

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING AND  
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ARTS AND INDUSTRY

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# Television Digest

## and FM Reports

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February 5, 1949

**MORE OIL MONEY TAPPED FOR TV:** Texas-Louisiana oil money is back of more applications for new TV stations, to be filed shortly despite freeze. Walter W. Lechner, Dallas oilman and politico, will apply for Dallas -- making it 5 seeking one remaining channel (under original allocations). He will also apply for Houston, making it 5 for 3. Shreveport oilman-contractor Ben Beckham, applicant there (Vol. 4:21), is preparing to file for Nashville, making it 4 for 3; Knoxville, first for 4; Chattanooga, first for 4. They're latest among moneyed Southwest interests new to radio, usually oil millionaires, casting eyes on TV. Some already hold CPs: for Dallas' KBTB, San Antonio's KEYL, Phoenix's KTLX. Others are applicants, among them: Glenn McCarthy, for Houston (now owns KXYZ there); Alf Landon, for Denver; Homer Snowden, for Denver, Oklahoma City, Shreveport; E. C. Lawson, Wichita Falls, Tulsa; Thomas Payne, for Brownsville; Texas Gov. Beauford Jester with James Nash, Herman Heep, David Roche, for San Antonio, Austin, Corpus Christi; estate of late W. Harry Johnson (son-in-law Wm. Ramsey carrying on), for Shreveport, Little Rock, Oklahoma City, Memphis, Jackson, Miss. (For further details, see TV Directory No. 6.)

**10-in. PRICES TRENDING DOWNWARD:** Spokesmen for RCA and Philco, biggest of the TV set makers, agree informally that 10-in. table models are headed downward in price -- perhaps to level of around \$300 -- though neither company has any present plans to reduce theirs. They insist they could do so only at sacrifice in quality. On the other hand, Olympic came out this week with new "Cruizair" model at \$229.95, Bowers went into Pittsburgh-Reading market with \$275 unit. And in recent weeks, there have been such quotations on 10-in. table models as (all described in our TV Directory No. 6 unless otherwise indicated): Tele-King, \$189.95, though not yet on market (Vol. 5:2); Major, \$265; Emerson, \$269.50 (Vol. 5:2); Telequip, \$269.75; DeWald, \$275 (Vol. 5:4); Sparton, \$285 (Vol. 5:2); Hallicrafters, \$289.95; Belmont, \$299.50; Farnsworth, \$299.50; Motorola, \$299.95. Private brands also are mostly under \$300. ✕

**UPCOMING NEW & SECOND TV STATIONS:** New TV markets opening up during next few months are Dayton, Columbus, Miami, Erie, Providence, Oklahoma City, Lancaster, Pa. -- with Dayton's WHIO-TV, for all practical purposes, already on the air carrying films, boxing and some commercial accounts while testing preparatory to formal T-Day Feb. 23. You can look also, during next few months, for hyped markets in Atlanta, Dayton, Cincinnati and possibly Minneapolis-St. Paul. All are now one-station towns getting second stations, and it's an axiom in the trade that competition and more program choice soon translate into greater demand for receivers.

WHIO-TV's Leonard Reinsch reports its Channel 13 test signals very gratifying, with reception in Hamilton, Springfield, Greenville, Sydney, and so far only one interference report (with WSPD-TV, at Lima, 75 mi. away). Crosley's WLWD in Dayton and WLWC, Columbus, are due to test by March 1, linking via microwave with WLWT, Cincinnati -- and in October Dayton will tap the coaxial to pipe network service to this 3-station hookup. Meanwhile, WLWT on March 15 goes into daytime programming, will run 10 a.m. to 6 p.m. and 7:30 to conclusion daily except Sundays when schedule will start at noon.

New markets as well as second-station markets are naturally being eyed closely by the set distributors, with promotional campaigns already planned for

these cities and dealer meetings being held with manufacturers. In second-station category, Atlanta's WAGA-TV (George B. Storer Jr., manager) now reports technical vicissitudes about overcome, Channel 5 transmitter and studio completed, March 1 commercial start. On air since last September, Atlanta Journal's WSB-TV, on Channel 8, is enjoying good receptivity -- one Southern correspondent (in no way connected with the Cox interests) reporting to us:

"Small towns 53, 78 and 135 mi. out are picking up useable signals [from WSB-TV]...and the enthusiasm of men at these points for TV portends good news for the pioneers in the rural markets."

Miami's embroiled WTVJ wires "guesstimate pattern date Feb. 21, commercial April 1." It must go to lower power than initial installation (Vol. 5:5), and GE engineers are hard at task.

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Dropping its CP for TV, as it recently did for FM, Utica (N.Y.) Observer-Dispatch (Gannett) stated as reason: "Too much uncertainty surrounding immediate future of television." Also, that Utica-Rome area, ranking 68th among U.S. markets, will get service from projected WKAL-TV (Kallett movie chain). Whether other Gannett applications -- for Rochester, Hartford, Elmira -- will pull out, no one could say. Big newspaper chain's withdrawal recalls action of Portland Oregonian last Feb. in turning in CP (Vol. 4:5) -- but that newspaper reapplied in April (Vol. 4:17).

**NEW TUBEMAKERS & RADICAL NEW TUNER:** Three new makers of TV picture tubes, to add to list on p. 53, TV Directory No. 6: Farnsworth -- president E. A. Nicholas says Fort Wayne plant is now producing 10, 12½ and 16-in. (mostly 12½ at moment) for its own supply. American Television Laboratories Inc., 433 E. Erie St., Chicago (U.S. Sanabria), now in limited 10-in. production, supplying mainly Westinghouse and said to have some sort of tieup with Tung-Sol. Taylor Tubes Inc., 2312 W. Wabansia, Chicago (J. H. Worrell), not yet an important factor. Other news notes of the TV trade:

H. L. Hoffman, president of Hoffman Radio, Los Angeles, big factor in Pacific Coast markets, has "revolutionary new tuner" (neither turret nor switch type), which he revealed while in East recently; no details divulged, but he claims it's superior in sensitivity and signal-noise ratio, can be produced at low cost, will simplify uhf receivers...Sears Roebuck's Silvertone TV (Vol. 4:49-51) is moving into other Sears stores than Chicago, made first appearance in Washington Feb. 3; it's 10-in. console with AM, push-button tuning, 28 tubes, 4 rectifiers, sells at \$395... Farnsworth now in industrial TV on assembly-line basis, reports it has made about 100 installations, mostly for Govt...Farnsworth's new reduced prices on Capehart TV line: 10-in. table, \$299.50; 10-in. console, \$369.50; 10-in. console, \$495; 10-in. console with AM-FM-LP, \$865 (12-in., \$895); 10-in. console with AM-FM-LP, \$1,165 (12-in., \$1,195); 10-in. breakfront with AM-FM-LP, \$1,065 (12-in., \$1,095). For previous prices, etc., see Part 8, TV Directory No. 6.

Another new TV set manufacturer: Pioneer Television Co., 3219 Woodland Ave., Philadelphia (Wesley F. Holden), announcing projection club model, 7 sq. ft. image, at \$1,395; 15-in. direct view, \$795; 20-in., \$1,395; later 10-in. with built-in magnifier, \$425...Source of some if not all of Muntz TV Inc. receivers, featuring 10-in. at \$299.50, disclosed as Howard Radio; flamboyant Los Angeles used car dealer turned TV retailer (Vol. 4:48) promises one-knob control, built-in aerial...Remington offering its Rembrandt table model, 12-in. with FM, at \$395, or \$100 below list, as "get acquainted offer"; its 12-in. console (Model 1606) is priced at \$495.

Westinghouse's first 16-in. will be fine-furniture piece, with AM-FM-LP (3-speed) priced tentatively at \$675, due on market in about 60 days...Scott has incorporated 12x16-in. projection (Protelgram) into its famed radio-phono 800BT, and has priced it at \$1,975...Olympic reports 12-in. table model at \$369.95, same in console \$399.95...Bowers Radio & Television Co., Reading, Pa., in addition to new 10-in. at \$275, announces 16-in. console at \$495; 10-in. console with AM-FM-phono, \$525; 10-in. breakfronts with AM-FM-phono, \$1,250 and \$1,500 -- all models also available with 12-in...Ansley's new 15 and 16-in. line includes TV-only console at \$595; 3 consoles with AM-FM-LP, at \$945 and \$995, depending on furniture.

Pennsylvania telecasters and prospective telecasters are girding for all-out legal fight against State Motion Picture Censor Board's regulation requiring all movies for TV must undergo same pre-exhibition censorial scrutiny as theater films, fear precedent for other States. Philadelphia's 3 stations, Pittsburgh's one have huddled with counsel, who advised FCC alone has jurisdiction under interstate commerce and communications acts. Counsel may seek declaratory judgment to halt regulation. Counsel are Theodore Pierson, WCAU-TV; Morton Wilner, WFIL-TV; Henry Weaver, WPTZ; Thad Brown, WDTV; John Midlen, Steinman stations.

JTAC's report on troposphere and vhf allocations, titled *Proceedings of the JTAC, Vol. II, Allocation Standards for VHF Television and FM Broadcasting*, presented at Nov. 30 hearing (Vol. 4:49), is now available in bound form at \$3 per copy. A few copies of Vol. I, *Utilization of UHF for Television*, are still available at \$7.50. Write L. G. Cumming, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

CBS cut dividend rate from usual quarterly 50¢ to 35¢ per share payable March 4 to holders of record Feb. 18, statement after Feb. 2 board meeting explaining reduction was "to conserve cash reserves for capital requirements in the development of TV network and TV station operations." For 52 weeks ended Jan. 1, CBS reports net income of \$5,041,700 (\$2.94 a share) after taxes and all charges, which compares with \$5,920,100 (\$3.45) for the 53 weeks ended Jan. 3, 1948.

TV industry charged AT&T with monopoly in proposed findings submitted this week to FCC on interconnection ban case (Vol. 4:49), said ban would preclude TV's development of microwave facilities for intercity networking, essential for video's growth, charged AT&T's proposed expansion is inadequate for present and future needs. Briefs filed by TBA, DuMont, Philco ask Commission to force AT&T to accept interconnection with private lines or other common carriers (Western Union also party to case). AT&T reiterated ban is proper, prevents "costly" duplication and inefficient use of frequencies. Commission is expected to issue initial decision in 30 days.

Shattered shibboleth of the networks: Last holdout NBC announced Feb. 3 that it, too, will permit use of transcription or tape recordings. And an observation by ABC's Mark Woods, reported by AP from San Francisco Feb. 3: "We expect them [stars who moved to CBS] to help CBS become the most popular network for a year or so, but we are negotiating for outstanding stars, too."

ABC sunk reported \$400,000 into 26-episode filmization of Gen. Eisenhower's best-selling *Crusade in Europe*, telecasts first of the 2-reelers in March, no sponsor yet announced. ABC gets exclusive TV rights for 21 months. Deal was announced with joint fanfare by ABC, 20th Century-Fox (holding film rights), March of Time (making series), Doubleday & Co. (publisher).

Mexico's XEWA, on 540 kc in San Luis Potosi, has begun operating with about 5 kw, in spite of understanding that it would hold off pending "clarification." Original notification to NARBA specified 150 kw. Meanwhile 31 U. S. daytimers on Mexican clear channels (Daytime Petitioners Assn., Howard B. Hayes, WPIK, Alexandria, Va., president) asked FCC to let them go fulltime.

More network traffic on AT&T's New York-Chicago microwave relay (due next year) than now carried by New York-Boston system is expected from use of new triode tube. As described by Bell Labs scientists at New York IRE meeting Feb. 2, tube allows passage of 3 times bandwidth permitted by New York-Boston microwave.

Showdown fight on LP records and changers (Vol. 5:5) was manifest anew this week as Columbia went all-out on national ad campaign, starting in New York this week, to sell its 33 $\frac{1}{3}$ rpm player and records—with phono manufacturers, retailers, consumers caught in middle. RCA remains adamant about sticking to 45rpm, claiming its LP record is "last word" in music reproduction. In fact, it won't put 33 $\frac{1}{3}$  changer in its consoles, one executive calling 3-speed motors "Rube Goldberg stuff" — though Philco, Westinghouse, Farnsworth, Scott and others intend to incorporate such device (Webster, V-M also manufacturing). RCA combinations will have separate 78rpm and 45rpm turntables.

Emerson Radio's net sales for fiscal year ended Oct. 31, 1948 were \$30,926,842, net income after taxes and all charges reaching record high of \$2,401,769, or \$3 per share on 800,000 capital shares outstanding. Sales were under 1947's fiscal \$32,658,122 but net income was somewhat better than 1947's \$2,263,024 (\$2.82 per share). Now in full TV production (predicted at 200,000 this year), Emerson reports January volume of orders greater than any previous peacetime January. Profusely illustrated Emerson report to stockholders shows consolidated balance sheet as of last Oct. 31 listing current assets at \$11,667,518, current liabilities at \$4,223,967, compared with \$10,746,183 and \$5,008,596, respectively, a year earlier.

Looking to \$100 million business in 1949, Admiral's ad manager Seymour Mintz said in Chicago this week that advertising and promotional campaign this year will run \$8,000,000 (compared with \$5,000,000 last year)—\$6,000,000 for cooperative newspaper advertising, \$1,250,000 to newspapers, \$750,000 to TV. Sunday, Feb. 6, full page ads are scheduled for 36 newspapers in TV markets.

Value of TV to manufacturers was pointed out by RMA president Max Balcom (Sylvania), speaking Wednesday at RMA Town Meeting of Radio Technicians in Atlanta, to illustrate TV's importance to servicemen: Though TV accounted for only 10.4% of November's set production, it brought in 45.9% of dollar volume. For all of 1948, it's estimated figures were about 6% and 33%, respectively.

Apropos nothing at all, unless it betokens "talk-down-TV" policy on part of FMA, that association's new president Wm. E. Ware, in an FMA press release Feb. 3, asserts: "We don't happen to believe that anything as modern as FM radio or as reliable as the human ear is going to become obsolete, *even if people's eyes become distended while watching for the promises of television.*" (Italics ours.) Gratuitous fling was part of notice of "FM Time Sales Clinic" set for New York April 1.

As excited as a youngster, manager Ben Strouse, of Washington's WWDC-FM, reports 26% of available time sold on his transit FM operation though it hasn't even started. Of course, he says, beginning rates are pretty nominal since initially only 20 vehicles will be equipped. "I've been trying to crack department stores for 7 years," he said, "finally gave it up as a bad job. Now they're coming to me, trying to sell me on the wonders of transit FM." Big advertiser General Mills has set aside \$35,000 for testing transistcasting in various cities.

New York Times stated Feb. 5 that Eddie Cantor and Ed Gardner (Duffy's Tavern) are latest comedians "reportedly in the throes of negotiations with CBS." Also, that there's chance Milton Berle "may move his video show to CBS next fall."

Radar transmissions for troposphere tests on 507 mc have been begun by RCA from Wardman Park Hotel site in Washington (Vol. 5:4), 9 a.m.-1 a.m. daily.

Personnel notes: Paul Mowrey goes to West Coast to set up staff and operation of KECA-TV and KGO-TV for ABC, when he returns from South American vacation cruise about March 1; whether he will remain there hasn't been decided . . . John H. Mills promoted by NBC-TV to asst. director, TV field program activities . . . Louis Hausman named director of CBS advertising and sales promotion under v.p. Victor Ratner . . . TBA appoints newsman Dan Regan to expanded staff, plans monthly program exchange service and Washington reports . . . James D. McLean, ex-WPTZ, appointed manager of Philco Industrial Division, handling development and sale of electronics equipment to Govt., also commercial products, including TV station equipment . . . Bert Taylor takes over management of DuMont Transmitter Division, with Bob Kessler as asst. mgr., W. H. Mulligan engineering mgr., C. E. Greenwood manufacturing mgr. . . . Leslie Arries Jr., now at WTTG, Washington, named operations mgr. of WDTV, Pittsburgh; he's Northwestern U engineering graduate, son of DuMont's sports chief.

Network sponsorship notes: Textron Inc. sponsors *The Hartmans* on NBC-East Coast Sun., 7:30-8 p.m., starting Feb. 27, taking former Admiral spot; new *Admiral Broadway Revue*, Fri., 8-9, won third place in New York Hooperatings (54.5) after its first show Jan. 28 . . . Electric Auto-Lite Co. sponsors TV version of CBS mystery series *Suspense* on 10 CBS-TV stations, Tue., 9:30-10 p.m., starting March 1 . . . *Camel News Caravan*, in new format, Mon.-Fri., 7:45-8 p.m., starts Feb. 16 on combined NBC East-Midwest (14 stations), with John Cameron Swayze as commentator plus film . . . Milton Berle off *Texaco Star Theater* for at least month, due to virus infection.

Station sponsorship notes: First sponsor on Dayton's WHIO-TV, when it turned on test juice Jan. 30, was Gem City Building & Loan Assn., which prompted its ad agency Kircher, Helton & Collett Inc. to place ebullient ad in *Dayton News* reporting it already has "23 different TV commercials in various stages of production . . . for clients who sense the opportunities of this exciting new medium" . . . Philadelphia's Yellow Cab Co., owned by Leon and Ike Levy, sponsoring *Court Is In Session* on WCAU-TV, Fri., 9-10 p.m., originating from City Hall court rooms . . . National Shawmut Bank, Boston, has signed with WNAC-TV for 624 more *Shawmut Weather Forecasts*, 5 min. twice nightly, and *Shawmut Nightly Newsletter*, 10-min., 5 weekly . . . Standard Oil of Kentucky buys Telenews-INS Newsreel on WAVE-TV, Louisville.

Young & Rubicam, ranking fourth in network time billings last year (Vol. 5:3), whose Dr. Peter Langhoff has been one of earliest, most alert surveyors of TV scene, took full page ads in major New York newspapers Feb. 2 (including *Wall Street Journal*, *Variety*) to point out that it produces 5 of 10 top-rating TV shows, used striking photo of TV camera and cameraman as illustration.

NAB Reorganization Committee (Vol. 4:46,5:1) didn't arrive at any conclusions regarding functional revision of NAB structure, but did consider at length place of TV in any new setup. Committee met Friday, may meet again before NAB board meeting Feb. 14 at New Orleans' Hotel Roosevelt.

Televising of Congress on regular schedule, proposed by Rep. Lane (D-Mass.), recalls repeated bills and proposals over last 25 years for broadcasting Congress—all of which died natural deaths. Ex-Secretary Ickes once even got behind proposal for govt. radio network but it also died aborning.

TV topics for RMA-IRE technical meeting in Philadelphia's Benjamin Franklin Hotel April 25-27 include recording techniques, industrial TV, new visual modulator. IRE president Stuart Bailey is speaker at April 26 dinner.

"You can take away my meg and my mike; from here on it's me for television—and I'm going to produce television films—and do it the new way, conforming with both the techniques and budgets of video." Thus TV film producer Rudy Vallee (Vallee-Video), speaking before American Television Society Tuesday. We haven't seen any of his recently finished products, but United Artists' John Mitchell reported to Television Film Conference in New York last week (Vol. 5:5) that "Vallee is coming along fast, in the right direction."

Special 38-p. TV section of Jan. 31 *Advertising Age* does very creditable job of rounding up such reference material as TV stations on air (though it says 58 as of Jan. 15, whereas actually there were 54; lists 66 CPs, as against actual 70). Section also carries list of current commercials on most TV stations; list of TV "producing units and wares"; list of ad agency radio executives "currently concentrating on TV." Telecasters, agencies and sponsors should find this data particularly valuable.

Commenting on that new French TV pickup tube, the "Eriscope" (Vol. 4:43), ABC's Western Division director of TV programming Richard J. Goggin says *Christian Science Monitor* story wasn't quite right. In Paris last year, he talked about tube with Andre Ory, chief of TV for Radio Diffusion Francaise, reports that it weighs nearer 1 lb. than 6, is 10-12-in. long, can be adjusted to scan 405, 819 or 1031 lines.

Directory of mobile radio systems featured in January issue of Milton Sleeper's *FM-TV Magazine* (formerly *FM & Television*) is useful to engineers and manufacturers who need to keep track of all stations. Listings include company names, addresses, frequencies, call letters and no. of units operated by taxis, public utilities, limited common carriers, special services.

New book for TV servicemen: *Practical Television Servicing*, by J. R. Johnson (ex-managing editor of *Radio Maintenance*) and J. H. Newitt (ex-project engineer of Federal Telecommunications Laboratories). Authors base 334-p. volume on their experiences operating service shop. Publisher: Murray Hill Books, 232 Madison Ave., New York (\$4).

Directory of colleges offering radio-TV courses will be available shortly from U. S. Office of Education. TV engineering is offered by 28 schools, TV programming by 33—out of 410 reporting radio and TV courses. Copies are obtainable from Mrs. Gertrude G. Broderick, Office of Education, Federal Security Agency, Washington 25, D. C.

That TV can't hurt eyes is substantiated by AP interview with Dr. Franklin M. Foote, executive director of National Society for the Prevention of Blindness, who points out, as did Washington's Dr. Benjamin Rones (Vol. 5:2), that people with eye defects may be troubled by sustained viewing, but that they'd be troubled by reading or anything else which demands hard work from eyes.

Army has set up TV library at Signal Corps Photographic Center, Long Island City, to "meet demand by TV stations for official motion pictures." Films are obtainable from PROs in the 6 Army area headquarters: Governors Island, N. Y.; Fort Meade, Md.; Fort McPherson, Ga.; San Antonio, Tex.; Chicago; San Francisco.

Two worthwhile brochures available from CBS are *You and Television*, a radio interview with president Frank Stanton, and *The Unique Baby*, research director Oscar Katz's excellent disquisition on TV research (Vol. 4:44).

To serve TV stations along with churches, schools, industrial firms, etc. with 16mm film, Esquire Inc. (Esquire, Coronet, Apparel Arts magazines) has purchased 62% interest in Ideal Pictures Corp.

