do the trick. FMA rank and file are dead set against any use of low-band except for relaying. Zenith and consulting engineer C. M. Jansky want big low-band stations to cover what high-band doesn't, for public consumption, plus relaying.

Then there's question of how many networks 6 mc would make possible. Dillard thinks perhaps 1 mc per network. Others say "impossible," it would take much more. As for ownership of the relay stations, Dillard thinks high-band operators could build and operate them, lease them to networks.

There's some thought that a compromise may be in the works -- present low-band stations to continue until 15 kc network lines are readily available. This parallels thinking on TV networking; FCC is expected to allow temporary use of TV network rates will be (FCC has ordered AT&T to file them by April 1; see story on p. 3) before they agree to accept recently filed FM tariffs (Vol. 4, No. 4). In interim, FCC "suggests" FMA and AT&T get together, resolve differences.

**TV AT POLITICAL CONVENTIONS:** Wanted: a sponsor for TV coverage of the Republican national convention in June, the Democratic in July, both in Philadelphia. While biggest show yet from TV standpoint will be carried sustaining on broadcast networks, they and affiliates can cut in and out with regular sponsors -- whereas TV coverage must be very largely a continuous job. Party leaders aren't averse to sponsorship idea, though they'd probably balk if it were product not in particularly good taste. Ideal would be pooling of TV receiver manufacturers; they stand to gain most from big boost TV set sales should get. Trouble is they're selling all they can turn out now, quite aside from fact they're so keenly competitive it would take an advertising Solomon to keep them all happy.

It's going to cost something like \$350,000 for full coverage of each convention, pro-rated among ABC, CBS, DuMont, NBC plus Philadelphia's WCAU-TV, WPTZ. Interspersions of sponsored shows or announcements by networks and stations will be easy to sell, but they're hardly enough to carry whole cost. Some are planning special events sponsorships during periods they pull out of pool coverage of convention proper. Situation is aggravated by fact FCC ordered coaxial rates by May 1, an expense planners hadn't counted on; there's hope this will be deferred.

Only Eastern seaboard networks (Boston to Richmond) will get network coverage, others via quick films. Reports WBKB's Bill Eddy had plans all set for microwave relay to Chicago are unfounded; it can't be done in time.

**ARE RADIO LOGS NEWS?** If editorial judgment says it's news, then radio program listings should be run as such -- it's as simple as that, and by far vast majority of newspapers take that view rather than carry logs only as advertising, as do Miami newspapers. That's position taken by NBC v.p. Sid Eiges in current "Editor & Publisher." Anomalous situation prevails in Washington, where radio logs are carried as news by Washington Star -- but not TV logs! So Star publishes listing only of its own station WMAL-TV (duly marked adv.) while other newspapers publish not only logs of city's stations but also of Baltimore Sun's WMAR-TV.

TV sponsorship of all New York home baseball games this season was assured this week with signing of Brooklyn Dodgers on WCBS-TV by Old Golds and Ford as co-sponsors. Chesterfield will sponsor Giants on WNBT (no rival billboards to be in camera view, either!); Ballantine (brewer) will sponsor Yankees on WABD. In Philadelphia, Philco distributors will again sponsor Phillies on WPTZ; whether Atlantic Refining will go on same station again with Athletics is still undecided by N. W. Ayer. Usually on top of the commercial news of TV, *Variety* reports Studebaker and Pontiac may soon "take dip" into TV, emulating Kaiser-Frazer, Chevrolet, Oldsmobile; also that CBS is talking with Gillette about TV of Derby, Preakness, Belmont Stakes.

Could be that CBS is really shaking loose, readying to resume fire of its once-mighty promotional guns—on behalf of TV. This week its Radio Sales carried trade ads captioned "We stepped into Television early..." and going on to tell how it foresaw TV's "inevitable growth," was early in rep field to sell time on WCBS-TV. This ad, plus fact CBS executives are plainly worried about back-seat TV position (Vol. 4, No. 6), plus sending of station relations scouts out to sign TV affiliation contracts, plus known eagerness of lower staff levels to get going, may presage lots of TV activity soon.

Large-screen TV found another entry into field when Tradio Inc., Asbury Park, N. J. demonstrated new Tradiovision unit, projecting picture on aluminum screen up to theatre size. System demonstrated Friday in New York consists of 3 units—screen, projector, control unit. Projector consists of 39 tubes, 3 controls, covers 13 channels, is priced at \$2,600 (with servicing for year) plus installation fee, contains 6 sub-chassis for simplified maintenance. Control unit can be used to operate more than one projector. Previous coin-operated TV set, put out year ago by Tradio, has been withdrawn.

One by one, NBC is naming TV topkicks at division points: Jules Herbuveaux named this week as manager of new TV Dept., Central Division, Chicago; Hal Bock already operating as such in Los Angeles; Washington V.P. Frank Russell's chief aide, Bill McAndrew, placed in charge of all broadcasting there, including WNBW, succeeding Carleton Smith, promoted to New York post (Vol. 3, No. 6).

Intercity TV links will get green light next week when FCC makes final proposed 1,000-13,000 mc allocations. Although Commission hasn't retreated from position such connections must be on common carrier basis, TVers will get approval for own systems on temporary basis, using pickup and STL frequencies (Vol. 3, No. 51).

Research departments of the "slicks" (like *Saturday Evening Post*, *Time-Life-Fortune*) are currently probing TV, possibly with view to forecasting whether commercial TV will make same inroads on them that radio did on outdoor advertising. Also, *Fortune* is readying May article on TV.

One of earliest radio placers (for Bulova), Biow Co.'s Hollywood office (6111 Sunset Blvd.) is producing series of 10 one-minute films for placement on 18 TV stations about March 1—for Schenley (Roma Wines). Mike Sasanoff is producing for Biow, Telefilms Inc. filming.

Increasingly popular TV magnifiers may be due for price drops—Walco's Tele-Vue-Lens (Vol. 3, No. 52), sold at \$59.95, now out in "standard" model at \$39.95 (for 7, 10, 12-in. screens) and "economy" model at \$29.95 (for 7 and 10-in.)

Reshuffling and additions, including those due to duplication, add 5 new affiliates to Continental FM Network, delete 7. Gained: WKNB-FM, New Britain, Conn.; WLAD-FM, Danbury, Conn.; WFMR, New Bedford, Mass. (though AM affiliate WNBH is an ABC station); WMCP, Baltimore; WCFC, Beckley, W. Va. Lost: WFIL-FM, Philadelphia; WNBK-FM, Binghamton, N. Y.; WMNE, Mt. Washington, N. H. (Portland, Me.); WGTR, Paxton, Mass. (Worcester); WSBA-FM, York, Pa.; WNLC-FM, New London, Conn.; WDRC-FM, Hartford.

Transit FM (Vol. 4, No 5, 6) will get tryout in Washington beginning Feb 23, WWDC-FM doing experimenting. Plans of WMAR-FM, Baltimore, got setback due to death of transit company president. WTCN-FM, Minneapolis, pioneer demonstrator of idea, was told by local transit company that it was "interested only in giving riders a ride, nothing more." WTCN-FM, incidentally, estimates 40,000 FM sets in area.

Add TV sponsors: On WPTZ, Philadelphia Shyrock Radio & Television Co., 3 spot announcements weekly on films, 11 p.m., thru Hansell & Zook, Philadelphia; Western Savings Fund Society, spots preceding NBC network wrestling Tuesdays, 8:45 p.m., thru Geare-Marston Inc.; Wilf Brothers (floor covering, home appliances), "Author Meets Critic" Sunday nights from NBC. On WTMJ-TV, Milwaukee, Ennis Motors (used cars), "Sportsman," sports demonstrations by athletes, Sundays, 8:30-8:45 p.m.

Zenith's new patent suit to break up RCA pool and license system, for which it asked declaratory judgment last week in Federal district court in Wilmington (first suit was filed against RCA just year ago), names AT&T, Bell Labs, Western Electric, Westinghouse and GE as additional defendants. Suit seeks to invalidate more than 100 patents. You can look for Zenith soon to announce entry into TV set manufacturers.

Industrial Television Inc., Clifton, N. J., announces new development which permits added viewers to be fed from any commercial-type receiver, through plug-in system. Added units cost about half price of regular complete set. System, demonstrated Wednesday, can also be used to attach larger picture size viewers to regulation 7 or 10-in. set.

"Da Verse of Brooklyn" might well be cognomen for Brooklyn Dodgers' FM station, should club get reserved channel for which it has just applied. Aims of application are to become "Youth Station" and to give Brooklyn local expression. Presumably, station would also keep rights to Dodgers games. Its first case of athletic club seeking FM.

Apathy among set manufacturers, says FMA's Bill Bailey, forced cancellation of joint meeting to step up FM enthusiasm of Chicago area dealers. Meeting was to follow FMA Region 3 meeting coming up Wednesday (18). FMA expects good turnout—110 advance registration.

"Mayflower" decision hearing scheduled for March 1 may be postponed. NAB has asked for continuance to April 15 on grounds number of key witnesses will not be able to appear on March date, its own staff is busy on international conferences, ASCAP negotiations. March 1 is also date of Paramount-DuMont TV hearing.

RCA reports sales of 5 kw TV units to these CP holders: WMC, Memphis; WCON, Atlanta; WAVE, Louisville; WJAR, Providence.

Rodney D. Chipp joins DuMont TV network as asst. engineer, leaving job of ABC facilities engineer.



**END OF TV'S FREE COAXIAL RIDE:** AT&T was no less surprised (though perhaps more agreeably) than were eastern seaboard TV station operators when FCC, in sudden action Thursday, ordered phone company to file schedule of rate charges for TV use of coaxial to take effect May 1. Up to now telecasters have shared an experimental free ride on New York-Washington coaxial, and nobody was in any hurry to pay. FCC action was at behest of FMA (which doesn't enhance its popularity with TV interests thereby) on plea AT&T discriminated in favor of TV while charging for 15-kc lines for FM (Vol. 4, No. 4). Indeed, FCC order stated it was "to avoid discrimination and preference in favor of television broadcasters as against other broadcasters."

Implications of action are fairly clear: (1) AT&T perforce must now announce rates by April 1 at latest, though it wanted more time to study comparative costs of cable vs. New York-Boston microwave relay. (2) Rate cards of TV stations along line must take these charges into account, so far as intercity hookups for commercials are concerned. (3) If coaxial rates are unduly high, TV interests must concentrate anew on microwaves; nobody thinks, though, they'll be as high as last summer's proffered and hastily withdrawn schedules (Vol. 3, No. 23).

Meanwhile, here are the latest dates on AT&T coaxial and relay progress (see map, Vol. 3, No. 50): New York-Chicago cable, ready for TV early in 1949; New York-Chicago microwave relay, ready later in 1949; Chicago-Terre Haute-St. Louis cable, now installed but not ready for TV until end of 1948; Washington-Richmond, installed now, to be TV-equipped by early summer. In addition, New York-Washington's present 2 circuits will be augmented by 2 more by this summer.

**DuMONT HOLDS TIGHT TO CONTROL:** Trade press was quick to pick up (and variously interpret) our story of several weeks ago (Vol. 4, No. 5), reporting that Aviation Corp. (Avco), which owns Crosley, and others were looking into DuMont with view to buying up Paramount's 27½% stock interest. Story made clear Dr. DuMont's controlling group has no intention of relinquishing control to anybody -- certainly nobody who might discard or dwarf DuMont trade name. This week Dr. DuMont took cognizance of "rumors," admitted they may have originated on premise Paramount has offers for its stockholdings ("which do not represent a controlling interest anyhow"), confirmed licensing of Crosley to manufacture under its patents, denied any intention company itself contemplates selling any part of its interests.

"We have been in television since the beginning," said Dr. DuMont, "and we most emphatically intend to remain in television. [Our] 5 divisions...are not for sale, nor will be offered for sale." He went on to explain DuMont's A stock (72% of total issued) elects president, v.p., 5 [out of 8] directors, so controls. Paramount's B shares (whole issue) elect secretary, treasurer, asst. treasurer, 3 directors, so "can prevent but cannot compel action wherever stockholder action is required." Dr. DuMont added: "Any sale of Paramount-owned B stock would not affect the measure of control now held by the A shareholders." Paramount maintains silence, obviously isn't happy about having so little voice in DuMont, insists it's going through with FCC hearing March 1 -- but oracles are still betting it will divest itself of DuMont stock eventually.

**AND SOON THERE'LL BE MORE:** Checkup of CP holders who said they'd be next with TV stations on the air (Vol. 4, No. 1) shows several already testing, some about to start tests, most aiming for commercial operation early spring or sooner. Here's the latest, as reported to us by phone or wire this week (for channels, powers, etc., see TV Directory No. 2):

Chicago's Tribune's WGN-TV, in second week of tests from partial antenna atop Daily News Bldg., completes 6-bay antenna next week, plans 30-60 days to get bugs out of system, tentatively sets April 5 for commercial start. Even with 1-bay, good reception was reported in Elgin, about 35 mi. Buffalo News' WBEN-TV now running sporadic tests, starts tests on schedule next week, no commercials before May 7. Stanley Hubbard's KSTP, St. Paul, started one-hour daily test patterns with 500 watts Feb. 4, reports it's preparing for full operation on April 27 "T-Day."

Newark's WATV (WAAT) starts tests Monday (Feb. 16), will run them 30 days,

then go commercial, rate card already published. Baltimore's WBAL-TV starts tests Friday (20th), plans commercial operation about 2 weeks thereafter, is all ready to join NBC on coaxial. Philadelphia Bulletin's WCAU-TV now says Feb. 23 for "official" test patterns, commercials in mid-March, has also published rate card, will hook up with WCBS-TV, New York.

Richmond's WTVR (WMBG) has its STL now, but icy weather is delaying tower tuning, test patterns due any day; operation at least one hour daily planned by March 1, rate card ready but no commercials sought yet, expects to hook into coaxial (NBC) by June 1. GE is all poised for this new market, with carload of TV receivers already shipped, including new 803 table model with 10-in. screen, AM, FM (\$449.50) with which GE will be making big pitch in all TV markets shortly.

Westinghouse's WBZ-TV, Boston, also delayed by bad weather, now reports tests and commercials will begin between April 1-May 1. New Haven's WHNC-TV expects tests by March 15, regular service April 15, tieup with DuMont's WABD, New York. Los Angeles' KFI-TV is still awaiting components, now says it can't set any dates.

Unique situation obtains in Kansas City, where applicant KMBC could go on air within month of grant, already has site, equipment, etc., ready from days when it operated big radio school, even has pro baseball signed up. But it's in snafu caused by fact it delayed applying, others also want in, so now it looks like hearing because there are more applicants than channels.

\* \* \* \*

Formal "kickoff date" for Crosley's WLWT, Cincinnati, is Sunday, Feb. 15, though station began commercial operation last Monday when all 3 local newspapers carried big "T-Day" sections. First sponsor was Wiedemann Brewing Co., telecasting WKRC-sponsored Golden Gloves tourney. First dept. store signed: H & S Pogue Co., sponsoring "Luncheon at the Sinton." Participating "Kitchen Klub" 6 days weekly, 3-3:30 p.m., has Crosley Mfg. Corp. as first participant, placed through Roy S. Durstine Inc. Among other sponsored shows: "Who Am I?" quiz, Tuesday nights by Dreidame's House of Television; Bulova time signals, through Biow; Steinberg's Radio Store, 3 announcements weekly.

**THE TV PROPERTY RIGHTS ISSUE:** It's going to take a lot of legalistics to determine just who owns what in TV, once the telecasters themselves decide on policy. Is it free broadcasting or paid theater? Court actions promise to be long-drawn-out, complicated, expensive -- but they must come sooner or later to resolve the issue (mainly on paper as yet) arising over unauthorized, allegedly illegal pickups of telecasts for showing to paid audiences.

Only telecaster who seemingly has clear-cut issue as yet is Paramount's KTLA, Los Angeles, where Pantages movie house has picked up, projected Rose Bowl game, Santa Anita races (Vol. 4, No. 3); also where Fox West Coast chain and several other movie interests are reported to have ordered Colonial "Vision Master" projection-type units (Vol. 4, No. 6) for in-theatre use. But Paramount isn't going to take initiative because it might be fighting itself -- it owns movie houses, too. Paramount v.p. and TV chief Paul Raibourn thinks some out-and-out telecaster will have to carry the ball, hopes both complainants and defendants have plenty of resources -- the legal battle, he thinks, will be that long.

Only other "case" fizzled out when RKO cancelled announced big-screen showing of Madison Square Garden bouts at its 58th St. Theater after both NBC and Promoter Mike Jacobs objected. Currently, NBC's WNBT and WNBW carry printed legends at opening and signoff reading, "The programs broadcast by this station may not be used for any purpose except exhibition at the time of broadcast on receivers of the type ordinarily used for home reception." KTLA opens and closes with announcement that telecasts are "free" broadcasts. Both are for legal establishment of property rights (courts are supposed to give some weight to such efforts), but at present they obviously mean nothing.

Note: TV legalites might consider "test case" against a neighborhood kid we know whose home has a TV set and who charges his friends a dime admission fee. We'll furnish name and address on request!



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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February 21, 1948

**JOIN 'EM IF YOU CAN'T LICK 'EM:** Logical early move in the jockeying of networks and local interests for favorable TV positions may be tieups, possibly corporate, with motion picture companies -- the TV networks with major producers, local stations with local-regional film distributors. CBS Chairman Bill Paley conferred with RKO recently about buying out or into that company. Regional movie interests (like the Schine theaters, Tri-States of Des Moines, the Paramount local groups, and various others) are known to be eyeing TV intently if not eagerly.

Any way you look at it, a wedding of the whispers and the shadows (Vol. 1, No. 1) is indicated eventually -- dictated by their common interest (and stake) in the millions of "little theaters" TV will fashion in the homes of America. When each realizes need for the other and they go to the corporate altar (as so many newspapers did with radio), an interesting historical precedent will be recalled: Paramount once owned a large part of CBS, RCA all of RKO. But they later divorced, CBS quite profitably, RCA not so profitably.

**SET MAKERS OFF TO SLOW '48 START:** January RMA set production figures show manufacturers will have to hump to hit 1948 TV and FM predictions (600,000-750,000 for TV; 2,500,000-up for FM). TV, though highest yet with 30,001, barely topped December's 29,345. And FM dropped to 136,015 from December's 191,947. Total radio production was 1,339,256, compared with record 1,705,918 in December (see Vol. 4, No. 3, for breakdowns). RMA attributes shrunken figures to 4-week month (December included 5 weeks) and traditional seasonal slump.

January FM breakdown: 45,002 AM-FM table models (1,490 with phono), 70,849 consoles (964 without phono), 20,164 FM-only and tuners. January TV breakdown: 16,740 table models, 7,115 TV-only consoles (2,116 projection type), 6,146 consoles with radio and phono (179 projection type).

