

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2920 • VOL. 2, NO. 1

January 5, 1946

CUMULATIVE CONDITIONALS: Our method of publishing Cumulative Logs of Conditional Grants to Applicants for New FM Stations seems to have struck a responsive chord among our subscribers. It simply adds the new grantees (indicated by italicized city names) to those previously granted, and so makes a handier reference. Supplement No. 25 herewith is our third Cumulative Log and we will continue to publish them in the same manner as fast as the FCC announces grants. Later we will designate CP's and frequency-power assignments, which Commission sources tell us will be forthcoming shortly.

There were only 12 new conditionals this week, 5 from newcomers to radio, 2 of the newcomers being newspapers. Grand total to date is 241.

Tentative nature of FM channel allocations (Supplement No. 21) is given emphasis in this latest batch of conditionals by the two Metropolitan Station grants to Atlantic City. Under the original channel assignment plan, Atlantic City was down for Community stations only.

In announcing the conditionals Thursday, the FCC corrected its previous class-of-station designations to indicate that its earlier grants to Ithaca and Ogdensburg, both in New York, should be Metropolitan, possibly Rural, not Rural as previously specified. The Commission also ordered its sixth FM hearing -- for Peoria, Ill., where 5 applicants seek the 4 available channels.

LOOK FOR CONSENT DECREE: You can expect a consent decree in the Dept. of Justice anti-trust suit against the alleged patent "cartelization" contracts of Scophony, et al. (Vol. I, Nos. 16 and 17). Moves to that end are already discernible, but the lawyers will probably take some months of dickering. Paramount and 20th Century-Fox particularly don't want to jeopardize their standing as TV applicants before FCC, which under the radio act can step in where anti-trust charges are involved. It's a civil proceeding and can easily be settled out of court. Meanwhile, many in the industry believe the Government action gave Scophony far more publicity on its theatre-TV patents than they probably warrant.

An interesting sidelight on the Government's case is fact that its main-spring, under Wendell Borge, anti-trust chief, is Joseph Borkin, who in 1938 co-authored the book "Television, a Struggle for Power." He's legal counsel and also chief economist for the anti-trust division. His staff on the case includes Mervin Pollak and Joseph Marker. Defendants have yet to file formal replies.

HEARING ON LOW-BAND FM: Zenith's never-say-die stand on the superiority of the lower band for FM, bulwarked by the persistent claims of Maj. Armstrong, has impelled the now apparently not-so-sure FCC to set a hearing Jan. 18 on the whole issue. The full Commission will listen to Zenith and its witnesses plead the case for 42-50 mc FM for rural coverage. Hearing is based on Zenith's Jan. 2

petition claiming its tests at Deerfield, Ill., and FCC's own tests at Andalusia, Pa., indicate that 100 mc won't provide rural coverage.

Zenith claims 50 mc transmission has 2½ times coverage of 100 mc transmission. It also says that there are more applications for FM stations than can be accommodated in the 88-108 mc band and therefore 40 more channels should be made available in the low band.

TV Channel No. 1 covers the 44-50 mc band at present. It is reserved for Community TV stations.

Hearing order poses 4 issues: (1) Should 42-50 mc band, or any part of it, be made available for FM in addition to present 88-108 mc band; (2) If such band be made available, should it be for Non-Commercial Educational, Community, Metropolitan and Rural stations, or only for Rural stations; (3) Should such frequencies be made available for the entire U.S. or only for Area II; (4) Will there be additional receiver cost if 42-50 mc band is added to current 88-108 mc band, and if so, how much?

Appearances by interested parties -- FM and TV licensees, manufacturers, etc. -- must be filed not later than Jan. 14.

Thus, the final act seems to be near in the play that opened early in November (Vol. I, Nos. 11, 12 and 14) when Zenith first made its claims that 50 mc FM was better for rural coverage than 100 mc. Backed by Maj. Armstrong and others in the industry, Zenith feels confident it can prove its case.