**STORM SIGNALS FROM CAPITOL HILL:** With big Ed Johnson (D-Colo.) firmly in saddle as chairman of Senate Interstate Commerce Committee, there's likelihood of Congressional heat over TV as well as clear channel AM (Vol. 5:5). Though confessedly short on technical radio knowledge, Sen. Johnson is long on "public interest" as he sees it -- and on rights of the smaller timers. Energetic committee assistant Ed Cooper keeps him filled in on details. Also, Montana broadcaster Ed Craney, leader of anti-clear channel forces, was in evidence on Capitol Hill this week. Here's essence of Sen. Johnson's thinking, as distilled from interview Thursday:

Relationship of AM and TV: Broadcasters should have preference over newcomers in securing TV channels to allow gradual transition into TV -- a legitimate and logical growth. FCC Chairman Coy is wrong in belief that joint AM-TV operators will find positions economically untenable, drop one or other (Vol. 4:43). Small operators should be allowed to telecast only as many hours as they deem advisable. Uhf: Big boys are trying to fob it off on little fellows, must be forced to develop it -- take away their vhf channels if necessary.

Multiple ownership of TV stations: Why should anyone have more than one? But perhaps that isn't practical. At all events, number of stations owned should be subject to change whenever warranted. Station ownership by movies: No particular objection -- but neither movies nor anyone else should have monopoly. On color TV: It should not be ruled out -- and public should be told its sets may become obsolete. Stratovision: Not as a telecasting service. It's more monopolistic even than AM clear channels. As a relay only -- fine.

Since committeemen Tobey (R-N.H.) and McFarland (D-Ariz.) go along with Johnson on many policies, particularly "monopoly," there's nucleus of powerful pressure on FCC and industry. Johnson says he'll recommend legislation only as last resort. Incidentally, you can assume Tobey will resume his implacable pursuit of RCA and his championing of friend Maj. Armstrong. On House side, no outward signs yet of any ferment over TV or radio, except for Rep. Lemke's low-band FM bills (Vol. 5:4).

**PLANNING BEYOND VHF FREEZE BREAKUP:** JTAC, for one, sees no way of avoiding extensive mixture of vhf and uhf. In fact, at Thursday's meeting, it was working on estimates of how much uhf spectrum is needed to supply first 140 markets with 2, 3, 4 or 5 channels. It expects to forward findings to FCC Chairman Coy about Feb. 14. JTAC's thinking is obviously at variance with original informal proposal of RMA committee, sparked by Dr. DuMont, which felt intermingling should be the exception rather than rule (Vol. 4:52). However, DuMont's plan seems to be having rough going, is still being mulled over. Whether two groups can get together, it's hard to say.

Ad Hoc Committee on vhf propagation still hasn't come up with report for FCC, may take another couple weeks even though Coy wanted it this week. But committee members say there isn't any strong disagreement holding them up, state they're pretty well agreed on how to use available facts, though meager on some facets.

Note: Look for significant uhf move by major manufacturer, proposing practical field tests of low cost transmitting-receiving equipment in an important but channel-tight area. We'll have more on this soon.

**THE TV CHANCES OF THEATER OWNERS:** For somewhat different reasons from those handicapping producer-ownership of TV stations, motion picture theater owners now know they too have one strike against them when they apply for TV and must compete with other applicants for grants. Whereas anti-trust legalities face the producers (Vol. 5:5), local theater owners face fact FCC seeks "diversification of interests" -- for example, has usually been sympathetic, other things being equal, to non-broadcaster, non-newspaper applicants. This familiar point was made by Chairman Coy Jan. 31 at Theatre Owners of America board meeting in Washington. At same time, though, Mr. Coy disavowed any FCC prohibition against granting TVs to movie exhibitors.

Though TOA board adopted its TV committee report urging local theatermen to get into TV, also instructed committee to go ahead with plans for securing exclusive theater-TV frequencies (Vol. 5:5), it took rather anomalous position on use of films by TV. It called on producers and distributors not to rent recent film features to

TV stations. TOA spokesmen explained, quite frankly, that theater showings of films are more profitable, said stations can gain by promotion of films. All of which recalls argument in anti-newspaper cases, namely, that rival media in hands of same interests won't be adequately competitive. Nevertheless, from mere handful a dozen years ago, radio station ownership by newspapers has risen to about one out of 4.

Note: Of the 54 presently operating TV stations, only ones identified with movie ownership are KTLA, Los Angeles, and WBKB, Chicago (Paramount); KLAC, Los Angeles, under sale option to Warner Bros. Of the 69 CP holders, only 2 are identified with movie interests, both exhibitors: WTVJ, Miami (Wometco chain); WKAL-TV, Rome, N.Y. (Kallett). Of the 311 applicants, 9 producers, 5 exhibitors (Vol. 4:41).

**TV TRENDS, FACTORY & MARKETPLACE:** RMA's estimated output of TV receivers during first week in January runs somewhat under 30,000, which would indicate slackened production pace as 1949 started. But full month's figure won't be available for several weeks, and slow start may be attributable to seasonal softening of market. From the factories, story is largely one of "reconversion" for new models, continued limited supply of picture tubes, little change yet in the virtually static tin supply for solder, capacitors, resistors, tubes, chassis, etc. (Vol. 4:52).

Philco's quantity output of 7-in. sets marks return to field it forsook last autumn, which Hallicrafters, Motorola, Admiral have proved has real price appeal to lower income families. Deliveries of Philco's Model 702 at \$189.50 are promised in about 2 weeks. Glass maker Kimble, too, attests that 7-in. bulb orders have mushroomed lately, despite announcement of GE's new 8½-in. (Vol. 5:4) which neither GE nor any other manufacturer has yet put into any commercial set.

Significant is Sylvania's estimate that 86% of this year's TV sets will be 10 and 12-in. -- this despite RCA's metal-coned 16-in., now moving to dealers. Its impact on market can only be conjectured this early. Philco, also planning a 16-in., is meeting larger picture appeal with console-consolette models having 10-in. expanded to 60 sq. in. and 12-in. to 90 sq. in. (Vol. 5:2), insists latter picture is as large as any average home wants. RCA continues to eschew 12-in., has no 7-in. plans either, though it's big maker of 7-in. tubes for other manufacturers.

RCA and Philco still place great store by projections, though demand certainly doesn't reflect great popular appeal. As for continued price-cutting, despite fair trade law and franchise crackdowns, it's still rampant throughout the trade -- in bigger TV cities the rule rather than exception. It's blamed on "habits" of radio business, zeal of dealers for quick cash turnover. As one industry leader put it: "They used to pick up a \$10 bill and run; now it's a \$100 bill."

**HEARINGS ON THE 'LAGGARD' CASES:** Story of CP holder in search of an angel, somewhat akin to experience of promoter of Miami's WTVJ (Vol. 4:44), was unfolded before FCC Examiner Hugh Hutchison at 3-day hearing this week (resuming Feb. 9) on Raytheon's alleged lack of diligence in getting Waltham TV (WRTB) on the air. Grant was made May 16, 1946. Raytheon president Charles Francis Adams recounted site problems in 1946, then company's 1947-48 financial woes leading to search for partner with radio know-how. After agreement with publisher Basil Brewer (WNBH, New Bedford) fell through (Vol. 4:42), Raytheon scoured financial circles, finally agreed to sell to CBS (Vol. 4:44). Now, its business much better, company says it would go ahead on own if CBS sale is denied, claims it could get going in 2 months, says it has spent \$474,944 all told on whole TV project, though admitted open market value of equipment now would be \$254,401.

Case is complicated by rival Meredith bid under Avco procedure (Vol. 5:3), also by fact 7 now-frozen Boston applicants want channel thrown back into post-freeze competitive pot. FCC has also set hearing dates in other so-called "laggard" cases: March 21, WUTV, Indianapolis (Vol. 5:3,4); March 28, WRTV, New Orleans (Vol. 4:43,5:3) -- both in Washington. Still set for Feb. 28 is hearing on proposed sale to Crosley of WHAS, Louisville (Vol. 5:5), with Fort Industry and Bob Hope competing. WHAS-Crosley have petitioned to abolish Avco procedure, but this week's denial of Washington Post-CBS petition for waiver of Avco rule in sale of WINX, Washington (Vol. 5:3) may be indicative of FCC attitude.

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**INTERCITY TV FOR PACIFIC COAST:** Transcontinental TV hookups may be 3 years or more away (Vol. 4:24) -- but that doesn't mean Pacific Coast intercity links will wait. This week, Pacific Tel. & Tel. asked FCC to approve \$2,500,000 Los Angeles-San Francisco microwave relay project (average station cost: \$240,000-\$290,000) and said it should be operating within year or so, or early in 1950. Not unlike AT&T's current New York-Chicago microwave relay project, also due to get going in 1950 (Vol. 4:45), except that it traverses rougher terrain, West Coast Bell company proposes 9 hops for initial dual circuit. Relay channel would be 20 mc wide in 3700-4200 mc common carrier band, each link putting out 1 to 2-watt directional beam. Longest hop would be 65 mi., unusual for microwave links. Proposed pickup locations and mileage, starting from Los Angeles: Oat Mt., 28 mi.; Cottonwood Peak, 38; Grapevine Peak, 8; Temblor Range, 57.2; Pyramid Hills, 37.5; Joaquin Ridge, 40.4; Panoche Mt., 35.5; Mt. Oso, 65.1; Mt. Diablo, 39.8; San Francisco, 28.8.

**BRIDGEPORT AS 'GUINEA PIG' FOR UHF:** Wraps are off that "significant uhf move" we could only hint about (Vol. 5:6) -- and it really is significant. NBC filed for experimental station in Bridgeport, Conn. (15-20 kw ERP, 529-535 mc), to operate as fulltime satellite of its New York WNBT, about 50 mi. away. It's the first uhf station intended to provide a permanent signal for public reception, rather than for solely developmental purposes. Aim is to be on air before end of year.

Joint NBC-RCA effort is logical development of idea projected by NBC's executive v.p. Charles Denny at 1947 NAB convention (Vol. 3:38). Then FCC chairman, he suggested "clusters" of satellites feeding off central stations.

Bridgeport will thus be proving ground for uhf transmitters and receivers. It was picked (rather than Trenton, as first planned) because it's beyond 500 uv/m contours of vhf stations. Transmitter was designed with eye to line production of commercial unit to sell under \$100,000. Power of 800-1,000 watts is achieved with cluster of 100-watt tubes, differing from Washington single-tube experiments (Vol. 4:37 et seq). Antenna is "stovepipe" with gain about 20. Estimated construction cost is \$220,000 (\$175,000 for transmitter, \$45,000 for antenna), first year's operating cost \$36,000. NBC wants to call it "Station WNBT-1."

Receivers will be new, not converters, will be sold to public, should be priced in vhf set ranges, may even include vhf channels inasmuch as Bridgeport gets some vhf service (plan is to pick up WNBT Empire State transmissions direct, use relay only if this doesn't prove up). Bridgeport should also prove out Zenith present and DuMont prospective uhf sets, or anyone else's. Zenith's presumably should be easily adapted, its much-controverted turret tuner (Vol. 4:47) proved or disproved under such actual field tests. DuMont says it will have limited production of 475-900 mc continuous-tuning converters in few weeks, is ready to make vhf-uhf composite receivers commercially whenever demand warrants.

Question of 5-station limit rises immediately, since NBC already has 5 vhf. NBC-RCA say they have no present intention of asking for waiver to make test station NBC's 6th commercial outlet, will cross that bridge when they come to it. Philco, also hot on satellite idea, offers microwave relays some stations would need -- a major reason for its fight against AT&T interconnection ban (Vol. 4:49). Philco has

tried to get uhf transmitter from both DuMont and RCA. Former took order but called it off later. RCA wanted \$250,000, including sharing of development costs, and Philco couldn't see that.

RCA says it will see how Bridgeport transmitter works, then take orders. But it's certain that, regardless how much FCC pushes uhf, we will be well into 1950 or later before uhf actually is factor in TV coverage.

Note: Two other applicants for uhf experimentals filing this week were Scranton Times' WQAN and WCFI, Pawtucket, R.I., both using consultant Jim McNary to conduct propagation studies with pulse transmission, 5 kw on 515 mc.

**FARNSWORTH DEAL PUTS IT&T INTO TV:** IT&T's projected purchase pulls Farnsworth off financial shoals, assures Capehart TV line needed pump-priming, may even mean that Federal (IT&T equipment subsidiary) will go into TV transmitter field to replace diminishing AM-FM transmitter business. Domestically, IT&T has never cut much ice in radio receiver field, but some of its many foreign subsidiaries make and sell radios -- and its French operations have included TV developments. It's too early to say, but it's even possible IT&T may try to develop foreign markets for American TV equipment, a field now all but neglected by U.S. marketers who at present can hardly get enough tubes and supplies for expanding home consumption. And with its vast foreign operations, IT&T might even create new sources for TV picture tubes.

IT&T gets top brand names Farnsworth and Capehart, and a good distribution organization. Deal calls for the exchange of one share of IT&T for each 12 of the 1,680,568 Farnsworth shares outstanding. IT&T advances \$1,000,000 to meet current obligations. Latest balance sheet shows Farnsworth assets about \$7,600,000. For 6 months ended last Oct. 31, Farnsworth lost \$3,100,000 (Vol. 5:3). Feb. 9, day of deal, which requires approval of Farnsworth stockholders, IT&T closed at 9%, which would make exchange price 77¢ per share of Farnsworth. Farnsworth closed in New York at 2%, went as low as 1½ in San Francisco and Los Angeles (1948-49 high, 11%).

**PICTURE TUBES REMAIN BOTTLENECK:** Words may vary but tune's the same: Picture tubes are still TV's bottleneck. This despite fact that more are being produced from more factories than ever before. Nevertheless, RMA president Max Balcom (Sylvania) tells us there's no tube reason why predicted 2,000,000 sets can't be made this year. Sylvania, second biggest producer, fell 10% short of its CR tube target in January, said Mr. Balcom, which partly accounted for shortage at big-customer Philco (see story this issue). But just the same January was biggest month in Sylvania history.

GE's plant in Buffalo is now producing at rate of 30,000-35,000 picture tubes per month. That company is starting tube production in Syracuse also, may thus account for as many as 700,000 this year. Sylvania's new plant in Ottawa, O. will be going full blast by June or July, its Seneca Falls, N.Y. plant sometime in fall -- all on 7, 10 and 12½-in. Sylvania has no present plans for 16-in. RCA's new Marion, Ind. plant, now being remodeled for exclusive 16-in. metal-coned tube production, should make its output felt by September -- with glass bulb makers prepared to go into 16-in. on big scale and compete price-wise if demand warrants.

Enormous importance attached to tube development is manifest in Philco's acquisition this week of tube research facilities of Roger M. Wise Inc., Rockville Center, N.Y.; Mr. Wise, ex-chief engineer of Sylvania and old Cunningham, moves over to Philco's Lansdale plant with his top staff. From Corning Glass Works Feb. 11 came announcement of full-scale production of new lead-free glass especially developed for Corning's TV picture tubes, which henceforth will contain no lead whatsoever, thus be much lighter in weight, cost less to make; 16-in. bulb, for example, which now weighs 21 lb., will weigh only 18 lb.

Some things to watch for in TV picture tube developments: 2-for-1 projection of 10 and 12-in. tubes, possibly via Schmidt lens, to double image sizes yet achieve same light -- this may be reason why GE is concentrating so largely on 10-in., why RCA shows no signs of cutting down on 10-in. despite popularity of 12 and expected popularity of its 16...Shorter, stubbier tube, making for less cabinet space (Vol. 5:3)...Rectangular-shaped tube (Vol. 5:1)...GE's 8½-in. metal-coned tube (Vol. 5:4).



**MEANING OF THE PHILCO SHUTDOWN:** Shutdown of Philco's huge radio plant Feb. 7 week evoked all sorts of talk and rumor -- but careful checks (including visit to Philadelphia plant itself) substantiate in essential details what company told both public and its own labor corps: That tube supply had run short, particularly the 10 and 12-in. on which it is basing its new "expanded picture" appeal; that it wanted to build back to normal 10-day tube supply; that it wasn't efficient to run radio lines even temporarily without TV line.

Fact is also that big tube supplier Sylvania didn't produce up to target in January, though it was biggest month in its history; that GE tube plant in Buffalo also was slowed down due to delayed delivery of certain equipment; that Philco's own Lansdale tube plant isn't yet producing fast enough; that, like all others, Philco is simply a quota tube customer of RCA's. In a word, as in industry as whole, tube supply is far behind demand (see story, p. 2).

So there's no reading anything cataclysmic into Philco's one-week shutdown. Plant reopens at normal Feb. 14. From industry point of view, closing even for one week of one of industry's 2 biggest set producers means RMA's monthly production curve is due for temporary but quite deep dip. From Philco viewpoint, hiatus also gave it time to adjust circuits for its next big merchandising foray -- into fringe markets of TV cities, that is, suburbs and contiguous rural areas which get enough signal strength for good reception yet need more sensitive receivers than cities.

Philco also postponed big promotion of its new TV lines (Vol. 5:2) until next week, partly due to delivery delays, also probably because its big ad campaign would have broken last Sunday at same time as Admiral's full-page splurges on its new \$399.95 combination (Vol. 5:2). Also RCA's full pages on its vaunted 16-in.

**ASPECTS OF THE 'RECORD WAR':** It's open warfare, all right, between Columbia Records with its 33 1/3rpm long-playing record and player and RCA Victor with its 45rpm record and player. Caught between them, reluctant allies now of both, are big radio-phonograph manufacturers. Being wooed as allies are other record makers. Standing by are the consumers -- and ultimate arbiters -- who provide the purchasing power sinews of war. Your guess is as good as anyone's how it will all come out, but this maneuvering highlighted the week:

To Columbia's claim that most leading manufacturers except RCA Victor are already producing LP players, that some 600,000 units have been sold along with 2,000,000 LP records (\$8,000,000 worth of latter), RCA retorts: "Madame X", as it's called inside company, has also been accepted by all big manufacturers except GE -- even including reported Zenith order for 1,000 per day placed with an RCA-licensee.

To Columbia's claim its method is more economical, RCA reveals it will sell its 7-in. non-breakable vinyl plastic discs (7 different colors representing 7 different types of music) at 10¢ or more under price of regular 78rpm records, which it will continue to produce with same selections.

Against Columbia's present \$19.95 for player unit, RCA will offer compact turntable with automatic record-changer attachable to radio-phono speaker priced at \$24.95, or as separate unit at \$39.95. Its radio licensees can install any make unit they desire, for RCA gets its cut out of royalties on set's total price, and looks to cheaper records to bring long-lagging record business back to former enormously profitable proportions.

RCA dispatched task forces this week end to New York, Chicago, Cleveland, Dallas, Atlanta, Los Angeles, including some of company's biggest bigwigs, to tell key distributors what it's all about. Consumer debut, ad campaign break March 31.

"Damn nuisance", some manufacturers call the imbroglio -- and you get every which-way opinion on relative merits, quality, efficiency, etc. Mercury Records, specialist in classics, went along with Columbia. Capitol Records, reputedly No. 2 record maker after RCA Victor, adopted RCA's 45rpm this week, president Glenn Wallich's stating opinion it's "superior because of its advantages in sound reproduction, unbreakability, space and weight." Decca said it was "watching developments."

Columbia's chairman Edward Wallerstein promised finish fight, rested on "natural length" and "ultimate quality" of LPs, called it "a war which Columbia Rec-

ords has not initiated and in which it cannot be defeated." "Orneriness" was charged to RCA for going to 45rpm, using 1½-in.-wide spindle that can't take other records, but is said to be best for simplified record changing. This led one big manufacturer to devise a "button" or "collar" to fit RCA records' hole. This is centered with a smaller hole fitting conventional spindles. In any event, 3-speed turntables, playing arms and changes are being developed -- indeed, are already promised by such makers as Scott, V-M, Webster-Chicago, Sontone, Arthur Ansley Mfg. Co.

**VIEWS & NEWS FROM THE TRADE MARTS:** Some noteworthy opinions by H. C. Bonfig, Zenith's sales v.p., as expressed last week before San Francisco's Western Winter Market: "They can't do all 3 things at once [watch TV, play records, hear radio], and in most families there will be sharp differences of opinion...[so] I believe our largest TV market will be for straight TV sets, both table model and consoles...before long many families will [want] 2 or more TV receivers." And, whooping it up for Comdr. McDonald's pet Phonevision, about which not much noise lately: "Phonevision will supplement free TV just as the phonograph record supplements free radio...will make TV stations possible in small cities that could not possibly support them by advertising revenues alone." Other notes from the TV trade:

GE's "under \$300" set (Vol. 5:2) may reach market in March, is 10-in. table model using Dome circuit (Vol. 4:6), in plastic cabinet, to be priced at either \$249.50 or \$239.50. Pilot line now running. Set will not supersede basic Model 810 (\$325) but will be offered as cheaper unit suitable for areas with strong signals... Zenith TV console is cynosure of visitors to President Truman's executive offices; it's gift from company...Colonial, owned by Sylvania, presently producing Sears Roebuck's Silvertone TVs, also units for Magnavox and others, is preparing to come out with TV line under own brand name...Entirely new line of DuMont sets is in the making, with promise of some "real surprises."

RCA Victor's Joe Wilson reports "tremendous enthusiasm" for new 16-in. models, says Camden and Indianapolis factories are moving these and all other TV sets so fast that they're still on no-inventory basis...Emerson dealers "for limited time" offering combination of Model 606 (10-in. consolette, \$349.50) plus radio-phono console Model 605 (\$159.95) at special price of \$399.95 -- thus meeting Admiral's new TV-radio-phono combination (Vol. 5:2). Separately, the 2 Emerson units sell at old prices...Tele-tone's new line, just announced, includes 10-in. table model at \$219.95, featuring round screen like Zenith's, expanded to 62 sq. in. This is lowest 10-in. price quoted yet, except for still-unproduced Tele-King's \$189.50 (Vol. 5:2,6). Tele-Tone also has 7-in. portable with built-in antenna, weighing 26 lb., \$149.95; 12-in. consolette, \$349.95; AC-DC 7-in., cut from \$199.95 to \$179.95. Production of 150,000 planned in 1949...Sentinel reported delivering new 10-in. consolette at \$299.50, down \$60 from previous price.