**MORE 'LEBENSRAUM' FOR TV?** Disappointed TV channel seekers and not-so-sure applicants, notably in cities with dearth of channels, plethora of applications (see TV Directory No. 2 and Addenda), are already quietly fostering move to obtain more "lebensraum" for commercial TV -- and their eyes are on the 500-890 mc band (which radar-conscious military are also reported eyeing). Not everyone is agreed what ought be done, but these recent and current steps show how seriously responsible interests are considering problem of more channels:

(1) Some are urging FCC to open up uhf band for black-and-white. Fact particularly that lots of smaller in-between communities in highly populous areas stand to get none of TV's present 12 low-band channels at all, inclines authorities to lend them sympathetic ear. (2) GE has been investigating, is seriously considering 500 mc transmitter development. (3) RCA has named intra-company committee headed by Labs' Dr. Jolliffe to study ways and means. FCC hierarchy still sees future of nationwide TV in uhf, but won't act until industry takes initiative.

Major trepidation is effect on consumer. It's agreed new high-band channels, requiring new kinds of sets or adapters, might give public impression present receivers are going to be obsoleted in near future. There's also fact adequate

transmitting equipment isn't yet available, one point on which industry majority successfully fought CBS color bid. Another question is whether to use whole uhf band for black and white or leave substantial segment for color -- electronic color still said to be at least 5 years away. There's also question whether communities like New York or Chicago or Los Angeles could support more than 7 or Washington more than 4 (present allotments of channels); it's from big cities cry for more channels comes mainly, for small city quotas really haven't been taken up yet.

Answer will come if and when whole industry, probably under aegis of RTPB, takes up matter, comes to Commission with definitive suggestions. No one has yet.

**ZENITH & 12 MORE APPLY FOR TV:** Among this week's baker's dozen TV applicants, most interesting is one from Zenith Radio Corp., asking full commercial status for its present Chicago experimentals operating on Channel No. 2 -- though averring it won't sell time initially. Application makes no reference to Zenith's "pay-as-you-look" Phone Vision plan (Vol. 3, No. 27) except to state proposed station would use movies of higher grade than TV now offers. Chicago applications, now 4 for 3, are thus thrown into hearing, others pending being from CBS (WBBM); WIND (Chicago News-Wrigley-Atlas); Chicago Sun & Times (WJJD-Marshall Field).

Other applications this week knock cockeyed some of our recapitulations, as of last week (Vol. 4, No. 7), of remaining channel supply and availabilities by communities, assure still more hearings. Week's other 12 applicants were (for detailed date, see TV Addenda 2-B herewith):

For Atlantic City, Atlantic City Television Bcstg. Co., 50-50 partnership of Philco and owners of Claridge Hotel; Atlantic City World (Samuel Ungerleider Jr.); Station WMID -- all seeking city's sole community channel No. 8. For St. Louis, Star-Times (KXOK), No. 4; Globe-Democrat (KWGD-FM), No. 13 -- now 5 for 4. For Rochester, WHEC-Gannett Newspapers, No. 2. For Buffalo, WGR, No. 9 -- now 4 seeking 3. For Indianapolis, WIBC, No. 12 -- now 4 for 2. For Springfield, Mass., Yankee Network, No. 3 -- now 2 for 1. For Des Moines, WHO, No. 9. For Richmond, Va., WRNL, (Times-Dispatch & News-Leader), No. 3. For Madison, Wis., WIBA (State Journal and Capital-Times), No. 9.

**BIG TUBES IN DIBS AND DABS:** Though RCA patent licensees are being shown working models of its revolutionary new 16-in. metal-coned direct-view tube (Vol. 4, No. 5) at company's Lancaster plant, the unhappy facts are (1) that none will be ready for delivery before late summer or early fall either for RCA's own TV receiver line or to other set makers; (2) that even at capacity production, as now planned, RCA can't turn out many more than 150,000 of them through 1948 and 1949; (3) that these must be pro-rated among RCA's tube customers on basis of "historical allocations."

In other words, that much-needed "Buick" model for TV -- in between 7-in. "Bantam", 10-in. "Ford" and projection-model "Cadillac" -- doesn't look like it will be available in quantity for several years. Tube-making machinery, tube manufacture are just too complicated for speedier prospects.

So, while trend's plainly toward bigger tubes, plentiful 10-in. will continue to dominate medium-priced field, for the supply of blank "bottles" (mainly from Corning Glass Works) is plentiful, and tube plants are tooled to process them in quantity. Indeed, only this week RCA lowered price of these tubes to its manufacturer-customers by \$2.50 apiece -- auguring continued price reductions of receivers sold to public. What big boys devoted to 10-in. standard are aiming for eventually is 10-in. set (table model) at price of present 7-in. (\$170 to \$200), 16-in. at price of today's 10-in. (\$300 to \$375). Actually, part-metal 16-in. may go even lower, for tube can eventually be mass-produced, weighs about one-third of equivalent glass tube. But we'll have to wait.

Meanwhile, tube pioneer Allen B. DuMont, who never went along with 10-in. standard, has tied up Corning's 12, 15, 20-in. hand-blown blanks (though 12-in. is due for machine production and should become more plentiful). DuMont factories can't meet demand either for finished tubes it sells to other manufacturers or sets it produces itself. Dr. DuMont says this year he'll produce 200,000 tubes, 60,000



# Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

February 21, 1948

**FM PERKS UP, 416 NOW ON AIR:** Balmier building weather, plus lifting of Petrillo ban, plus premium networks will inevitably put upon affiliations offering FM along with AM coverage -- all add up to good prospects FM stations will take air at unprecedented rate during next month or so. This week's 13 STAs (Supp. 55-U herewith), greatest number yet in any one week, brought count of FMs on the air to 416. Hiked rate of STA requests also shows more and more grantees finally making up their minds, many running out of excuses for delaying construction. Darker result of same factor is continued heavy mortality among grantees, 4 cancelling their CPs this week, making 35 quitting since our last FM Directory (Supp. 55) Oct. 1, 1947.

**MORE SETS, NEXT BIG FM PUSH:** Now that AM-FM duplication makes radio's best programs available on FM, there's nothing wrong with FM that a lot of good new receivers won't cure. So FMA is throwing its all into a cry for sets, its big Chicago regional meeting this week (some 200 attending) calling on manufacturers to put FM into all sets, bring FM prices down. Coincidentally, Emerson came out with its promised \$49.95 AM-FM table model. Other big companies may be expected to emulate that major small set specialist. There's even talk of FM-only sets now, perhaps push-button, which should find ready market in areas where network shows are duplicated.

Even RCA is thinking in terms of FM as the basic future system of radio. Reassuring words at Chicago meeting from RCA v.p. for home instruments, Joe Elliott, were rather surprising in view of company's long running fight with Maj. Armstrong, who alleges it has done all it can to hold back FM. Said Elliott: "A lot of us have put a big stack of blue chips on FM." Pridefully, he noted that RCA turned out 25% of FM table models in first 9 months of 1947, developed Crosby FM transmitter, expects to emerge by end of year "as leading manufacturer of FM broadcast equipment."

Meeting's resolutions (1) urged AM networks to employ 8,000 kc lines or better, so duplicating FMs can get high fidelity; (2) requested FCC set standards for multiplexing FM and facsimile, permit no FX-only stations in 88-108 mc band. Deferred was action asked by some disgruntled AM-FM network affiliates against networks' requirement that affiliates duplicate all commercial shows (Vol. 4, No. 6) -- incidentally, it's freely reported some mustangs are duplicating only what they please. Set for Sept. 26-27 in Chicago was next FMA convention.

## SIGHT AND SOUND

FMA Region No. 3 elected these officers at Chicago meeting this week: Marion Claire, WGNB, Chicago, chairman; E. F. Baughn, WPAG-FM, Ann Arbor, Michigan v.p.; Donald L. Dabson, WBNB, Beloit, Wisconsin v.p.; George Arnold Jr., WTAD, Quincy, Illinois v.p.; Edward Breen, KFMV, Fort Dodge, Iowa v.p.; Ed Wheeler, WEAW, secretary. Hard-working executive director Bill Bailey footsore from roaming country for members, exhorted attendees show more active support, bring in new members (total to date: 241).

Ira Hirschmann FM station WABF, New York, has done it again--this time sold full 6 p.m. to midnight period Fridays to local Stromberg-Carlson distributors for continuous classical music, including cut-in of Continental FM Network's Rochester Civic Orchestra, 8:30-9 p.m. WABF sold similar period Mondays to Philco.

Ex-FMA President Roy Hofheinz is principal in Texas Star Bestg. Co., which got new 50 kw AM grant in Harlingen, Tex. this week (see AM Addenda 1-H).

You've about exhausted our supply of the new Radio Frequency Allocation Charts, published in colors by RCA and suitable for framing (Vol. 4, No. 6), but RCA Frequency Bureau tells us it can provide a few more. So write us for a copy; no charge.

Transit Radio Inc., pushing FM in public vehicles (Vol. 4, No. 5, 6, 7), is reported giving Yankee Network exclusive franchise for New England. Farnsworth and Link, in addition to John Caraway's Electronic Research Inc., Evansville, Ind., are now experimenting with receivers for transit use. Link is working with New Jersey's Public Service Co-ordinated Transport.

Raytheon request for STLs for FM (studio-transmitter links) in 3700-3750 mc or 6500-6550 mc band, made at hearings on 1,000-12,000 mc allocation last year (Vol. 3, No. 6), was denied in FCC final allocation announced Friday. Commission felt these frequencies were needed for wide-band services, and present 920-952 mc STL band for FM is adequate.

To help finance its TV projects, also studio changes, ABC this week registered with SEC for issuance of 250,000 additional common shares, probable price \$12.50, no underwriters, sale to be limited to network affiliates "and such other persons as may be selected from time to time." Net income for 1947 was reported as \$1,520,756. The approximately \$3,125,000 raised by new stock issue would go toward capital expenditure program of \$5,325,000 contemplated, \$3,825,000 this year (including Chicago TV, Sept. 1; Detroit, Nov. 1; Los Angeles, Dec. 1; New York, San Francisco indefinite pending sites).

Tough break pioneer TV experimenter Don Lee gets in having its Los Angeles commercial TV held up (though channel reserved for it), and in being thrown into 4-for-3 San Francisco hearing, simply because it awaits hearing decision on certain network practices, was underlined this week when it petitioned FCC to be taken out of consolidated San Francisco hearing. It claims FCC has discriminated against, jeopardized application. Comr. Rosel Hyde, busy on WBAL case, isn't expected to have year-old Don Lee hearing decision for some time yet.

TV positions for political conventions in Philadelphia were set this week, with CBS, DuMont and NBC handling inside camera work. There will be 4 camera positions at 3 locations, with DuMont and NBC occupying No. 1 and 2 positions at same central location. *Philadelphia Inquirer's* WFIL-TV has been assigned outside pickup coverage, NBC handling control room, CBS audio system, DuMont video distribution. Each network is obligated to have crew of 5 technicians.

Legal beagles failed in effort to persuade FCC to take CPs for TV away from dilatory grantees, make them parties to competitive hearings with all other applicants. Paramount petition, in connection with Detroit, Boston and San Francisco hearings, was denied. FC also postponed to March 25-26 at Fall River-New Bedford hearing on TV applications.

Thoughtfully eyeing 20th Century-Fox's TV-newsreel contract (Vol. 4, No. 5), Associated Theatre Owners of Indiana said, in current bulletin for members, "Perhaps the entrance of the newsreel companies into the picture is the best safeguard of the exhibitors' interest." Group is now polling members on their estimates of TV's impact.

Stromberg-Carlson's recently granted WHTM wanted to use Pinnacle Hill in Rochester's residential area for its TV antenna site, but city zoning board said no. So company moved site few feet on same hill (into suburban Brighton territory), got Town Board's okay this week.

NBC's Hollywood v.p. Sid Strotz, urged to come East to run TV programming, balked at leaving sunny California, agreed to 3-month tour of duty to prepare himself for autumn start of NBC coast TV operations, is due to reach New York around March 1.

FCC's vital "Mayflower" hearing goes on March 1 as scheduled, Commission denying NAB petition for postponement. Some 60 organizations and persons (radio, veterans, labor, farm, religious, etc.) are listed to be heard.

Detroit's WWJ-TV ups base rate from \$300 to \$350 per hour, effective March 1, now is on 30 hours per week, reports 6,300 local set owners.

Add baseball sponsors: Ford Motor Co. with local dealers again sign Bob Hannegan's St. Louis Cardinals for all home games on KSD-TV. Deal not yet made for Browns.

Special 20-page video edition of *Detroit News* (WWJ-TV) Feb. 11 carried more than 10 pages of ads—mainly TV sets.

Not all sports promoters are agin' TV. This week some of the bright spots in TV sportscasts picture come to light. In Milwaukee, Lou Perini, president of Milwaukee Brewers baseball club (also president of Boston Braves and member of National League's TV committee) told why he signed up for season's TV coverage by WTMJ-TV—with no charge to telecaster: "Television . . . will take baseball to fans who can't get to the park. It will keep them interested in our team and it may interest others and make new fans, or bring back old ones." In Cincinnati, WKRC's Hulbert Taft (*Times-Star*) told WLWT's James Shouse that attendance at Golden Gloves (which newspaper sponsors), far from being cut by TV, actually increased, cited 3,467 attendance at 1947 tourney vs. 7,283 in 1948 (which was televised).

Top TV sponsor classification continues to be set manufacturers-distributors. Latest: On NBC network, GE Receiver Division starts March 5 NBC-produced newsreels, Fri., 9 p.m. On WTTG, Washington, Motorola, with George's Radio & Television Co., "Did You Find It?" adaptation of old-fashioned scavenger hunt, Mon., 8-8:30 p.m. On WTMJ-TV, Milwaukee, Taylor Electric Co. (RCA), "Teen Canteen," high school kid show, Sat., 3-3:30 p.m. On KTLA, Los Angeles, GE Supply Corp., "Pantomime Quiz," charades, Sun., 8-8:30 p.m. To stimulate TV set sales, Philadelphia's WCAU carries sustainer "This Is Television," Saturday discussions about TV.

FMA won't be satisfied with 15 kc line charges (Vol. 4, No. 4, 7), says President Dillard, if forthcoming TV coaxial rates are close to those originally tendered by AT&T (Vol. 3, No. 23)—unless 15 kc (and even AM's 5 kc) charges are lowered. He thinks new criteria, rather than number of phone circuits displaced, should determine network rates for all broadcast services. FCC's "suggestion" FMA and AT&T iron out differences is expected to result in meeting middle of next week.

Chicago's live-wire WBKB is getting protection against sports promoters' vagaries the way Philadelphia's WFIL-TV did—by becoming a promoter itself. Station has made agreement to share profits and losses of boxing matches with Michigan City, Ind. city council, school board and two promoters. Programs will be microwaved to Chicago and rebroadcast.

Metallic lenses beaming channels 250 to 500 mc wide, latest thing in Bell Laboratories' bag of electronic tricks, are expected to get first use in projected New York-Chicago microwave link. Dr. Winston E. Kock and associates, who developed lens, also made first metallic lenses used in New York-Boston relay. These handle band only 10-20 mc wide.

Pinko Peoples Radio Foundation, unsuccessful FM applicant for New York, is out with new Eugene Konecky book, *The American Communications Conspiracy*, charging "radio trust," including FCC, with "perpetuating obsolete standard broadcasting" and "sabotaging FM." If you read it, be sure check up on source.

Consumers Union gives 6-page TV "lowdown" to its subscribers in January *Consumers Reports*. Although dubious whether today's programs are worth price of sets, article says it's fun to watch TV shows, which are bound to be improved (as will sets). Rated are 7 sets, only one of which was considered "not acceptable."

Farnsworth's experimental TV outlet W9XFT, Fort Wayne, Ind., operating on Channel No. 4, now used for field testing receivers, ought to be ready to go commercial by mid-1948, reports President E. A. Nicholas.

Problems of FM set alignment fathered RCA's new portable sweep generator (WR-53A) specifically designed for FM receiver servicing.



DuMont receivers -- how many of each size he won't divulge. He's also confident he calculated right in making his TV sets all-band continuous tuners, so that they can be used for FM as well. He's probably right, considering that AM-FM network program duplication is now permitted, probably will now wean many AM tuners to FM.

**WHAT CROSLY-DUMONT DEAL MEANS:** Here are the discernible details back of DuMont-Crosley one-sentence joint announcement Wednesday stating they have "effected an agreement with respect to the manufacture of television receivers under DuMont patents and the exchange of engineering and manufacturing":

Crosley's Cincinnati plant will manufacture DuMont's 12-in. table models (\$445 Chatham) and consoles (\$795 Savoy) for DuMont. Crosley will also make identical sets, but with different cabinet styling, for marketing under its own trade name. DuMont will still produce some Chathams and Savoys at its Clifton plants, but will concentrate there mainly on tubes and class sets (selling up to \$2,495).

DuMont is also considering "farming out" more of its production to still others, for its own limited output isn't even meeting demand from New York-New Jersey area. Its sets are virtually unknown in most other TV cities, though it's besieged with distributorship requests.

Tieup with Avco-owned Crosley naturally renews question whether Avco isn't really going to get into DuMont. Victor Emanuel company is still interested in acquiring Paramount's stockholdings (Vol. 4, No. 5,7) -- but so are others, bankers as well as manufacturers. Unverified reports have it Paramount would sell at 10 (market lately around 9). DuMont probably would prefer Avco as a partner, so long as present "A" stockholders retain control.

Meanwhile, Paramount-DuMont hearing is still on FCC calendar for March 1, though another request for postponement would doubtless be granted if negotiations get under way. Examiner assigned is Jack P. Blume, FCC counsel John McCoy; pre-hearing conference will be held Wednesday (25th) in Blume's office.

**CBS TV POLICY, SKY'S THE LIMIT:** There's little doubt now about CBS's purpose -- it's going all out for TV, using every resource and facility at its command, making up for lost ground as best it can. Mystery of its two-year delay remains locked in mind of Chairman Bill Paley. But you can count CBS in now as a major entry in a race NBC and DuMont have had virtually to themselves these last few years. All of which spells keener competition, better service to public, wider TV markets.

Newsmen were called into big Grand Central Terminal TV studios of CBS Tuesday (roomiest and handiest in New York, all but idle since company turned to policy of "actuality" telecasts) and were told: (1) Several hundred thousand dollars worth of renovation will soon transform its 700,000 cu. ft. into country's biggest TV studios, 2 main ones each measuring 55x85 ft., 45 ft. high, with studio production resuming in April. (2) WCBS-TV will increase hours on air to 35-40 per week, go to 7-day schedule. (3) Network plans are a-borning, CBS is now advising affiliates to go into TV, and CBS is going to make a real pitch for the big sponsor revenues TV promises -- already running well into 6 undisclosed figures per month for NBC's WNBT and WNBW, better than \$50,000 per month for DuMont's WABD and WTTG.

As for potential TV network affiliates, CBS admittedly isn't in very strong position yet (Vol. 4, No. 6), though it announced "experimental" arrangement with Yankee Network's Boston station when that one gets going. But Yankee presumably owes first fealty to MBS, of which it is stockholder and which has as yet rather vague TV network plans of its own. CBS's appeal, as President Frank Stanton said, will be predicated on: "The program is the thing for affiliates, and CBS means to be tops in programs."