A preview of the Jan. 18 hearing will take place Jan. 14 when the Washington chapter of the IRE meets to hear Zenith's C. W. Carnahan debate with FCC's Edward W. Allen Jr. on the relative merits of 50 and 100 mc FM.

FMers REPORT ON OPERATIONS: Early returns from our own questionnaire to the existing FM license and CP holders (Supplement No. 4) indicate that about half intend to operate on both their old and their new channels, the other half on only the new. The dual operators say, for the most part, that they will broadcast on both frequencies until receivers capable of the new band are generally available or "as long as the FCC will permit."

Five stations reported they were already reconverted to new but also operating on their old channels: KMBC-FM, Kansas City, which started Dec. 31 on 97.9 mc (Channel No. 250) and is continuing also on 46.5; WTMJ-FM, Milwaukee, started Dec. 30 on 92.3 (No. 222) and continuing on 44.5; WELD, Columbus, now on 94.5 (No. 233) and continuing on 44.5 mc; WMIT, Winston-Salem, started Jan. 1 on 97.3 (No. 247) and continuing on 44.1; WWZR, Chicago, now on 98.5 (No. 253) and 45.1. Reconverted Jan. 1 also was WCAU-FM, Philadelphia, to 102.7 mc (No. 274) but it has dropped its old frequency.

Others reporting dates of reconversion but planning also to continue old frequency are: May 1, WBCA, Schenectady, 101.1 (No. 266) and 44.7; Feb. 1, WDRC-FM, Hartford, 94.3 (No. 243) and 46.5; February, WGTR, Worcester, 103.1 (No. 276) and 44.3; Feb. 1, WABF, New York, 98.5 (No. 253) and 47.5; February, WQXQ, New York, 97.7 (No. 249) and 45.9.

Not planning to continue on old frequencies and date expected to start on new are: March, WAAF-FM, New York, 97.3 (No. 247); Jan. 20, WGHF, New York, 99.7 (No. 259); Jan. 20, WHNF, New York, 99.3 (No. 257); Feb. 15, WMOT, Pittsburgh, 94.5 (No. 233); Jan. 25, WDLM, Chicago, 99.7 (No. 259); April 1, KTLO, Los Angeles, 100.1 (No. 261); Jan. 10, KOZY, Kansas City, 99.9 (No. 260); Jan. 25, WIP-FM, Philadelphia, 97.5 (No. 248). In addition, Yankee's WMTW atop Mt. Washington expects to start on 98.1 (No. 251) by summer and has applied to be accredited to Portland, Maine.

TV TO STRUT ITS STUFF: Ten days after it was exclusively reported in these columns (Vol. I, No. 17) the AP reported and the N.Y. Times carried as front-page news the story that President Truman will be televised via coaxial from Washington when he addresses Congress Jan. 15. This first "network" TV broadcast from Washington will include more than the Truman highspot from the Capitol. A 2-hour program by DuMont from its experimental W3XWT studios in the Harrington Hotel is scheduled the same night.

Program will mark commencement of Washington-New York TV programming. As in the case of the Philadelphia-New York link, inaugurated with the highly successful telecast of Army-Navy game recently (Vol. I, No. 15), AT&T is lending use of its newly laid coaxial cable to the three big New York TV operators -- CBS, DuMont and NBC -- without charge in rotation two nights each week until TV gets on a revenue basis.

The Truman and other TV broadcasts will be relayed to existing TV stations in Philadelphia, New York and Schenectady where most of the estimated 8,000-10,000 TV sets are now operating. They will be seen in Washington too from W3XWT, though best count is only about two dozen sets in the capital city which heretofore hasn't had any TV service. These are scattered among radio officials here, but some more will be brought down from N.Y. for the show since this will be first chance to "show off" TV to Washington's many VIPs.

DAVIDS AND GOLIATHS: Maybe they are just trying to keep the big boys on their toes, but some of the independent FMers are using the slingshot on the networks and the big AM broadcasters. They're claiming the AMers, particularly the networks, aren't very eager about pushing FM along (because it looms competitive) and they're raising quite a fuss.