Relative newcomer Major Television Corp., in addition to announcing 10-in. table model at \$249.50 (down from original \$265 price), and 12-in. at \$389.95, said it controls Warren L. Kessler Inc., Bethpage, L.I., hand-blown glass blank maker reportedly turning out 12½-in. bulbs for electronic fabrication by others, unnamed. Since glass blanks aren't in short supply anymore, this got more publicity than claimed output of 1,500 weekly merited. Glass Factory Directory lists Warren L. Kessler Inc. thus: "Six pot furnaces, 3 day tanks, handmade artware, lighting fixture parts specialties"...Olympic's 10-in. Bestone table model, made for New York Vim chain, was offered for \$189.95 in Washington this week by big dealer George's; in cheaper cabinet, it has same chassis as \$299.95 round-screen (Vol. 5:2) originally put on market at \$329.50...Andrea is now using expanded picture in 12-in. line (85 sq. in.); table model with AM-FM remains \$499, console with AM-FM-LP now \$745. Andrea's 15-in. console with AM-FM-LP cut \$200 to \$1,095...Montgomery Ward's 7-in. Airline portable at \$197.50 is now included in catalog, also being displayed at Ward catalog offices in TV cities...Prices of Stromberg-Carlson's new 16-in. consoles (Vol. 5:2) announced this week as follows: Yarmouth, with AM-FM, \$775; Monmouth, with AM-FM-LP, \$940...Scott's 10-in. direct view (Vol. 5:5) disclosed as consolette, 30 tubes plus 3 rectifiers, \$345...Majestic's 7TV852, AM-FM-phono console with 7-in. screen, first listed at \$395, went on sale in Washington this week at \$269.50.

To all full-service subscribers, we send herewith our 1949 *Personnel Directory of the Federal Communications Commission* (Supp. No. 56-A), which we urge be placed in your binder for ready reference. It is revised to present, shows new FCC bureau alignments, identifies all top echelon personnel with whom you're likely to come in contact. Extra copies are available to subscribers at \$2 each, or \$1 each in quantities of 10 or more. *Note:* New directories of consulting engineers and radio attorneys are now in preparation, will be published soon.

Finish fight against Pennsylvania State Motion Picture Censor Board's regulation requiring pre-censorship of TV film (Vol. 5:6) is presaged with filing for declaratory judgment in Federal district court this week. Networks have promised to support legal moves of 5 Pennsylvania stations carrying the case, who have engaged former State Attorney General Wm. A. Schnader as counsel to work with Washington lawyers' committee.

Raytheon's negotiations with MGM to take over its CP for WRTB, Waltham, Mass., came to light this week when minutes of Raytheon board meetings were placed in record of "laggard hearing" (Vol. 5:6). They disclosed MGM willing last fall to put \$600,000 into station, then getting cold feet. Examiner Hutchison's proposed hearing decision is due soon for final FCC action, is awaited eagerly in some quarters as possible precedent for FCC actions in other laggard cases.

Avco Mfg. Corp., whose Crosley radio manufacturing and broadcasting operations reputedly run 50% or more of its volume, will show net sales of about \$140,000,000 for 1948, earnings somewhere between \$7,500,000 and \$8,000,000 (about \$1.10 per common share). This will compare with \$105,704,000 sales in 1947, profit of \$6,960,000 (96¢ per share). Plans are to spend \$6,000,000 in product advertising, \$2,000,000 on cooperative advertising this year. Foregoing is essence of talk Feb. 11 by executive v.p. Ray Cosgrove before Assn. of Customers' Brokers.

We've been asked whether Kiplinger really "knew something" in making categorical statements in Jan. 31 *Kiplinger Letter* that present TV sets will be out of date in 18 months or so, won't be able to pick up many TV stations that are going on the air. Inquiry discloses he didn't—your trade information about new sets, uhf, etc., is vastly better than his. Just journalistic license, that's all, though Kiplinger is usually much more careful than the Broadway columnists who bat consistently low average for accuracy when reporting on TV.

The baseball-TV picture from one-who-ought-to-know, Czar "Happy" Chandler: "I don't think we'll ever see the day when an honest-to-goodness baseball fan will stay away from the parks and watch the games on television. . . . TV is in its infancy and we cannot tell yet what it will do—whether it will increase or decrease attendance." He added World Series contracts were being placed on year-to-year basis to see what happens before making long-term agreements.

That RCA produced 50% of the 900,000 picture tubes turned out in 1948, will account for 40% of 1949 production (no figure stated), is noted in 12-p. RCA booklet titled *The Television Tube Story* issued this week as "report on the efforts of RCA to meet increasing demands for TV picture tubes." Noteworthy is point that new tube-manufacturing requires 12-18 months to get started.

RMA figures on 1948 radio exports show drop to \$81,848,126 from 1947's \$113,722,297. Biggest slice was in receivers: from 1,520,818 units worth \$53,537,043, to 710,490 units worth \$28,132,276. Transmitting equipment showed greatest increase: from \$20,423,632 to \$27,129,779.

GE has dispatched Engineer R. S. Yeandle to South America for 6-week tour to urge U. S. TV standards be adopted, first stop being Rio de Janeiro where GE has order for transmitter from Cesar Ladeira's Radio Televisao do Brazil. It's first TV firm order for export of TV transmitter. RCA apparently hasn't made big pitch for foreign TV market yet, except for brochure just published in which Meade Brunet, chief of RCA International Division, describes TV as "the new teacher" and emphasizes educational possibilities. This week, Export-Import Bank refused request of RMA for loans to Latin American countries with unfavorable trade balances for purpose of building TV stations to American standards—RMA fearing British and French inroads. Emerson's export v.p. Joseph Kattan, just back from Latin American tour, reported much interest in TV, said recent Cuban contract for U. S. transmitter [DuMont] had to be halted because of financial difficulties.

Another little irony in the relations of TV and the movies (Vol. 5:5,6): *Hollywood Variety* reports Bob Hope and Paramount tiffing over TV, comedian rarin' to go on, insisting it won't hurt his boxoffice, Paramount saying no. "Fact that [Barney] Balaban seems determined to keep Hope off video is perplexing the trade," says *Hollywood Variety*, "in view of Paramount's insistence on establishing a big time franchise in the medium on stations and facilities." Hope, interpreting his contract as permitting TV, decided, after Hollywood parley with Niles Trammell, to remain with NBC.

Intentions of keeping FCC in line were firmly evidenced in resolution (S. Res. 63) introduced this week by Senators McFarland (D-Ariz.) and Tobey (R-N. H.). Referred to Rules Committee, it would provide \$15,000 for communications investigation along same lines as last year's which culminated in subcommittee report (Vol. 5:5). Latter report, by the way, has been adopted by whole Senate Interstate & Foreign Commerce Committee. In House, Rep. Sheppard (D-Cal.) introduced H. R. 2410, same as last session's H. R. 6373, to prohibit station ownership by networks or radio manufacturers and limit local airing of network programs to alternate hours.

FCC this week approved Washington Post's immediate 55% acquisition of WTOP (CBS retaining 45%), also CBS's full ownership of KQW, San Francisco. Original approvals were conditioned on Post getting rid of WINX by Feb. 20, but newspaper promised that by Aug. 2 it would either sell its AM local (to bidder Wm. Banks, of Philadelphia; Vol. 5:3) or else surrender license.

JTAC's uhf report to FCC Chairman Coy (Vol. 5:6) is held up while attempt is made to iron out differences with RMA committee (Vol. 4:52). Former contemplates both vhf and uhf in most cities; latter wants to avoid mixture as much as possible. Ad Hoc Committee's vhf propagation report is "coming along", may go to FCC "next week."

RMA tin conservation committee of 10, headed by RCA's Joseph Elliott, was named this week. Job is to stretch 1949 tin allocation, little if any greater than 1948's, to cover about twice last year's demand. Tin is still a major "if" in TV set production predictions (Vol. 4:52).

Canada's Prime Minister St. Laurent promises Royal Commission shortly will investigate, recommend what should be done about TV there—but it's obvious no real moves toward establishing telecasting services will be taken until our FCC decides on vhf standards, uhf policy.

Federal has a new lead-in (K-111)—300 ohm, shielded, balanced—to minimize noise picked up between antenna and receiver, at \$70 per 1,000 ft. to manufacturers.

Station sponsorship notes: Probably TV's biggest dept. store contract yet is hour-long, 5-days-a-week remote, titled *Gimbels Television Breakfast Carnival*, Gimmel Brothers sponsor, starting Feb. 28, 10-11 a.m., on WFIL-TV, Philadelphia. It will originate from sales floors, include direct selling demonstrations, feature carnival acts and breakfast club idea. Ad manager David Arons says purpose is "to attract and excite so many viewers they'll flock to the store to participate," looks forward to measuring effectiveness via audience rating and store traffic . . . Atlantic Refining Co. signs again to sponsor telecasts of Philadelphia Athletics and Phillies games, rotating on WCAU-TV, WFIL-TV, WPTZ . . . Sinclair Refining Co. buys wrestling on WMAL-TV, Washington, to sell oil burners, fuel oil, burner service . . . Camels sponsoring Golden Gloves local, national and finals on WGN-TV, Chicago . . . WNBT, New York, signs new ann. contracts with BB Pen Co., Handmacher-Vogel Inc., Charles A. Eaton Co.

New TV network sponsorships: Oldsmobile signs Tue. and Thu. segments of *CBS Television News* with Douglas Edwards, 7:30-7:45 p.m. on 8 CBS-TV stations, starting Feb. 24 . . . Household Finance Corp. sponsoring *Backstage With Barry*, Barry Wood variety show, Tue., 10-10:15 p.m., on CBS-TV starting March 1 . . . General Foods (for Sanka) takes sponsorship of *The Goldbergs*, Mon., probably 9-9:30 p.m., on CBS-TV starting March 28 . . . TV version of ABC's *Stop the Music* reported readying for partial Old Gold sponsorship mid-April.

Add defections of stars from NBC to CBS: *Adventures of Ozzie & Harriet* shifts April 3 to CBS for Sun. half hour at 6:30 just preceding Jack Benny. Edgar Bergen definitely signed for CBS Sun., 8-8:30 p.m., Coca Cola sponsoring, starting Sept. 25 or Oct. 2. Frank Sinatra leaving NBC's *Your Hit Parade*, says Hollywood UP dispatch, says he hopes to join CBS for program more convertible to TV. And sparkplug of CBS's forays on NBC's talent, Chairman Wm. Paley, leaves this weekend for vacation in British West Indies.

New York World-Telegram's *Lines & Linage* columnist Charles M. Seivert says admen soon will be arguing for new monthly "cycle" contracts on TV, instead of radio's traditional 13 weeks. In a word, same time segments, same hookups, but once monthly, a la *Ford Television Theater* on CBS. Otherwise, video, due to talent cost now, higher time rates later when it achieves real "circulation," can "outprice itself."

Another movies-for-TV firm, this one described as "largest independent TV film producing organization in the East," was announced this week — Video Varieties Corp., taking over facilities of West Coast Sound Studios Inc., 510 W. 57th St., New York. It gives assets of around \$1,000,000, says it will produce "several hundred film programs made especially for TV," is headed by Geo. Goman, will release through United Artists TV Dept.

WBKB-United Press deal on "Multiscope" makes latter leasing agent for the machine which projects weather, time signals, news tape without use of expensive equipment or personnel (Vol. 5:4). Acme Telectronix, telephoto equipment maker, will manufacture device.

Supremely logical TV program, yet first of its kind we know of, was a telecast, by Detroit's WJBK-TV, of round table to educate public on tuning and reception problems. Station reports great response from set owners who watched and heard discussion by service managers of major distributors.

FM sets in 22% of Columbus (O.) homes and 46.5% of remaining families want FM in next set, reports WELD.

FCC Chairman Coy will address second day luncheon of NBC affiliates' meeting Feb. 28-March 1 in Chicago.

Personnel notes: Lawrence Phillips quits as director of DuMont Network, returns to management consultant field with offices at 8 W. 40th St., New York. Comdr. Mortimer W. Loewi, executive asst. to Dr. DuMont and a financial founder of company, has assumed directorship of network operations, Tom Gallery moving from public relations to director of sales, Humboldt Greig shifting to assistant to Comdr. Loewi . . . Charles P. Baxter named asst. gen. mgr. of RCA Victor Home Instrument Dept. under Henry G. Baker . . . Henry P. Kalmus, inventor of Cobra tone arm, leaves Zenith research to join Bureau of Standards, Ordnance Research Lab. . . . G. Edward Hamilton, ex-DuMont, named by ABC engineering v.p. Frank Marx as engineer in charge of WJZ-TV, New York . . . Ace CBS-TV cameraman Byron Paul promoted to a program directorship as of Feb. 20—though a technician, he also has had amateur theatrical experience.

FMA charged into interconnection ban fray (Vol. 4:49) this week by complaining to FCC that AT&T refused to tie in several Midwest FM stations during last December's Inland Press Assn. meeting which FM group wanted to air. FMA alleges Northwestern Bell refused to furnish lines because some of the 9 stations involved were planning to pick up signals off air from neighboring FM stations and that Northwestern Bell insisted it furnish all interconnecting facilities or none. Wire line tariff, like those for TV, carries ban on interconnecting with other intercity facilities.

Here's a cute one—and not from a press agent, either: Chief Engineer Lou Littlejohn of Philadelphia's WFIL-TV, came home one evening and found safety glass of his TV set badly cracked, with a neat hole through it. He looked closer, found a spent BB shot between glass and kinescope, hunted up his 10-year-old son. "Daddy," was the story, "I was watching a wild west movie and holding my BB gun and the bad man was beating the good man and the gun went off."

TV's military potential was again dramatically emphasized Feb. 6 when Air Force and NBC telecast from planes flying to New York from Chicago and Washington. Pickups from planes over Cleveland, Washington, New York were relayed to ground and to NBC network. Images were fair to excellent. Feat was termed "of far-reaching significance" by Air Force Chief of Staff Vandenberg.

RCA's 30-tube "TV dynamic demonstrator," a cutaway operating schematic of basic Model 630TS mounted on 5½x3½-ft panel, will be used for its service clinics throughout country, first at Buffalo Feb. 14. Demonstrator visualizes complex TV set circuits, is so arranged that troubles can be introduced and proper corrective measures explained.

Really man-sized TV remote operation is scheduled for Feb. 14, 21-23, when Lowell, Mass., Golden Gloves tournaments will be microwaved about 25 mi. to Boston's WBZ-TV via 5 portable relays. Hot TV applicant Lowell Sun sponsors boxing events. WBZ-TV and New England Telephone Co. will handle technical setup.

Probably first to install TV in yacht, Dr. Allen B. DuMont, who has operated one on his various vessels since 1941, tells about installation, reception, etc., particularly during cruise from Annapolis to Portland last summer, in article in February *Yachting*.

Jim Farley, ex-Postmaster General, Coca Cola executive since he quit politics, told Cincinnati interviewer Feb. 8 that he thinks housing and TV will take up much of slack in business lull, said TV industry "will come along by leaps and bounds."

Illinois U's Dr. W. L. Everitt will be main speaker (at April 7 luncheon) during NAB Engineering Conference in Chicago's Stevens Hotel April 6-9.

**ONE CP TURNED IN, ANOTHER CITED:** Frankly stating "financial risk would be such as to jeopardize our existing broadcasting service," Syracuse's WAGE turned in its CP for TV this week -- thus leaving Meredith's WHEN on air there, Newhouse Newspapers' WSYR-TV with grant, one open channel in 46th market. It's ABC outlet, second from New York State to surrender CP, other being Gannett Newspapers' WVTL, Utica (Vol. 5:6). WAGE also gave as reason costs higher than first estimated, prospective losses too great. Gannett had said "too much uncertainty surrounding immediate future of TV" -- but Gannett's Paul Miller tells us company has no present intention of dropping its now-frozen Rochester, Hartford, Elmira applications.

That leaves 68 CPs outstanding. This week, FCC ordered another CP holder, Edward Lamb, to hearing on first request for extension of completion date of his WTVN, Columbus. It found he hadn't ordered any equipment or done any building. But Mr. Lamb, whose WICU, Erie, Pa., is readying for March debut, said Columbus delay is due to changed site which, if approved, will enable immediate start and completion by fall. He's Toledo AM station owner (WTOD), Erie publisher (Dispatch-Herald), CIO lawyer formerly high in New Deal councils who plumped for Dewey during campaign.

One more new TV application this week, making it 312 in all -- from W. Va. broadcaster Joe L. Smith Jr. for Channel 2 in Charleston (now 3 for 3). He applied last winter (Vol 4:47) but application was returned for engineering data. Rumor that Bob Hope may drop bid for Louisville WHAS (Vol. 4:51) can't be substantiated, but comedian's real intent should be made known before Feb. 28 hearing.

**POTPOURRI FROM THE TELECASTING SCENE:** Some of the things being talked about -- or making headlines -- among broadcasters and telecasters currently:

1. Variety's report that "NBC will load all its ammunition into the TV canons in an attempt to overcome...CBS talent raids" -- putting top TV attractions opposite big-name CBS shows such as Jack Benny. Would be long-haul way of recapturing audience, conditioned on faster growth of "TV set population" than now seems possible. Moreover, NBC can't ignore fact it has AM rates and sponsors to protect. As aptly stated in headline over Radio & Television Retailing article by RCA president Frank Folsom: "Television Is the Toast of the Industry, but Radio Is Still the Bread and Butter."

2. Scramble for TV station sales representations is getting so eager that some reps are even seeking to sign applicants not yet granted, or likely to be. Except for handful, AM reps (who generally inherit TV chore if their AMs also are in TV) seem to be floundering. Few create new business, fewer offer any specialized services to sponsors or agencies. End result may be realignment of reps, outcropping of new firms. One new firm made its appearance this week, though it announced no stations yet and it's hard to see where they're going to come from for a long time. Three ex-Petry salesmen set up Harrington, Righter & Parsons, 270 Park Ave., New York. Officers: John H. Harrington Jr., president; Volney Righter, v.p. and treas.; James O. Parsons, v.p. and secy.

3. Hooper radio rating service is dropped by New York independent broadcasters WNEW, WQXR and WOV, aggrieved because it allegedly places too much emphasis on TV in relation to TV's still relatively small audience (nearly 500,000 sets in area) and because it's thus allegedly discriminating against independent AMs. They demand separate radio and TV surveys. C. E. Hooper holds random sampling must be done simultaneously, says "TV should be treated not as a specialty but as a major broadcasting medium." Squawk is reminiscent of days when newspapers threatened to quit AP and UP if they sold to radio. Said one of independents, as quoted in New York Herald Tribune: "We're not only being hanged by the service, but we're expected to pay for the rope."

4. Purchases or leases of theaters for TV look like next big ventures of the telecasters -- they're better than studios for handling props, cameras; needed, as in radio, for live audiences to pep performers, promote sponsors. This week, DuMont leased Adelphi Theater on Manhattan's West 54th St. from Shuberts; will add more shows to the 4 already being produced there, is even talking of abandoning Wanamaker Studios. Not long ago, NBC-TV took lease until July 1 on International

Theater, on Columbus Circle, with option for 3-year renewal; that's where Milton Berle's Texaco Star Theater is staged. Some telecasters think conventional studios are only suitable for "talk" shows in TV.

5. DuMont reports its Pittsburgh WDTV is operating in the black, even calculating depreciation -- just one month after going on air (Vol. 5:2). No details, but WDTV has only skeleton staff, no studios, feeds off coaxial from all networks. Some 80% of its time is sold, more commercials due to start March 1. Besides DuMont daytime shows, WDTV carries 27 hours of evening programs Sun.-Fri., only 1½ hours unsponsored. Also without studios, feeding from DuMont, CBS and NBC, New Haven's WNHC-TV reports it earned small profit in December, expects to stay "in the black."

6. On Washington scene, new rumors FCC chairman Wayne Coy will resign, given currency by Drew Pearson's broadcast Feb. 6 that he will quit in 60 days because he can't afford to keep job. Coy scoffed at that one, also at rumors that he has been offered CBS vice presidency, United Nations executive job, and is in line for Cabinet post because of President Truman's esteem for his ability.

**CONSENT DECREE, MOVIE MONEY & TV:** It's open question whether consent decree imminent in Paramount anti-trust case will make things any easier, for awhile at least, for movie capital seeking to flow into TV station ownership. For it's no secret that FCC's trust-busting staff coterie is more intent on keeping movies out of TV than getting stations built (Vol. 5:5). Pattern of what to expect in the consent decree, including disposition of Paramount's TV properties, emerged fairly clear this week:

Decree will permit (1) producing-distributing corporation that owns no theaters, and (2) new theater-owning corporation to take over all Paramount houses except those in cities where Govt. charges monopoly, which must be sold outright. Paramount owns about 1,500 theaters, may have to sell 900. There must be no common ownership, officers or directors. Stockholders will receive stock in both companies, but must get rid of one or other. Three years is period mentioned for both theater and stock divestments.

Producing company will retain KTLA, Los Angeles, and application for San Francisco. Theater company gets WBKB, Chicago, also keeps applications for Boston, Detroit. Fate of applications of Gulf Theaters for Tampa, Tri-States for Des Moines, depends on what happens to them in Paramount splitup. Producing company also gets Paramount's 29% holdings in DuMont, recently found by FCC to represent "control" (Vol. 4:51). There's no present plan to sell this DuMont stock, though Paramount v.p. Paul Raibourn once said film company might sell for \$10,000,000 (not much more than today's market value). DuMont itself would welcome Paramount getting out, has often offered to buy.

Thus, under 5-limit rule, Paramount producing company's one station, DuMont's 3, mean one or other company could seek one more station. DuMont has own applications pending for Cleveland and Cincinnati. Theater company, of course, could apply for 4 altogether, and all "freed" theaters could also apply on their own if they chose. That FCC lawyers mean business in "investigating" Supreme Court decision's "effect" on theater ownerships in radio, was manifested anew this week when FCC deferred action on power increase of WPTR, Albany (from 10 to 50 kw on 1540 kc). It's a new AM owned by Schine theater chain, so same reason (time-to-look-into-it) was given as for temporary licenses to 3 Paramount-DuMont stations (Vol. 5:5).

Other defendants in the anti-trust cases identified with broadcasting-TV: Warner Bros., owner of KFWB and purchaser of KLAC-TV, Los Angeles, applicant for Chicago; 20th-Century-Fox, applicant for Boston, San Francisco, Seattle, St. Louis, Kansas City; Loew's, owner of WMGM, New York, and KMGM-FM, Los Angeles. Once Paramount consent decree is entered, other defendants are expected to follow example. So far as radio holdings are concerned, "taint" of parents' anti-trust violations then presumably will be purged and theater folk deemed "fit" to hold FCC licenses. But there's many a legal delay, harassment and obfuscation FCC's lawyers can employ, as they did in newspaper ownership cases, to make things hard for movie money in TV, if not discourage it altogether -- their real purpose.