On the station ownership side, CBS has only its New York outlet, faces competitive hearings in Boston (9 seeking 3 available channels) and in Chicago (4 seeking 3, Zenith having applied this week). Manifestly eager to get into channel-exhausted Washington and Los Angeles, company officials now are thinking in terms of "partnership," at least in latter city (presumably with Times). CBS proposes eventually to have allowable 5 stations of own, for its officers believe net-

work alone isn't answer -- CBS must own TV's, as it does AMS and FMS, to make over-all operations profitable. Where next, then? Probably St. Louis (KMOX). Definitely not Minneapolis (WCCO). Possibly other cities, even if they aren't top markets. Company will even buy or go into local partnerships if it must.

About color, Stanton's definite word was: "We've had our crack at that ball and the Commission decided against us. We're going ahead full speed on black and white." Color experiments continue, but there's no plan to push polychrome until industry is ready. As for experiments with visual broadcasts of popular aural programs, a la NBC's plans (Vol. 4, No. 7): Stanton says CBS will also telecast top radio shows. However, aural networks are still basic, for vast areas of U.S. won't get TV for many years to come. About plans for radio set manufacture under CBS brand name: "None whatsoever!" And...CBS has bought 3% interest in Madison Square Garden, is negotiating with ABC for joint TV use of Chrysler Tower.

**INTERCITY RELAY WAVES FOR TV:** TV gets pickup and STL frequencies for intercity hookups, at least temporarily, so one more load is lifted from minds of video enterprisers (Vol. 3, No. 51; Vol. 4, No. 7). FCC made decision this week in allocations of 1,000-13,000 mc, which gives TV 1990-2110, 6875-7125, 12,700-13,200 mc for that purpose. But FCC warned use is only temporary, entirely dependent on cooperation and ingenuity of stations and networks. Common carrier is still regarded best. FCC advised those who go into privately-owned intercity microwave systems "should plan to amortize their investment at the earliest possible date."

Although FCC turned down movie interests' plea for special theatre TV frequencies on ground they had not submitted concrete blueprint for operation, it did suggest common carrier wavelengths (3700-4200, 5925-6425, 10,700-11,700 mc) could be used when theatre people come up with specific proposals. Commission's decision is in report on Docket 6651, Public Notice 17266; we'll get you a copy if you wish.

**TRENDS IN TV SET MANUFACTURE:** Significant movements and undercurrents are under way in TV manufacturing -- though their courses are still rather dim. Besides the 31 companies turning out some 100 separate TV models, as listed in our Supp. No. 57, other big and little and new names will be announcing receiver lines soon. Among them will be Zenith, whose intention to go into popular TV set field is now an open secret. Due to be heard from soon also are such names as Sentinel, Pilot, National, Hoffman, Howard; also more obscure ones like Air King, Coronet, Preston.

Big boys meanwhile are mopping up markets, testing out every gimmick for public response -- from the 7-in. sets Motorola (\$179.50) and Philco (\$199.50) are currently pushing to DuMont's super-doooper 20-in. Westminster and Hampshire models (\$2,495). Admiral and Hallicrafter's 7-in. (Vol. 4, No. 2; Vol. 3, No. 46) are due soon, too, but RCA definitely has abandoned that size. Steady demand for 10-in and 12-in. sets hasn't been diminished at all by promise of early 15-in. and 16-in. models at popular prices. TV factories are selling everything they can turn out now, though tavern field seems to be getting pretty well saturated.

Yet industry oracles predict TV output will narrow down, as did automotive industry, to a few big companies with sufficient know-how and adequate financing -- especially inasmuch as heart of sets, cathode ray tubes, are virtually controlled by 2 companies, RCA and DuMont. All other set makers must buy from them.

So it's freely predicted smaller entrepreneurs will die off, or be absorbed into bigger companies; or there will be more working deals like Crosley's with DuMont. Some even foresee one or more "General Motors" of radio developing. It's pointed out almost anybody can turn out an ordinary radio (yet even that industry has had high corporate mortality record), whereas TV manufacture is a cross between assembly line and watchmaking precision -- very slow, very demanding, with very high incidence of defects.

There's also fact that installation and servicing are quite as important as selling. The seller's job is far from done, once set is installed. He's got to keep set owner happy; so far the factories themselves have found it most expedient to control their servicing setups.



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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**AT&T STEPS UP INTERCITY LINKS:** You can take it from AT&T Long Lines topkicks -- as TV booms, telephone company intends to come right along with intercity network facilities, coaxial or microwave. As an example of how they're keeping pace with TV expansion, they point to v.p. Bartlett T. Miller's press statement this week reporting acceleration of intercity links, assuring Buffalo-to-St. Louis coaxial by October, 1948 instead of early 1949 as heretofore planned. Miller referred to 2,000-mi. connection via Cleveland, Toledo, South Bend, Chicago, Terre Haute, with 2 circuits between Cleveland-St. Louis, one from Buffalo-Cleveland. He also said that by December these Midwest circuits will be connected with Eastern seaboard hookup (Boston-Richmond) via cable from Cleveland to Philadelphia. [For all projected AT&T coaxial-microwave circuits, see map in our Vol. 3, No. 50.]

There's suspicion TVers' preoccupation with private radio relays, given impetus by last week's FCC okay (Vol. 4, No. 8), might have prodded behemoth AT&T into quickening pace of its TV connections. But company officials say installation step-up has been in works last 3 months. Yet it's hard to believe they aren't aware of telecasters' sentiments, summed up by Dr. DuMont before American Television Society the other day when he said TV operators would set up own intercity networks unless AT&T rates for coaxial and microwave are within means of telecasters. AT&T says it "has no idea yet" what the TV tariffs ordered by FCC by May 1 (Vol. 4, No. 7) will be -- but history of AM network line charges, FM demands, company policy to defer to big potential new customers all would seem to point to reasonable proposals. We'll soon know, for tariffs must be filed by April 1.

**THE FUTURE OF AURAL RADIO IS FM:** Cooler heads have prevailed, but there actually is a little coterie of FMers who think FMA ought to turn its guns loose on TV: They regard TV as a potential competitor (which it is), hence an enemy (which means fight). A few are so hipped on the subject they actually think they can lick this "monster" -- presumably by means of press releases and speeches.

Shades of the newspaper-radio battle of 20 years ago, led by the publishers' trade press, the ill-starred Venture Free Press, their educator allies, et al! Shades, indeed, of FM's own recent battles to win footholds alongside entrenched AM interests!

Which brings up some questions put to us recently by several subscribers: "Where's FM heading? Is it really being bypassed by TV? Have we wasted our investments in FM?" Here's our answer, for whatever it's worth:

We're still convinced that the future of aural radio is FM. That by this time next year all radios but the very cheap midget models will incorporate FM. That, given the choice of listening to the same programs via FM or AM, no one in his right mind would choose AM. That the networks and far-sighted AM operators must gear themselves for the inevitable transformation. That AM will eventually evolve as a service for high power transmission to rural and remote listeners.

Once the Petrillo duplication ban was lifted, FM's basic problem, programming, was solved. Now the big problem is the building of an adequate number of

full-power stations. And FMA's main function now is the promotion of FM reception.

On the other hand, we haven't the slightest doubt that TV is the ultimate in radio. That TV will soon dominate the whole radio structure (if not the movie business) in those areas that are TV-served. And that TV will eventually command by far the biggest share of the radio advertising dollar -- sound broadcasting taking a secondary, though still very important place.

You don't have to be a crystal gazer or soothsayer to see this. All you need are FM and TV sets in your home -- and the same common business sense that discerned, only a scant 25 years or so ago, what stature the business (and arts) of broadcasting might achieve.

**THE MUSHROOMING TV LIST:** Scripps-Howard got its second TV this week, Channel 7 in Cincinnati, bringing total CPs outstanding to 72. There were 15 applications this week, which minus the one CP, one withdrawal, one consolidation, means total now pending has mushroomed to 145. Diminishing channel supply forces hearings on big share of these. (For details of week's grant, applications, new hearings set, etc., see TV Addenda 2-C herewith.)

Broadcaster-applicants of week: For Baltimore, WITH-Tom Tinsley (No. 6) -- channel not now assigned that city. For Worcester, Mass., WTAG-Telegram & Gazette (No. 5) -- now 2 for 1. For Pittsburgh, WJAS-Brennen (No. 10) -- now 7 for 3. For Rochester, N. Y., WARC-Sam Townsend (No. 11) -- proposes using same tower as Stromberg's WHTM. For Omaha, KMA-May interests of Shenandoah, Ia. (No. 3). For Charlotte, N. C., WAYS (No. 11) and Surety Bcstg. Co. (No. 9) -- latter licensee of WIS, Columbia, S. C., and WIST(FM), Charlotte. For Greensboro, N. C., Greensboro News (No. 2) -- holder of CP for FM. For Flint, Mich., Advertisers Press Inc., operator of WAJL(FM), publisher of twice-weekly Flint News-Advertiser, headed by Donald E. Johnson, part owner Coldwater (Mich.) Reporter -- plans satellite operation with Detroit stations, 56.5 mi. For Iowa City, Ia., WSUI-U of Iowa (No. 11)

Other applicants this week: For St. Petersburg, Fla., Sunshine Television Corp. (No. 7) -- owned by Robert R. Guthrie, local auto-appliance distributor, and B. Earl Puckett, president, Allied Stories Corp. For Waco, Tex., C. C. Woodson (No. 6) -- oilman-publisher-broadcaster (see Vol. 4, No. 5). For San Diego, Cal., Video Broadcasting Co. (No. 3) -- 11-man partnership including Hollywood radio figures (see listing in TV Addenda 2-C); some company also applicant for San Jose, Cal., (No. 13) and Portland, Ore. (No. 3).

Other applications will be filed soon by WRVA and WLEE, Richmond; WWL, New Orleans; KVEC, San Luis Obispo, Cal., among others.

**NEWS OF THE TV SET MAKERS:** A handful of the smaller TV manufacturers, sensing inevitable demand for bigger pictures (Vol. 4, No. 4, 5, 6; Vol. 3, No. 47), are making stabs at that market with table models containing 15-in. direct-view tubes. But their prices are still beyond reach of average householder, far above what's promised when 16-in. metal tube is out (Vol. 4, No. 8) and when DuMont goes into production with its "interchangeable tube" sets capable of housing either 12, 15 or 20-in. Latest out with 15-in. table model is U.S. Television Mfg. Corp., announced this week at \$895. Other such (for details see TV Set Directory, Supp. 57): Colonial, \$950; Sports-View, \$1,050; DuMont, \$1,095; Bace, \$1,145 -- plus installation.

Other TV manufacturing news of the week: Philco sales chief John Otter told Boston dealer meeting company has sold around \$1 million worth of TV sets per week during last 9 months, is pursuing one-city-at-a-time policy to gain selling and servicing experience, will be there with sets when WBZ-TV opens in April. Big capital, complex plant and organization needed for TV, he said, mean not more than 25 TV manufacturers will be in business at any one time [our Supp. 57 lists 31, with more reported readying]...Important radio producer Magnavox, reporting a record \$28 million fiscal year ending March 1, advises it will be out in June with several TV-only sets styled to match its widely advertised consoles...Sonora's John Gerl reports Chicago plant, closed down for retooling, will reopen March 8 to produce 10-in. table model (at \$350) at rate of 250 in March, 500 in April, 1,000 per month



thereafter...North American Philips Co. announces it will show its "Protelgram" projection system, using 2½-in. tube to throw 12x16-in. picture on any type viewing screen now available, before IRE meeting in New York, March 22-25...Opti-Gem Inc., New York, latest enlarger maker, offers 16x11-in. magnifier at \$29.95.

**MORE TV SPACE UP TO INDUSTRY:** This much seems clear after further delving into subject of more channels for TV (Vol. 4, No. 8), now the hottest subject among the radio engineering and legal fraternities: (a) Some broadcasters frozen out, or fearful they will be, see lack of TV facilities spelling "death sentence" for their now flourishing aural broadcasting businesses within a decade. (b) Political repercussions are foreseen when Congress awakens to fact all channels are assigned, many sizeable communities left out, particularly on fringes of big cities. (c) Industry elements investigating propagation in now-experimental uhf band 500-890 mc are uncertain they can achieve powers needed for good service. (d) FCC isn't going to take initiative, will make no move until industry comes forward with concerted, concrete proposals how to get more "lebensraum."

Said Engineer-Comr. Sterling at U of Oklahoma radio conference Thursday: "The next move is up to industry in developing the high band so as to provide a nation-wide television service," implicitly agreeing present 13 (soon 12) channels aren't enough. Some engineers fear it would take megawatts of power to give satisfactory service on uhf, point to lack of power tubes for those frequencies. Results of tests by RCA, Philco, GE, DuMont and others are being coordinated by RTPB Panel 6 (TV committee, headed by Philco's David Smith). At least one big company is expected to make some sort of policy decision in week or so.

Those left out in cold and their advocates are eyeing non-military Government bands, particularly 162-174 mc which is contiguous to lower portion of present channels 7-13 (174-216 mc) and which could provide 2 channels. But no one seems to know what to do about capturing that band from the Government, although it's alleged it isn't being used. Since IRAC is pretty hard to shake, there's even talk of appeal to President Truman, pressure to get Congress to hold inquiry. One opinion was ventured that TV might well give up 500-890 band for 2 or 3 channels lower in spectrum, usable now. There's also suggestion of time-sharing, but nobody likes idea in light of 20 years it took AM to clear up that mess.

**TRACING OUT TV COVERAGE:** Joseph Waldschmitt and crew, of Consulting Engineer E. C. Page's firm, on assignment by RCA, have been chasing TV signals down 8 radials out of Washington and have turned up some interesting observations. Their station wagon was fitted with standard RCA 621TS (7-in.) receiver and antenna 10 ft. above ground. During tests over period of 2 months, they made simultaneous recordings of WNBW (66-72 mc) and WMAL-TV (174-180 mc). We're warned that following don't justify generalizations, since all data isn't in, but: (1) WMAL-TV's high-band signal provided good picture behind mountains (near Harper's Ferry, 50 mi. away, for example) while low-band WNBW couldn't be seen. (2) High-band ghosting behind mountains wasn't serious. (3) In general, area coverage of both stations was about same -- WNBW doing better on level ground, WMAL-TV better in broken terrain. (4) WMAL-TV lost more signal in towns than WNBW.

**RCA-NBC WELL HEELED FOR TV:** RCA annual report for 1947, issued Friday, is particularly significant because of (1) exceptional upsurge in radio business it reports despite postwar adjustments, and (2) healthy state of NBC business it discloses, showing network is well-heeled for big TV outlays ahead. Biggest American radio entity upped its total business 32.5%, did gross of \$314,023,572 during 1947, net after taxes of \$18,769,557 (\$1.12 per share); compared with gross of \$236,980,770 in 1946, net \$10,985,053 (56¢). RCA Victor, RCA Labs, RCA International and domestic subsidiaries other than NBC and RCA Communications accounted for \$233,308,803 of gross vs. \$159,959,655 in 1946, up 45.9%. Separate NBC figures, heretofore undisclosed, show \$65,690,001 gross in 1947 vs. \$61,067,034 in 1946, up 7.6%. Report discloses delivery of 21 TV transmitters last year.

**TOO MUCH DUPLICATION FOR SOME:** FMA was exhausting every angle last October (Vol. 3, No. 44), when it petitioned FCC to amend Chain Broadcasting Regulations to force networks into permitting AM-FM duplication. Then Petrillo capitulated, and networks came through with more duplication than some AM-FM operators bargained for -- they must duplicate all optioned commercial shows or none (Vol. 4, No. 6). Now FCC on its own is following through on FMA's petition -- plus. It sent letters to networks this week asking: (1) Can affiliates duplicate? (2) Do they have choice only of duplicating all or none? (3) In cities where networks have no AM affiliates, can FM stations take network shows? (4) Can non-affiliated FMs carry network in cities where AM affiliates don't duplicate? There's a lot of confusion and strong differences of opinion among FM operators as to exactly what they do want -- some hot for continued blanket duplication, others for partial, some for entirely separate commercial operation. So FMA is now polling all FM operators for opinions.

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## SIGHT AND SOUND

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Paramount-DuMont hearing on financial inter-relationship is postponed again to May 10, due to illness of former's Washington counsel, Duke Patrick (virus pneumonia). At same time FCC set dates (see TV Addenda 2-C herewith) for hearings on Boston, Cleveland, Dallas, Detroit, San Francisco applications, among others. Paramount has stake in all but Dallas, its Interstate Circuit Inc. withdrawing Friday. All hearing dates are prior to May 10, meaning comparative issues may be settled before Paramount-DuMont situation is clarified.

Rush into newsreel field by press associations (Vol. 3, No. 44, 46) is somewhat decelerated by AP decision to suspend plans, though both UP and INS say they're going ahead. Cold facts facing them are: Fox Movietone's releases to TV (Vol. 4, No. 5) may presage similar activity by other old-line newsreels; TV networks and stations have no intention of quitting plans to do own filming, perhaps exchange among selves; market today comprises only 17 stations, probably no more than 40 by end of this year.

Ad agencies are taking "long, hard look" at TV, evidenced in report on video by Chicago's Henri, Hurst & McDonald. Study adds up existing information (number of stations, costs, etc.), itemizes TV's worth as ad medium (impact, high income audience, etc.), points finger at what it calls some of today's problems: need for (1) cheaper sets, but with picture large enough to be viewed comfortably; (2) better programs; (3) more daytime shows to attract women, who buy practically 80% of family's purchases; (4) lessening of TV station costs so more stations in smaller communities can be built.

Direct current converters, principally for TV sets, are being made by Electronic Laboratories Inc., 24 W. 24th St., Indianapolis. Company v.p. Walter E. Peek, announcing \$80 unit for table models and \$120 unit for consoles, said 3,000,000 people in New York area alone live or work in buildings served by d.c. But Federal Power Commission says latest figures (June 1945) showed 1.25% of population getting d.c. and that percentage has since gone down.

We were wrong in stating last week (Trends in TV Set Manufacturing; Vol. 4, No. 8) that RCA and DuMont virtually control cathode ray tubes, heart of TV. They're biggest producers for TV, but cathodes also are made by GE, Sylvania, National Union, North American Philips, and several smaller firms.

GE is staging TV Conference at Syracuse, March 16-18, so its transmitter customers and prospects can hear authorities on TV station management, programming, operation and maintenance. Attendance will be limited.

Jimmy Petrillo's AFM has finally employed a press agent--Hal Leyshon, ex-editor of *Miami News* (WIOD).

Stop sign on clear channel decision, due shortly, went up from Congress this week when Senate Interstate Commerce Committee told FCC to hold up decision pending Congressional hearing on Colorado Sen. Johnson's bill (S. 2231) to limit AM power to 50 kw. Johnson is reported to have heard from local stations fearful Commission might grant superpower to clears, thus jeopardizing their network affiliations.

Opponents of Lemke Resolution which would give low-band frequencies to FM (Vol. 4, No. 6) are scheduled, tentatively, to be heard before Rep. Wolverton's House Interstate Commerce Committee March 24-25. This week, TBA requested hearing as soon as possible. Presumably, other opponents, notably FCC and RCA, will join in.

Whether FMA should pursue policy of bucking what its President Everett Dillard calls "one-legged TV", on grounds test patterns and still pictures with music mean waste of spectrum, is on agenda of FMA board meeting at Washington's Hotel Statler, March 5-6.