It started early in November when Leonard Asch (WBCA, Schenectady) charged the networks were not true believers because they took their FMs off the air immediately after Petrillo banned duplicated music. This theme was picked up a few weeks ago by Ira Hirschmann (WABF, New York) who expressed his doubt the networks were sincere about FM, despite their previous avowals to contrary, despite their claim they shut down their FMs to reconvert, and despite fact that NBC is owned by RCA which certainly has big stake in FM equipment sales.

The big boys didn't deign to reply, but last week American Broadcasting Co., though it isn't yet in FM and has applied for only 4 FM stations, issued a statement by its President Mark Woods saying "we believe that FM should eventually replace all local and regional stations in urban areas" and that ABC was urging local and regional affiliates to apply for and become active in FM.

At present there are only 7 FMs unaffiliated with AMs. In addition to the two already mentioned, they are: WWZR, Chicago (Zenith); WABW, Indianapolis (Associated); KOZY, Kansas City (Everett L. Dillard); WFMN, Alpine, N. J. (Dr. Armstrong); WGYN, New York (Muzak).

Newcomers to broadcasting number slightly less than 25% of the 730 current applications for FM stations.

GE CORRECTS 'EXPERT': Everybody's an expert on TV these days because nobody really knows all the answers. There was Columnist Leonard Lyons' report last week that the color TV sets made for CBS by GE still are priced prohibitively (he gave \$3,150 for the 10-inch, \$5,900 for the 18x24), giving impression that's what public might have to pay. GE immediately wired Lyons figures are misleading, are not what public will pay but refer to handmade laboratory models. For example, GE added, first FM sets cost about \$2,400 but those eventually placed on sale cost little more than ordinary receivers. But GE did say that "color television receivers when placed on market will compare favorably with black and white television receivers."

MERCHANDISERS LOOK AT TV: Mounting interest in TV as a merchandising medium is indicated by latest "TV Institute" scheduled in Washington, Jan. 29 to discuss retailing, advertising and merchandising aspects. Heading speakers list are David Arons, Gimbel-Philadelphia; Julius Haber, RCA Victor adv. mgr.; Dr. Allen B. DuMont. Session sponsored by Baltimore and Washington ad clubs and Televiser Magazine.

Echoes of public airing of merits of black-and-white vs. color have already been heard from merchandising men, who call it "unfortunate," say consumers are being scared into waiting for color and 3-dimensional TV. Said Arnold Constable's v.p., James J. Dingivan: "I think we should do more talking together before we do more talking to the public."

Meanwhile, the go-ahead proponents are going ahead. In Chicago Balaban & Katz's WBKB has added 5 more hours to its weekly schedule, and in Washington intensive plans are being made for "showcasing" TV when President Truman is televised Jan. 15 (see story in this issue). As the year began, there were exactly 139 applications on file for new TV stations, 3 having dropped out since publication of our Television Directory (Supplement No. 18) -- Washington Times-Herald, Metropolitan Television Inc. for N.Y., E. Anthony & Sons Inc. for Providence. One has been added -- Hearst for San Francisco.

GALLUP'S TV POLL: Gallup Poll published Dec. 29 reported "average man" expects to pay \$150 for his television set, 18% expecting to pay \$100; 17%, \$150-195; 16%, under \$100; 12%, \$200; 7%, over \$250 but under \$500; 2%, \$500 or more. The poll furthermore reported that "only about 1 in every 5 has ever seen a television set," which seems to be out of line with known fact that there are only about 10,000 sets in the whole country -- nearly all clustered in a half dozen cities. Even counting the thousands who saw early TV demonstrations at World's Fair and the recent department store showings, it's hard to believe that more than a few million out of the country's 140,000,000 population ever saw a television set. But perhaps most of the Gallup respondents referred to the pictures of TV sets they see so frequently in printed advertising.