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 19, 1949

**2 MORE COAXIAL CHANNELS TO WEST:** AT&T will make 2 more westbound coaxial circuits available May 1, so that East-Midwest TV hookups can be provided for all network commercials presently on tap or in prospect. Spurred by FCC chairman Wayne Coy, Bell System pushed promised schedule (Vol. 4:51), will make total of 3 westbound channels available for linking Philadelphia-Pittsburgh-Cleveland-Toledo-Chicago, plus the present one eastbound. Two of westbound channels will be on 24-hour schedule, third only after 6 p.m., single eastbound also after 6 p.m. Weekends, however, latter will be opened on one-week notice for Midwest sports, etc.

Phone company also reported that from May 1 one of the 2 northbound New York-Boston microwave links will be opened for southbound traffic, provided 2-weeks notice is given -- necessary because repeater equipment must be reversed manually. First reversed circuit will be ready even before that in order to pipe out President Truman and Winston Churchill appearances before MIT convocation in Boston March 31 and April 1. Networks this week decided to continue present time allocations until May 1, extending 3-month agreement otherwise expiring April 11.

**NEW ENGINEERING TOPKICK FOR FCC:** Looks very much like Ralph L. Clark will be FCC's next chief engineer, key post vacant ever since George Sterling was elevated to commissioner about year ago. Chairman Coy's long quest for executive who can break engineering log-jams, particularly in TV, appears to be ended -- for the capable Mr. Clark has indicated he will accept if he can get release from his present post heading one of top divisions of Research & Development Board, Office of Secretary of Defense. An ex-consulting engineer himself, he's decidedly persona grata with his former colleagues and with the communications industries generally. He's 41, native of East Jordan, Mich., 1930 engineering graduate of Michigan State, veteran of old Dept. of Commerce field service (Detroit and Washington), ex-FCC broadcast engineer under Andy Ring 1936-41, partner in firm of Ring & Clark 1941-42, civilian radio expert for Navy just after war broke out, joining up in June 1942 as lieut. s.g. and retiring in July 1946 as full commander. By training and temperament, he looks like happy choice for the job, which pays \$10,305 (whereas commissioners get \$10,000).

**BEGINNING OF TV THAW IN SIGHT:** Next week, FCC can roll up its sleeves and really go to work on its long-fermenting TV problems. It will have 3 new tools: Ad Hoc, JTAC and RMA reports. Last went to Commission Friday, other 2 are expected early in week. Here's what FCC will have to work with:

Ad Hoc Committee report: Mainly coverage and interference facts about vhf. No allocations recommendations. FCC Chairman Coy hopes report will be "clean" enough to serve as basis for new vhf allocations, to be proposed in short order. Also that no more engineering conferences should be needed -- and that freeze can be ended for sure by early May at latest.

JTAC recommendations: (1) Unfreeze vhf, using synchronization which is proving good. (2) Allocate uhf, mixed with vhf -- can't be avoided. (3) Save some uhf for color; might be possible to hew enough monochrome out for competitive service yet leave enough spectrum to provide about same number of wide-band color channels as we now have vhf channels (12).

RMA recommendations: (1) Since propagation facts are in hand and synchroni-

zation available, vhf should be unfrozen immediately. (2) Entire uhf should be allocated to monochrome under same standards as vhf; this should be done soon as possible to provide sufficient TV channels (generally, 4 per city), yet with minimum overlap of vhf and uhf signals. RMA emphasizes its committee was unanimous despite previous disagreements, even Zenith assenting (Vol. 4:41,52; 5:6,7). Actually, these recommendations differ little from RMA's original informal proposals, except that uhf isn't declared intended primarily for smaller cities.

Thus, RMA committee and JTAC still have 2 substantial differences: vhf-uhf overlap and color. RMA intends its minimum of 4 channels for "cities capable of supporting" TV; therein may lie its hopes vhf-uhf overlap may be minimized. But JTAC doesn't attempt that criterion, finds plenty of overlap almost any way it draws allocation plans. Differing opinion on color might be attributed, in part at least, to fact one group is composed primarily of businessmen, other of engineers.

JTAC's report includes allocation plans showing how to provide either 2, 3, 4, or 5 channels (vhf, uhf or both) in first 140 markets, using Northeast for illustration. Assuming both vhf and uhf synchronized, spaced 150 mi. co-channel and 75 mi. adjacent, it takes 18 uhf channels (added to 12 vhf) to provide 2 per city, 27 for 3, 40 for 4, 52 for 5. Assuming vhf synchronized, but uhf not (and separated 210 mi. co-channel, 105 adjacent), it takes 23 uhf for 2 per city, 35 for 3, 54 for 4, 65 for 5.

In uhf field, by the way, NBC-RCA says it does not intend to sell uhf receivers in Bridgeport (Vol. 5:7). This is in answer to fears, in some quarters, that company is trying to jump uhf gun to commit FCC to certain uhf standards beforehand and to cop off 6th TV station. NBC says \$250,000 Bridgeport project is purely experimental, is next stage beyond its tremendously expensive recent Washington uhf experiments, will provide information to help FCC determine whether and how to authorize satellites. In Princeton, RCA proposed 846-854 mc polarization and propagation tests with the 400-watt TV transmitter used in Washington.

**ROUNDED, BLOWN-UP & 16-in. IMAGES:** Rounded and blown-up pictures seem to be trend in new TV models, though it's somewhat too early to gauge public reaction. Round-picture cycle was started by Zenith last November (Vol. 4:47) -- and Zenith's current trade advertising boasts: "Imitation is the sincerest form of flattery." Records show, however, that some smaller companies (e.g., Televista) had same thing before. This week, Hallcrafters began producing 10-in. table model with dual focus (Vol. 5:3), priced at \$269.50. Set gives 56 sq. in. picture (vs. normal 52), which can be blown up to full-circle 64-in. with switch similar to Garod Tele-Zoom (Vol. 5:1). Then there are Tele-Tone's rounded picture at \$219.95 (Vol. 5:7), Olympic's at \$329.50 (Vol. 5:2). And expanded pictures are featured in new lines of Philco (Vol. 5:2), Andrea (Vol. 5:7), Video Corp. of America (new 12½-in. blown up to 90 sq.in.).

If there's any other basic trend discernible in TV trade, it's toward bigger direct-view -- though here, again, number of sets being produced, number of manufacturers making them, are still too few for any flat statements. But indicating how competitive the 15 and 16-in. tube field is by way of becoming, DuMont this week cut price to manufacturers of its 15-in. all-glass tubes from \$77.19 to \$59.50, distributors price now being \$62.50, dealers \$73.75, consumers \$89.50. This is still about \$10 above RCA's 16-in. metal-coned tube prices of \$49.50, \$54, \$63.50 and \$79.50, respectively -- but it points to lower-priced receivers eventually. DuMont says Corning's price cut on bulbs (Vol. 5:5), plus own mechanization that has cut labor costs some 400%, made tube reductions possible -- joins with glass makers in saying they'll compete price-wise with metal.

Meanwhile, though RCA reports overwhelmingly good reaction to its 16-in. models, their appearance on market impelled Retailing Daily to survey New York area dealers this week, which found: (1) Most customers think 16-in. set prices, starting at \$495, too high, turn to lower-priced models with smaller screens. (2) A few customers say 16-in. too large for their living rooms. (3) Minority say they want it, but few are buying. One dealer is quoted as saying, "Everyone wants a Cadillac, but most people have to be satisfied with Fords."



Combined AM-TV Hooperatings, described by Hooper at American Television Society luncheon Wednesday, show TV's *Texaco Star Theater* topped by only one AM show (CBS's *Mystery Theater*) in New York when it's on air; *Howdy-Doody* leads all kid shows, AM or TV, in New York during its showing. New York independent AMs who dropped Hooper service (Vol. 5:7) say they could grin and bear those reports if they were true. But they say surveys just aren't accurate since (1) Hooper determines listening by phone calls; (2) virtually all TV sets are in telephone-equipped homes; (3) very large percentage of New York homes have radios but no phones; (4) questions are weighted, e.g., "Were you looking at television or listening to the radio just now?" which gives non-TV owner sense of inferiority.

"Nothing to it," is CBS president Frank Stanton's retort privately and in memo to staff, to *Variety* yarn this week that he's quitting to become executive of big non-radio firm (Kaiser-Frazer, it's whispered). Story even speculated on Paul Kesten, Leon Levy or NBC's Niles Trammell (*sic*) as possible successor. Same unqualified denial went for columnist Leonard Lyon's report he will become college president. Stanton said he has no plans for respite from work until after mid-April meeting of CBS stockholders, when he junkets to Europe to visit CBS foreign offices.

Presaging hot local contests for TV channels, AM station WAMS, Wilmington, Dela., this week charged misrepresentation on part of city's sole CP holder, the Steinman's WDEL-TV, asked FCC to take its community channel No. 7 away on grounds nothing has been done about construction since CP was granted Aug. 28, 1947. It claims WDEL-TV got extension (expiring next Feb. 23), after change in antenna site, on representations that work had begun, submits photos and quotes neighboring residents to say it isn't so. At same time, WAMS filed for Channel 7 for itself, promised to spend \$141,000 on construction, \$180,000 a year on operation. It's owned by DuPont accountant Frank S. Carrow, manager George Sutherland, et al. WDEL-TV hasn't replied yet, but has reported it will be on test in April.

TV set "circulation" as of Feb. 1, as reported from several cities: Baltimore, 40,677, estimated by stations committee; Boston, 45,120, joint station report; Buffalo, 12,335, by Buffalo Niagara Electric Corp.; Cleveland, 24,710, by Western Reserve U; Fort Worth-Dallas, 6,992, by WBAP-TV; Los Angeles, 89,337, by So. California Radio & Electrical Appliance Assn.; Milwaukee, 16,236, by WTMJ-TV; St. Louis, 20,000, by Union Electric Co.; San Francisco, 3,850, by KPIX; Washington, 34,200, by stations committee.

Some observations by MBS's Ed Kobak during Feb. 17 conference with newsmen, as culled from Feb. 18 *New York Herald-Tribune* report: That he thinks TV networks should be operated separately from radio networks by companies owning both. That he notes "falling off" of good taste in radio and TV (some TV shows "make me sick"); but, he hastened to add, TVs derelictions will soon be corrected, mainly comedians who don't realize material for theater or night club may not be acceptable in home. And that broadcasters aren't living up to NAB code of good taste and commercial time limits.

Resnatron tube for uhf TV is urged by Collins' tube expert W. W. Salisbury, whose paper for March 7-10 IRE convention concludes Resnatron is only means available at present for obtaining sufficient CW power for adequate uhf coverage. Incidentally, there's one paper scheduled that really has us fascinated: "Programming of a Chess Game on a Computer."

Along with its first dividend (10¢ per share to holders of record Feb. 5, 1949), Television Fund Inc., first open end investment trust specializing in stocks of TV, radio and electronics companies (Vol. 4:35), made known its securities holdings as of Jan. 27, 1949—considerably expanded from its previously disclosed Nov. 19 holdings (Vol. 4:51). Total portfolio is \$1,218,405, which includes \$200,000 in U. S. bonds plus these common stocks: Admiral, 1,500 shares; ABC, 2,000; Avco, 500; Bell & Howell, 200; Blaw-Knox, 200; CBS "A", 1,000; Corning Glass, 1,100; DuMont, 2,500; Eastman Kodak, 600; Emerson, 3,000; GE, 500; General Instrument, 1,000; General Tire & Rubber (Yankee Network), 500; Hoffman Radio, 1,000; IT&T, 2,500; Line Material, 1,000; Loew's, 300; Magnavox, 1,500; P. R. Mallory, 600; Motorola, 1,500; Muter, 2,000; National Union, 1,000; Oak Mfg., 1,000; Paramount, 2,200; Philco, 1,000; Pittsburgh Plate Glass, 500; Polaroid, 200; RCA, 3,800; RKO, 500; Sylvania, 1,500; Webster-Chicago, 1,500; Westinghouse, 1,200; Zenith, 500.

Besides verifying in essential details the financial and trade position of Admiral as reported recently in these columns (Vol. 5:5), except that he hiked estimate of its 1949 TV volume to 60% of anticipated \$100,000,000 sales, Admiral's youthful president Ross Siragusa told New York Society of Security Analysts Feb. 16: Admiral is now in 3rd place in electronics industry, and is world's largest automatic radio-phono maker. But, he added: "I'm not going to kid you about our console radio-phono-graph business. That business has almost completely disappeared. We dug our own grave for this type of set when we announced our new \$399.95 all-in-one console" (Vol. 5:2).

Packard-Bell Co., Los Angeles, attributes to increased TV production and sales its improved financial position as of Dec. 31, end of first fiscal quarter. During that period, sales were \$1,720,770, net profits \$105,856 or 44¢ per share on 241,000 shares of common outstanding. For full year ended Sept. 30, sales ran \$4,400,119, profit only \$50,510. Bank loans have been reduced from nearly \$900,000 at start of 1948 fiscal year to less than \$100,000 at start of current fiscal year, and report states balance will be retired before end of February. As of Dec. 31, current assets were \$1,255,928, current liabilities \$489,658.

IT&T-Farnsworth deal (Vol. 5:7), calling for one IT&T share for 12 Farnsworth, was formally signed Feb. 17, subject to ratification by Farnsworth stockholders at meeting in Fort Wayne April 14. However, action was begun in New York Supreme Court Feb. 18 by Harry Hecht, owning 400 Farnsworth, purchased at 7¼, to halt the deal. He bought Farnsworth, he said, because of "confidence in the future of the television industry," now charges company's finances had been misrepresented.

ABC's executive v.p. Robert Kintner, according to N. Y. Stock Exchange report, has sold 1,400 more shares of his ABC stock, leaving him with 14,600; and stations v.p. Murray Grabhorn sold 500 shares out of 750. In January, president Mark Woods sold 30,500 shares; Kintner, 17,300; v.p. Nicholas Priaulx, 4,000 (Vol. 5:3).

Fiscal sidelight on improving phonograph record business: Decca reports sales for first 1949 quarter will top \$6,000,000, which would compare with \$7,800,000 in first quarter of 1948 when boom was still on (depression following Petrillo ban really began in April). For all 1948, Decca estimates profits at around \$1.10 a common share compared with \$2.08 preceding year.

Los Angeles hearing on Dick Richards' stations (KMPC, WJR, WGAR), growing out of alleged slanting of news, was postponed from Feb. 21 to March 16, Comr. Webster to sit (Vol. 5:1).

FMA compares AM and FM set production in 1948 and finds FM doing nicely, analyzed as follows: (1) 1948 FM production (1,590,046) was 35% greater than 1947's, while AM (11,675,747) was 28.5% less. (2) Only 5,222,600 AMs were "full-time" home sets, balance being portable, auto or export. (3) Potential FM audience grew 6,000,000 in 1948, figuring only one FM set per home and 3.8 people per home. Everett Dillard will elaborate on analysis at FMA time sales clinic in New York's Hotel Commodore April 1. Other speakers to date: Zenith's Ted Leitzell, set sales; Herbert Georges, WFMI, Portsmouth, N. H., time sales.

Same note of bitterness toward TV—and radio, too—that its late editor Marlin Pew sounded back in early '30s ("This monster must be crushed") is manifested in satirical column headed "Newspaper Salesmen Please Cup Your Ears" by Jerry Walker in Feb. 12 *Editor & Publisher*. Also played up, headed "No Thanks," is *Utica Observer-Dispatch's* surrender of CP for TV (Vol. 5:6) and FMA president Wm. Ware's recent rather snide quote about "the promises of TV" (Vol. 5:6). Maybe history is repeating itself, for *Editor & Publisher* then gave its newspaper-publisher readers bum steer about radio (advised them to fight it, not join it) and put itself in doghouse with many newspaper and nearly all non-newspaper broadcasters.

RCA released prices of new 45rpm records this week: Red Seal classics 95¢, populars 65¢, plus tax, which compare with Columbia 7-in. 33½rpm at 90¢ and 60¢. RCA changer attachments are \$24.95, and with audio \$39.95 (Vol. 5:7). All 45rpm numbers will also be pressed on 78rpm discs. New RCA radio-phono consoles will begin with \$199.50 model including only 45rpm player; \$269.50 model with both 45 and 78rpm in separate compartments; new 10-in. TV console with AM-FM and separate 45 and 78rpm drawers, \$595. H. G. Baker, RCA gen. mgr. for Home Instruments, said Crosley would be out with sets including 45rpm at same time as RCA (March 31). And late report from LP "war front" (Vol. 5:7): Philco dealers offering up to \$25.65 worth of Columbia 33½rpm LP records with purchases of radio-phonos priced \$129.95 and up.

Converter enabling conventional 78rpm record players (estimated 15,000,000 in use) to operate at dual speeds, play also Columbia's 33½rpm LP records, is due on market in week or so at \$14.95. It's called "Micro-Verter," was developed by CBS's Peter Goldmark, has been licensed to Micro-Verter Inc., 53 Park Ave., New York. In form of turntable, it fits over conventional player, contains switch allowing 2 speeds without need for extra unit outside console. Sonotone Corp., 59 E. Madison, Chicago, hearing aid manufacturer, is also reported readying a similar converter for less than \$10.

Network sponsorship notes: Some big sales by CBS-TV almost ready to announce, including Bing Crosby sponsorship (probably on film) . . . Maxwell House Feb. 27 starts sponsoring *The Lambs Gambol*, variety acts drawn from famed Lambs Club repertoire, on NBC-East, Sun., 8:30-9 p.m., replacing *Meet the Press* . . . Unique Art Mfg. Co. Feb. 25 extends Wed. 5:45-6 p.m. sponsorship of *Howdy Doody* over 7 more NBC-TV stations, now 12 in all . . . General Electric soon to sponsor one-hour show with Fred Waring Group. . . . Bates Fabric's *Girls About Town*, with Kyle McDonnell, moves Feb. 27 to 10:10-10:30 p.m. on expanded NBC-TV network . . . CBS-TV moves *The Goldbergs* March 7 into Mon., 9-9:30 p.m. spot, to be sponsored starting March 28 by Sanka, Philip Morris' new *Preview* show with Tex McCrary-Jinx Falkenburg taking over *Goldbergs'* present 8-8:30 o'clock spot.

Full-size plane in studio is novel feature of 13-week "flight training" program by Syracuse's WHEN.

TV station sponsorships: "If you're thinking of going into TV, get your spots now. The good spots will soon be gone." Adviser isn't TV time salesman—but John J. Barry, v.p. of Boston's National Shawmut Bank, who told Financial Advertisers Assn. in New York this week that using TV has brought in accounts "of a kind that come in only through use of lots of effort and shoe leather" . . . WCBS-TV, New York, signs Schaefer Beer to sponsor all home games of Brooklyn Dodgers, General Foods sponsoring on AM station WMGM . . . Ipana sponsoring Tue., Thu. segment of *Lucky Pup* on WCBS-TV, otherwise piped sustaining to network . . . J. B. Williams (shave products) sponsoring *Acted Out*, charades, on WNBT, New York, Sun., 6:30-7 p.m. . . . Donel Foundation Garment Co., with Garfinckel dept. store, buy 5 spots weekly on *Television Journal* on WNBW, Washington . . . Gulf Brewing Co. (Grand Prize Beer) buys wrestling, Williamson-Dickie Mfg. Co. (Top Hand Work Clothes) Golden Gloves finals on WBAP-TV, Ft. Worth . . . Fort-night Magazine sponsoring *California Cavalcade*, featuring news highlights of state, on KTTV, Los Angeles, Sun., 7:45-8 p.m. . . . Eversharp Inc., Chicago, preparing film spots for Schick razors, to be placed thru Biow . . . Seven Santini Brothers (moving and storage) takes 13 open-end *Better Living* films (household decoration) from Telespots Inc., placed on WPIX, New York . . . Joske's dept. store sponsoring twice weekly locally filmed *Joske Newsreel* on KLEE-TV, Houston.

Personnel notes: John Shepard III resigns as chairman of Yankee Network, which he founded, is now virtually in retirement from radio activities . . . Tom Knode, NBC press dept. chief, holder of medals for heroism in Pacific fighting, promoted to administrative asst. to Carleton D. Smith, director of NBC-TV network operation. Joe Dine now heads press . . . Dick Hubbell, TV consultant, flies to London and Paris March 1 on client business, including TV film matters . . . James S. Pollak, film mgr. of WPIX, New York, named program manager and Ardien B. Rodner, ex-Television Adv. Productions, Chicago, named program coordinator . . . John S. Hayes became gen. mgr. of WTOP, Washington, now 55% owned by *Washington Post*, 45% by CBS, when station was formally transferred Feb. 16; Earl H. Gammons, CBS Washington v.p., continues with separate network staff . . . Arthur Hull Hayes takes over at KQW, San Francisco, as CBS v.p., and Harry S. Ackerman becomes CBS program v.p. in Los Angeles . . . Wm. W. Boyne elected v.p. of Zenith distributing subsidiary in New York . . . O. K. Lindley named asst. sales mgr. for GE communications products; Grady L. Roark named New York district manager for GE Electronics, vice Howard J. Mandernach, deceased . . . L. S. Thees named gen. sales mgr. of RCA Tubes Dept.

Spate of Shakespearean drama on TV starts with *Philco Television Playhouse's* repeat performance of "Twelfth Night" on NBC-TV Feb. 20. Sunday, March 6, 7:30-8 p.m., CBS-TV presents "Julius Caesar" in modern dress, first of its every-other-week *Studio One* sustaining series. Then, on NBC-TV, Sunday, April 3, 3:30-5 p.m., Socony-Vacuum Oil Co. sponsors "Julius Caesar" as staged by the Masquers of Amherst College in Elizabethan playhouse of Washington's Folger Memorial Library, bequeathed by late president of Standard Oil Co. Also on the classical side, ABC's president Mark Woods told New York Town Hall audience this week ABC-TV hopes to present Metropolitan Opera every Saturday next season.

DuMont's cutback to 9 a.m. (from 7 a.m.) for daytime sign-on of WABD, New York, is explained as due solely to labor problems that cropped up with earlier starting hour—overtime pay, extra shifts, etc. None of the programs was sponsored. Daytime program schedule was reshuffled to place earlier shows in later segments.