Continental FM Network loses its northern anchors, WHFM, Rochester (Stornberg-Carlson) and WSyr-FM, Syracuse (Wilder), as they begin duplicating NBC next week. But CN says others are ready to take over in area--without present 8 kc lines, covering by rebroadcast method.

"Chi tele is coming off its bistro binge," reports *Variety*, which says Chicago barrooms have lost steadily to living rooms in last 9 months (of current 500 sets sold per week in Chicago currently, only 14% go into pubs, 86% into homes). Trend won't make many TV enterprisers mad (see TV and the Taproom Trade; Vol. 4, No. 3).

FCC's "get tough" policy towards dallying FM grantees was shown in orders this week to 3 more CP holders to get on air in 90 days or surrender grants. Getting the "word" were: WPRO-FM, Providence; WDAK-FM, Columbus, Ga.; WBSM(FM), New Bedford, Mass. After 2 such orders previously, one went on air, other turned in CP.

FCC has set TV hearing dates for 15 more cities (see TV Addenda 2-C herewith). And Cleveland's 5-for-3 applicants have joined in petition opposing proposed reallocation of Channel 7 to Canton (Vol. 3, No. 33), ask for hearing at which they will suggest alternatives.

Waterbury TV applicants are now down to 2-for-1. This week, Fairfield Broadcasting Co. (Lee Hat-Danbury *News-Times* interests) and American Republican Inc. (WBRY-*Waterbury Republican* and *American*) merged to form Nutmeg State Broadcasting Co., owned 50-50.

Reports persist Westinghouse is trying to buy all or part of Philco's WPTZ, Philadelphia, to tie up with its KYW there--but nobody will talk.



MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING AND  
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ARTS AND INDUSTRY

# Television Digest

and FM Reports

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March 6, 1948

**"FIND US A TV CHANNEL!"** Pressure on FCC for more TV channels has become so great (Vol. 4, No. 7, 8, 9) that it's giving consideration to a special top secret engineering study on allocations that's understood to suggest: (1) opening 500-890 band for dozen or more black-and-white channels utilizing present TV engineering standards; (2) deletion of some or all low-band wavelengths, meaning Channels 1 to 6; (3) retention of some uhf bands for potential evolution of color TV. Asked about it and whether Commission will open up allocation question itself, FCC staffers freeze into silence. Chairman Wayne Coy would only say: "Not talking." But he's scheduled to speak at IRE luncheon May 23 in New York, may say something then.

There's strong school that thinks it's up to FCC to take initiative, not industry. TV engineering chief Curt Plummer and his aide Prose Walker leave soon for high frequency conference in Geneva, will be gone until mid-June, so nothing concrete is expected in next few months. Meanwhile, Washington attorneys and consulting engineers have orders from many of their major market broadcaster clients: "Find us a TV channel!" With channels fast diminishing in top 50 markets (Vol. 4, No. 7, et seq), TV channel-searching is now as familiar as in AM the last few years. Already applications have been filed for non-allocated channels for Atlanta, Baltimore, Toledo, not to mention Yankee's request for Hartford channel in Bridgeport, WPRO's for Boston channel in Providence, Dallas WRR's for Ft. Worth's No. 10.

**BREAK-EVEN POINT IN SIGHT:** None of TV's commercial stations has yet reached the break-even point, though DuMont's 2 are expected to do so by this year's end. NBC foresees its own turning point in 1950. Others have varying hopes and outlooks. Not one has any doubt TV can be made to pay.

There, in a nutshell, you have the economic situation of today's telecasters, as canvassed by us. And when a canny operator like the Milwaukee Journal's Walter Damm reports figures like these, you know TV is really on its way. Remember, WTMJ-TV started regular schedules only last Dec. 1; Milwaukee as yet has only between 1,000 and 2,000 receivers. Yet, in Damm's own words:

"Our present operating costs for TV [as of Feb. 14] are running, including depreciation and all other normal accounting expenses, to \$4,046 per week. We are still short about 5 people and when we get fully staffed, plus writing in additional depreciation on equipment still on order, we will be running close to \$5,000 per week. Our revenues for the past 4 weeks have been running around \$2,700 per week. This is also going up and will probably hit \$3,500 within the next 3 weeks...There has not been enough time elapsed since we started for all of the operating bills to flow in regular orderly manner, but I think we have shaken our operation down pretty much so that the figures...represent a 90% true picture."

From KSD-TV, St. Louis Post-Dispatch, we learn: Expenses are running average of \$3,900 weekly, revenues \$2,700 -- but sponsored baseball and other commercial commitments will soon reduce operating loss to about \$500 per week. However, general manager, program director, special events, promotion, auditing are counted against KSD, not TV, so \$2,000 per week payroll includes only 18 employees:

10 technical, 5 program, 2 stagehands, 1 projectionist. "We do not expect to break even at any time during 1948," station reports.

Another top-hole operator, name withheld on request, reported: "It is costing us between \$40,000 and \$50,000 a month to run our TV station. This includes depreciation. Currently our receipts are about \$20,000 a month. The break-even point depends entirely on the number of sets sold here. In back of my mind I have an idea we will be breaking even sometime between Oct. 15 and Dec. 1 this year." Still another independent: "Our objective is to reach the break-even point at the earliest possible date...we will be fortunate to do that in 1949 or early 1950."

**ADD 2 MORE 'ON THE AIR' TVs:** You can now move Philadelphia Bulletin's WCAU-TV and Baltimore's WBAL-TV (Hearst) over into the "Commercial TV Stations on the Air" column -- the former starting Tuesday (March 2) the latter next Thursday (March 11). Their highly successful tests are topped off with STAs issued by FCC, so they're now the country's 18th and 19th full commercial outlets, respectively (see TV Directory No. 2 and Addenda to date).

By the time we publish a revised TV Directory, early in April, we'll be able to add at least 3 others, all now testing, all with rate cards already issued. They're WATV, Newark, on Channel No. 10; WTVR, Richmond, No. 6; WGN-TV, Chicago, No. 9, its T-Day to be signalled by big special section of Chicago Tribune April 4. It won't be long thereafter before Boston's WBZ-TV takes air. Buffalo's WBEN-TV is testing but plans no commercial before early May. Latest from New York News' WPIX is June 15; WSPD-TV, Toledo, "early in June"; WAAM, Baltimore, "sometime in June."

WCAU-TV tested only about 20 hours, starting Feb. 29, before going commercial -- results were that excellent on Channel 10 (except for harmonic havoc being raised on WFIL-TV's No. 6 on some RCA sets, which RCA is adjusting without charge to set owners). It linked immediately with WCBS-TV, carries everything thus available. Initial local accounts include Studebaker, Bulova, Wilf (rugs, appliances), Heinel Motors, Evervess. WBAL-TV, on No. 11, joins NBC at once, carrying some 18 hours per week of network, 8 hours local, its local sponsors including Hutzler Dept. Store, Hecht Bros. Furniture, Baltimore Salvage Co. (hardware), Fox-Chevrolet, Philco, Bulova. Director Harold Burke says he has \$2,000 in weekly billings on books already, plenty of sponsor prospects; WCAU-TV director Bennett Larson can't estimate billings yet, but also reports waiting list of accounts.

**GOAL NOW IS MORE FM SETS:** FMA's board was in continuous Friday-Saturday session as we went to press, but this much was decided by Friday night: That more receivers are FM's next quarry. That slogan should now be "Be Sure Your New Radio Has FM." That FCC should be asked to scrutinize carefully alleged "hip-pocket" grantees, i.e., those who are doing nothing about proceeding while tying up valuable channels. That board should meet monthly henceforth. That FM has no quarrel with TV, thus repudiating "let's fight TV" fringe we reported on last week (Vol. 4, No. 9). Quoth executive director Bill Bailey, in FMA's current bulletin to members: "We cannot stop progress any more than the vested interests could stop FM. Let's cut out this pessimistic gab and sell FM as the better way of aural broadcasting."

**NBC's OPTION TIME PROPOSALS:** Firm TV network contracts are still exception rather than rule, but NBC is broaching idea of optioning same time segments for TV as for AM, namely, 10 a.m. to 1 p.m., 3-6 p.m., 7:30-10:30 p.m. At same time it's telling affiliates frankly it's asking for far more option time than it intends to fill for quite awhile. Pay rates are also up in air due to lack of definite data on coverage, receivers, etc., also no information yet on coaxial rates. But NBC remains confident its AM affiliates going into TV (who have first refusal of its services) can't be weaned away by reason of its dominant position. NBC's head start is reflected in recapitulation of TV figures to date, based on listings in our TV Directory No. 2 and its Addenda 2-A to 2-D inclusive:

Of the 19 stations now operating, 8 are AM-affiliated with NBC (including the new WBAL-TV, Baltimore); 2 with CBS (including the new WCAU-TV, Philadelphia); 2 with ABC (one taking WCBS-TV shows); 7 independent, i.e., have no local AM net-



work affiliations. Of the CP holders, NBC is represented by 24, ABC 10, CBS 8, MBS 6, independents 25. Among applicants, it's CBS 24, ABC 23, MBS 20, NBC 14, independents 76 -- but, remember, many of the applications are competitive, due for hearings in which some are sure to lose out. Note, too, that all these figures are subject to daily changes.

Noteworthy, also, are figures showing newspaper interests identified with TV: 9 on the air (out of 19), 25 CP holders (out of 70), 56 applicants (out of 156).

**WEEK'S 11 TV APPLICATIONS:** First of several upcoming batches of Texas oilmen's applications for TV (Vol. 4, No. 5) went into FCC hopper this week -- C. C. Woodson asking for Channel No. 5 in Amarillo, No. 8 in Austin, No. 6 in Lubbock, in addition to No. 6 in Waco he requested last week. Applications for New Orleans, Phoenix, San Antonio, Corpus Christi will be filed within next week or two by wealthy Texas oil producers H. H. Coffield, Rockdale; W. L. Pickens, Dallas; R. L. Wheelock, Corsicana. In addition to Woodson's 3, there were 8 other applications this week (see TV Addenda 2-D herewith for full details):

For Dallas, City of Dallas' WRR, Channel 10 now allocated Fort Worth -- making 5 for 3 in area. For New Orleans, Loyola U's WWL, No. 10. For Topeka, Kan., Arthur Church interests (KMBC, Kansas City), No. 10 -- non-allocated channel; proposes satellite to projected Kansas City station. For Utica, N.Y., Utica Observer-Dispatch (WKCJ-CP for FM), No. 3 -- third Gannett TV application. For Wheeling, W.Va., WWVA (Storer), No. 12. For York, Pa., WNOW-CP, No. 8 -- now 3 for 1. For San Luis Obispo, Cal., KVEC, No. 3. For San Francisco, Leland Holzer, Los Angeles auto dealer and AM applicant, No. 11 -- 5th for 3 channels; he says he'd spend only \$69,125 on construction, \$3,000 per month on operation.

Applications are also in preparation, among many others, for WTSP, St. Petersburg (Fla.) Times, which will doubtless hasten Tampa Times (WDAE) and Tampa Tribune (WFLA) applications; and for Niagara Falls (N.Y.) Gazette-WHLD. And Westinghouse, which is really trying to persuade Philco to sell it all or part of Philadelphia's WPTZ, is contemplating filing for Portland, Ore., where it owns 50 kw KEX.

**LITTLE & BIG TV SET MAKERS:** New companies, new brand names are constantly being announced in the TV receiver field -- despite that school of thinking that's convinced future TV set-making must eventually be concentrated in a few big companies, perhaps even evolving toward General Motors types of industrial structure (see Trends in TV Set Manufacture; Vol. 4, No. 8). We've reported on most of them as announced (Supp. No. 57), but they're still coming. Among the latest: Lynn Television Co., 241 Fairfield Ave., Upper Darby, Pa., \$2,195 "Magna-Vision" reflective set for pictures up to 9x12 ft., similar to Colonial Television's "Vision-Master" (Vol. 4, No. 6), also planning 15-in. direct view table model; Standard Radio & Television Co., Main St., Fort Lee, N.J., announcing 15-in table model for \$590; Televue Corp. of America, Lakewood, N.J., with 15 and 20-in direct view sets, thus far installed in local hotels only; Regal Electronics Corp., 605 W. 130th St., New York City, reported promising 7-in. table model to sell "below \$100."

Meanwhile, both RCA and Belmont (Raytheon) have announced \$369.50 TV-only consoles with 10-in. tubes -- RCA chassis being same as its \$325 table model, Belmont's containing 20 tubes, 2 rectifiers. Bendix's TV line is due by May 1, no details yet. Westinghouse reports progress on new 10-in. models, "priced competitively," will have some ready for New York, Boston, Philadelphia, Baltimore markets by mid-summer. And to point up fact it's in TV with both feet, Magnavox has hired Anthony Wright away from RCA to work on TV.

**SEASON OF THE TV PARLEYS:** Now that its avowed policy is an all-out effort in TV, trust CBS to do a bang-up promotion job for itself and for black-and-white. First off, it's calling together all of its 165 network affiliates who may be interested in TV [thus far 2 are on the air, 8 hold CPs, 24 are applicants] for "Television Clinic" in New York March 31. CBS hierarchy, TV v.p. Larry Lowman presiding, will discuss plans, prospects, etc., video and engineering depts. will hash over affiliates' problems. Presumably, too, CBS will divulge whether it has any definite plans

yet to go into receiver manufacture under its own brand name -- its executives have frequently expressed conviction that's only sure way to make TV pay off on the big-time scale New York and network operations demand. Despite denials of individual deal rumors, it's an open secret (a) that CBS would like to go into radio manufacturing field, as it did so profitably into recording, and (b) that overtures toward that end have been made by and to the company.

Note: Season of the TV confabs, finds GE setting one up for its customers in Syracuse, March 16-18; "Televiser" Magazine staging its "TV Institute" in Pittsburgh's William Penn Hotel, March 22; "Televiser" again staging an "Institute and Trade Show" in New York's Hotel New Yorker, April 19-21; IRE's Audio-Video Committee (H. A. Chinn, chairman) meeting during IRE convention in New York, March 24; IRE Television Committee (P. J. Larsen, chairman) meeting March 25. And it's to be expected NAB convention at Los Angeles Biltmore, May 16-21, will have TV sessions and displays, though not yet arranged.

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## SIGHT AND SOUND

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Curious apathy toward "freedom to editorialize" (Mayflower) issue seemed to prevail before, during and after this week's sparsely attended en banc hearing—at least among bulk of broadcasters, many of whom apparently wouldn't editorialize even if permitted. Publishers, though owning some 25% of radio facilities, were particularly conspicuous by absence. Perhaps broadcasters are preoccupied with own growing pains—TV, FM, increased competition. FCC heard all shades of opinion (and legalistics) from big list of witnesses ranging from network bigwigs to plain pinkos, will hear NAB and others April 19 week.

"Turn TV to Your Advantage," advises Feb. 27 newsletter of Associated Theatre Owners of Indiana, which warns that Cincinnati's WLWT will soon serve 100-150 mi. radius, Chicago's WGN 90-125 mi. So, it suggests to exhibitors: "If you don't want to compete with the local bars . . . you had better place in your lobby a TV receiver. In the large cities where the bars got the jump . . . box offices suffered greatly, particularly on Friday night when fights were televised . . . Resourceful exhibitors [placed] sets in their lobbies . . . allowed Pop to watch the fights while Mom saw the feature picture . . ."

NBC now promises its Chicago WNBQ (changed from WNBX) will get going by Sept. 1. ABC says its KGO-TV San Francisco site on Sutro Twin Peaks has been approved and station may be on air before December. NBC's San Francisco outlet will be *Chronicle's* KRON-TV, ready by early 1949. CBS is reported dickering for affiliation with KFI-TV, Los Angeles, also *Times'* KTTV.

Ex-ABC v.p. Keith Kiggins has been named president and operating head of Television Associates Inc., 190 N. State St., Chicago, studio and other TV equipment manufacturing firm originally set up by Capt. Bill Eddy (now WKKB) and his wartime associates.

Still another 6-hour-straight sponsor of classical music has been signed by FM station WABF, New York: Admiral Radio-Sachs Stores jointly, Tuesday, 6-12 p.m. Previously signed were Philco Mondays, Stromberg-Carlson Fridays (Vol. 4, No. 8).

Report for National Football League, prepared by N. Y. Giants' George H. Rohrs, concludes there is no evidence to support belief TV cuts paid attendance, recommends offering TV rights on basis of 1948 local audiences but adjustable as more sets are sold.

All Chicago Cubs home games will be carried on WGN-TV, starting April 23. Team is owned by Philip K. Wrigley, part-owner of WIND, TV applicant.

Cuba's first FM station, CM2IL, Havana, just started, operates 16 hours daily on 102.7 mc with 250 watts.

Success with his "TV Caravan" which covered big Allied Stores chain (Vol. 3, No. 16, 44; Vol. 4, No. 6) so perked up Sam Cuff that he formed Storevision Inc. built around this idea: He sets up projection unit, Balopticon, video chain, receivers, etc., within a store. Then he sells 30 or 60-second film "spots" to sponsors whose products are sold in store (at \$1.50 now, probably half that later). Film consists only of commercials, no entertainment, each sponsor's spot repeated every 15 minutes. U. S. Rubber is first customer, buying 4 spots. First 8-week test period begins April 12 in Richmond's Thalhimer Bros., second June 14 in Akron's Polskys. If store wants permanent installation, RCA equipment costs about \$25,000 plus receivers. To handle business, Cuff has enlisted station rep Adam Young, 11 W. 42nd St., New York, who has set up special "Storevision Sales" dept.

Sen. Johnson's clear channel bill (Vol. 4, No. 9) goes to hearing "on or about April 5," letter from Senate Interstate Commerce Committee informed all AM licensees and grantees this week. Bill would not only prevent FCC from granting clears more than 50 kw but would reduce most of them to Class 1-Bs. Letter said Committee was disturbed by reports that superpower grants would force many, if not most, other stations out of business.

Nature of opposition to Lemke Resolution (Vol. 4, No. 6) shapes up with these indicating intention of appearing at hearings tentatively scheduled for March 24-25: FCC, TBA, NAB, Motorola, WEAW (FM), Evanston, Ill., plus various mobile service representatives. There's little doubt RCA will be in, too, but it hasn't yet said so.

Another long distance TV reception report: Radio serviceman in Salisbury, Md., reports good pictures from WNBW, WTTG, Washington, and WMAR, Baltimore (80 mi.) and WFIL-TV, Philadelphia (110 mi.). He uses Motorola set with "booster" and ordinary roof-top antenna; he started with 80-ft antenna but found it unnecessary.

Lowering FM table model prices (though still not enough) are indicated in current Sears Roebuck advertising of table AM-FM for \$47.75. Westinghouse, also currently giving FM heavy play in its ads, is out with table models at \$57.95 and \$59.95.

Half dozen of his stations are TV grantees or applicants, so Rep John Blair is also expanding into TV sales—following lead of Katz, Petry, Radio Sales.

Revised edition of our annual *Directory of Attorneys Practicing Before FCC* is now in works, will be ready for you in week or so; new *Directory of Engineers* in month.

GE's new FM studio-transmitter link (STL), covering 920-960 mc, will be available "around August" at \$6,950.