CBS DEFERS COLOR SHOW: Long-awaited demonstration of CBS color TV, scheduled for FCC staff this Saturday and for press Monday and thereafter, was postponed in last-minute announcement Friday -- due, said CBS, to "widespread epidemic of influenza" which made engineering personnel unavailable. Dr. Peter Goldmark, research chief and color developer, promised new dates "soon as possible," adding postponement will also give CBS opportunity to use new Federal high-power transmitter being installed in Chrysler Bldg. rather than small experimental transmitter now in use.

NEWS AND VIEWS: A serious contender for new radio facilities in Baltimore is the well-heeled Tower Realty Co., headed by Karl F. Steinman, attorney and businessman, who announced this week the appointment of 58-year-old Maj. Gen. Philip Hayes, retiring CO of the Third Service Command, to head up its radio activities. Thus far it has applied for TV, but is planning also for FM and AM. Baltimore Sun, applicant for FM, recently appointed veteran radioman Don Withycomb as its radio chief U.S. Patent Office this week granted F. E. Fischer of Zurich, Switzerland, Patent No. 2,391,451 on the Eidophore system of TV (Vol. I, No. 13) The Philco Corp. subsidiary, Philco Radio & Television Corp., has had its name changed to Philco Products Inc.; this is unit handling distribution of products, including radio and TV receivers FM and TV have big places on agenda of IRE convention Jan. 23-26 at New York's Astor Hotel, with speakers including FCC Chairman Paul Porter and Dr. Frank B. Jewett "A. B." is back on the job at CBS -- Capt. A. B. Chamberlain, chief engineer, after a three-year hitch in the Navy, one of the best and best-known in his field Philip G. Caldwell is new sales manager for all GE television equipment Leonard H. Marks, ex-assistant to FCC general counsel, has joined Marcus Cohn in forming new Washington law firm of Cohn & Marks.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 2

January 12, 1946

MULTIPLE FM-TV APPLICANTS: There are a lot of multiple applicants for FM and TV facilities, but relatively few are seeking the allowable limit of 6 FM, 5 TV, as shown in our Supplement No. 26 herewith. In fact, in the TV category, only NBC and DuMont ask for the full limit of 5; Paramount, mainly through affiliated companies, seeks 6. Hearst so far asks for 4; Loew's (MGM), Scripps-Howard, Raytheon, Crosley, Westinghouse, Yankee, the Steinmans, American Broadcasting Co. and Cleveland Plain Dealer, only 3 each.

Fact that there are relatively few TV applicants (only around 140) has led to speculation that FCC may relax the multiple ownership rule, to allow big companies willing to invest in TV to get more than the 5 limit so long as they're in different cities.

The 730 or more FM applicants (Supplements 14A-14D) in the main are from single entities seeking local outlets. But the full complement of 6 FMs is also sought by a comparatively few: NBC, Yankee, Scripps-Howard, Copley Press, Chicago Tribune (Midwest), Speidel Newspapers, Unity Corp. Seeking 5 are Hearst, McClatchy, Laux; and among those seeking 4 are CBS, Unity Broadcasting Co. (ILGWU), Amalgamated Clothing Workers, Knight Newspapers, Decatur Newspapers. But some of these and others are known to be planning to file for additional cities, so the list at best is tentative.

PIECEMEAL CONDITIONALS: Don't be confused by FCC's apparent lack of plan in announcing conditional FM grants, 25 more of which are reported in Supplement No. 27 herewith (bringing total to date to 266). The Commission simply isn't processing applications city by city, but only as fast as it can clear each one individually. Thus, if you're qualified and if there are enough channels in your area, you can be reasonably sure you will get yours eventually. Hearings will be ordered where applicants outnumber available channels in any particular area, or where question arises as to qualifications.

ON WIDENING THE FM BAND: Pros and cons are already developing up to fever point over question whether FM band should be widened to include 42-50 mc, subject of FCC hearing Jan. 18 on the Zenith petition claiming its tests and FCC's prove 50 mc transmission offers 2½ times service range of 100 mc transmission and is the answer to rural coverage problem.