**DAYTON'S WHIO-TV IS 55th STATION:** You can record Dayton's WHIO-TV as the 55th station operating on regular schedule, for that latest adjunct of Gov. Cox's newspaper-radio properties makes formal debut next Wednesday, Feb. 23. It will operate 7 days weekly, 4:30-5:30 p.m. and 7 p.m. to 10 or 11 o'clock sign-off. WHIO-TV opens up 31st TV market area, gets particularly good start because good reception from Cincinnati's WLWT plus recent dealer promotions have already brought more than 4,000 receivers into area. Actually, WHIO-TV has operated on sporadic commercial schedule since Jan. 31, and manager Bob Moody reports February revenues will run \$10,000 -- nearly half realized from Golden Gloves sponsorships by RCA and 20 cooperating dealers. Moody says growing lineup of local and national accounts assures minimum of \$10,000 revenues per month for immediate future. Besides local accounts, programs are carried for Philco, Ohio Oil, Mester-Sale, full hour kine-recordings for Chesterfield (Arthur Godfrey) and Admiral (Broadway Revue), spots for DeSoto, Bulova, Ronson. Also sold locally is disc jockey background for daily test patterns, 10 a.m. to 12:30 p.m., 2-4:30 p.m., 6-7 p.m.

Note: Miami's WTVJ is reported by GE engineers to be in final stages of installation and adjustment (5 kw transmitter reduced to 500-watt input; Vol. 5:5) -- should get tests going by Feb. 21 and plans to start regular schedules about March 15. Atlanta's WAGA-TV, still aiming for March 1 tests, ran into hard luck when 5-bay turnstile was damaged in hoisting as winch slipped; work now is reported going well.

**INDIANAPOLIS CP HOLDER WOULD SELL:** Called on carpet for alleged dilatoriness in pursuing CP for TV held since Oct. 10, 1946 (Vol. 4:50; 5:3), Indianapolis' big Wm. H. Block Co. dept. store informed FCC this week that it proposes to assign its WUTV franchise and assets to Eugene Pulliam's WIRE (Indianapolis Star) for out-of-pocket costs of \$37,758.37. It also dropped CP for FM.

WIRE is one of 4 applicants for Indianapolis' presently frozen 3 channels, others being WISH, WIBC, Crosley, while WFBM-TV is already building. FCC denied petition to postpone WUTV hearing, set for March 21 in Washington -- indicating hearing along lines of recent session involving Raytheon's WRTB, Waltham, Mass., and proposed sale to CBS (Vol. 5:6).

Two more applications this week, making 314 now pending. Besides one filed by WAMS, Wilmington, Del. (see Sight & Sound note), there was one by WCVS, Springfield, Ill., which is half-owned by Copley Press' Illinois State Journal and Register. It seeks Channel No. 10, is third for city's 2 assigned channels. [For details about applicants, see TV Addenda 6-G herewith].

Comedian Bob Hope withdrew competing bid for Louisville's WHAS, WHAS-TV, etc., leaving Crosley and Storer to fight it out at Feb. 28 hearing (Vol. 5:7).

**ANTENNAS & OTHER TV TRADE NOTES:** Indoor TV antennas, usually unsightly but cheap, workable in areas of great signal strength, are gaining in popularity, largely due to apartment house restrictions on outdoor aerials. Radion Mfg. Co., 1137 Milwaukee Ave., Chicago, reports it has sold more than 100,000 of its V-shaped units (\$6.95), formerly made available only to manufacturers but now being offered through retailers...Admiral is breaking this weekend with 7-in. "package" for \$189.95, including its \$169.95 set, \$14.95 enlarger, \$6.95 Radion antenna...Motorola is currently making big ad pitch for indoor and portable trade with its 7-in. VT73 in carrying case (\$199.95), V-aerial attached (Vol. 5:2) -- "install it yourself, no landlord's permission required"...Landlord-tenant problem over aerials won't really be solved, as New York attorney A. W. Fribourg recently wrote N.Y. Sun, until set makers develop built-in aerials. New York State Legislature has bills pending to permit aerials anywhere but, even if passed, not much hope is held out courts will uphold tenants.

Private brand Artone, 10-in. table model made for Affiliated Retailers Inc. (Vol. 4:48), was offered this week by Macy's New York at \$256, indoor antenna and magnifier lens included; or set alone \$229 (originally \$239), lens \$24.94, antenna \$5.98...Macy's and Chicago's Radio-Vision chain also advertised Templetone's 7-in. table model with built-in magnifier at \$149.50; it was originally \$199.50...GE dealers offering table that used to sell for \$11.95 free with its basic Model 810 (10-in. at \$325), thus meeting consolette appeal...Cossor (Canada) Ltd. reported to have

ready for Canadian market (Vol. 5:5) new 10-in. console at \$645...Lowest 7-in. price we've seen quoted since Hallicrafters offered its T54 for \$139.50 (Vol. 5:3) is \$129 for Tele-tone, advertised in Washington this week.

New activity in 12-in. field: Emerson out with 12-in. console at \$529.50, including FM-AM and automatic record changer for 78rpm only...DeWald's 12-in. console reaches market in about week, priced \$399.95...Garod has cut 12-in. console with AM-FM-LP to \$850 and \$895, or \$45 down from old price; same set with 15-in. to \$995 and \$1,040, down \$155...Wilcox-Gay Corp., Charlotte, Mich., specialist in record players (Recordio), also maker of radios, is testing 10 and 12-in. TV sets, may be out with them soon...Speedway Products Inc., 502 W. 45th St., New York (Alfred Bloom, president) has tele-jukebox with 12 or 15-in. tube at \$2,500; coin-operated machine gives 3 minutes of TV or one record for nickel.

**IMPACT OF TV ON AM BOTHERS NAB:** Mainly preoccupied with BMB problems, NAB board meeting in New Orleans this week also was occasion for some soul-searching about TV. On and off record, directors expressed deep concern about possible impact of TV on AM, particularly on future revenues. What bothers broadcasters is possible shrinkage, even chaos, for their industry if advertisers really pursue what's barely been hinted so far: cutting of radio budgets in favor of TV. Expressed, too, was worry lest infant TV suffer "if the breast that feeds it dries up" before it's able to stand on own feet. And fear was evident that bankers, movies, manufacturing interests may move in on TV and wrest dominance from broadcasters.

NAB president Justin Miller was authorized to engage "TV expert" to service the 300-odd members of NAB who are identified with TV grants, CPs, applications, prospective applications, etc. Expert would work at top policy level, possibly alongside executive v.p. Jess Willard. And board instructed its organization committee, formed to study revamping of association along functional lines (Vol. 4:47; Vol. 5:1,6), to report back with plan at April 6-11 convention in Chicago.

Note: Of NAB's board of 25, two operate TVs, 4 hold CPs, 8 are applicants.

**TV PRODUCTION DOWN IN JANUARY:** TV began predicted 2,000,000-set year rather un- auspiciously, RMA counting only 121,238 units produced in January -- considerably under December's record 161,179 (Vol. 5:5). It's first time monthly production curve has turned downward since last July. Mitigating factors indicate only temporary drop: (a) January was 4-week month vs. December's 5-week. (b) It's normally slow radio month, evidenced by fact total radio production went down to 830,871 from December's 1,237,820. (c) Picture tubes haven't yet caught up to demand, and many factories began converting last month to new models. February may be slow month, too, due to Philco's one-week shutdown (Vol. 5:7).

January TV production broke down as follows: table models, 76,561; TV-only consoles, 30,408 (487 projection); TV-radio consoles, 14,269 (236 projection). FM fell to 147,733 from December's all-time high of 200,326. January FM breakdown: AM-FM table models, 76,677 (97 with phono); AM-FM consoles, 59,301 (250 without phono); FM-only and converters, 11,755.

**CLOSED-CIRCUIT COLOR FOR MEDICOS:** Now all-out for present system of TV, CBS once again categorically and emphatically asserts its stand on color TV is same as last October when FCC viewed its 6 mc mechanical color system in New York and President Stanton stated unequivocally: "There's absolutely no intention on our part to revive the color issue, nor have we anything up our sleeves" (Vol. 4:43). Latest unease over color followed announcement CBS would furnish its system to bring to June convention of American Medical Assn. polychrome pictures of surgical operations and diagnostic procedures from Atlantic City Hospital via closed circuit to Convention Hall. "It's not a CBS promotion," said Stanton. "We've simply sold or provided laboratory equipment, for pay and at a profit, to Smith, Kline & French Laboratories -- and there's no significance in it at all." Big Philadelphia pharmaceutical firm sees color TV as valuable tool for medical teaching, plans to employ system at various other medical meetings. It's expected 1,200 doctors will view demonstrations on 20 Zenith-built receivers, for which Webster-Chicago is making color components.

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 26, 1949

**HAVE YOU STOPPED BEATING YOUR WIFE?** Gusts from Capitol Hill this week whipped up those storm signals we warned about several weeks ago (Vol. 5:6). Senator Ed Johnson dumped a parcel of loaded TV questions on the FCC, and the Commission came back with a 17-page reply that represents its composite thinking. Though Commission doesn't say "this is what we're going to do," exhaustive replies outline its approach to TV's extremely complex problems so well that we've reprinted full text of questions and answers as Supplement No. 63 herewith and urge you to read it closely.

Like a surgeon being badgered in midst of a delicate operation, FCC is asked by Sen. Johnson about color, about preventing monopolies in manufacturing and tele-casting, about vhf's effect on development of uhf, whether present channels deny entry into TV of "present-day smaller operators of AM", what's being done about "potentially monopolistic features" of Stratovision. Immediate impact of catechism, as reported in daily press, may chill receiver sales to some degree. For example, Sen. Johnson notes purchaser isn't being advised that "in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk."

Ironically, if receiver demand does shrink because of public trepidation or prolonged freeze, the 50 or more smaller manufacturers (whose side anti-monopolistic Sen. Johnson presumably is on) would be snowed under by big boys. FCC Chairman Coy maintained fairly united front, only Jones and Hennock going beyond colleagues on some points. Comr. Jones commits self for color now, goes further than rest in pointing out advantages of Stratovision. Unlike colleagues, Comr. Hennock thinks legislation feasible requiring FCC and Federal Trade Commission to keep public informed on probable future usefulness of receivers.

**NEW AM AND FM GRANTS SLOUGHING OFF:** If first 2 months of 1949 are any criterion -- and they probably are -- year will prove comparatively sluggish in new AM and FM station grants, applications, etc. So far this year, including this week (AM Addenda 3-H herewith), the FCC has granted 17 CPs for new stations, cancelled 7 CPs, received applications for 35, dismissed 25 applications. How near bottom of barrel applicants are scraping is indicated by grants, usually low power or daytime, to such towns as Georgetown, Del. (pop. 1,820); Prestonsburg, Ky. (pop. 2,328); Clayton, N.M. (pop. 3,188). And applications from: Greer, S.C., with one CP already (pop. 2,940); Colfax, Wash. (pop. 2,853); Stephenville, Tex. (pop. 4,768).

Picture is subject to change, of course, depending largely on what progress FCC makes in whittling down pending backlog of 458 applications for new stations, 263 for changes in facilities. Currently, it's dubious whether 1948's increase of 170 in licensed and authorized stations -- bringing total outstanding to 2,131 as of Dec. 31, 1948 -- will be repeated. Certainly, 1947's increase of 382 won't be duplicated. Maybe it's TV, maybe it's uneconomic, maybe even the engineers can't find any more room in the AM spectrum.

FM summary so far this year: CPs granted, 23; CPs cancelled, 26; STAs authorized, 17; applications filed, 3. Year 1948 was FM's heyday from station increase standpoint, 311 going on air -- year ending with 687 on air, 289 with grants but not on air, 85 applications pending. But now cancellations are just about offsetting new grants; applications have all but ceased coming in. Non-commercial FM is experiencing mild increase in applications, mostly for 10-watters.

**FACETS OF THE DuMONT PRICE STORY:** DuMont is now mass producing, is quoting lower prices (by \$20 to \$150) on most of its line, but continues to specialize in middle and higher-bracket product. Witness the reductions, effective March 1: Chatham, from \$445 to \$425; Stratford, from \$695 to \$595; Savoy and Winthrop, from \$795 to \$695; Westbury, from \$795 to \$745; Colony, from \$1,095 to \$945. The \$525 Meadowbrook, \$995 Club 20 remain same. Discontinued are Sutton, Whitehall, Westminster models. [For details about models, tube sizes, see our TV Directory No. 6, p. 49.]

Only new model now on line is de luxe Manchu (Vol. 5:5), 20-in. picture tube facing sidewise in swivel cabinet, one side jade green, other side mahogany, that can be turned according to decor of room. It has AM-FM and 2-speed phono, is priced at \$1,995. New prices on above line were to go into effect March 17 but leak led to March 1 date. This is first break in DuMont prices, points up several significant new angles on the DuMont story:

New 500,000 sq. ft. plant in Paterson, N.J., formerly occupied by Wright Aero, is now in production -- believed to be largest single radio factory in world. Mass production enables DuMont to move into markets heretofore getting only small consignments of its sets, because it has so largely concentrated on ripe New York-New Jersey area. Sales appeal will continue to be "class" and workmanship more than price, on theory people will pay for quality in TV as for autos. And president Allen DuMont says he thinks his company is now No. 3 producer, predicts it will continue to be, if you consider dollar volume of TV only -- thus disputing claim of Admiral's Ross Siragusa (Vol. 5:8). He bolsters this by pointing out that DuMont, practically alone among set producers today, has an assured supply of tubes -- makes them itself, without any prior obligations to anyone else.

**IMPROVED CIRCUITS & BIGGER PICTURES:** Apace with downward trend in 7, 10 and 12-in. units, as reported recently in these columns, improved circuits and still more "expanded" pictures seem to be main trend discernible in current news from the factories. Then, of course, there are the DuMont price cuts (see story above) which may hasten reductions in higher-bracket units -- especially among smaller companies making 15, 16 and 20-in. UST made headlines several weeks ago with such reductions (Vol. 5:4), and Sightmaster reports its new glass-tubed 15-in. model will compete price-wise with RCA's 16-in. metal-coned units.

GE's new 10-in. Model 835 (\$325) and 12-in. 830 (\$399.95), both table, are due on market in few weeks, include automatic gain control that enhances picture sharpness and is said to reduce interference; sets contain 18 tubes, 3 rectifiers, same as old Models 810 and 814...Westinghouse has improved version of its basic 10-in. table model under full-scale production at Sunbury, incorporating automatic frequency control and automatic gain control for increased sensitivity in weak signal areas; price remains \$325.

Expanded pictures continue to be featured. Westinghouse is testing 10-in. table with circular picture, 68 sq. in. (vs. normal 52); switch permits rectangular picture if desired...Scott's 10-in. consolette (Vol. 5:7) at \$345 features 62 sq. in...Belmont, Raytheon subsidiary, reports 10-in. table and console models with 70 sq. in., table selling for \$299.95, console with 45rpm player for \$399.95... Belmont also has 7-in. portable with blown-up picture to 32 sq. in. (vs. normal 23) at \$189.45...Templetone coming out with still-unpriced 7-in. table model with built-in lens and dual-picture size control, like Garod and Hallicrafters (Vol. 5:8); picture blows up to 75 sq. in...New York Vim and Sears chain this week offered \$219 Automatic Radio Mfg. Co. 7-in. consolette for \$199 with magnifier that brings picture up to 48 sq. in., Vim throwing in free indoor antenna...Nielsen Radio Corp. discloses it's producing for brand name of "Mad Man" Muntz, Los Angeles (Vol. 5:6).

Sparton line, due on market in 45 days, reflects lowering 10-in. prices -- table, now priced \$269.95; console with AM-FM-LP (plus adapter for 45rpm), \$399.95, \$419.95 and \$439.95, according to furniture, all with 28 tubes...Vidcraft reported planning 10-in. table at \$179, which would be lowest yet, is now distributing direct-to-dealer line of 10-in. table at \$209.30; 12-in. table, \$276; 15-in. consolette, \$377.40; Vidcraft also reported planning to sell to private brands...Freed showed 16-in. models this week, really its advent into TV field. Line of consoles

Attributable in large part to TV boom ("pace of expansion so rapid that at opening of 1949 TV was 2 years ahead of most optimistic forecasts"), Radio Corp. of America's 1948 gross income from all sources zoomed to \$357,617,231, net profit after all deductions to \$24,022,047 (equal to \$1.50 per share). This compares with 1947 gross of \$314,023,572, profit of \$18,769,557 (\$1.12 per share). Annual report shows NBC accounted for \$70,949,218 or 19.8% of company's 1948 gross, compared with \$65,690,001 or 20.9% in 1947. Operations of RCA, RCA Victor, RCA Labs, RCA International and domestic subsidiaries other than NBC, RCA Communications and Radiomarine accounted for \$270,572,705, up 16% from 1947's \$233,308,803. Interesting sidelights in report: RCA personnel at end of 1948 totaled 41,791; stockholders, 206,193; common dividend increased from 30¢ to 50¢ per share last Dec. 3; earned surplus, \$79,499,479, up \$13,940,725 from surplus at end of 1947.

For arrant, irresponsible nonsense, excelling even the gossip columnists for sheer phoniness and inaccuracy, read this mish-mash from the department headed "Floralabel Muir Reporting" in Feb. 7 *Los Angeles Mirror*: "Behind the scenes in radio and television a gigantic battle is raging between Radio Corporation of America and General Electric . . . GE got the jump on RCA when it took over (*sic*) the Corning Glass Co., which blows the glass for television tubes. DuMont was in on this deal but RCA couldn't buy a Corning tube for love or money . . . RCA, finding itself shut out, huddled with its technical men and reports have it that any day now it will be on the market with 16-inch tubes and in COLOR! This news is like a storm warning of a hurricane . . ." and so on, ad ridiculum, into issues of Feb. 9, 10 and 16, too.

Philco, in answer to reports it intends to incorporate RCA's 45rpm player in sets, "deplores the lack of standardization in the phonograph industry . . . will continue to market its phonograph instruments equipped with long-playing mechanisms, and at the present time has no plans to produce 45rpm record players." But, rumors won't down. Columbia won another LP adherent when high fidelity record maker Concert Hall Society Inc. announced it was issuing 33 $\frac{1}{3}$ rpm discs. Admiral's Ross Siragusa also announced company would include 45rpm in future combinations.

TV stock at 1¢ and 25¢ par! Currently advertised is Trad Television Corp., Asbury Park, N. J., making 3x4-ft. projection unit for public places under trade-name Tradivision; issue is 3,000,000 shares of 1¢ par stock, of which 1,200,000 go to Victor and George Trad and John Sinkey, officers, being sold through Tellier & Co., New York, at 25¢ per share. And Major Television Corp., New York set maker, offering 299,600 shares of 25¢ par stock at \$1 per share through Mencher & Co.

International Detrola, now largely in steel (about 47%), has changed name to Newport Steel Corp., reports net profit of \$1,000,858 (84¢ per share) on sales of \$20,496,904 for 3 mo. ended Jan. 31, first quarter of its fiscal year, which compares with \$236,624 profit on \$18,312,613 sales same period last year. Sales for fiscal year ended Oct. 31, 1948 were \$69,314,489, profit \$1,710,083 (\$1.40 per share).

Some details of RCA's 16-in. metal-cone tube, described at New York IRE meeting Feb. 23 by H. P. Steier of Lancaster plant: length, 22 $\frac{1}{2}$ -in.; weight, 11 lbs. (same as 10-in. all-glass); face thickness, 3/16-in. Tube's ruggedness was demonstrated by plunging it alternately into boiling water and liquid air without breakage.

Notes from the TV stations: WCBS-TV New York, instituting basic night hour rate of \$1,250 as of April 1 (up from \$1,000), which compares with its WCBS Class A \$1,350 rate . . . KFI-TV, Los Angeles, is first station to operate daytime-only, starting March 1 will telecast 7 days weekly, 12 noon-6 p.m., emphasizing news, audience participations, homemaking, music; new rate card sets \$150 daytime hour base . . . WTMJ-TV, Milwaukee, on Feb. 28 adds 10 hours weekly to schedule, making it about 45 hours per week, starting telecast day 2:30 Mon.-Fri., 3:30 Sat.-Sun. . . WMAR-TV, Baltimore, on March 1 hikes base night rate from \$250 to \$300 . . . WCBS-TV, New York, now installing new 16-element sleeve dipole antenna system atop Chrysler Bldg., will take 3 mo. for full job, start testing bottom level of 4 units about March 5 . . . WTTG, Washington, aiming to get new, higher power Arlington (Va.) transmitting plant in operation by April 1.

TV station sponsorships: New spot users on WNBQ, Chicago, are Cushman Rug Co., Belltone Hearing Aid Co. . . . WGN-TV starts *Women's Magazine of the Air* Feb. 28, Mon., Wed., Fri., 4-4:30 p.m., Hyland Electric Supply Co. sponsoring . . . Maison Blanche dept. store and 7-Up dividing wrestling and boxing on WDSU-TV, New Orleans, which also has D. H. Holmes dept. store sponsoring Korda films and local *Date With Pat Tobin* . . . New national spot accounts on WCAU-TV, Philadelphia, include General Time Instrument Corp. (Westclox), Lewis Hotel Training Schools, Peter Paul Candy, Atlantic Refining, Saturday Evening Post . . . Baltimore's Hecht dept. store and Bendix combine for store's TV Exposition Feb. 28 week, with WAAM carrying daily quiz *Let's Pop the Question* at 2:15 and 6:45 p.m. as well as closed-circuit demonstrations . . . United Airlines to use TV spots in April, thru N. W. Ayer.

Network sponsorship notes: CBS-TV signs Toni Co. for 9-9:30 p.m., Thu., starting mid-May, format of show undecided; also adds second sponsor, Wine Advisory Board, to *Dione Lucas Cooking Program*, jointly with Scott Paper Co., Thu., 8-8:30 p.m. . . . Camel Cigarettes on Feb. 28 starts *Camel Sports Caravan*, boxing from Philadelphia Arena, on 7 DuMont stations, Mon., 10 p.m. . . . American Oil Co., sponsored Army boxing championships on 11 NBC-TV stations Feb. 26 . . . RCA Victor expands NBC-TV *Kukla, Fran & Ollie* to 13 more stations via kine-films.