MARTIN CODEL'S

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# Television Digest

and FM Reports

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March 13, 1948

**WESTERN UNION'S TV RELAYS:** Western Union stole march on AT&T this week in filing FCC applications for 6 "Class 2 experimental" microwave stations between New York and Philadelphia, capable of handling 2 reversible TV channels. They're first of contemplated widespread WU system of microwave relays, eventually to be nationwide in scale. They augur real competition to AT&T's coaxial and microwave TV setups, should help hasten network and other intercity TV service.

Applications suggest initial rates of \$4,700 per month (for 4 p.m. to midnight, 7 day week, one-year contract), plus \$340 per hour per month for other time, \$25 per hour for occasional overtime service. Rates compare with tariff AT&T filed last summer but later withdrew (Vol. 3, No. 23, 29) which added up to \$4,350 per month for same distance. New AT&T rates, which FCC has directed be filed by April 1 (Vol. 4, No. 7) are expected to be in next week -- although rumors won't down someone's going to ask FCC and AT&T to permit continued free use of coaxial through Philadelphia political conventions in June-July.

Western Union proposes using 5925-6425 mc common carrier frequencies with 15 watts power, 4.5 mc bandwidth (1.5 mc more than coaxial), video only (so sound must presumably go via land lines). If granted, WU says it will be ready by about May 1 to relay direct to "customer's premises" via these relays: New York-Neshanic, N.J. (42.5 mi.), to Mt. Laurel, N.J. (36.7 mi.), to Philadelphia (14.5 mi.), or reverse, all line-of-sight towers already installed. Transmitters employ Philco microwave equipment, with additional specially designed Sperry Gyroscope Co. heterodyne klystron TV tubes.

Meanwhile, RCA's extension of Philco New York-Philadelphia microwave from Philadelphia into Baltimore (Vol. 3, No. 51) is now in use to feed WBAL-TV when coaxial isn't available, has also been extended into Washington to feed WNBW.

**TV OUTPUT AT PEAK, FM CLIMBING:** February TV receiving set production totaled 35,889, highest ever, nudged total RMA postwar figure to 250,937. This plus pre-war, kit-built and non-RMA sets means conservatively 275,000 TV receivers in this country so far. Month's output of FM sets was 140,629, improving though still under December's high-water 191,974. But February figure boosted total postwar FMs to 1,629,897. Month's production of all kinds of radios was 1,379,605.

February TV breakdown: 25,594 table models, 5,559 TV-only consoles (1,272 projection type), 4,736 consoles with radio-phono (65 projection type). February FM breakdown: 44,256 AM-FM table models (228 with phono), 89,169 consoles (11 without phono), 7,204 FM-only and tuners.

**JOCKEYING FOR POWER & CHANNELS:** Highest power yet proposed for TV is 250 kw specified in application of Eitel-McCullough's Radio Diablo Inc. for Channel No. 13 in San Francisco area, where 5 now seek 3 remaining channels. Tube manufacturing firm (Eimac), noted for high power FM tube development, designates Mt. Diablo tower rising 3,098 ft. above average terrain, 22,000 sq. mi. coverage, \$287,500 plant. Mt. Diablo is also site of its projected 250-kw FM station KSBR, San Bruno, Cal. This

was one of 10 new applications filed this week as follows (for details, see TV Addenda 2-E herewith):

For San Diego, Cal., KGB-Don Lee, No. 6 -- making 7 seeking 3 channels. For Tampa, WFLA-Tribune, No. 4. For Des Moines, Tri-States Meredith Bcstg. Co., No. 2 -- half owned by Tri-States theater chain (itself half-owned by Paramount) and by Meredith Publishing Corp. (Better Homes & Gardens, Successful Farming). For Topeka, Kan., WIBW-Capper, No. 7. For New Orleans, New Orleans Television Co., No. 2 -- first of group of stations sought by Texas oilmen we mentioned last week (Vol. 4, No. 10). For Baltimore, WCAO, No. 6 -- channel not assigned that city. For Minneapolis, WLOL-Ralph Atlass, No. 7. For St. Joseph, Mo., Arthur Church interests (KMBC, Kansas City), No. 13 -- for satellite. For San Antonio, WOAI, No. 4.

Only CP granted this week went to Ccwles brothers, publisher-broadcasters, who got Channel 9 in Minneapolis, where they publish all newspapers but have no radio station. It's their first grant, though they seek others in Des Moines and Boston. Soon to file also will be WFOX, Milwaukee; WHLD, Niagara Falls Gazette (to ask for No. 9 next week); KSO, Des Moines, withdrawal contingent on FCC approval of sale to aforementioned Tri-States Meredith.

\* \* \* \*

Baltimore's belated WCAO (CBS affiliate) application for same unallocated TV Channel No. 6 asked by Tom Tinsley's WITH (Vol. 4, No. 9), and Arthur Church's application for St. Joseph satellite to his projected Kansas City KMBC-TV, underline jockeying under way for fast-vanishing TV facilities. Church also proposes an interesting parlay of channels designed to avoid Kansas City hearing (5 for 3) by making channels available for all local applicants. It's noteworthy as indicating desperate efforts to get TV now by very folk who spurned it only few months ago when they could have had channels for asking. This is plan laid before FCC:

Add Channel 7 (now Topeka's) to Kansas City, giving city 5 channels instead of originally allocated 4, one already granted Kansas City Star's WDAF. Move No. 12 into St. Joseph, No. 13 from St. Joseph to Topeka where KMBC would take it for satellite while Capper's WIBW gets No. 11. Only new channel added is No. 12, nearest allocation being Lincoln, Neb. It gives you idea of kind of juggling we'll see henceforth, except in this instance there are several flies in ointment: (1) New England Television Co. is applicant for Kansas City, though regarded as having little chance, being an out-of-towner; (2) others may decide to apply for Kansas City, so local KMBC, KCMO, WHB, KCKN may face still more competition for channels.

**TELE SMACKEROOS SHOW BIZ, REPS:** In characteristic idiom, the show business journal "Variety" buttons up just about the whole story of TV's impact in these pertinent paragraphs:

"Television, the infant prodigy of show business, may prove just what the doctor ordered for the ailing entertainment world. With most phases of show biz currently stalled in poor business doldrums, television -- offshoot of them all -- is the only one now showing any signs of progressive activity. Situation has led some to believe that video will steamroller at the expense of the others, but most key execs of allied fields have become convinced that the new medium will eventually boom them to new top-profit conditions. Radio, most closely allied to tele, has continued to show neat profits...[but] there's no question about it's being in a static condition...That tele has drawn off much of the lure and glamor from radio for all agencies, advertisers, talent and execs is unquestionable..."

And from March 10 "Variety" (Ben Bodec reporting): "Station reps are complaining that television has taken such a hold on the consciousness of their outlets that they can't get them worked up any more about the problems of the radio business. It's got so that when a station man comes calling in his rep's New York office, run the complaints, all he wants to talk about nowadays is the TV application he has filed and the competition he's getting from other applicants for the specified channel. These reps [are] amazed at the sudden surge of excitement over video among station men who only a month or so ago were almost indifferent..."



March 13, 1948

Supplement No. 11-B herewith, our *Directory of Attorneys Practicing Before the FCC*, is a reference listing only of lawyers who handle AM, FM, TV and related cases more or less regularly, most of them specialists in radio practice. It does not purport to include all members of the FCC Bar Assn. In about a month we'll have a revised *Directory of Consulting Engineers Specializing in Radio Broadcasting*, a list that has expanded considerably since we published it last.

Broadcasting's 1947 time sales increased 5.6% over 1946, according to FCC preliminary report this week. Major networks and their 10 key stations accounted for net sales of \$72,352,636, up 3% from 1946. Non-affiliated stations increased 13%, network affiliates went up 5.7%. Total revenues of 343 new stations licensed in 1947 were \$15,261,819, averaging approximately \$5,900 each monthly. Local daytime and part-time stations showed greatest increase—20%, while 50 kw clears had smallest rise—4.5%. Another report (Public Notice 18449) showed networks and stations with 34,720 full-time employes during sample week of October, 1947—an increase of 15% over February, 1947. FCC also released full financial data on 1946 broadcast operations (Mimeo. 16953).

FCC may be forced to take cognizance of *Billboard's* expose of anti-Semitic and other news-slanting alleged against Dick Richards, owner of KMPC, Beverly Hills, Cal., for American Jewish Congress has petitioned for revocation of KMPC license. It's undecided whether petition will be set for hearing or all parties ordered to appear at resumption of Mayflower (editorializing by radio) hearings April 19. *Billboard* bombshells burst in March 6, 13 issues during first phase of Mayflower hearing, furnished fodder to those opposing editorial rights for broadcasters.

"Solar noise" may turn out to be the important limiting factor in uhf reception, suggests Bureau of Standards in inaugurating study of 480-500 mc band at Sterling, Va. Sun's noise, described as "hisses," "puffs," "swishes," and "grinding" can cause picture streaks or jumpiness. Cosmic noise from Sagittarius in Milky Way is a minor problem on FM frequencies.

Joint use of towers or antennas by more than one licensee, long sought for economy and convenience, and particularly important since advent of FM and TV, was proposed by FCC this week in its Docket No. 8827. Rules amendment would make one licensee completely responsible for structure. Objections, if any, must be filed by March 31.

Here's duplication with a vengeance: Round-table on Communism was carried simultaneously Sunday on *Detroit News'* WWJ, WWJ-FM and WWJ-TV, coinciding also with expose series in newspaper.

Most elaborate directional array in country will be 9-element setup to be used by WDGY, Minneapolis, in fulfilling last week's power increase to 50 kw daytime, 25 kw night, on 1130 kc.

Networks and Petrillo negotiated in New York again this week, came to no agreement, resume Monday. Participants are all saying "nothing to report."

Lucky Strike is by way of being TV's top sponsor, through N. W. Ayer has bought "Barney Blake, Police Reporter," half-hour mystery, placement as yet undecided.

RCA's Gen. David Sarnoff, who has called the turn on TV from the start, goes further, probes deeply into radio's whole future in speech Friday at Boston U, which gave him degree of Doctor of Commercial Science. He said "mere specks of radioactive material from nuclear fission" will serve some day to power radio and TV receivers and broadcasting stations, adding: "A miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people may also carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are."

### Notes on TV

Stage-video cooperation may indeed be heralded by Lucky Strike-sponsored show on CBS-TV hookup (WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore; WMAL-TV, Washington) for "Tonight on Broadway" series, Tuesdays, 7-7:30 p.m., starting April 6. On Thursday, Producer Martin Gosch, CBS's Bill Paley, Actors Equity's Clarence Derwent, Foote, Cone & Belding's Emerson Foote met newsmen in Foote's office to announce feature, which will consist of about 10 minutes of actual play scenes, then back-stage glimpses. First play covered will be "Mister Roberts," big current hit starring Henry Fonda. Experiment with "trailers" for legitimate shows will be watched keenly for theatre advertising, sponsor values, viewer interest. TV rates for actors have Equity acceptance, but there's still union jurisdictional problem (over who handles cameras) to be settled.

TV networking is far and away major desire of moment for TV operators and grantees, if NBC affiliates session Friday is criterion. Representatives of more than 25 NBC-affiliated stations met with NBC executives Trammell, Mullen, Hedges, Kersta, heard reports on dates AT&T plans intercity connections (Vol. 4, No. 9), were informed on NBC video accounts (65% of NBC's video is now sponsored), were asked what more NBC could do to help them in their TV plans.

FCC's minimum-hours-per-week TV rule looks like it will be liberalized soon, possibly in part along lines of TBA-recommended graduated scale. TBA suggested rule calling for 12 hours per week first 18 months of station operation (including at least 2 hours daily in any 5 days), then 16, 20, 24 hours per week every 6 months thereafter, reaching 28-hour minimum after 36 months.

KSTP-TV's tests are proving highly satisfactory, reports Stanley Hubbard, and it will start commercial operation April 27. TV technical staff headed by John Fricker, ex-NBC, and including Walter Varnum, ex-RCA, is testing 5 days weekly, plans unsponsored sports pickups, think Minneapolis-St. Paul market is about ready for receiver exploitation.

Philadelphia TV hearing (Gimbels-WIP vs. Daily News-WIBG) for city's sole remaining channel began Thursday, kicked off season of contests in cities with more applicants than channels. Next comes Harrisburg, 2 for 1, March 18. Cleveland was postponed to May 24; Wilkes-Barre, to April 1. For other hearing dates and all applicants, see TV Addenda 2-C.

Add TV sponsors: On WABD, New York, Hudson Corp. (autos), 5 spots weekly, 13 weeks, thru Pacer Adv. Apex Electrical Mfg. Co. (Fold-a-matic), 13 spots, thru Meldrum & Fewsmith. On WPTZ, Philadelphia, Pierce-Phelps Inc. (Never-Lift iron), March 10-min. demonstration. On WBKB, Chicago, and WAW, Washington, Admiral Corp. (radios), full-length spots (also going into other markets). On WLWT, Cincinnati, Burger Brewing Co., home games of Cincinnati, thru Midland Ave. Agency. On WWJ-TV, Detroit, Central Electric Supply Corp., CYO boxing tournament, 10 spots, thru Simons-Michelson. On WTMJ-TV, Milwaukee, home games of Milwaukee Brewers, thru J. Walter Simpson. On KTLA, Los Angeles, Lektrolite Corp. (tractors), 26 Fri. night 1-min. films, thru Donahue & Co. (KTLA and WBKB, Ronson Art Metal Works Inc. (tractors), 20-second film spots, thru Cecil & Presbrey.

Richmond's WTVR (WMBG), now testing, hasn't yet decided when it will "go commercial," but as preliminary holding parleys on TV and demonstrating for distributors and dealers. This week Philco's sales chief Fred Perry headed big meeting, promised sets; so did RCA's Elliott and Dan Halpin. Several weeks ago GE did likewise, followed up immediately with big shipment of sets awaiting WTVR opening to go on market.

Push against laggard TV grantees continues. Dallas applicant Lee Segall (KIXL) asked that *Times-Herald's* 10-month-old KRLD-TV grant be deleted, put into hopper with other 4 applicants (see TV Directory 2 and Addenda). KRLD has filed objections. Although FCC gave Detroit's WDET-TV (ABC) extension (Vol. 4, No. 8), Paramount's and Detroit Theatres this week filed protest, asked again that CP be taken away, station be made party to hearing (Addenda 2-C).

Caldwell-Clements "Tele-Tech" for March appears in new format, emphasizes TV technical developments, features latest TV components, circuits, designs; new RCA electron tube; new North American Philips "Protelgram" (Vol. 4, No. 9); surveys of big picture techniques, liquid crystals, etc.

Gillette has made own contract with promoters for TV rights to next Louis-Walcott fight, paying \$10,000; so TV rights probably will be re-sold to NBC network. NBC reports signing 5-year exclusive radio-TV contract covering all U. S. Golf Assn. competitions.

"Top o' the Mark" (Mark Hopkins Hotel) will be site for RCA's KSFO-TV (to be changed from KWIS). Contract for RCA equipment has been placed, and Manager Lasky says he hopes to get on air ahead of KGO-TV and KRON-TV.

Chicago area having reached 15,062 TV sets as of March 3, WBKB has raised basic rate from \$375 to \$500 per hour for studio shows, plans next raise when 25,000 sets are counted by local Electric Assn.

Off for Pacific Coast, particularly to look over TV prospects in Los Angeles and San Francisco, went on to Ernest Marx this week; he's general manager of Receiver Division.

ABC has detailed Ernest Lee Jahneke as TV liaison to affiliates, working under station relations v.p. John Morton Jr. Mutual has research v.p. E. P. H. James joining on its TV plans.

"TV Steals the Show" titles article in March *American* by James, of *Broadcasting*, who relates amusing anecdotes, discourses on TV's impact on movies and sports and how it really becomes a mass medium.

As incentive for Cincinnati TV advertisers to remain on video during summer "slump" months, WLWT offers discount rates ranging from 25% for first 4 weeks to 40% for 17-22 weeks. Departure from AM and network rate practices will maintain Crosley station schedules and telefare, General Manager R. E. Dunville believes. *Philadelphia Inquirer's* WFIL-TV put out second rate card, jumping 1-hour live rate to \$300 (from \$200), film rate to \$150 (from previous \$75 for 30 minutes), also reports 18,500 TV sets in Quaker city, based on Electrical Assn. survey.

Significant item from AT&T 1947 annual report, out last week: "A new type of electronic tube called the traveling-wave tube offers promise of greatly increasing the number of telephone conversations and television programs which can be carried simultaneously. Another new tube, called the pulse-coder, promises to prevent degradation of sound or sight no matter how long the chain of radio relay links."

TV for guests of New York's Hotel Taft will cost \$1 per day extra, installation in 132 rooms to be completed by May 1 by Industrial Television Inc., Clifton, N. J.

### Notes on FM

Three-year license periods, same as for AM, were set up for FM by FCC this week. However, initial licenses will be granted for only 12 to 23 months, depending on frequency; renewals will be good for 3 years, staggered so that one-third will expire each year.

Tests of transit FM (Vol. 4, No. 5-7) in 2 buses by *Baltimore Sun's* WMAR-FM show "absolutely no interference or fading," reports Director Jack Jett. Further: "We have taken the bus out as far as 20 miles . . . without observing any noticeable change in quality. . . . Bridges, short tunnels, etc., seem to have no effect whatsoever on quality." Quick survey of 435 riders found 431 reacting very favorably. WWDC-FM, Washington, also testing, plans ride for press Monday.

Full dress facsimile hearing starts Monday, March 15, shouldn't take more than 2 days, has this lineup: Hogan (RTPB Panel 7), Finch, Alden, FMA, NAB, Radio Inventions Inc., Faximile Inc.; WFIL and WPEN, Philadelphia; WQAM, Miami; WBNS, Columbus, Rural Radio Network (upstate New York).

TV-FM duplication got one of its first tests last week when WMAR-TV ran the sound portion of its TV documentary "Three Men From Suribachi" over WMAR-FM simultaneously with telecast. "The continuity held together very well," says *Baltimore Sun's* radio v.p. E. K. Jett, "and we received a good response."

"Don't buy half a radio" was rather catchy theme in ads of KOAD (*Omaha World Herald*) plugging FM-AM combinations. FMA has passed along to members proofs of ads which KOAD Manager F. E. Shopen says dealers at first didn't like at all but warmed up to later.

New York City's municipally owned WNYC-FM, says Director Seymour Siegel, is laying plans for a non-commercial FM network, though admittedly there aren't many educational stations yet operating or projected. It's a long-haul plan.

FMA hopes to duplicate enthusiasm of Region 3 meeting (Vol. 4, No. 8) at Region 4 (D. C., Del., Md., Va., N. C.) confab May 5-6, Hotel Statler, Washington. Ben Strouse (WWDC-FM, Washington) is chairman. Board meets day before.

FMA reports 300 answers from stations queried on AM-FM duplication (Vol. 4, No. 9), but Executive Director Bill Bailey hasn't had chance to analyze them yet.



**FUTURE OF AURAL RADIO IS FM--II:** Apropos our recent observations captioned "The Future of Aural Radio is FM" (Vol. 4, No. 9), these pertinent comments from veteran radio engineer Paul F. Godley are worth recording:

"...as to FM's big problem: In 1944, and now, I have felt it was receivers, not transmitters of greater number or greater power, as you have it. Receivers! That's the weak spot, because what the industry has shown to date in performance and price range does not begin to meet the requirements of the great things the public generally has been led to expect...