Pros argue that if Zenith's figures are correct (and it looks as if they are), then FM band should be widened. Antis insist extended coverage can be secured through combinations of Rural and Community stations, or even with AM signals, and don't want allocations ripped up again.

Zenith's Gene McDonald declared this week opening of low band would not only protect present low-band FM set owners, but would provide enough more channels to accommodate 500-1,000 more stations. And Zenith's v.p. in charge of engineering, G. E. Gustafson, in a letter dated Jan. 4 to FM broadcasters and engineers recounted

his company's position on 50 mc vs 100 mc FM, doubted whether many stations would be on new band with full output before 1947 (due to transmitter delivery delays, etc.) and concluded, "Thus, low-band FM will continue for some time and may continue indefinitely. Therefore, I ask that you do not hasten any conversion of existing facilities to the point where they will be crippled or reduced in any way. It may be that you will wish to continue to use them."

Meanwhile, two more companies report they are planning to market two-band sets -- Ansley and Freed-Eisemann. These are in addition to the previously reported plans of Zenith, Stromberg-Carlson and Galvin to produce two-banders.

Inquiry reveals FCC may lean toward band-widening, but would be loath to turn over entire 42-50 band, inasmuch as 42-44 includes police, maritime, highway and other governmental services. It also would only approve low-band for FM Area II, since Area I is regarded as too congested for long-range stations.

This would leave the 30 channels in 44-50 mc band available for FM, and this has been reserved for TV, as Community Channel No. 1. Should TV lose this channel, TV interests say, the entire TV allocation plan would be thrown out of kilter. They point to the 11 cities that are down for this Community TV channel (see Map, Supplement No. 24). Channel 1 must be replaced if it is taken away from TV, these spokesmen declare, and they admit eyeing 88-94 mc, now scheduled for non-commercial educational FM (88-92 mc) and commercial FM (92-94 mc).

The fact that FM transmitters and receivers, in most cases, already have been engineered for 88-108 mc is pointed to by opponents of the Zenith position. The task of redesigning and replanning production would be immense, these antis claim. These and other points will be hashed and rehashed before all the commissioners at Jan. 18 hearing, in which intense interest is being manifested.

TRUMAN AND TELEVISION: Seems now that President Truman, for reasons politic, won't deliver his annual report to Congress in person, as originally planned; instead, will send it "up to the Hill" on Jan. 17 to be read for him. Accordingly, the much-publicized plan to televise him while addressing Congress, to which the White House had at first acquiesced, has had to be called off. And the historic inauguration of the Washington-New York coaxial cable, making intercity TV possible, has been deferred.

Along with AT&T, the CBS and NBC telecast departments and DuMont were all set to do the job, and the last-minute decision provoked keen disappointment. The plan was to relay via coaxial to the stations in New York, Philadelphia and Schenectady. DuMont's experimental W3XWT in Washington was made ready to telecast the show here, too, and some receiving sets were even being brought down from New York for installation at key points so that some of the capital's officialdom and citizenry might see it.

There was some question about the desirability, from a program viewpoint, of focusing the TV camera on Truman for 45 whole minutes (it's considered lese majeste in radio to cut off any portion of a presidential address); the programmers said it would be too much of the same, too tedious -- but, then, they'll always have that problem unless techniques are developed for focusing it away from the speaker from time to time.

So now the coaxial's debut is deferred. But plans are under way to do the job up brown later. The telecast boys, while rivals, are cooperating smoothly in their mutual desire to make any initial Washington show a good one. There is still hope that the President will participate in a landmark show, just as President Harding did when network broadcasting was started. With physical facilities all ready, the show should be announced reasonably soon.