TV program notes: Milton Berle back on *Texaco Star Theatre* March 1 . . . WCBS-TV "showcasing" *Manhattan Showcase*, new talent show starting Feb. 28, Mon., Wed., Fri., 7:15-7:30 p.m. . . . Chicago Ford dealers considering sponsoring kine-films in evening of same day's baseball games on local outlet, thru J. Walter Thompson . . . Charles MacArthur, playwright, editor of *Theater Arts*, preparing hour show for World Video, with critic discussing week's theater happenings and some enactments from current plays . . . WNBT, New York, to carry *Mystery Chef*, Tue., Thu., 3-3:15 p.m., starting March 1; also *Sucker Money Casino*, audience show exposing tricks of gamblers, Wed., 6:30-7 p.m., starting March 2 . . . NBC-TV signs with American Educational Theater Assn for series titled *NBC Television University Theater* to start in spring: plays staged by theaters and drama schools of more than 100 universities.

Appeals from actions of FCC and Secretary of Agriculture would be affected by H. R. 2915, introduced this week by Rep. Sam Hobbs (D-Ala.). He says its purpose is "to give a man a run for his money in the lower courts, also to ease burden of Supreme Court."

Personnel notes: Clifford J. Durr, ex-FCC commissioner, now Washington attorney, elected president of National Lawyers Guild . . . Frederick R. Kappell, ex-operations v.p. of Northwestern Bell, elected v.p. in charge of AT&T Long Lines . . . Paul deMars, Washington consulting engineer, off for Iran for 6-mo. communications study, part of over-all survey by Boston consulting engineers Jackson & Moreland . . . Ernest Marx, DuMont sales chief, off for West Coast Feb. 25 to look over distributing-merchandising field; will be at Town House, Los Angeles, for about 10 days, then at San Francisco's Fairmount Hotel . . . Kendrick H. Lippitt, ex-consulting engineer with George C. Davis, now chief engineer of Technical Appliance Corp. (Taco antennas) . . . Allan B. Mills named gen. sales mgr. of RCA Home Instrument Dept., H. M. Rundle taking his place as merchandise mgr. . . . Wm. E. Neill, ex-WFIL-TV, named sales engineer for TV-microwave engineering dept., Raytheon . . . Stanley M. Abrams named TV division sales mgr. of Emerson Radio, Harold E. Karlsruher, sales mgr. for home radios . . . Donald J. Mercer, new director of NBC Radio Recording Division, succeeding Robert Friedheim, who becomes sales mgr. of World Broadcasting System (Ziv) . . . Richard Steele, ex-WBKB, now production facilities supervisor of WNBQ, Chicago . . . Edwin R. Peterson, ex-ABC, named MBS Central Division manager in Detroit.

Much more than mere dropping of Avco procedure on sale of stations is involved in FCC proposals to revise methods of handling applications, as made public this week (Docket 9061, Mimeo 31593). Proposals include 3-week advertising of applications for new stations or for changes in facilities transfers renewals; also 90-day cut-off of competing applications after date of first ad. Commission asks for comment will decide after April 14 whether oral arguments should be heard.

Another telecaster moves into sports promotion with Crosley announcing formation of Telesports Inc., capitalized at \$100,000 to "assure availability of [sports] events for TV." CBS recently bought 25% of Tournament of Champions Inc. for same purpose (Vol. 4:49); WFIL-TV owns Philadelphia Arena; Chicago's WBKB puts on own boxing from Michigan City Arena.

RCA's new life-size projection TV system, throwing pictures up to 6x8 ft., now comes so projector can be hung from ceiling. Set sells for \$2,500, is substantially same as reported last summer (Vol. 4:32). Also in big-picture projection field, new Electronic Controls Inc., 69 Glenwood Place, East Orange, N. J., announces "packaged unit" that permits use of any TV set to throw pictures up to 6x8 ft. Company also produces remote control device permitting set operation from distance, is owned by Tele-Video Corp., Philadelphia (Vol. 4:44).

TV facets of RMA's "Spring Conference" March 15-17 in Chicago's Hotel Stevens: servicing, by committee under A. T. Alexander (Motorola); receiving antenna problems, by group under A. D. Plamondon (Indiana Steel Products); set statistics, by Set Division Executive Committee under George M. Gardner (Wells-Gardner).

Magnetic recording of pictures on tape was one of many ideas explored by big magnetic tape maker Minnesota Mining & Mfg. Co., St. Paul. Company figured that it was theoretically possible, but forgot it in a hurry when costs "just to investigate possibilities . . . ran into several millions."

Reminiscent of old DX cards is "Television Pioneer Club" card mailed by San Francisco's KPIX to people sending in reception reports.

Zoomar and Balowstar lens inventor Dr. Frank Back will work with ABC as optics consultant.

Variety for Feb. 23 publishes "Scorecard on NBC Casualties," estimates 11 name-program defections to CBS are losing NBC \$6,965,000 in annual billings. It also speculates on possible defections next of affiliates with superior facilities, notes: ". . . while TV might be big-time in New York, Chicago and a few key markets, for the majority of the broadcasters radio is still the big noise and will be for the next few years . . . the rank and file NBC affiliate operator—Seattle, Duluth, Dallas, etc.—won't go along with the concept that topflight radio programming can be fought by video . . ." Burden of placating stations falls on NBC president Niles Trammell, at affiliates meeting in Chicago's Stevens Hotel, Feb. 28 and March 1. He's quoted in off-the-cuff comment to effect that even with 6,000,000 TV sets at end of 1950, "you can't minimize radio and its 70,000,000 receivers and 38,000,000 homes as the more potent of the two media." Perhaps 5 or 10 years hence, "but NBC at this stage of the game doesn't intend to sell radio short."

Advertising Age of Feb. 21 lists 44 ad agencies whose over-all 1948 billings ran \$10,000,000 or more, mostly estimated, top 20 being (000,000 omitted): J. Walter Thompson, 115; Young & Rubicam, 75; BBDO, 72.1; N. W. Ayer, 67; McCann-Erickson, 54; Foote, Cone & Belding, 52.6; Dancer-Fitzgerald-Sample, 37; Grant Adv., 37; Ruthrauff & Ryan, 36; Benton & Bowles, 34; Wm. Esty, 30; Biow, 28; Newell-Emmett, 26.4; Kenyon & Eckhardt, 26; D'Arcy, 24; Erwin, Wasey, 23; Compton, 22; Maxon, 21.6; Fuller & Smith & Ross, 20; Kudner, 20. All 44 billed \$1.1 billion.

Dollars and cents figures on TV production costs make 6-page "Television Today & Tomorrow" feature in Feb. 25 *Tide Magazine* informative reading. Story reveals Milton Berle getting \$7,000 a week for *Texaco Star Theater*, which itself costs \$14-15,000 although originally budgeted at \$10,000. Facts and figures on what advertisers are paying for rights to sports events, film costs, etc., are authoritatively detailed.

Seeking "practical, realistic" data about TV for benefit of investors, *Barron's Weekly* is currently surveying telecasting executives with 12-point questionnaire asking about Stratovision, polycasting, synchronization, phone-vision, costs of operation, color, sets, etc.

Observation on "record war" by the *New Yorker* (Feb. 19): "With the prospect of three kinds of records, and with paper-tape and wire recorders already being sold for home use, it seemed to us as if the industry might have gone and invented itself to a standstill. . . ."

New 216-p. TV set servicing manual, *Photofact Television Course*, has been issued by radio manual publisher Howard W. Sams Co., 2924 E. Washington St., Indianapolis. Book is based on lectures by A. C. W. Saunders, edited by B. V. K. French, sells for \$3.

"Getting back to radio after perhaps too profound an immersion in television is an experience not much different from seeing the Museum of Modern Art's old silent films." —John Crosby, *New York Herald-Tribune*, Feb. 24.

Petition for 10-watt religious FM stations was filed this week by Southern Baptist Convention and Baptist General Convention of Texas (Vol. 4:50). Request is for rule-making to amend non-commercial educational FM rules to allow grants to churches. First group says it represents 6,750,000 Baptists. Second reports 180 Texas churches indicate they're "definitely interested" in FM.

New York's 6-station Rural FM Radio Network and Cornell U are working on "merger" of some sort, not sale of network, to stiffen network's financial backbone, pare down costs. Cornell operates WHCU and WHCU-FM, aims at same farm audience to some extent.



comprises TV-only 32-tube Sheraton, \$625; 40-tube Chinese Chippendale, \$795; same in Regency, \$845; 43-tube DeLuxe Chippendale with AM-FM-phono, \$1,295.

Philco's new installation policy puts it squarely up to customer: If he can get by with indoor aerial, installation cost will be about \$10. If outdoor antenna, etc. are needed, cost will run \$30 or more. One service call is free, but year's replacement-of-parts warranty is included in price of set...Apparently, we were bit premature in reporting Colonial will soon be out with own brand-name models (Vol. 5:8); that's the talk at parent Sylvania, but no top level decision yet...Philips Industries Ltd., Montreal, has started producing 12x16-in. Protelgram projection console with AM, to sell for \$1,100...AMI Inc., 127 No. Dearborn, Chicago, is experimenting with jukebox-TV combination but says it hasn't decided yet whether to place it on market...Philco Distributors Inc., resuming pre-war junkets for dealers, has chartered liner Queen of Bermuda for Havana cruise from New York May 27.

**PROGRESS REPORTS ON VHF-UHF:** Efforts to straighten out technical kinks continued this week, with (1) Ad Hoc Committee straining to wrap up its vhf propagation report for FCC's perusal, hoping session next Friday will tie the knot, and (2) Synchro-linking of Detroit's WWJ-TV and Cleveland's WNBK accomplished. This should prove acid test of interference-reducing system when WWJ-TV goes to full power and troposphere kicks up, neither of which has yet happened. Incidentally, we erred last week in reporting (Vol. 5:8) that RMA committee recommended entire uhf be used for monochrome; it committed itself neither on color nor on amount of spectrum to be devoted to monochrome. JTAC report (Vol. 5:8), now before FCC, suggests it may be necessary to go above 890 mc for color, recommends space between 900 mc and 6000 mc be set aside for it. It also suggests propagation study be started, perhaps coordinated by Central Radio Propagation Laboratory and using military money.

Note: Despite squall warnings from Capitol Hill (see p. 1), effort to thaw freeze by end of April or early May isn't being relaxed by mainspring Chairman Coy. Indeed, 2½ days of work on draft of reply to Sen. Johnson (only Comrs. Walker and Sterling absent) represented first real Commission meetings on TV, may conduce to crystallizing thoughts into action. Biggest intra-mural obstacle seems to be thinking of some that vhf allocations cannot be separated from uhf.

**THEY STILL APPLY, DESPITE FREEZE:** Applications for low-band (vhf) TV continue to be filed, one by one, with many more known to be ready for FCC's hopper the moment policies are clarified. Indeed, it's good guess that even after FCC unfreezes vhf, there will be no wholesale speedup of grants and construction for awhile because competitive hearings will be required in most major markets, in many secondary areas too. This week brought in 3 new applications, making total now pending 317:

(1) Westinghouse's WOWO, Fort Wayne, Ind., seeking Channel 2 -- making it 3 for 4 pre-freeze channels. Westinghouse operates WBZ-TV, Boston, is applicant for Pittsburgh (where it also proposes Stratovision) and Portland, Ore. Only other city where it has AM is Philadelphia, but it hasn't applied there.

(2) New Brunswick (N.J.) Home News, operating WDHN-FM, applicant for AM, seeking Channel 8 with directional antenna to protect co-channel and adjacent channel stations (in New York, Philadelphia, Wilmington, Atlantic City, Allentown, Harrisburg). Application includes petition for rulemaking since FCC never assigned any channel to New Brunswick, which is only 31 mi. from New York.

(3) WINC, Winchester, Va., seeking Channel 12 for 31.5 kw "rural" station to operate from its present FM site atop 2,355-ft. Signal Mountain. Also submits petition for rulemaking since FCC has proposed assigning No. 12 as community channel to Fredericksburg, Va., and CBS has proposed moving No. 12 into Washington (Vol. 4:27). [For details about all foregoing applications, see TV Addenda 6-H herewith.]

Reason George Storer withdrew bid for WHAS, Louisville, was stated as desire to concentrate on his Detroit WJBK-TV, Toledo WSPD-TV, Atlanta WAGA-TV and to prosecute his applications for Miami and Wheeling. Hearing on extension of WHAS-TV completion date is Feb. 28 in Washington; hearing on Crosley purchase of WHAS (plus FM and CP for TV) is March 2. FCC wants to probe possible overlap with WLW. Comedian Bob Hope withdrew his competing application last week (Vol. 5:8).

Paramount signed consent decree with Dept. of Justice Friday (Feb. 25), very much along line previously reported (Vol. 5:7): Paramount will form 2 new companies, one production, one theater, former acquiring Los Angeles KTLA and 29% holdings in DuMont, latter Chicago WBKB; will divest itself of interest in about 800 of its 1,450 theaters, mainly jointly owned with local operators; must separate control and management of 2 companies within year. Stockholders get shares in picture company, certificates of interest in theater company; splitup will be tax-free, subject to stockholder approval. Proposed judgment goes before Federal district court in New York March 3. It follows line of last November's RKO decree. Negotiations are still under way with other defendants in recent Supreme Court anti-trust decision: Loew's, Warner Bros., 20th Century-Fox.

Rumors about FCC Chairman Coy's intentions persist—but they're still merely unverifiable rumors—so frequent that he now simply shrugs them off. Best dope seems to be he'll stick it out till fall at least, maybe longer if pay raise bill passes Congress. Last reported proffered job was Byron Price's old one with Eric Johnston's MPA in Hollywood. Rumor that Comr. Webster doesn't want reappointment when term expires June 30 are answered by that communications veteran thus: "I am not seeking reappointment. I will accept reappointment if offered." And acting chief engineer John Willoughby says he isn't quitting (though 31 years of Govt. service entitles him to retirement) even if Ralph Clark gets top job, as expected (Vol. 5:8).

Notes on upcoming new TV stations: Very good results reported on tests of WAGA-TV, Atlanta, now preening for March 8 regular schedule . . . Miami's WTVJ also on air with test patterns and tone, now definitely set for March 21 commercial start and building up to opening with "on the hour" spots on Wometco's WMIE, with 5-min. dealer-sponsored newscasts, trailers on all Wometco theaters screens urging folks to visit dealers and see new sets . . . WICU, Erie, Pa., begins test patterns March 1, definitely goes on schedule March 15 meanwhile is conducting "See Yourself on TV" exhibits in downtown dept. stores, running big promotion in *Erie Dispatch*; it won't get on coaxial for awhile yet, due to lack of terminal facilities, despite fact cable runs right thru Erie . . . KGO-TV, San Francisco, now offering Channel 7 test patterns 1-5 p.m., Mon. thru Fri. . . Good progress reported on construction of new WKRC-TV and WCPO-TV, Cincinnati.

WDEL indignantly repudiates charges by WAMS, Wilmington, Del., that it misrepresented to FCC state of its CP for TV (Vol. 5:8), enumerates in reply petition what it has done since CP was granted Dec. 23, 1947: all equipment ordered, \$100,000 spent on preliminary engineering and construction (grading, boring, road clearance), NBC affiliation contract effective May 1. Steinman station asks FCC to dismiss or deny WAMS petition (it also applied for TV channel) and grant WDEL-TV second extension of completion date.

GE will showcase its WOR-TV transmitter (Channel 9) during IRE convention, taking delegates by bus to North Bergen, N. J. installation daily at 2 p.m., March 7-9. Building is completed, installation about complete. Tower will rise 805 ft. above Hudson Palisades, 973 ft. above average terrain. It's only 2 mi. airline from Times Square, and GE calls it "best placed TV station in U. S." Looks now like May tests, though WOR isn't promising anything definite yet.

CBS president Frank Stanton will be speaker at IRE convention's annual banquet, March 9. His topic: "Television and People." New York convention runs Mar. 7-11.

NBC Research counts 1,180,000 TV sets in use as of Feb. 1, according to its monthly 'census' report estimating sets installed and number of families within 40-mi. service area (.5 Mv). The detailed listing:

Area	No. Stations	No. Families	No. Sets
<i>Eastern Interconnected Cities</i>			
New York	6	3,597,000	450,000
Baltimore	3	732,000	40,600
Boston	2	1,175,000	45,100
Philadelphia	3	1,184,000	119,000
Richmond	1	130,000	6,900
Schenectady	1	258,000	16,000
Washington	4	691,000	34,200
New Haven	1	557,000	19,000
<i>Midwest Interconnected Cities</i>			
Buffalo	1	323,000	12,300
Chicago	4	1,438,000	75,000
Cleveland	2	695,000	24,700
Detroit	3	839,000	39,500
Milwaukee	1	327,000	16,200
Pittsburgh	1	742,000	5,400
St. Louis	1	474,000	20,000
Toledo	1	241,000	7,500
<i>Non-Interconnected Cities</i>			
Albuquerque	1	22,000	500
Atlanta	1	233,000	5,500
Cincinnati	1	384,000	14,500
Dayton	1	291,000	2,000
Fort Worth	1	269,000	3,000
Dallas (a)	—	277,000	4,000
Houston	1	217,000	2,800
Los Angeles	6	1,372,000	89,300
Louisville	1	188,000	3,900
Memphis	1	177,000	2,800
Minneapolis-St. Paul	1	333,000	9,500
New Orleans	1	225,000	3,800
Salt Lake City	1	93,000	2,500
San Francisco	1	825,000	3,800
Seattle	1	307,000	2,800
Syracuse	1	199,000	2,000
<i>Stations Not Yet Operating</i>			
Erie	1(b)	112,000	400
Indianapolis	—	281,000	700
Miami	1(c)	117,000	1,100
Providence	—	1,011,000	5,200
Others	—	—	88,500
<b>TOTAL</b>	—	—	<b>1,180,000</b>

(a) Included in coverage of Ft. Worth station. (b) Now testing, starts regular operation March 15. (c) Now testing, starts regular operation March 21.

Joint survey of 3,500 Washington homes by WMAL-TV, WNBW and WTTG Feb. 8-15 shows this distribution of set-ownership, by head of family occupation: managers, officials and professionals, 68% (they comprise about 25% of population); clerical workers, 17%; laborers and craftsmen, 8%; retired or unemployed, 7%. Length of set-ownership averages about 5½ months. Number of sets installed, based on projection of survey, is 35,850, agrees very well with Feb. 1 figure of 34,200 based on Electrical Assn. reports of sales. Types of sets owned: 10-in., 63%; 12-in., 20%; 7-in., 10%; 5-in. (kits?), 3%; balance, "other."

Speedup of AT&T's new coaxial-microwave links is in offing, indicated by last week's announcement of additional East-Midwest circuits May 1 (Vol. 5:8) and by this week's application for single-channel, 2-hop, 10 mc microwave relay from Boston to Providence on 4090 and 4130 mc. Latter project would cost \$140,000, be completed within 8 months, or before end of this year.

Dick Richards has asked FCC to permit him to appear in person "to admit the wrongfulness of certain acts and to give the Commission satisfactory assurances against a recurrence," thus holds Comr. Webster's March 16 Los Angeles hearing will be unnecessary. "He now realizes," says petition, "that some groups have abused his fears of communism to their own ends." He's charged with ordering news on his Los Angeles KMPC slanted.

TV enabled President Truman to be in 2 places at once Thursday night. He dined with Jackson Day diners at Hotel Mayflower, then delivered address before Statler Hotel Democrats after dinner. RCA installed three 6x8-ft. projection receivers in Mayflower dining room plus half dozen regular sets in other rooms.

1949 Personnel Directory of

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New Post Office Building, Washington 25, D. C. Telephone: Executive 3620.

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District No. 15—Customhouse, Denver, Colo. Keystone 4151. William E. Clyne, *Engineer-in-Charge*.

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District No. 14—Federal Office Bldg., Seattle, Wash. Seneca 3100. Herbert H. Arlowe, *Engineer-in-Charge*.

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District No. 17—U. S. Courthouse, Kansas City, Mo. Victor 3755. William J. McDonnell, *Engineer-in-Charge*.

District No. 18—U. S. Courthouse, Chicago, Ill. Harrison 4700. H. D. Hayes, *Engineer-in-Charge*.

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District No. 21—Stangenwald Bldg., Honolulu, T. H. Honolulu 56879. Paul R. Fenner, *Engineer-in-Charge*.

ALASKAN REGION—U. S. Postoffice & Courthouse, Anchorage, Alaska. Main 593. Charles P. Manning, *Regional Manager*.

District No. 23—Shattuck Bldg., Juneau, Alaska. Juneau 721. Sigfred F. Berge, *Engineer-in-Charge*. Suboffice, U. S. Postoffice & Courthouse, Anchorage, Alaska. Main 535. Paul Peringer, *Engineer*.

#### PRIMARY MONITORING STATIONS

Allegan, Mich.—Box 89. Irving L. Weston, *Engineer-in-Charge*. Grand Island, Neb.—Box 788. Arthur A. Johnson, *Engineer-in-Charge*.

Kingsville, Tex.—Box 632. William R. Foley, *Engineer-in-Charge*. Millis, Mass.—P. O. Box 308 (Dover Road). Edward W. Sanders, *Engineer-in-Charge*.

Santa Ana, Cal.—Box 744. William Hoffert, *Engineer-in-Charge*. Laurel, Md.—P. O. Box 31. Adolph Anderson, *Engineer-in-Charge*.

Livermore, Cal.—Box 989. George McLeod, *Engineer-in-Charge*. Portland, Ore.—P. O. Box 5165. Robert A. Landsburg, *Engineer-in-Charge*.

Powder Springs, Ga.—P. O. Box 4. Henry B. Dunphey, *Engineer-in-Charge*. Lanikai, Oahu, T. H.—P. O. Box 1142. Lee R. Dawson, *Engineer-in-Charge*.

#### SECONDARY MONITORING STATIONS

Belfast, Me.—P. O. Box 44. Vernon K. Wilson, *Engineer-in-Charge*. North Scituate, R. I.—P. O. Box 3. Thomas B. Cave, *Engineer-in-Charge*.

Spokane, Wash.—P. O. Box 37, Station A. Adelbert C. Lawrence, *Engineer-in-Charge*.

Twin Falls, Ida.—P. O. Box 499. John L. Kurdeka, *Engineer-in-Charge*.

South Miami, Fla.—P. O. Box 347. Homer V. Thompson, *Engineer-in-Charge*.

Lexington, Ky.—P. O. Box 99. James E. Gilfoy, *Engineer-in-Charge*. Muskogee, Okla.—P. O. Box 1448. John F. DeBardeleben, *Engineer-in-Charge*.

Bay St. Louis, Miss.—P. O. Box 300. H. Frank Rawls, *Engineer-in-Charge*.