"All of this causes me to wonder whether or not one is being very realistic when one continues to stress (as many people have done and now do) the imminent possibility that the AM structure is going to shortly be subjected to a re-scrambling which will find the FM services carrying the big sound broadcasting load with a few high power AM stations filling in the rural areas. I agree that, given sufficient time, such a change may come about. But it seems to me that because of the available services within the metropolitan areas in particular, because of the poor performance of FM receivers in general up to this time, and because of the cost of these FM receivers, it is going to be a rather long haul."

"The abandonment of any AM facility can only come at a time when not less than 90% of the listeners in a given area are equipped with FM. The average American has been able for many years to tap in our best radio programs with a receiver which costs but \$15 to \$25. The average listener has thus far been unable to note very much advantage through the use of an FM receiver. The average dealer feels this sales resistance...drift of the receiver is bad...quality often worse than AM ...require outdoor aerials...objections to tuner or adjunct on present receivers. Few wish to lay out the sums required to buy a so-called high grade set. Many who have purchased high grade sets have found deep disappointment."

**LOTS OF TALK, NOT MUCH ACTION:** Talk as they will about imperative need for more TV channels (Vol. 4, No. 7-10), no one has made actual move yet toward putting issue before FCC. And apparently no one has any intention of doing so now -- there simply isn't enough known about what can be done on 500 mc or with IRAC about "availability" of lower governmental bands. At intra-company TV committee meeting Tuesday, RCA instituted program of study that may be completed in 2-3 months. Talks with consulting engineers and manufacturers, to say nothing of FCC officials, impress one point: Even should 500 mc band be opened up immediately to commercial telecasting, it would take 2-3 years before adequate equipment would be available; even then, according to many technicians, coverage would never begin to approach 50 mc propagation. Other, more recent ideas advanced for better use of TV's present 12 channels: (1) more use of directional antennas (highly complicated), and (2) narrowing down present 6 mc band to permit squeezing in more frequencies.

\* \* \*

TV channel demand was subject of this comment by FCC Chairman Wayne Coy in New York Sun article Tuesday, and he may have more to say on subject when he addresses IRE March 23: "With the boom on, I estimate that all of the television channels in the nation's 140 metropolitan areas (50,000 population and over) will be assigned by the end of the year. That will give us 400 stations in our larger cities. Six months ago there were television channels to be had for the asking... Today, abundance has changed to scarcity...We still have channels left for several hundred stations in the small communities of 5,000 to 50,000 [but] few persons in these areas (see TV Directory No 2, Addenda and Allocation Table) have sought applications. Most of them are waiting to observe...operations of the big city stations..."

Apropos fact demand for more channels stems primarily from big cities, while channels still go begging in smaller communities, here's a pertinent commentary by engineer-economist Phil Merryman, ex-NBC, now a consultant: "I still stand by my prediction made before the FCC in 1944," he wrote us after our analysis titled The Fast Vanishing TV Channels (Vol. 4, No. 7), "that cities of 25,000 will support TV stations and that 400 such cities will have TV service by 1955."

**COMPETITION IN TV TRANSMITTERS:** You know TV station field is really up and coming when, after careful survey, an alert outfit like Raytheon decides to go into TV transmitter production -- to compete in field hitherto confined to RCA, GE, DuMont. Nor will Raytheon be the only one, for it's an open secret Federal and Western Electric (Vol. 4, No. 3) are eyeing the field closely, to say nothing of some of the smaller AM-FM transmitter manufacturers. It all spells more competition, faster deliveries, possibly lowering prices.

Raytheon announced line of both 500-watt and 5-kw TV transmitters, priced competitively, sold through its district reps, details available from them or from Waltham. It says it already has contingent orders from 4 of its AM-FM customers, will also build some transmitters for DuMont. It offers complete complement of TV equipment, though camera chains are DuMont. There's no present intention of entering TV cathode ray or orthicon tube field, though company makes ordinary receiving tubes at Newton, industrial tubes (including magnetrons) at Waltham.

Meanwhile, from RCA we learn identity of those 21 to whom RCA's annual report (Vol. 4, No. 9) stated TV transmitter deliveries were made during 1947. They are: WNBW and WMAL-TV, Washington; WFIL-TV and WCAU-TV, Philadelphia; WBAL-TV, Baltimore; KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WLWT, Cincinnati; WMAR-TV, Baltimore; Army, Fort Monmouth, N. J.; KSTP-TV, St. Paul; WBZ-TV, Boston; KOB-TV, Albuquerque; WATV (WAAT), Newark; WBEN-TV, Buffalo; KFI-TV, Los Angeles; WTVT, Toledo; WBAP-TV, Fort Worth; WIOD, Miami; and NBC's KNBH, Los Angeles and WNBK, Cleveland. First 9 are on air commercially, several of others testing, all but one or two of the rest building and expected to get going this year. Since Jan. 1, four more have been delivered: to WNBT, New York (new NBC Empire State transmitter); NBC's WNBW, Chicago; KTTV, Los Angeles Times; WAVE-TV, Louisville.

**EYES OF PUBLIC ARE UPON THEM:** From standpoint of public promotion of TV, standout ad in New York Sun's 20-page Television Edition Tuesday (March 9) was an RCA Victor institutional page, white-on-black caption line in tele-shape screen reading: "Today's Television Screen is Already 40,000,000 People Big." Ad goes on to say: "Right now -- today -- 40,000,000 people are living within reach of daily television programs. Before the votes are cast in this year's Presidential election, television will reach substantial areas in at least 21 states having more than two-thirds of the national total of electoral votes."

Significantly, in same issue Sun's noted political writer George Van Slyke writes: "The Look takes its place with The Voice as television goes into action for the first time as a big factor in a national campaign. Glamour enters politics as a vote-getter...as candidates are forced to preen for their appearances in 700,000 or more parlors next autumn." He goes on to quote RCA's Gen. Sarnoff as saying "Television is likely to do more to revolutionize politics than sound broadcasting...How they look as well as what they say may determine...their popularity. The eyes of the public will be upon them."

From trade standpoint, ad makes several pertinent disclosures of hitherto hush-hush company secrets: (1) That RCA transmission equipment has been "chosen" by 43 telecasters in 31 cities, presumably meaning that many firm orders. (2) That RCA supplies 650 types of electron tubes for TV transmitters, receivers, cameras, etc. -- its Lancaster plant being one of the "wonder houses" of industry. (3) That "more RCA Victor [TV] sets have been produced and sold than all other makes...combined." In other words, of some 275,000 sets produced thus far (including pre-war and 35,889 in February), RCA claims it has manufactured better than half. If it hasn't, we'll sure enough hear from big mass producer Philco, whose President John Ballantyne was quoted this week as stating his company is stepping up TV production 6 times last year's rate -- or "quite a few thousand sets per week." This week too, Stewart-Warner's radio v.p., Samuel Insull Jr., promising new line by mid-summer, said by end of 1948 its TV production will increase tenfold to 2,500 per month.

**Note:** If you're concerned with TV promotion and haven't seen Victor ad, placed only in New York, Philadelphia newspapers, ask public relations v.p. John K. West, RCA Victor, Camden, to send you reprint.



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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March 20, 1948

**PRICES TREND DOWN AS TV BOOMS:** Though today's market readily absorbs just about every receiving set the TV factories can produce (see our TV Manufacturer-Receiver Directory, Supp. 57), watch the competitive fur fly as biggest small-set producer Emerson and giant General Electric leap into the field for fair.

Emerson's new 10-in. table model at \$269.50 (Vol. 4, No. 3) hits New York market next week with big advertising splash, preliminary to going into other TV cities. GE's new 10-in. table model 810, to be priced "probably under \$300," goes into production April 5 at projected rate of 300 daily, should reach market shortly thereafter, will feature new aluminum-backed tube.

Add fact that big Admiral's Ross Siragusa reports his company now shipping its \$299.95 "TV Optional" console (Vol. 4, No. 1) at rate of 200 per day, that Admiral's 7-in. table model at \$169.95 goes into production in May, that Motorola's big push on its 7-in. at \$179.95 (Vol. 4, No. 8) is reported extremely successful, that Philco and RCA are stepping up TV production all along the line, that others are moving as fast as they can -- and you have picture of a boom industry.

**TV RELAY RATES, A CORRECTION:** Our mathematics went a bit awry last week when we compared Western Union's proposed New York-Philadelphia microwave TV relay rates with those originally proposed by AT&T last summer (Vol. 4, No. 11). Actually, WU's \$4,700 per month compares with AT&T's \$6,000 for same distance -- though it should be noted AT&T's proposed tariffs were withdrawn, will be revised (presumably downward) and resubmitted soon for FCC approval. In our too-hasty figuring at last week's deadline, we overlooked fact AT&T's \$750 station connection charge was for single-station tieup, not 2 stations. Also, AT&T had loop charges for each connection from its terminals that added up to another \$650.

Western Union's offer is for a reversible circuit, AT&T's was for one-way only. And WU's connection to station transmitter would be via microwave (with full 4.5 mc bandwidth) whereas AT&T's could be via coaxial (2.8 mc). AT&T had hoped to file its proposed new TV tariffs this week, didn't make it, is now planning to submit them to FCC next week. Telephone company has also asked FCC for spur microwave links between Detroit-Toledo, Milwaukee-Chicago. Both Toledo and Chicago are on route of projected coaxial.

**THE BIGGEST THING IN RADIO—II:** You can also take this as axiomatic, Mr. Broadcaster and Mr. Sponsor and Mr. Radio Manufacturer -- when there's a TV set in the house, the aural radio or radios generally remain silent while TV programs are showing. That goes for the precious evening hours, even Sunday nights, when listening fare is usually at its best. Ask any TV set owner.

What does this mean to your business? It means fewer and fewer listeners as more and more TV receivers are installed. Assuming 275,000 TV sets in use in homes and public places thus far (Vol. 4, No. 11), the total doesn't bulk large -- yet. But consider these points taken from February edition of "Television Today," published by research-wise CBS:

Hooper survey on Friday, June 6, 1947 showed average of 54.5 sets in use during evening hours; another Hooper on Thursday, Nov. 13, showed 49.2 sets. Four

7 persons per set were found by viewer surveys to be the average number during evening hours, though average family (in New York area) is 3.5 persons. Today's audience is a "multiple family audience."

So divide that 275,00 by half (no. of sets turned on evenings), assume a mean of 5.5 viewers per set, and even now -- only the second year since post-war TV set production began, and with only 19 stations in full operation -- you have more than 750,000 viewers. Not a big figure, to be sure, compared to the total aural radio audience (37 million homes with radios) -- but remember it's growing every day. Best trade estimates are around 850,000 TV sets in use by end of this year, 2,500,000 at end of 1949, progressively more thereafter.

The facts and the trend are as plain as that. All you need to do to convince yourself, if you're fortunate enough to live within range of a TV station, install a TV set in your home, then mark what happens to your own and your family's radio habits.

**SCANS TV CRYSTAL BALL:** General Electric's electronics sales chief, Arthur A. Brandt, came up with some pertinent statistical calculations on TV industry's upward trend, addressing company's TV seminar in Syracuse Tuesday. His figures are worth repeating:

First, he observed that average cost of a TV set in 1947 was \$575, in 1948 \$375, in 1949 will be \$275. Then he predicted number of receivers at end of this year will be 870,000; end of 1949, 2,470,000; 1950, 5,270,000; 1951, 9,000,000; 1952, 13,500,000. Next he estimated retail value of each year's production at: 1948, \$260,000,000; 1949, \$440,000,000; 1950, \$560,000,000; 1951, \$665,000,000; 1952, \$675,000,000. Note that, if Mr. Brandt's estimates pan out, average cost per set will be down to \$150 by 1952.

He forecast 21 markets with TV service (pop. 34,000,000) by end of 1948 (it's now 12 with about 31,000,000); 51 by 1949 (pop. 48,000,000); 62 by 1950 (pop. 55,000,000); 107 by 1951 (pop. 58,000,000); 140 by 1952 (pop. 63,000,000). Population with receivers (i.e., viewing audience) he estimated should rise from end of 1947's 1,000,000 to: 1948, 4,350,000; 1949, 9,880,000; 1950, 21,000,000; 1951, 32,000,000; 1952, 40,000,000. Average viewer per set would cut down from present 5.6 to about 3 in 1952 -- fewer curious visitors, more second sets in home, etc.

Small wonder, then, that Mr. Brandt asserted: "TV is destined to become one of the nation's biggest businesses."

\* \* \* \*

The 150 who attended GE's "clinic" March 16-18, mostly broadcasters, some not yet TV applicants, came away with these distinct impressions: (a) That GE has deposited lots of eggs in TV basket, turning over its big new Electronics Park plant practically entirely to TV receiver and transmitter development and production. (b) That TV is no sudden-profit, disc-jockey operation -- on testimony particularly of GE alumnus J. D. McLean, now commercial manager of Philco's WPTZ, who balanced fact that station got back only 15¢ on each dollar spent last year against current picture of 71% sponsored time, 38 sponsors (6 more to be added soon), mushrooming audience. He cited no dollar figures, but you might re-read our article "Break-Even Point in Sight" in Vol. 4, No. 10. (c) That programming is TV's toughest problem -- Maxon's v.p. M. F. Mahony expressing hope movie people will gap easy sportscasts and tough studio shows, perhaps with soap opera-type films.

Though it's obvious TV is a blue chip business, requires lots of capital and costly know-how, it's a fair guess that some of these broadcasters, registered for the seminars but not yet TV grantees or applicants, will file for TV in the near future: WFBL and WAGE, Syracuse; WMT and KCRG, Cedar Rapids, Ia.; KFAB and KWH, Omaha; WTRY, Troy, N. Y.; WLBC, Muncie, Ind.; KFH, Wichita; KXOA, Sacramento, Cal.; WRRN, Warren, O.; KYFM, San Antonio; WLAW, Lawrence, Mass.; KFEL, Denver; KIF, Pueblo, Colo; KHQ, Spokane; CKEY, Toronto; CKLW, Windsor, Ont. Otherwise, except for GE fieldmen and a scattering others, attendees were all from companies already in TV as grantees or applicants.



March 20, 1948

**AM-TV-FM PEACE WITH PETRILLO:** Everybody's happy about networks' peace pact with Petrillo, signed Thursday -- including Jimmy himself. New three-year contract (1) continues present wage rates and employment of musicians on network owned-and-managed stations, makes musicians available for local participating and network cooperative shows, settles matter of delayed (transcription repeat) broadcasts; (2) permits musicians to appear on TV, live or filmed, no rates specified yet but all arrangements to be made directly through Petrillo's own office in order to avoid confusion pending rate structure; (3) ratifies and extends AM-FM duplication agreement of Feb. 1 (Vol. 4, No. 5).

Fact networks aren't cutting down on number of musicians, as some stations have, is considered victory for music czar who was fearful they might be encouraged to do so under Taft-Hartley and Lea acts. Contract affects some 5,000 musicians in New York, Chicago, Los Angeles, who get average \$152 for 25-hour week.

Lifting of TV live music ban means full-fledged productions with music -- not half-live, half-canned; also spurs duplication of network radio shows on TV, for which big plans have already been laid (Vol. 4, No. 7). Indeed, ex-cornet player Petrillo, as a gracious gesture, agreed to blow first note on trumpet heralding live music on TV (which NBC filmed and telecast). And NBC's Frank Mullen announced its first duplicated radio-TV musical show would be this Saturday night's NBC Symphony, Toscanini directing. CBS then announced WCAU-TV would originate Eugene Ormandy and Philadelphia Orchestra telecast same day -- at 5 p.m., in fact, thus beating Toscanini show by 90 minutes, giving TV-owning music lovers 2 solid hours of sight-and-sound concerts without overlap.

NBC has several dozen radio shows potentially capable of televising "as is" -- with Firestone already dickering to duplicate its Monday night Firestone Hour. Plans are under way to put on Fred Waring and Chesterfield Supper Hour soon, too. You'll be hearing of other big-name acts going TV simultaneously from time to time, but there are still problems of fees, studio space, camera techniques, etc.

TV portion of AFM contract covers filming as well as telecasting, permits TV stations not able to carry telecasts live to show them on films later -- films shot either of actual performance or off-the-Kinescope. TV rates weren't set, said joint statement, because: "All parties, feeling it was too early to set a fixed rate pattern, agreed that...individual rate arrangements would be made from time to time to meet program needs as they arise...Mr. Petrillo stated that the AFM fully recognized the developmental stage of television broadcasting today...accordingly pledged rate patterns set during this period would be reasonable and economic."

Note on telegenics and public relations: Watching natural showman Jimmy Petrillo toot his horn over NBC-TV newsreel Friday night, sounding first approved notes of union music on TV, 15-year-old daughter of well-known radio executive exclaimed, "I don't care what Daddy says. I like him!"

**NETWORKS INSIST ON ALL OR NONE:** Networks have begun to lay it on the line to affiliates, demanding (though they don't pay for it) that AM-FM duplication cover all sponsored programs or none. No picking and choosing, except for sustainers. No matter that some FMs sell time separately, have commitments for local sports, especially baseball, which consume big segments of time. It's a sore subject that has quite a few affiliates balking, insisting FM costs them good money to operate. Many are openly honoring network policy in the breach. In fact, WCAU's Ben Larson told FX hearing in Washington this week that WCAU-FM is interrupting duplicated programs for FX several times daily, and CBS hasn't kicked yet.

ABC's Mark Woods put it bluntly to his affiliates at their meeting in Chicago last week: ABC, he said, expects all its affiliates with FM to duplicate all

commercial shows. He urged them all to get into FM -- or else face possibility FM independent in that affiliate's market might be signed up as a full-fledged outlet. And NBC last week wired affiliates with FM suspected of not hewing to line, stating they must clear time for full duplication of network commercials, gave them until May 1 to clear up prior commitments. Network argument is it's unfair to their advertisers if affiliates carry some, but not all, shows on FM; also that separate programming splits up audience, doesn't give sponsor full break.

## SIGHT AND SOUND

Stock market position of 12 TV set makers as of March are detailed in survey titled "Television Coming of Age" published in March 15 *United Business Service*, though that 2 (Magnavox and Zenith) aren't yet producing. Also Raytheon's TV production is by its subsidiaryumont and Sylvania's by Colonial.

	Earn. 1947	Div. 1947	Price Range 1947-1948	Recent Price	Yield†
General Corp.	E\$2.50	\$0.37½	10½- 6	8	4.7%
Mont Labs. A	E0.25		9½- 5	19	
Person Radio	c 2.83	0.95	12½- 6½	11	8.6
Swath	aE Nil		9½- 4½	6	
Magnavox	gE 3.60	0.62½+	18¾- 9¼	11	5.7
Radio	J E 3.00	1.00	14¾- 9¼	12	8.3
Pho	E 6.00	2.00+	35½- 20	29	6.9
Radio Corp.	1.13	0.20	10¾- 7½	8	2.5
Raytheon	b 0.47		13¾- 5¾	8	
Sylvania Electric	2.10	1.40	28½- 17½	19	7.4
Television	E Nil		3 - 1¾	12	
Zenith Radio	aE 5.00	1.00	25 - 14½	20	5.0

Based on 1947 dividends. + Plus stock. § N. Y. Curb. † Unlisted. ‡ Estimated. a Fiscal year ending April, 1948. b Fiscal year ended July. c Fiscal year ended October. d Deficit. j Fiscal year ended December. g Fiscal year ended February, 1948.