Juneau, Alaska—P. O. Box 2961. (Vacancy). Anchorage, Alaska—P. O. Box 719. Edwin G. Forsyth, *Acting Engineer-in-Charge*.

San Juan, P. R.—P. O. Box 2987. Irl D. Ball, *Acting Engineer-in-Charge*.

#### COMMON CARRIER FIELD DIVISION

Atlanta—First National Bank Bldg., Joseph B. Brittingham, *Acting Engineer-in-Charge*.

New York—Federal Bldg., Edward Collins, *Acting Engineer-in-Charge*.

San Francisco—U. S. Customhouse, Elmer F. Rudesill, *Acting Engineer-in-Charge*.

**SILENT MOVIES, THEN TALKIES, THEN—:** TV wagged the motion picture behemoth at both ends this week. Strong-minded producer Sam Goldwyn minces no words, writing in Feb. 13 New York Times Magazine, admits movies can't lick TV, must join it. And he thinks Phonevision may do the trick, not soon, but within 5-10 years, for Phonevision still can't pay for full-length features. In any event, he sees evolution to 2 major groups of movie-makers, one for theaters, other for TV. And he believes TV films will be shorter (about 1 hour), faster-paced, with broader, lustier acting and greater emphasis on story. Also, weak sisters of production will fall out.

At other end, exhibition, Allied States Assn. board, representing smaller independent theater owners, mumbled something about TV in Washington meeting this week, showed it has something to learn. Here's quote from chairman and general counsel Abram F. Myer's annual report: "As for television, if we view it with some misgivings, think what it is doing to our erstwhile competitors, radio and phonographs. Radio is the chief victim of this new competition. Stay-at-homes cannot view television and listen to the radio at the same time and television has the advantage of novelty; even so it seldom offers anything more attractive than phony wrestlers, third-rate prize fights and unfunny comedians, all to the accompaniment of eye-strain and raucous noises."

Allied took no stand on renting of features to stations, decided to let exhibitors deal with local distributors. In general, it reiterated position of New Orleans convention last December (Vol. 4:49): TV won't hurt theaters.

Able radio columnist John Crosby (New York Herald Tribune Syndicate) recently spent some time in Hollywood, nosing the movie animal over, sniffing for TV angles. Here's nub of his reports:

Hollywood follows almost a "party line" in holding to belief TV can't compete with movies because: (1) TV will never have as much money to spend. (2) People will always go to movies because they like to get out of the house. (3) TV must depend on films, which puts movie people "in a position to dictate terms." (4) TV will cut into boxoffice temporarily but ultimately will attract more people than ever to films, converting into moviegoers many of the 55,000,000 who now don't go.

But Crosby finds top movie executives, with headquarters in New York, are worried because they're concerned about finance and exhibition, while Hollywood is wrapped up in production -- and "it's the exhibitor, not the picture maker, who runs the motion picture business."

**SYNDICATING FILM PROGRAMS TO TV:** Everybody's talking about films made especially for TV -- but, except for handful of companies actually shooting and the still not-too-satisfactory kinescope recordings of network shows, very little is being done about it yet. Hence, when a major producer like 20th Century-Fox sets up a subsidiary even under the longsome title of 20th Century-Fox Television Productions Inc., and details it to produce films-to-order for TV, that's news in the entertainment world. And when it turns out a super-job like "Crusade in Europe," picturization of Gen. Eisenhower's story in 26 episodes of 20 minutes each, to be released to TV only, that's significant news. As screened this week for newsmen, et al, it looks like a natural for TV, to which ABC will release it in March, using both the network and individual stations. No sponsor yet, with some hesitancy on part of advertisers to "sponsoring a war" -- but ABC will carry it sustaining if need be. It's offered at \$15,000 per episode (3 runnings of each), which would give ABC back what it reportedly paid for the prodigious documentary -- produced by March of Time's Richard deRochemont from military and captured enemy files plus new shots.

Twentieth Century's Spyros Skouras, whose Fox Movietonews has already had big TV play, authorized this job as a sort of "feeler" venture into TV as a market

for documentaries. Popular reaction will determine whether more such films are made. Fact is Skouras, alone among the big producers, is really casting about on substantial scale and with qualified staff for ways and means of exploiting the burgeoning TV market. On the other hand, like Paramount and others making TV pitches, Skouras' company hasn't dared yet defy exhibitors and release feature films to TV.

Note: Hardly a day passes without announcement of new companies proposing to syndicate films or programs to TV. Working now on revised Directory of TV Program Sources, to be included in our TV Directory No. 7: Television Rates & Factbook of next April 1, it looks to us like list will have grown by then to 350 or more. An interesting new one announced this week: Television Pictures Distributing Corp., 3123 W. Eighth St., Los Angeles (Tony Anguish), claiming TV rights to 543 features, some as recent as 1943, also planning to shoot 1,000 shorts this year.

**MORE ON MOVIE & NEWSPAPER OWNERSHIP:** Footnote on movie ownership of TV stations, about which we've departed from our customary aplomb to make editorial comment lately (Vol. 5:5-7):

We're assured at highest levels that, whatever the prejudices and predilections of individual staffmen may be, there's no disposition on part of FCC itself to harass any class of licensee or applicant. After all, the Commission has final say.

Indeed, only this week FCC reconsidered and granted 50 kw to AM station WPTR, Albany (Schine theaters), but noted it was continuing study of effect of anti-trust decision in movie cases. Schine chain being one of defendants, action had been held up last week (Vol. 5:7). On the other hand, FCC postponed action indefinitely on Warner Bros. purchase of KLAC-TV, Los Angeles, and other Thackrey properties "pending examination of the qualifications of the proposed transferee in the light of the decision of the Supreme Court in U.S. v. Paramount Pictures Inc."

Forthcoming Paramount consent decree (Vol. 5:7) may make all difference in "temporary license" status of Paramount-DuMont TV stations (Vol. 5:5) -- but they'll be kept on anxious seat in meantime.

And while we're on subject of "class" discrimination, don't think newspaper-radio ownership issue is dead. More and more Congressmen lately have besought FCC to "do something" about it, but response always is: "That's your discretion, gentlemen, not ours." Obviously, only legislation could debar any class of ownership.

Short of Congressional fiat, not likely to be forthcoming, there's no disposition on part of FCC membership as now constituted to discriminate against movies, newspapers or anyone else properly qualified to hold licenses. Nor, we're told, to brook any undue "policymaking" on part of staff.

**FEDERAL ENTERS TV EQUIPMENT FIELD:** Planned long before last week's IT&T deal for absorption of Farnsworth and entry into TV receiver field (Vol. 5:7), IT&T subsidiary Federal is now offering TV transmitters to prospective customers -- definitely in that field as competitor of only other makers DuMont, GE, Raytheon, RCA. Such a step was here forecast last year (Vol. 4:3,11). Laboratory models, developed under engineer Norman Young, will be ready for March or April delivery -- one for Channels 2-6, another for Channels 7-13. Also being developed is uhf transmitter, which Federal hopes to have ready by time FCC opens up those channels commercially.

The 2 vhf transmitters are 5 kw units, offered at about \$75,000. Also offered is a high-band antenna, based on Federal's FM square loop, with gain of 10-12, to be priced somewhere between \$12,000 and \$15,000. No low-band antenna and no other TV equipment is presently offered, although Federal is making an STL for DuMont and plans microwave relay equipment in competition with GE, RCA, Philco. To go with its transmitter and antenna, it's recommending DuMont studio equipment.

Note: Federal is working with IT&T's French subsidiary on 200 mc color TV transmitter, to use 16 mc bandwidth, for French Govt. This also verifies interpretation (Vol. 5:7) that IT&T entry into TV means new stimulus to TV export trade, transmitters as well as receivers.

Questions and Answers

FCC Views on Present and Future Status of Television

As Stated in Reply to Letter of Inquiry Feb. 15, 1949 from Hon. Edwin C. Johnson (D-Colo.)  
Chairman of Senate Committee on Interstate & Foreign Commerce

Full text of FCC letter contains all questions posed by Senator Johnson

February 25, 1949

Honorable Edwin C. Johnson  
Chairman  
Senate Committee on Interstate and Foreign Commerce  
United States Senate  
Washington, D. C.

My dear Mr. Chairman:

This is in reply to your letter of February 15, 1949, asking a series of questions about television. Your letter has been fully discussed by the Commission. The reply was approved at a meeting of the Commission held on February 25, 1949 at which Commissioners Coy, Hyde, Webster, Jones and Hennock were present; Commissioners Walker and Sterling were absent from the city at the time. The views expressed are those of the above five Commissioners with the exceptions stated in the body of the letter itself.

**QUESTION (A):** Has consideration been given to a plan of television frequency allocation which will insure the use on a broad commercial scale of every improvement in the art, including the use of color?

This question can be answered with a categorical "yes." Such an answer is not complete without an account of the consideration which has been given to an allocation plan which would insure the use of every improvement in the art, including the use of color.

Television developed in the late 1920's and early 1930's as a black and white system. Experimental operations continued for a period of years and there was a beginning of a commercial operation just prior to the war. Right at the end of the war the Commission had an allocation proceeding in which it allocated to television 13 channels (subsequently reduced to 12) ranging from 44 megacycles to 216 megacycles, each of these channels being 6 megacycles wide. Obviously, television did not occupy all the space between 44 and 216 megacycles because of its being allocated to or in use by other services. At that time the Commission fixed the standards for television which are in effect today. The standards were substantially the same as those in existence before the war.

In late 1946 and early 1947 the Commission considered the proposal of the Columbia Broadcasting System to fix standards for a color television system. The color system advocated by Columbia had been developed in its laboratories and at that time was demonstrated to the Commission and the public. The Commission in March 1947 adopted a report denying the Columbia petition and setting forth its reasons therefor. A copy of that report is attached. [See *Television Digest* Supp. No. 49.]

On May 5, 1948 a public notice was issued for the purpose of considering again questions involved in the best utilization of the 475 to 890 megacycle band for television. This band had been allocated to television in the 1945 proceeding. At that time the Commission pointed out that the 475 to 890 megacycle band would have to be used for television if this country were to have a nationwide competitive system of television. By this statement the Commission in 1945 recognized that the 13

channels then available would be insufficient for a nationwide competitive system. In its notice of May 5, 1948, asking for proposals for the utilization of the 475 to 890 megacycle band, the Commission particularly referred to color and high definition black and white systems to indicate that full consideration would be given in the September 20 hearing to any testimony seeking to utilize this portion of the spectrum for any system of television.

The hearing was held beginning September 20, 1948. The hearing resulted in fairly general agreement among those who testified that the 475 to 890 megacycle band should be used for black and white television on the present standards—namely, a continuance of the present system of television. It was felt that while some improvement in definition of present black and white pictures was desirable, engineering developments could make these improvements possible within the framework of the present standards and that, therefore, no greater band width should be utilized for black and white television. It is an accurate generalization to say that there was agreement among the witnesses at this hearing that color was still not ready, that more laboratory work and experimental operations were needed with respect to color and that we needed more channels for the present system of television in order to provide a sufficient number of channels for competition in the metropolitan communities and cities and towns throughout the United States.

It was the consensus of those who testified that a portion of the 475 to 890 megacycle band should be reserved for further experimentation with color television and that the entire band should not now be allocated for the present system of television.

It should be pointed out that the Commission, in evaluating this testimony, is aware of the fact that this evidence coming from the broadcasting industry as it did, was in accordance with the present interests of those who testified. In other words, all of those who testified for the continuance of the present system are either in the business of manufacturing transmitters and receivers or in the broadcasting business utilizing the present system of television or wanting badly to get into it.

The Commission has not yet reached a determination with respect to the above matters. In disposing of the questions raised in this proceeding the Commission must face the important policy questions involved in determining the future of television in this country. A decision must be made on the question of utilizing the UHF frequencies for high-definition black and white, color, the present black and white system or any other system.

Additional Views of Commissioner Jones:

I am distressed that the inventor of the color television art does not now have the enthusiasm consistent with the zeal ordinarily growing from such a discovery as 6 megacycle color television.

There are TV broadcasting stations in only 33 metropolitan areas of the 140 areas provided for by 12 VHF channels. One million receiving sets of the present models are in the service areas of the 55 TV licensees in these 33 areas. The manufacturers have not been able to supply the demand for television receivers in these 33 areas

during the freeze period. At least tube manufacturers have been a bottleneck, according to all the available information I have, to supply this market. There is no reason why this market should not continue in the metropolitan areas like New York, Chicago, etc., where all available VHF channels are assigned. I do not think we are obligated to consider the private interest of any of these 55 licensees or the manufacturers who are tooled up for black and white transmission and receiver production. Our interest is only the public interest and how much worse the public will be hurt when receivers of the price range of television receivers are distributed in 140 metropolitan areas. Would the manufacturers care when the market is glutted with television receivers in these 140 areas if they had recovered their investment or if they had made a profit from the investment in black and white television and then were ready to move to color or some other new development of the art? I think not. While there were many dislocations when the automobile factory replaced the horse collar factory, it is my opinion the public benefited by the invention and development of the automobile. How much more so should a regulatory agency be the first to provide standards for orderly development of color television and let the investing and listening public decide what it wants.

In my opinion color television can be provided for now. Every day the problem of changeover becomes more severe. The modification of black and white transmitters and receivers is minor compared to the other considerations involved. This modification of receivers should not cost more than converters for present TV receivers to receive signals in the UHF band if and when UHF bands are opened to commercial broadcasting.

I believe television will not be a full-grown industry until color is provided. Color excites one of our most responsive senses. A travelogue in color, an oil painting reproduced in color, an advertisement for colorful clothing in color—what a difference in enjoyment the TV viewer would get. If we think in terms of opening the UHF in 6000 kc band width per channel so that licenses may be granted and licensees may operate TV broadcast stations in small markets where FM and AM broadcasts now serve the public interest, color is almost a must to cut down operating expenses. For example, black and white TV has to depend largely upon action (movement) which becomes a rather expensive type of program to produce. The enjoyment of color alone would necessitate less action. Possibly the industry has been too wrapped up in the fact that TV is such an effective advertising medium, giving the viewer such an indelible impression of the broadcast. This is a two-edged sword. The indelible impression not only makes repetition less necessary but also *more objectionable*. One might listen to the same identical record of music hundreds of times over a long period but he would not enjoy such repetition of the same movie. This factor is a major one in TV and can be expected to become more crucial as the novelty wears off. Color will provide a whole new dimension in programming.

I have stated my views more fully because I do not think 1,000,000 receivers now should impair the whole future television system.

QUESTION (B): Has consideration been given to the prevention of the element of monopoly control both in the manufacture of the equipments used for transmission and reception of television as well as in the broadcast of the programs?

This question is really two questions—the first has to do with the element of monopoly control in the manufacture of transmitters and receivers—the second has to do with the element of monopoly control in the broadcast of television programs.

The Commission has no control over manufacturers as such. However, with reference to manufacturers who are either licensees or applicant for licenses, the Commission can and does consider their activities with respect to any monopolistic patent control they may exercise or any activities which constitute restraint of trade or unfair competition within the meaning of the Sherman or Clayton Act in order to determine the qualifications of such persons to operate a radio station in the public interest.

The authority of the Commission in this regard has been sustained by the Supreme Court in *National Broadcasting Company v. United States*, 319 U. S. 190. The Court in that opinion stated (pp. 222-224):

A totally different source of attack upon the Regulations is found in Sec. 311 of the Act, which authorizes the Commission to withhold licenses from persons convicted of having violated the anti-trust laws. Two contentions are made—first, that this provision puts considerations relating to competition outside the Commission's concern before an applicant has been convicted of monopoly or other restraints of trade, and second, that, in any event, the Commission misconceived the scope of its powers under Sec. 311 in issuing the Regulations. Both of these contentions are unfounded. Section 311 derives from Sec. 13 of the Radio Act of 1927, which expressly commanded, rather than merely authorized, the Commission to refuse a license to any person judicially found guilty of having violated the anti-trust laws. The change in the 1934 Act was made, in the words of Senator Dill, the manager of the legislation in the Senate, because "it seemed fair to the committee to do that." *78 Cong. Rec. 8825*. The Commission was thus permitted to exercise its judgment as to whether violation of the anti-trust laws disqualified an applicant from operating a station in the "public interest." We agree with the District Court that "The necessary implication from this (amendment in 1934) was that the Commission might infer from the fact that the applicant had in the past tried to monopolize radio, or had engaged in unfair methods of competition, that the disposition so manifested would continue and that if it did it would make him an unfit licensee." *47 F. Supp. 940, 944*.

That the Commission may refuse to grant a license to persons adjudged guilty in a court of law of conduct in violation of the anti-trust laws certainly does not render irrelevant consideration by the Commission of the effect of such conduct upon the "public interest, convenience, or necessity." A licensee charged with practices in contravention of this standard cannot continue to hold his license merely because his conduct is also in violation of the anti-trust laws and he has not yet been proceeded against and convicted. By clarifying in Sec. 311 the scope of the Commission's authority in dealing with persons convicted of violating the anti-trust laws, Congress can hardly be deemed to have limited the concept of "public interest" so as to exclude all considerations relating to monopoly and unreasonable restraints upon commerce. Nothing in the provisions or history of the Act lends support to the inference that the Commission was denied the power to refuse a license to a station not operating in the "public interest," merely because its misconduct happened to be an unconvicted violation of the anti-trust laws.

Alternatively, it is urged that the Regulations constitute an ultra vires attempt by the Commission to enforce the anti-trust laws, and that the enforcement of the anti-trust laws is the province not of the Commission but of the Attorney General and the courts. This contention misconceives the basis of the Commission's action. The Commission's Report indicates plainly enough that the Commission was not attempting to administer the anti-trust laws:

"The prohibitions of the Sherman Act apply to broadcasting. This Commission, although not charged with the duty of enforcing that law, should administer its regulatory powers with respect to broadcasting in the light of the purposes which the Sherman Act was designed to achieve. . . . While many of the network practices raise serious questions under the antitrust laws, our jurisdiction does not depend on a showing that they do in fact constitute a violation of the anti-trust laws. It is not our function to apply the anti-trust laws as such. It is our duty, however, to refuse licenses or renewals to any person who engages or proposes to engage in practices which will prevent either himself or other licensees or both from making the fullest use of radio facilities. This is the standard of public interest, convenience or necessity which we must apply to all applications for licenses and renewals. . . . We do not predicate our jurisdiction to issue the regulations on the ground that the network practices violate the antitrust laws. We are issuing these regulations



because we have found that the network practices prevent the maximum utilization of radio facilities in the public interest." (*Report*, pp. 46, 83, 83n, 3.)

We conclude, therefore, that the Communications Act of 1934 authorized the Commission to promulgate regulations designed to correct the abuses disclosed by its investigation of chain broadcasting.

At the present time the Commission is conducting a study of the patent situation in the radio field and also the practice of companies in buying patents which they do not themselves own for licensing to others in order to determine whether such practices are inconsistent with the Sherman Act. Appropriate action under the above interpretation of law may result from this study.

It should be pointed out that the above interpretation of law is applicable not only to radio equipment manufacturers but also to licensees or applicants who engage in any activity which constitutes a restraint of trade or unfair competition within the meaning of the Sherman or Clayton Act whether or not such activity is in the field of radio manufacturing. In this connection there is presently pending before the Commission the question whether certain movie companies whose conduct has been found by the Supreme Court to be in violation of the Sherman Act are qualified to be licensees.

In promulgating Standards of Good Engineering Practice—and particularly Transmission Standards—the Commission must be particularly alert to avoid giving any particular company an unwarranted advantage over its competition by virtue of its patent position. In writing such standard we make a real effort to show no favoritism to any particular manufacturing company. However, we believe that our duty under the Communications Act requires us to adopt those standards which will result in the optimum radio service to the public. If it should turn out that any one company or group of companies are in a position to acquire or exercise monopoly control in the industry as a result of patents held by them, we would refer the matter to the Department of Justice for appropriate action under the anti-trust laws, or, if the manufacturer were a licensee, or an applicant for a license, the Commission would consider such facts in determining whether the manufacturer was qualified to operate a radio station in the public interest. Or the Commission could take both steps. We believe that in this manner the best system of television broadcasting is made possible for the American people while at the same time the maximum protection is afforded against the development of maintenance of monopoly.

The second part of your question deals with the element of monopoly control insofar as programs are concerned. The Commission in 1938 did conduct a very extensive investigation concerning this problem so far as programs in the standard broadcast field were concerned. At that time the Commission looked into such problems as contractual relationship between the networks and their affiliates, ownership of stations by networks, ownership by the same company of more than one network, relationship between the networks and the talent bureaus, relationship between the networks and record companies, and many other related problems. As a result of this investigation the Commission in 1941 issued a report and promulgated its chain broadcasting regulations. In brief, these regulations forbade any one organization from owning more than one network, prohibited the ownership by networks of stations in certain types of communities, and prescribed detailed regulations governing the contractual relationship between the networks and their affiliates. No action was taken with respect to the relation between the networks and the talent companies or the relation between the networks and recording companies. At about the same time the Commission also adopted regulations forbidding the ownership of more than six FM stations or five television stations by any one person or company. In addition, as a matter of practice, no group has been permitted to own more than seven standard broadcast stations. These rules apply to networks as well as to other licensees.

No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting but also to reexamine some of the problems concerning the relationship of the networks to talent

bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. The chain broadcasting regulations themselves were carried over almost bodily into the FM and television field without a separate investigation. It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly.

In this connection it should be pointed out that the authority of the Commission to deal with networks is rather limited. The Commission has no jurisdiction over networks as such and the Commission does not have the authority to license or regulate networks. In attempting to cover problems which arise out of the relation of the networks to affiliates, the Commission cannot enact regulations which apply directly to the networks. Our regulations are applicable to the stations, who are licensees, even though in most instances the practice at which the regulation is directed is against the interest of the licensee who engages in such practice not of choice but because of the practical economic necessity of having a network affiliation.

It is true, of course, that most of the networks do own radio stations and the networks allege that the ownership of such stations by networks is indispensable to their successful operation. The Commission can and does consider the qualification of the networks in passing upon applications for renewal of license of their stations. And the Commission would be warranted in refusing a renewal of license on the ground of lack of qualifications if a network compelled its affiliates to violate the network regulations. However, this is a clumsy method of enforcing regulatory policy. Since denial of renewal of license is a death sentence, proof must be full that the network did compel disobedience by the affiliates. This is a very difficult matter to prove even when it exists since the pressures of the network on the affiliates are subtle and indirect and the affiliates are unwilling to testify that their conduct is coerced for fear of losing both their license and network affiliation.

QUESTION (C): To what extent, if any, would the permanent assignment of the very-high-frequencies presently used for television, mitigate against or prevent rapid development and use of the ultra-high-frequencies when and if ultra-high is made available for commercial licensing?

The 12 television channels in the very high frequency band are part of the Commission's Rules. These assignments, like any assignments, are subject to change in whole or in part pursuant to proper notice in accordance with the Administrative Procedure Act. There is no outstanding notice proposing to delete any of the 12 channels.

Turning specifically to your question, it seems obvious that if the Commission should authorize the use of a portion of the ultra-high frequencies for the present television system there would be a rather rapid development of that part of the spectrum. This opinion is based on the fact that tremendous interest has been shown in television broadcasting and that the 12 channels presently available for television are not nearly enough to take care of the demand. With the present 12 channels many populous communities are unable to have any television stations of their own and still other cities are restricted to one or two stations. If television channels were added in the UHF band, it would be possible to add stations in communities where television today is not possible and additional stations could be authorized in those communities where there is an inadequate number of stations under the present allocation. The testimony at the hearing indicated that there were no insuperable obstacles to the development or production of equipment under the present engineering standards capable of operating in the ultra-high frequency band at a fairly early date.

A recent development highlights this point. At the September 20th hearing, many of the manufacturers urged the Commission so far as possible not to mix VHF and UHF television assignments in the same city. The Commission is in receipt of a letter dated February 18, 1949, from the Radio Manufacturers Association. All of the major radio manufacturers are members of this Associa-

tion. The Association recommends that the Commission provide for black and white television on the UHF utilizing the present standards. It also urges that the Commission assign sufficient UHF channels so that cities capable of supporting television should be able to have a minimum of four stations. The Association recommends that UHF and VHF assignments be so made as to provide a minimum of overlap. However, since it is not possible for most cities to have four television stations in the VHF band, the result will be that in some instances both VHF and UHF television stations will be assigned in the same city.

Thus far we have been discussing the development there would likely be in the UHF band if the Commission were to authorize stations on the basis of the present standards. On the other hand, if the Commission were to authorize the use of the ultra-high frequencies for color only or for wide-band black and white only, it seems apparent that the development of the ultra-high frequency band would proceed at a fairly slow pace. This is due to the fact that much of the equipment needed for such broadcast service has not yet been developed even in the laboratory, nor has such equipment been field tested. Obviously, none of the manufacturers are tooled up to produce such equipment. Accordingly, since the public would not be able to buy television receivers for such television system, there would not be much incentive for applicants to invest the large sums of money necessary for such television service in the ultra-high band. Instead, applicants would be inclined to invest their funds in VHF television where there is a possibility of return on their investment. This would tend put great pressure on the Commission to make a nationwide television system out of the present 12 VHF channels, an obviously impossible situation.

In pointing out these facts to you we desire to reiterate that we are aware that there are important vested interests who would like to see the present standards in the VHF band transposed to the UHF band so that there would be a minimum disruption to their interests. On the other hand, we are equally aware that there are other vested interests that would like to see new standards imposed in the UHF band if for no other reason than that the disruption which such new standards would cause to television in general would make it possible for these vested interests to postpone for as long as possible the necessity of investing additional sums in order to enter television.

The Commission cannot afford to neglect considering these conflicting interests in aiding it to evaluate the evidence which is presented at hearings. Our duty, however, under the Communications Act is clear—we should adopt the best possible system of television and not be influenced by any private interests, but only by the public interest.

#### Additional Views of Commissioner Jones:

Commissioner Jones is of the opinion that while the first two paragraphs on this page [paragraphs 4 and 5 of answers to Question (c)] may be a correct analysis of the situation, he personally feels that if the UHF bands are opened for commercial television broadcasting, television equipment in that band will develop more rapidly than is indicated in those paragraphs.

**QUESTION (D):** To what extent, if any, would such continued use of present television frequencies have the practical effect of denying entry into television operation by the large majority of present-day smaller operators of AM radio stations?

If additional channels are not made available for television, most of the present day operators in the aural radio field will not have an opportunity to become television broadcasters. This is true because, with 12 VHF channels, it will not be possible for some cities and towns which have standard broadcast facilities to have any television channels. Moreover, in practically all other cities where there will be some television service, there will be far fewer television stations than there are standard broadcast stations. Thus, as a matter of arithmetic, most of the standard broadcast licensees will not be able to enter television if there are only 12 channels assigned. The only way that a large majority of present day operators in the aural broadcasting field will have opportunity to get into television will be by action of the Commission making available more channels for the television service.

**QUESTION (E):** What study, if any, has been given to the potentially monopolistic features of the so-called "stratovision" television scheme of broadcast?

**QUESTION (F):** Would the "stratovision" system be used solely for relaying nation-wide television programs, thus serving as a common carrier with rates strictly regulated and service available to all comers, or would the system be used as a television broadcast medium whereby a single operator, or two or three operators, would be granted licenses to serve the entire United States with their own television programs?

At the present time "stratovision" is operating experimentally under an experimental license issued by the Commission. In the June 1948 allocation proceedings, a proposal was made by Westinghouse that one of the VHF channels at Pittsburgh be available to Westinghouse for the "stratovision" system of television. This petition was ruled inadmissible in that proceeding because an inadequate showing had been made as to its effect upon the allocation plan. There is no other proposal before the Commission for the utilization of "stratovision" in the VHF frequencies. However, Westinghouse proposed in the hearing on September 20, on utilization of the ultra-high frequencies that a number of frequencies in that band be made available for "stratovision."

The Commission is watching the "stratovision" experiment with great interest. If the system works, it could mean television service to extensive rural areas which would otherwise be outside the range of any television station utilizing a land-based antenna. Thus, "stratovision" would do for UHF television what clear channels were designed for standard broadcasting and very high power stations are authorized to do in the FM field. The Commission feels that it must be concerned about getting television service to all the people of this country and not simply to those living in suburban areas.

Of course, in considering the question of "stratovision" that concern must be balanced by consideration of the economic and social problems involved in the licensing of a single broadcaster to serve an extremely large area, perhaps embracing within its service area as much as the combined service area of several television stations with land-based antenna. Please be assured that the Commission in considering the problems of "stratovision" will give earnest and sincere consideration not only to the technical problems but to the economic and social problems which are implicit in the system. In this connection, if "stratovision" should prove feasible the Commission would give very careful consideration to the matter set forth in Question (f) as to whether the system should be restricted to relay functions only, or whether the operators of a "stratovision" station should be required to assume the obligations of a common carrier.

Of course, if the Commission should ultimately license "stratovision," very careful safeguards would be imposed with respect to the ownership of more than one station by the same group. Thus, while the owner of a "stratovision" station would have important business competitive advantages over the operators of stations utilizing land-based antennas, from the point of view of control of program sources, his power would be much less than that of any of the existing networks. Even today, the networks have control over the programs that reach virtually all people of the United States. If "stratovision" were authorized, the Commission would give careful consideration to the question as to whether networks should be precluded from owning any such stations and, indeed, whether such stations should be permitted to be affiliated with any of the networks. In this manner "stratovision" stations might serve as a very useful antidote to the power presently held by the networks over programs heard by the American people.

#### Additional Views of Commissioner Jones:

Commissioner Jones believes that stratovision should be considered in the light of a method of getting service to the widest areas possible, rural, urban and metropolitan. Although Westinghouse has been the proponent of the system and has experimental licenses, and on one occasion at least NBC broadcast from planes over Wash-

ington, Cleveland and New York, apparently utilizing the stratovision principle, I don't think the discussion of the subject should be related to particular companies when the consideration of standards for the system are being considered.

Stratovision like most other major scientific achievements offers possibility of both good and evil depending on how we choose to use the tools given us. One possibility is to refuse to use the tool and the other is to use it for mankind's benefit. The biggest question raised against stratovision is the tremendous economic power that would be available to a licensee or licensees of the stratovision broadcasting planes, or the monopolistic possibilities of blanketing the nation by the use of the system. I think this question of economic empire in the broadcast field should be viewed in the light of the facts as they might be in the television broadcasting industry if it should develop that the Commission must adopt standards upon the patent claims of one manufacturer, and a subsidiary of that manufacturer is one of the large networks and by affiliation contracts with other licensees will provide network programs over a considerable portion of the country by coaxial cable tielines. If that manufacturer also purchases from other owners of patents the right to license others to manufacture under such patents, stratovision might be the only means of providing competition to such company or companies controlled by such company.

Stratovision system of operations appears at the present state of the art to offer the only possibility for the thinly populated areas of the country to generally receive satisfactory TV signals. When the 140 channels are all assigned it does not appear likely that the thinly populated areas of the country will generally receive satisfactory TV signals from stations operating on the ground. Many more densely populated areas cannot expect service by coaxial relay and land operated stations for a number of years, if ever. In many smaller cities only one TV frequency is available and economics might well limit the smaller cities to one station regardless of frequencies available. With regard to this point, much wishful thinking has gone on with comparison of TV with the regular broadcast service. Television is a tremendously more expensive operation and the economics might not permit as many stations as AM and FM broadcast stations. Although we might get competition in the larger cities by a larger number of stations some other means of insuring competition is needed for the general solution of the problem. One thing which definitely seems undesirable is the present allocation with some cities with seven stations, others with one. Most everyone agrees that most television programming must be done on a chain basis but how can seven, six, five, four, three or even two chains be supplied to the TV viewer in the one-station community?

Stratovision offers a means of supplying broadcast TV signals over the large areas in addition to supplying the relaying of program material. The Stratovision station should be located to supply the large areas principally and the highly populated areas incidentally. We should not permit a situation to develop as in the case of our present clear channel stations which are used primarily to supply large cities. Stations on the ground could still provide service to the larger cities and within those cities should be able to provide the higher signal intensities generally required together with program items of local interest.

On the other hand, if stratovision as a licensee or as a license system seems undesirable, certainly stratovision transmission should be considered seriously as a common carrier. This concept of common carrier places the competition at the program level rather than at the station level.

If three broadcasting channels were provided for each stratovision plane, three separate programs would be available over all the large areas. In addition the same and other programs could be available in the larger cities. No chain or group would necessarily have exclusive use of any stratovision facility. Undoubtedly this poses many regulatory problems, but the residents of large areas whose very isolation makes TV most important to them may go without TV service unless stratovision is employed or some other development of the art is established.

Finally, your letter states:

"Also, we are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolescent. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying \$200 to \$1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection."

At the outset, it should be pointed out, that television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely. As was pointed out earlier, no proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels.

Of course, if ultra-high channels are added, there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat but as is recognized in your letter, converters are not as satisfactory as regular receivers.

It is not possible to measure accurately the degree of partial obsolescence that might result from adding ultra-high channels. No official census exists concerning ownership of television receivers by the public. However, a rather comprehensive survey made by *Television Magazine* shows that there were slightly more than 1,000,000 television sets installed as of February 1, 1949. Of this number only 69,700—or less than 7%—were in cities in which fewer than four television stations have been allocated. Only 27,000—or less than 3%—were in cities to which only one station has been allocated. Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if ultra-high channels are added.

Moreover, as is stated in your letter, the Commission at the present time has no authority to require manufacturers to notify prospective purchasers concerning possible obsolescence of television receivers. You ask our opinion as to whether legislation is desirable on this point.

This question poses a fundamental problem of the proper scope of the federal government in protecting consumers against the purchase of possible obsolete equipment. This would be a problem not only for this Commission but also for other government agencies. In our field the task would be extremely difficult. Radio broadcasting is but a quarter of a century old and already developments have occurred which in other fields would have taken a century. In the space of a quarter of a century not only has standard broadcasting been developed but in addition two new services—FM and television—have gotten off to a healthy start and facsimile broadcasting appears to be ready to make its debut. Moreover, developments occur so fast that there is no assurance that some revolutionary development will not emerge from the laboratory that will make present systems obsolete because the public advantage to be gained from its adoption outweighs the public burden incident to partial or complete obsolescence of equipment.

The radio industry is an empirical industry. Its rapid development has resulted from the vision of its leaders and inventors. New developments cannot be scheduled and therefore, it is extremely difficult, if not impossible, to determine when any piece of radio receiving equipment may become obsolete. We are unable, therefore, to make any recommendation regarding obsolescence of equipment now being manufactured and sold, unless some arbitrary rule is invoked in order to prevent obsolescence. The Commission is of the opinion that no such rule can be drawn which can be applied with equity under all circumstances. It prefers to reach a decision upon the balance of the public interest, convenience and necessity as determined by each situation.

**Additional Views of Commissioner Hennock:**

Although the Commission believes that the ultimate decision must be made by the consumer and that he must bear the risk of obsolescence in this regard as he does with many other purchases, I firmly believe that his determination should be based on the fullest information possible. As is implicit in your letter, the possibilities of obsolescence of television equipment in a very short time are much greater than for any other type of broadcast equipment. Even with the advent of different methods of aural broadcasting, present standard broadcast receivers will be of considerable value for some time to come since there is little, if any, foreseeable possibility that this system will be discarded. However, in those cities in which a deletion of the present VHF television frequencies may occur with a consequent allocation of UHF, present television receivers may be rendered only as valuable as the converters designed for them are efficient, and their use would, of course, involve an additional expense.

It would seem desirable to make clear to the public the uncertainties inherent in the purchase of any particular television receiver. Any risk taken by the public would then be a calculated one. To that end, a requirement that manufacturers of such equipment indicate plainly of just what components the set is composed, what functions it and they will serve and, based on public notices issued frequently and regularly by the Federal Communications Commission, whether there are under consideration any changes in frequency allocation or Standards for such equipment which would, if adopted, render such equipment less valuable, would be a salutary one. In connection with such statement the manufacturer would also provide the latest information furnished by the Commission with regard to possible adapting equipment which might minimize the possible loss due to obsolescence.

At the present time, the Federal Communications Commission has, as you pointed out in your letter, no authority to compel a disclosure of such information by television receiver manufacturers. However, legislation designed to effect this result, possibly through the jurisdiction of the Federal Trade Commission working in close harmony with the Federal Communications Commission, might prove feasible.

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Members of the Federal Communications Commission are available at any time singly or severally to discuss the problems which you have raised in your letter of February 15 with you or with members of the Senate Committee on Interstate and Foreign Commerce.

By direction of the Commission  
WAYNE COY,  
*Chairman.*

**STARTING PLANS OF THE CP HOLDERS:** Even if TV freeze ends in April or May, as promised (Vol. 5:4,5), there isn't much chance that many more unfrozen applicants can get grants and build in time to start operating by this year's end. So, looking at things practically, this year's additional new TV stations will come from the 67 presently non-frozen CP holders. These are being encouraged by FCC to go ahead. But who's actually building, and which stations will begin operating this year? To answer this question, put to us so often, we inquired of each CP holder -- and here's what we learned:

Most of the 67 expect to begin test operation, at least, before end of 1949, though plans are so fluid that few can specify starting dates except for probable month or season. Some say frankly they don't know, a few that they won't get going until 1950. Some are in trouble with FCC, their CPs stymied for time being, several even in danger of revocation. Only 9 ignored repeated requests for information.

Our guess still is that probably 40, possibly 50 more stations will really make it by Jan. 1, 1950. Experience has proved that very few ever meet long-range schedules in the intricate and costly task of getting a TV station on the air. So all we can do is pass on to you what they tell us about their prospective test and commercial starting dates, cautioning you to calculate that scheduled commercial operations seldom start earlier than a month after tests begin:

Testing or expected to begin tests during March: WTVJ, Miami, now testing, aiming for March 21 commercial debut; WAGA-TV, Atlanta, now testing, starts on regular schedule March 8; WICU, Erie, Pa., tests start March 1 and scheduled operation March 15; KECA-TV, Los Angeles, and KGO-TV, San Francisco, both owned by ABC, both now on equipment tests but commercial starts delayed until April or May due to rebuilding of studios; WLWC, Columbus, and WLWD, Dayton, both Crosley-owned, both nearing completion, due to be ready for tests before April 1 and full operation (via microwave hookup with WLWT, Cincinnati) within week or so thereafter; WKRC-TV, Cincinnati, latter March tests scheduled, with T-Day set for April 1; WGAL-TV, Lancaster, Pa., March tests, April 1 commercial; WKY-TV, Oklahoma City, latter March or early April tests; WTCN-TV, Minneapolis, latter March or April; WJAR-TV, Providence, now on equipment tests until April 15, best guess on regular schedule now June 1.

Tests planned in April-May-June, with possible commercial starting dates if reported: WDEL-TV, Wilmington, Del., April tests, May 15 commercial; WHTM, Rochester, April or May tests, June 1 commercial; KFMB-TV, San Diego, May tests; WKAL-TV, Rome, N.Y., May or June tests; KRON-TV, San Francisco, tests prior to June 1; WCPO-TV, Cincinnati, June 14 opening; WFBM-TV, Indianapolis, about June 1; WOR-TV, New York, around June 1; WXEL, Cleveland, early spring; KSL-TV, Salt Lake City, sometime in spring; WTTV, Bloomington, Ind., sometime in spring.

Tests planned in July-August-September: WAFM-TV, Birmingham, July tests, full operation by December; WBRC-TV, Birmingham, July tests, August or September commercial; WBNS-TV, Columbus (changed from WBNT), sometime in summer; WOC-TV, Davenport, Iowa, about Aug. 1; WSEE, St. Petersburg, Fla., late summer; KBTB, Dallas, July; KEYL, San Antonio, July; KTLX, Phoenix, July.

Fall or winter tests planned: WJIM-TV, Lansing, Mich., October; WSYR-TV, Syracuse, October; WOAI-TV, San Antonio, sometime in fall; KRLD-TV, Dallas, fall; WCON-TV, Atlanta, late 1949; WBT-TV, Charlotte, late fall; WBNF-TV, Binghamton, N.Y., late fall; WDAF-TV, Kansas City, last quarter 1949; WOI-TV, Ames, Iowa, last quarter 1949.

"Probably 1950": WTAR-TV, Norfolk, by April 1; WKZO-TV, Kalamazoo, Mich., early 1950; WTLE, Greensboro, N.C., summer or late fall of 1950.

"Don't know yet": WPDQ-TV and WJHP-TV, Jacksonville; WOW-TV and KMA-TV, Omaha; WMBT and WEEK-TV, Peoria; WJAC-TV, Johnstown, Pa.; WSM-TV, Nashville.

(Over)

No replies: KGDM-TV, Stockton, Cal.; WMBR-TV and WJAX-TV, Jacksonville; WHBF-TV, Rock Island, Ill.; WTPS-TV, New Orleans; WLAV-TV, Grand Rapids; KOVB, Tulsa; KTVU, Portland, Ore.; WSAZ-TV, Huntington, W. Va. So far as we can learn, few if any of these have yet ordered equipment.

Status indeterminate, for various reasons: WHAS-TV, Louisville, hearing on proposed ownership transfer set March 2 (Vol. 5:5); KTRV, Minneapolis, CP conditional on divestment of stock owned by WTCN principals in Minneapolis Tribune and Star-Journal; WUTV, Indianapolis, ordered to hearing March 21 for delays, sale to WIRE proposed (Vol. 5:3,8); WRTV, New Orleans, ordered to hearing March 28 for delays (Vol. 4:43); WRTB, Waltham, Mass., hearing decision awaited (Vol. 5:6); WTVN, Columbus, ordered to hearing, date not set (Vol. 5:7); KARO, Riverside, Cal., Channel 1 assignment no longer available (see p. 31, TV Directory No. 6).

**TELEVISION KEEPS PEOPLE HOME, BUT—:** "We took them out of the home. Now television is bringing them back in."

There you have TV's impact upon American habit stated pointedly and succinctly -- by Henry Ford II in casual conversation the other day with Washington newspaper-radio correspondent Blair Moody (Detroit News).

Young Mr. Ford wasn't viewing with alarm -- knows everything new finds its proper niche, so isn't concerned lest fewer automobiles are used -- and few will gainsay his historical position to make this observation. But the quarreling starts when the pundits ponder what happens after people get home, in front of their sets.

Alarm over TV's impact on American culture hasn't reached violent peak that radio had to weather in its inceptive stages, but it's almost axiomatic that it will. Note headline: "Niebuhr Assails 'Vulgarization' of U.S. by Video" over story quoting eminent theologian Dr. Reinhold Niebuhr to effect that boxing typifies TV subject matter. He's concerned over installation of sets "at rate of a thousand a week." Perhaps he shouldn't be told it's nearer 30,000.

J. Raymond Tiffany, counsel to Book Manufacturers Institute, recounts losing "struggle" with set in his home (struggle for attention), expresses fear TV will seriously cut into reading habits, but concedes TV "can make a great contribution" if telecasters realize responsibilities. Mr. Tiffany might read comment of author-critic Joseph Wood Krutch in Feb. 26 Nation: "In the long run, surely, the only hope must lie, not in publishing books which can compete with television, but in publishing books which television cannot compete with...If [publishers] want the television audience, they would be much better advised to go into the television business themselves, for they certainly cannot beat it on its own ground."

There are many more worriers, including many a parent. Sanest critical approach we've seen recently was by radio editor Jack Gould in Jan. 30 New York Times: "As a medium growing at a dizzy pace, with many wholly unique problems to solve, television is entitled to considerable leniency...Its inevitable indiscretions should not be exaggerated because the industry's over-all record certainly has been a fine one." Gould warns against suggestive or unpleasant lapses, notes that "children's audience for video reaches a far lower age level than it does for radio" and that tots of 3, 4 and 5 can very easily be frightened.

An exacting critic of radio, Gould concludes that it's all up to the conscience of the telecaster: "The record of the radio industry in attempting to reduce matters of taste and judgment to a piece of paper in the form of a 'code' is too fresh and desultory to warrant a similar waste of time in television, which is moving so much faster."

Anyway, TV is making good conversation even if it's often charged with killing the art of conversation in the home -- and it's quite happy to be talked about, is even lending its facilities for occasional discussions of TV itself. As for its disruptive effect on children's habits, director James Hanrahan of Cleveland's WEWS made this pertinent reply to plaint of Mrs. Leonard Lyons, wife of the Broadway columnist and mother of four youngsters: "...we respectfully suggest that the broadcaster can't be asked to provide a substitute for home discipline. If it's time for the kids to do their homework, they should be told to do their homework, period."