Though network service (except films) is still some way away from Twin Cities, awaiting coaxial or micro-relays, ebullient Stanley Hubbard gets distinction of being first TV station affiliation contract for his KSTP-St. Paul, due to start commercially April 27. NBC word-of-mouth commitments from most of its other affiliates in TV, while others have these executives "on the road" making contacts, offering contracts: CBS's Larry Lowman and Herb Akerberg; ABC's Paul Mowrey and Ernest Lee Jahncke; MBS's Bob Schmidt and Jimmy Phillips; DuMont's Larry Phillips.

Long-time experimental TV (as W6XIS), Salt Lake City's lone CP holder KDYL-TV begins thrice weekly 45-min. schedule April 19, has no commercial plans. Owner Sid Fox reports good picture over 20 mi. with 100-watt transmitter, expects mobile equipment in June. Has named veteran showman Harry Golub as TV head.

Civil Aeronautics Authority is balking at proposed R-TV transmitter site at Fort Lee, N. J., but company ands fighting it through. GE equipment is on order, is set for Sept. 1 start (delay now probable), coincidental opening also of same licensee's WOIC, Washington, which towers erected but no studios yet built.

GE's deliveries of TV transmitters thus far have been WGN-TV, Chicago; WRGE, Schenectady. Its "firm reliable" orders are from WOR-TV, New York; WNAC-TV, Boston; ABC, Los Angeles and San Francisco; Don Lee, Los Angeles; Fort Industry Co., Detroit.

Daily newsreel service for TV stations is being provided by International News Service and International Photos in associated with Telenews Productions, specializing in newsreels and newsreel theaters.

RCA reports contracts for these additional 5 kw TV transmitters (Vol. 4, No. 11): WFBM, Indianapolis; WWC, Columbus (Crosley); WFMJ, Youngstown.

Burke Crotty, WMAL-TV video director, becomes ABC director of TV special events, leaves Washington when agreement is selected.

Here's Dr. Allen B. DuMont speaking—to financial men, once again, the Customers Brokers Assn. at N. Y. Curb Exchange Tuesday: "Within the next 5 years, radio will be supplemental to television." And here's NBC's Niles Trammell quoted in January *Atlantic Monthly*: "My future is entirely wrapped up in sound broadcasting, but I'm the first to admit that when television comes in, sound broadcasting is finished."

Add TV Sponsors: On WTMJ-TV, Milwaukee, Schuster Dept. Stores, 10 spots weekly, and Broadway House of Music, 2 film spots weekly, thru Kramer-Crasselt Agency; Lucky Strikes, 4 film spots weekly, thru Foote, Cone & Belding; William Silverstone & Co. (men's clothiers), 2 spots weekly, direct; Otto L. Kuehn Co. (food brokers) and Broadway House of Music, 10-min. dugout interviews before each Brewers home game, alternating, games themselves sponsored by Ford. On WNBW, Washington, Gunter Brewing Co., Baltimore, fifth and sixth races at Bowie 9 days, March 30-April 9, thru Booth, Vickery & Schwinn.

Activity on Capitol Hill: Senate Interstate Committee reports over 300 letters from AMers overwhelmingly commending Sen. Johnson's bill to limit clear channels (Vol. 4, No. 9, 10); only 3 clears have written in complaining. Date for hearing opposition to Lemke Resolution on low-band FM (Vol. 4, No. 6, et seq) was moved to March 31-April 1, with RCA saying it will be there to refute charges.

Phileo Corp. will sponsor films and commentaries on Florida training camps of 9 big league clubs on TV outlets in 12 cities, twice weekly for 4 weeks starting March 22; it's a package deal produced by Wallace Orr, titled "1948 Baseball Preview with Stan Baumgartner."

TV signal booster called "Videamp," about to go into 250-a-week production by Crystal Devices Co., 1819 Broadway, New York, has hiked signal 22 times in Channel No. 4 tests, company claims. Booster covers all 13 channels, measures 3x4x5 in., has one tube and 2 stages of amplification, will list at about \$40.

FMA implemented its talk about clamping down on laggard CP-holders with formal letter to FCC requesting close scrutiny of requests for extension of completion dates, and revocation proceedings where warranted. FMA's principal targets are channel-squatters in areas where channels are scarce and in towns with no FM signals.

DuMont's TV receiver sales manager Victor Olsen discloses his company, which hasn't gone outside New York area with much distribution as yet, has dropped franchised dealers discovered by "spotters" to be reducing list prices on its sets (\$445 to \$2,495).

Unusually fine exhibit on facsimile, well-documented, nicely put together, was put into record of FX hearing this week by *Philadelphia Inquirer's* WFIL. It's worth studying by those concerned with FX. Write WFIL counsel Morton Wilner, Barr Bldg., Washington, for copy.

Free & Peters adds New York News' WPIX(TV), due to start June 15, to its rep list; is already representing KSD-TV, St. Louis.



**FILM FOLK ARE GETTING RESTIVE:** Already sensing if not yet actually feeling hot breath of TV competition, certain cinema owners are grouping for possible showdown fight on property rights issue (Vol. 4, No. 7). In New York attorney's office Wednesday, 21 theatermen (including Warner, Loew's RKO) heard Colonial Television Corp. say it will move on law front to bring issue to head. Colonial makes the "Vision Master," a movie-projector type of TV receiver capable of throwing images onto 9x12 ft. screen (Vol. 4, No. 6). It asked moviemen for financial support of legal test. It claims 20 West Coast theaters are already equipped, says 150 in New York would be within 2 months if telecasters would remove ban. NBC recently halted paid audience from seeing projection of fightcast in RKO 58th St. Theater.

Sentiment of theater owners toward TV was expressed by Fox West Coast's Charles P. Skouras before Theater Owners Assn. board last week. He favors TV in theaters, he said, but there must be "practical goal" and "adequate entertainment." President Loren L. Ryder of Society of Motion Picture Engineers, which has consistently tried to persuade producers and exhibitors to go into TV, told same group: "You are dealing in nickels and dimes for a billion dollar industry. You are talking about borrowed entertainment. No equipment will be developed until there is a market...We should be willing to develop our own entertainment."

Fighting lone game as yet, but seeking to enlist movie interests, Zenith's Comdr. Gene McDonald believes his system of pay-as-you-look TV (Vol. 3, No. 27) is "key" movie industry has been looking for to enable it to move in on TV, make it pay off as consumer of film features. On other side, NBC's Frank Mullen told Hollywood press recently that TV, far from being threat to movies, could be another and better selling medium, could boost movie attendance with trailers, advertising, etc. Only one in 20 now goes to movies," he said, "and television can make moviegoers of the other 19."

Film moguls' thinking, summed up for us by industry spokesmen, runs along these lines: TV will act as developer of talent, stories, technicians, which Hollywood will use as it does stage, novels, magazines, even radio. As for movie-going, TV is just another competitive amusement like radio, bowling, night baseball, dances -- nuisance rather than real threat. If and when TV grows big enough to dent boxoffice, then movies will do something about it -- "we'll buy," they say, referring to TV stations. Only thing certain is uncertainty as to which way public will jump. It's easy to discern already TV's impact on radio listening habits (Vol. 4, No. 7), but not yet on theatre-going for TV sets are few, audience still small.

**BIGGER TUBES COMING SLOWLY:** You can pretty well count on the glass 10-in. cathode ray tube to continue, for a long time, to be the "streamlined Ford" engine of TV -- for the good and sufficient reason that it's in mechanized mass production and other sizes aren't. That's not to say DuMont's 12 and 15-in. glass direct-view tubes and RCA's metal-coned tubes aren't coming along to power TV's "Buicks." They are -- but not on mass scale or at very rapid rate. Indeed, no one can say yet how much RCA's revolutionary new tube (Vol. 4, No. 5, 6, 8) will cut costs of TV sets once they're in mass production. They weigh less than half the all-glass tube, but they require highly complex machinery, altered circuits, new furniture, to say nothing of special metal alloys for the cone.

Right now, RCA is delivering only a few metallics at a time to its receiver manufacturer customers, mainly to enable them to design future models. Some containing them should appear on the market this fall, but very few. Even during 1949, RCA as now tooled can't turn out more than 150,000, which must be parceled out to its own home receiver plant as well as its regular tube customers. Eventual hope is to have this tube in mass production, costs cut so considerably that price of 16-in. table sets can be brought down to present 10-in. prices, which in turn can be brought down to 7-in. In other words, 16-in. table models in \$300-\$400 range, 10-in. around \$200.

Meanwhile, another tubemaker, little known Zetka Laboratories, Clifton, N.J., largely owned by U.S. Television Mfg. Corp., is producing a flat-faced 15-in. glass tube. Advantage claimed is 135 sq. in. of picture as against 123 on round-

faced tube of same size; also that it includes trap which prevents ion spot from discoloring center of tube. UST President Hamilton Hoge says Zetka is now turning out 300 per month, may reach 1,800 rate by early summer. Blanks are from Corning Glass Works. Zetka sells them to other manufacturers at \$79.95 each in 100 lots.

General Electric Co. announced its Model 802 will henceforth contain new 10-in. tubes with aluminum-backed fluorescent screens, claims twice brightness, better image detail, sharper contrast. It's being made in GE's Buffalo tube works, where 12 and 15-in. tubes are also being readied for new receiver designs. Principal TV cathode ray tubemakers, besides aforementioned, are Sylvania, Rauland, North American Philips, Lansdale Tube Corp. (Philco).

**3 MORE CPs FOR TV, 9 APPLY:** Three more CPs granted for TV this week bring total outstanding to 74, and 9 more applications swell that column to 170. For full details, see TV Addenda 2-F herewith, but here's a digest:

Two CPs went to companies headed by labor lawyer Ed Lamb, of Toledo -- Channel No. 12 to his Erie (Pa.) Dispatch, No. 6 to his Picture Waves Inc., Columbus. Comr. Jones dissented, wanted hearings. Mr. Lamb owns WTOD, Toledo, this week also got FM grants in Mansfield and Springfield (see FM Addenda 55-Y herewith). The other video CP went to Columbus Dispatch (WBNS), No. 10.

Applications were highlighted by CBS seeking No. 9 in San Francisco, where it proposes to spend \$635,000 (plus land), \$42,000 monthly operating; in same area oilman Ed Pauley's Television California also asked for No. 11 -- making 7 now seeking 3 remaining channels in that area. Other applications: For San Jose, Cal., W. L. Gleeson, Riverside, Cal., No. 13 -- he holds grant for soon-to-be-taken-away Channel No. 1 for Riverside, for which he's now asking change to No. 13. For Des Moines, KSO, No. 2 (will be dropped if Tri-States Meredith purchase is approved; see Addenda 2-E). For Jacksonville, Fla., WMBR, No. 4. For Niagara Falls, N. Y., WHLD-Gazette, No. 9. For Milwaukee, WFOX, No. 8. For Richmond, WRVA, No. 10. For Rome, N.Y., WKAL, No. 13.

Deal whereby 3 applicants -- Fairfield Bestg. Co. (Lee Hats-Danbury News-Times); WBRY, American-Republican; WATR-Harold Thomas -- will each become one-third owner of newly incorporated Nutmeg State Bestg. Co., merging applications for Waterbury, Conn., is about to be submitted to FCC; this should assure grant of 1 for 1. Another satellite application, for Witchita, may soon be filed by KMBC, Kansas City. Newport News Daily Press Inc. (WGH) is preparing to file for first TV in Norfolk area. There's also an application in works for Savannah, Ga.

**FACSIMILE'S IMPACT ON FM:** If FCC permits facsimile to go ahead on commercial basis, FM is going to feel the effects. Dominant question at 2½-day en banc hearing on immediate standards for commercial FX, sleeper of the radio communications arts, was whether it should be permitted to interfere with FM. Everyone agreed FX was commercially ready, requires either simplexing or multiplexing. If former, FM station must cease broadcasting programs during periods it transmits FX. If latter, FM signal must be cut down to 9,000-12,000 cps, also means noise in sound. Best solution would be separate channels for FX; educational band (Channels No. 201-220) is still relatively little used (only 39 grants thus far) -- but FMA has objected to any FX-only channels in 88-108 mc band. Of course, there's chance FCC might refuse to permit commercial FX yet.

Although FX forces were agreed on RTPB recommendations to permit both 4.1 and 8.2-in. page width, only Alden Products (equipment maker) and Philadelphia Bulletin (station operator) plumped for that standard with multiplexing. Their idea is bulletin-type service initially for public places like airports, hotels, etc.: weather maps, farm reports, news flashes and the like. Others like Finch, Hogan, Philadelphia Inquirer, Miami Herald sought 8.2-in. on simplex basis for newspaper-type service to homes as well as public places. Subsidiary issues discussed were: whether public or publisher-broadcaster should pay for FX paper, revenue sources and operating costs, possible use of 470-500 mc band, relative receiver costs of 4.1 and 8.2-in. sets.



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# Television Digest

## and FM Reports

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March 27, 1948

**TELEVISION RATES & FACTBOOK:** Our TV Directory No. 3, to be known as "Television Rates & Factbook," will be off the press next week, dated April 1, and will be sent all subscribers to our full service. This one will contain the rate cards and complete data on facilities, personnel, etc. of the 23 TV stations operating commercially before April ends. Best available estimate of no. of sets in each market is also given. Also included will be tabulation of CPs granted, applications outstanding, experimental TVs, channel allocation by cities. Extra copies cost subscribers \$2.50; non-subscribers \$5.00.

Actually, 20 stations are now operating commercially -- KSTP-TV having "gone commercial" March 22 as result of successful tests, month ahead of planned schedule. Three others now testing report they will go commercial in April -- WGN-TV, Chicago, April 4; WATV, Newark; WTVR, Richmond -- so their rate cards are included. Directory will be revised and reissued periodically to include rates and data of other stations as they go on, and subscribers can keep them up-to-date meanwhile with our weekly Addenda (blue sheets) reporting current FCC grants, applications, changes, etc. Westinghouse's WBZ-TV, Boston, and Buffalo News' WBEN-TV look like next commercials, both shooting for May starts.

**OILMEN STAKING TV CLAIMS:** Prominent among week's TV applicants is oilman George E. Cameron Jr., formerly of Houston, seeking Channel No. 6 in Tulsa, first of 5 applications his newly incorporated (for \$500,000) Cameron Television Corp. plans to file. He's president, 70% stockholder; John B. Hill, Roebing executive, 15%; Mrs. M. H. Alvarez, KTUL, 15%. Another application, for No. 5 in San Antonio, was filed by same group of 3 Texas oilmen who applied recently for New Orleans (see TV Addenda 2-E), who plan to apply also for Corpus Christi and Phoenix.

This week's TV applicants totaled only 7, fewest in months. Besides foregoing, they were: For Birmingham, Ala., WSGN-News & Age-Herald, No. 9. For Fresno, Cal., Donroy Bestg. Co., No. 4 -- same Los Angeles auto dealers who once were in for San Diego, then withdrew. For Davenport, Ia., WOC, No. 5 -- same interests as WHO, Des Moines. For Minneapolis, Beck Studios Inc., radio school, No. 7 -- now 3 for 3 in Twin Cities. For Milwaukee, WISN-Milwaukee Sentinel (Hearst), No. 10 -- now 2 for 3. For full details, see TV Addenda 2-G herewith.

**WHAT PRICE TV OPERATION?** Baltimore Sun's WMAR-TV, good example of well-positioned, big-city operation, isn't anywhere near break-even point, doesn't expect to be "for some months to come." That's gist of report to us which, though lacking actual figures, helps round out economic picture we gave you a few weeks ago based on reports of other independent TV stations (Break-Even Point in Sight; Vol. 4, No. 10). Though still without big studio, WMAR-TV is now in fifth month on air, operated 227 hours in January when expenses ran about 5 times gross time sales. February ratio was 4. "We'll do better in March," says radio v.p. Jack Jett. Even new coaxial rates will be offset by more and better network shows, while baseball and other spring outdoor events will add local revenues. Baltimore has about 6,000 sets now.

Everybody knows it costs a lot to install and operate TV transmitter equipment (camera tube alone, good for only 1,000 hours, costs about \$1,800). And of

course live program costs can reach stratospheric heights, even without union scales yet fixed. But the sponsor trend is definitely upward, as evidenced by these revenue figures for NBC's New York TV operations cited by sales chief Reynold Kraft before Washington Ad Club Tuesday: 1946, \$100,000; 1947, \$1,000,000; 1948, \$3,500,000 (estimated). Kraft said 17 out of NBC's 21 TV hours weekly are now sponsored or spoken for, reported TV will take 70% of new advertising budget of Disney Hats -- first national advertiser to put bulk of its promotion into new medium.

\* \* \* \*

The guesswork as to costs of installation and operation, hazarded by TV applicants as required in FCC application forms, is reported regularly in our weekly TV Addenda. You get an idea of the variables when CBS quotes \$635,000 for plant, \$42,000 monthly operating cost, in its San Francisco application (TV Addenda 2-F). Applying for same city, among others, Radio Diablo (Addenda 2-E) estimates \$287,500 and \$16,667, respectively; Ed Pauley's Television California (Addenda 2-F), \$276,670 and \$12,500; Leland Holzer (Addenda 2-D), only \$69,000 and \$3,000:

At recent Philadelphia hearing, Gimbels-WIP v. WIBG-Daily News, for city's sole remaining channel, dept. store estimated \$300,000 for plant, \$600,000 first 2 years -- promised to put up a million or more as needed. Rival applicant proposed \$315,067 for construction, \$268,840 first year's operation. At last week's Detroit hearing, WJR v. United Detroit Theatres (Paramount), latter figured \$478,500 for plant excluding land; \$896,000 annual operating cost, of which \$576,000 (\$300 per hour) would go into programs. WJR quoted \$360,000 for plant, \$300,000 more for studio, annual operating cost \$465,252, of which \$145,600 (\$100 per hour) would go for programs. Each proposed starting staff of 50.

Yet Harrisburg hearing brought forth WHP's estimates of \$201,550 for metropolitan station, \$151,550 for community, with \$107,232 operating cost; whereas Harold Bishop proposed \$100,000 plant (community), only \$65,884 annual operating cost.

**RCA vs. DuMONT ON PATENTS:** Looks like the usual period of patent litigation has caught up with TV, reminiscent of radio's early days. Its own patent pool under fire of Zenith in the Delaware courts (Vol. 2, No. 52; Vol. 4, No. 7), threat of Maj. Armstrong suit on FM patents still hanging over its head, RCA this week filed infringement suit against DuMont in Federal District Court, Los Angeles. Also named defendants are Paramount, largest DuMont stockholder; Television Productions Inc., Paramount telecasting subsidiary; J. T. Hill Sales Co., Penny-Owsley Music Co., W. J. Sloane, latter 3 set distributors. Suit alleges infringements of 27 patents covering TV, FM and AM receiver circuits and tubes. Transmitters aren't involved. Filing of suit in area where DuMont has very little distribution as yet came as surprise to all defendants. It's a fact RCA and DuMont haven't licensed one another since beginning of 1947, unable to get together on terms. It's also likely there will now be countersuits, probably involving RCA cross-licensees too. Conway Coe handles patent law for RCA, Darby & Darby for DuMont.

**MORE CHANNELS UP TO INDUSTRY:** "The word" on more TV channels was contained in FCC Chairman Coy's talk before IRE Tuesday. "We at the Commission," he said, "must look to the industry for more rapid developments in this area [more video frequencies]. It is an urgent matter. Soon all presently available frequencies will be assigned." In essence, then, FCC isn't going to move on problem of more TV channels until industry comes to it with specific proposals. So far no one has done more than talk about need (Vol. 4, No. 7-11).

Coy was outspoken about urgency of problem: "A solution of the present sharing arrangements," he said, referring to pending 44-50 mc decision, "will not serve to make the available television frequencies any more adequate for 'a truly nation-wide and competitive system of television' than they are now. If my predictions come true, I expect to see all television channels in the nation's 140 metropolitan areas assigned within the next 12 months" (Vol. 4, No. 7).

Note -- FCC may learn about 500 mc propagation when it junkets to RCA's Princeton labs next week -- probably more on the negative side than any helpful development as yet for "high band" TV.



March 27, 1948

**TALLYING AM-FM DUPLICATION IDEAS:** Maybe it's honest confusion, maybe deliberate misinterpretation, but statistics derived from FMA's duplication survey substantiate stories that AM-FM network affiliates just aren't following networks' instructions on duplication (Vol. 4, No. 12). Bill Bailey totted up replies from 302 respondents, 134 of them network affiliates. He found 84% of affiliates duplicating, but only 44% duplicating full option schedule. Thirty-one per cent opined networks allowed them to pick and choose among commercial shows, 58% said networks did not. Of those duplicating across the board, 32% liked setup, 9% didn't, balance said "wait and see." Regardless of what they thought about network "all or none" policy on commercial shows, great majority of respondents thought availability of network programs was selling sets (46% yes, 6% no) and increasing FM listening (52% yes, 4% no). Few said they were losing money because of policies (6% yes, 75% no). Most wanted to ride along status quo, see how things worked out.

**POW-WOW OF THE SLIDE-RULERS:** Newsmen covering this week's IRE convention in New York groped through technical mazes of manifold presentations on electronics in vain effort to glean popular-appeal stuff. They found pickings very slim in TV and FM. Most newsworthy statement came from DuMont's T. T. Goldsmith who, at press conference, ventured prediction TV receiver prices would be halved within 2 years. That made him even more optimistic than GE's statistically sanguine A. A. Brandt (Vol. 4, No. 12). As for TV transmitting, he looked for interference to grow as more stations go on the air; yet he said he felt the present allocation plan is sound, that improved circuits and antennas will resolve most problems, that indoor receiving antennas will often be adequate.

Antenna expert Andrew Alford, of Harvard, had elaborate presentation showing how to simplify selection of best TV sites, most economical antenna heights.... Federal's A. G. Kandoian told how he stacked 8 elements in circularly polarized TV and FM antennas to get much-needed gain.... North American Philips showed off its Protelogram (Vol. 4, No. 9) which projects 2½-in. tube to 12x16-in. picture, claimed "terrific" demand from major manufacturers (but wouldn't tell us their names), said production starts next month.

In FM, Zenith came up with something that may be hot -- a "gated-beam" tube. Said company's Dr. Robert Adler: "Receivers built with it perform as well as the best in existence but are easier to tune and contain fewer parts, therefore are more economical to manufacture." On further inquiry, Zenith's Chicago officials told us they aren't talking yet about plans for tube. But we're informed it could bring receiver prices down at least to about what ratio detector sets run -- around \$40-\$50 for table AM-FM.... Engineers had good word for REL's FM "Serrasoid" transmitter modulator, said to produce remarkably low noise and distortion.

**TV CHANNEL SWITCHES IN SOUP:** It may be legal, but it's sure going to mess up the works. That's sentiment of many radio law practitioners on FCC's strictly legalistic ruling this week on the TV channel-shifting question -- that separate "rule-making" hearings are necessary whenever anyone proposes rearrangement of any TV frequency assignments. Commission held that since city-by-city allocations are part of TV rules, Administrative Procedures Act requires hewing to legal formula in changing channels. Comrs. Hyde and Jones dissented, latter especially vigorously, on grounds rules specify channel revisions could be made "on proper showing."

Decision muddles Yankee Network application for Bridgeport TV station (unless ruling is overturned). Yankee had withdrawn Hartford applications and asked for that city's Channel No. 10 for Bridgeport. Ruling affects 19 other applications in such cities as Baltimore, Toledo, Providence. Yankee hasn't made up mind yet

whether it will fight decision, or follow FCC recommendation it ask for rule-making hearing. Technically, if rule is followed, applicants wanting to parlay channels will have to: (1) petition for changes and, if accepted by Commission, (2) go through rule-making process and, if successful, (3) go through comparative hearing -- all with possibility of losing out finally. On other hand, FCC could dispense with comparative hearing, if changes even up applicants and available frequencies. Already, Toledo Blade and KVEC, San Luis Obispo, Cal., have filed petitions to add channels to their respective cities.

## SIGHT AND SOUND

Best information on Edwin Pauley's reported interest in purchase of Dorothy Thackrey (*New York Post*) West Coast radio properties—KLAC, Los Angeles; KYA, San Francisco; plus precious CP for Hollywood TV—is that deal is unlikely. This despite efforts to bring TV-struck Harry Butcher (KIST, Santa Barbara) into association with millionaire oilman whom President Truman was unable to keep in his administration and who has applied for TV in San Francisco (Vol. 4, No. 12).

Add TV Sponsors: On NBC Network (5 stations keyed from WPTZ), Motorola Inc., Dr. Roy K. Marshall, astronomer, "The Nature of Things," Thu., 8:15-8:30 p.m., thru Gourfain-Cobb Adv., Chicago. On WNBT-TV, New York, Davega Stores, "Stop Me If You've Heard This One," with Cal Tinney, Lew Lehr, Morey Amsterdam, starting March 26, Fri., 8:30-9 p.m., thru Alfred J. Silberstein-Bert Goldsmith Co. On WCBS-TV, New York, Schaefer Brewing Co., 5-min. sports films before all Dodger home games, thru BBDO. On WABD, New York, Barney's Clothes Inc., 2 spots weekly, April 4-June 29, thru Emil Mogul Co. Inc. On WFIL-TV, Philadelphia, U. S. Rubber Co. (Wire & Cable Dept.), "At Liberty Club," Tue., 8-8:20 p.m.

DuMont's WTTG has finally agreed to move to better and higher location than Harrington Hotel site in downtown Washington (with antenna 45 ft. high). This week it asked FCC approval to move transmitter and antenna to higher site in Arlington, Va., so antenna could be 390 ft. above ground, 655 ft. above mean sea level, 385 ft. above average terrain. Change in height would change radiated powers from 3.62 kw visual to 17.9 kw; 3.42 kw aural to 10.75 kw. Cost would amount to \$75,420.

First deliveries of RCA's 50 kw FM transmitters are now being made to WBRC-FM, Birmingham, and WTMJ-FM, Milwaukee. Former will radiate highest FM power in the world, 546 kw at 880 ft. above average terrain, unless more power is granted to someone else. RCA says 10 or 12 more of the big transmitters will be shipped in next 3 months or so.

Minimum TV-hours-per-week rule has been waived once again by FCC, this time to June 30. Before that date, it's expected FCC will have favorably acted on TBA petition for graduated scale of minimum hours (Vol. 4, No. 11).

First FM set installed in street car by a Transit Radio Inc. member (Vol. 4, No. 5-7, 11) is claim of WWDC-FM, Washington. Station reports better reception in streetcar than in bus.

DuMont's TV transmitter division has appointed Edgar H. Felix recently with Radio Inventions Inc. (Hogan), as Washington equipment sales contact.

San Francisco's KSFO, originally assigned KWIS for its TV grant, after contemplating using KSFO-TV, finally decided on KPIX, got FCC call letter grant this week.

WFIL-TV carried Bruno Walter conducting Philadelphia Orchestra with choir and Haverford, Episcopal Academy glee clubs in 1½-hour Good Friday concert.

Citizens Radio Service (handie-talkie idea) got another flurry of attention after FCC Chairman Wayne Coy announced first Commission approval of equipment at IRE convention this week. Citizens Radio Corp. (Al Gross and Paul McGregor, 1869 Prospect Ave., Cleveland) will make sets to operate in 460-470 mc band. With printed circuit, \$100 set weighs 2½ lbs. Bureau of Standards' miniature master, Dr. Cleo Brunetti, again captured everyone's fancy with his fabulously minute sets; April *Readers Digest* describes his work in reprint of *Popular Science* article by Harland Manchester. Along same lines, Maj. Sherman C. Amsden, 222 E. 38th St., New York City, asked FCC for experimental license to test a "Radio Paging Service," principally for doctors, using 72-76 mc band. Clients would carry small receiver, respond by phone when called.

FM-only operation study covering WCSI-FM, Columbus, Ind., by Art Stringer of NAB's FM Dept., shows monthly income rising to \$5,247 (against operating costs of \$5,720) by November, 1947, with \$65,000 of advance business on yearly basis signed as of December 1947. Cost of plant was \$104,500. Three more FM management studies will shortly be released by NAB, covering WEAW, Evanston, Ill.; WFAH, Alliance, O.; WTMJ-FM, Milwaukee.

TV servicing and test equipment is paralleling spurt in set production. Hazeltine has a picture modulated r.f. generator, principally for manufacturers. McMurdo Silver Co., 1240 Main St., Hartford, is making \$78.50 and \$48.50 sweep generators. Vision Research Laboratories, Box 52, Kew Gardens, N. Y., has one for \$68.50. Latter also builds signal booster called "Tele-Booster" selling at \$26.95—same idea as "Videamp" (Vol. 4, No. 12).

Biggest advertising news of week was resignation of Foote, Cone & Belding from American Tobacco Co. (Lucky Strike) account, which company says won't affect current schedules. Top radio sponsor has been going strongly into TV lately. It's a bit early to estimate effect of change, and new agency hasn't been named yet.

Two new Washington law partnerships were effected last week: Haley & McKenna, Duryea Bldg., consisting of Andrew Haley and James McKenna (who has been Haley's associate for past year); Baker & Thompson, consisting of Philip M. Baker and Charles E. Thompson (latter formerly with Andrew Haley), 1411 Pennsylvania Av. NW.

Attorney Franklin C. Salisbury has severed connections with Andrew W. Bennett, now has own practice at 820 13th St., N.W., Washington, D. C.; phone Sterling 9072. Correct your *Attorneys Directory* (Supp. 11-B) accordingly.

ABC's gross time sales first quarter of 1948 are up 10%—approximately \$11,650,000 compared to \$10,387,004 for same 1947 period. For all 1947, ABC gross was \$43,548,057, up 7.22% over 1946. MBS reports first quarter up 5% over same period last year, but gives no figures.

Baltimore's WMAR-TV has signed to carry 2 Pimlico races daily May 3-15, plus half hour film nightly on each day's meet. No sponsor yet.



**THE SHAPE OF THINGS TO COME:** The pattern of future TV operation, at least as contemplated by NBC, emerges fairly clear now: Gradually, as schedules permit, as sponsors demand video time, NBC is going to duplicate regular network shows with simultaneous sight and sound (Vol. 4, No. 7). The start was made, rather hastily following upon lifting of the Petrillo ban, when Toscanini and the NBC Symphony went on last Saturday -- a thrilling spectacle to music-loving viewers. It went forward Monday night with the Firestone Hour, a sort of quickie to give that veteran sponsor historical distinction of presenting "first telecast of a regular commercial NBC musical program." There will be other "easily adaptable" shows soon -- like Telephone Hour, Cities Service's Highways of Melody, GE's Fred Waring Show, Chesterfield Supper Club. And part of Toscanini concert was repeated from film Friday.

Fact CBS beat NBC to guns by 90 minutes in piping Eugene Ormandy and Philadelphia Orchestra over WCAU-TV and WCBS-TV hookup gave that network credit of being first on time, but N.Y. Herald Tribune critic John Crosby ruled Toscanini performance tops "on points." He called it "exciting and satisfying not only as a concert but as television," remarked on "superb almost legendary face of Toscanini," noted that 3 cameras were used, each with 4 separate ranges which "gave the effect of a dozen cameras playing over the orchestra." We heard one ardent concert-goer remark, while watching Toscanini (Ormandy wasn't piped to Washington): "We'd never see him so closely even if we were at his concert."

There you have the beginnings of an inevitable metamorphosis of the art and business of broadcasting. That its impact is being felt, is manifest in the conversations of nearly everyone concerned with radio, especially sponsors and agencies, to say nothing of fact it has already led St. Louis Post-Dispatch's KSD-TV to decide to stage all its live local shows for simultaneous sight and sound April 3-11 -- a sort of "showcase" effort at a local exposition. Where the new techniques will lead, what they mean to the economics of radio, your guess is as good as anyone's.

**JESSE LASKY IS CONVINCED:** Quite het up about TV after appearing on NBC-TV's "Author Meets Critic" show last Sunday night, veteran movieman Jesse L. Lasky delivered himself of some pertinent observations in an interview Wednesday over Philadelphia's WCAU-TV. Essence of his remarks: Most Hollywood producers are now coming around to belief "product that goes right into the homes of the public" shouldn't be underestimated, should be adapted to their own needs, can be used to help boxoffice and win friends for actors. Trailers will soon be standard advertising on TV. Major studios will soon be making film shorts for TV. For his own part, Lasky said he's going to send stars of his next production into every TV station in the country for personal appearances even before trailers are released -- he's that sold on it as "the greatest salesman motion pictures ever had." Noteworthy was fact that next day WCAU-TV carried commercial trailer promoting premiere of "Miracle of the Bells."

**MORE SELLERS AND MORE SETS:** Unverified reports have it that Sylvania's radio set manufacturing subsidiary, Colonial Radio Corp., Buffalo, is about to produce a line of TV receivers for Sears Roebuck distribution under the Silvertone label. It has long been rumored, indeed Sylvania's chairman Walter E. Poor stated just a year ago (Vol. 3, No. 13), that big mail-order house would step into low-priced TV set field. But Sears' radio supervisor Arthur Chameroy is nothing if not taciturn, so we can't verify yet. On Sylvania's own part, it reports big hike in current production of 10-in. cathode ray TV tubes.

Advent of Sears Roebuck into TV isn't particularly important per se, but it's indicative of increasing interest of merchandise-wise folk in this growing sales field. One by one, old and new brand names are cropping forth with TV, setting up distribution and servicing. In addition to those we've previously reported, on the way are new lines by Crosley (to be previewed in New York March 31), Magnavox (promised in about 90 days), Sonora (now in production), Hallicrafters.

Hallicrafters' \$169.50 receiver (Vol. 3, No. 46) in metal cabinet with 7-in. cathode, 18 tubes, 3 rectifiers, hits Chicago market next week. Similar set in wooden cabinets, called "Press Box", will be marketed at \$199.50 mahogany, \$209.50 blonde. Warranty-service at \$50 is optional. These are reported as fore-

ners to projection type receivers to be added to its Carnegie Hall line. erson, too, is supposed to be readying projection models. And U.S. Television Corp. reports it's shipping its new 3x4-ft. projection model for public lces, to sell at \$2,495, says 50-75 will be produced monthly.

And Tele-tone Corp.'s president John S. Mills says his company never did lim it would put out a TV set "under \$100" as reported, now advises set will be closed April 5, price not yet determined.

**HOOKUP RATES STILL TOO HIGH?** AT&T's new rates for intercity TV (coaxial or micro- ee) are considerably below those it proposed last summer, then withdrew (Vol. 3, c 23, 29) -- but early reactions from TV interests are that they're still way too h. It looks like TVers will protest them, demand FCC hearing which may delay ective date beyond May 1 as ordered (Vol. 4, No. 7), possibly even continuing h-desired "free ride" through June-July political conventions. Organized TV po- sion will be represented by TBA after polling members.

Rates are comparable, dollar-wise, with Western Union's (Vol. 4, No. 11, 12) are for one-way circuit only. Announced Wednesday, they will be filed offi- ally next week, as will downward revision of local loop rates by New Jersey Bell ephone Co., expected to set pattern for other Bell companies. Intercity monthly ges are: \$35 per airline mile for 8 consecutive hours daily; \$2 per airline mile for h additional consecutive hour; \$500 for terminal equipment to connect each sta- on for 8 consecutive hours per day. For occasional service, rates are: \$1 per line mile for first hour, 25¢ per airline mile for each additional consecutive minutes; \$200 per month for terminal equipment to connect each station, plus \$10 or hour of actual time used.

These charges do not include local loop rates (for connections to each sta- on) nor sound portion of TV transmission. Sound rates are same as for aural adcasting: \$6 per airline mile for Class A lines (100-5,000 cps), \$8 for Class 1 (50-8,000 cps).

Monthly charge for New York-Philadelphia (83 mi.) would be \$3,905, not in- duding loops averaging \$325 per station (figuring 3-5 mile connections). On longer nals -- New York-Washington, for example -- mileage is measured on airline point- t-point basis, so presumably networks would incorporate pro rata costs in affilia- on deals with individual stations, as in AM, in way cities like Philadelphia, Btimore, etc. One network has estimated New York-Washington hookup would cost \$,315 (not including local loops) as against previous AT&T proposal of \$12,480.

**NETWORKS PRESS FOR VANTAGE:** Network and prospective network "romancing" with stra- tically-placed TV operators and grantees bore fruit in ABC signing 2-year affilia- on contract with Philadelphia Inquirer's WFIL-TV. CBS's pact with Philadelphia Biletin's WCAU-TV was formally concluded, too. Next, ABC probably will also sign Washington Star's WMAL-TV, and it's working hard on Baltimore Sun's WMAR-TV, both also eagerly sought by CBS. Despite publicity claims, however, that doesn't make ABC a TV network yet, though it announced April 5 starting date of half hour per week (programs not named) keyed from WFIL-TV, indicated this will be boosted to 5 ars per week, is now asking for segments of coaxial time for hookups.

Important thing is that ABC, like CBS, has put the heat on TV activities, adding staff (hired 4 production men this week, 3 ex-CBS), is out competing seriously with CBS and DuMont for affiliates. Its own New York WJZ-TV won't be ready before Sept. 1, studio site not yet announced though antenna site atop Chrysl- r Bldg. will be shared with CBS. It has also promised the 4 other TV stations of its own (Detroit, Chicago, Los Angeles, San Francisco) will get going this year.

Others are busy, too, trying to align TV affiliates -- with CBS holding seminar of all its aural affiliates next Wednesday, March 31, to urge them to get to TV and offer advice. But network picture thus far, aside from NBC's Sche- ctady-New York-Philadelphia-Baltimore-Washington hookup, soon to be augmented with Boston and Richmond, reveals CBS with New York-Philadelphia stations only, DuMont with New York-Washington -- both making their service available to other stations on no-contract, per-program basis.