Meanwhile, the original plan to televise Mr. Truman evoked some interesting

comment on its political implications. Wrote Columnist Thomas L. Stokes, recalling what Mr. Roosevelt's radio voice meant to him politically:

"Pity the poor politician! Just when he learns one technique, progress comes along. Painfully, politicians of our era -- including presidential candidates -- had to learn to speak over the radio. Now along comes television. Now they've got to learn to be actors as well, refined actors fit to be thrown on the screen in the American home, which is something different from cutting the usual stump capers. Facial expression is the thing. In the privacy of the radio studio the politician doesn't have to watch himself when he speaks of the glory of motherhood or the innocence of childhood. He can even smirk to himself The President is new at this. Maybe, if you who have the benefit of television watch carefully, you can tell what he really thinks about Congress by the look on his face. That might help a lot for the understanding of the folks, and for an understanding of what goes on here. Television, my friends, might well change the course of our politics and our history."

MORE ON FM RECONVERSIONS: Westinghouse's 5 FM stations, largest number licensed to any single company to date, were all reconverted to their new frequencies as of Jan. 1 but will continue to operate also on their old channels. CBS's two FMs, WABC-FM and WBBM-FM, now shut down, will reconvert to new channels at an undetermined date but will not operate on old, just as WEAF-FM (NBC) has decided to do when it resumes on 97.3 mc (Channel No. 247) on or about Jan. 16. The NBC station, incidentally, will operate with reduced power and temporary antenna, plans to play recorded music to bypass Petrillo order.

Further returns from our questionnaire to the existing FM license and CP holders disclosed more stations planning to continue on both frequencies as long as Washington permits. In addition to those reported last week (Vol. 2, No. 1), the following have indicated their intentions:

Already reconverted to new but continuing on old: WHFM, Rochester, which started Dec. 1 on 98.9 mc (Channel No. 255) and will continue also on 45.1; WGNB, Chicago, started Jan. 1 on 98.9 (No. 255) and continuing on 45.9; and the Westinghouse stations: KDKA-FM, Pittsburgh, 94.1 (No. 231) and 47.5; KYW-FM, Philadelphia, 100.3 (No. 262) and 45.7; WBZ-FM, Boston, 100.7 (No. 264) and 46.7; WBZA-FM, Springfield, 97.1 (No. 246) and 48.0; WOWO-FM, Fort Wayne, 95.9 (No. 240) and 44.9; WHEF, Rochester, 98.5 (No. 253) and 44.7.

Shortly to be reconverted and planning also to continue on old frequencies: WENA, Detroit, Feb. 1, 96.9 (No. 245) and 44.5; WSM-FM, Nashville, April, 100.1 (No. 261) and 44.7; WABW, Indianapolis, March 1, 94.9 (No. 235) and 47.3; WGFM, Schenectady, April, 100.7 (No. 264) and 48.5.

Not planning to continue on old and dates of starting on new: WABC-FM, New York, date undetermined, 96.9 (No. 245); WBBM-FM, Chicago, date undetermined, 99.3 (No. 257); WTAG-FM, Worcester, Jan. 1, 102.7 (No. 274); WPEN-FM, Philadelphia, Jan. 1, 99.5 (No. 258); WIP-FM, Philadelphia, Jan. 25, 97.5 (No. 248); WDUL, Duluth, Jan. 1, 92.3 (No. 222); WBRL, Baton Rouge, La., Dec. 31, 96.1 (No. 241).

TV TWO-UP ON Mm: Electronics Industries calls editorial attention in its current issue to two feats accomplished by TV on Navy Day which it says motion pictures, after a generation of experience, cannot yet approach: 1. A big dinner at the Waldorf was clearly pictured for the TV audience, using only regular hotel lighting which was far too dim for taking any movies. 2. A newsreel dropped from a blimp was hurriedly developed and the negative run through the TV projector, without the delay necessary to print, develop and dry a positive. "Yet," says the magazine, "the television audience saw a perfect positive by the simple expedient of electrically reversing the negative picture. And that's something else Messrs. Pathe and Paramount can't yet do -- project blacks as whites at the flip of a switch."

CBS EXECUTIVE REALIGNMENT: A triumvirate now really runs CBS -- Bill Paley as chairman, Paul Kesten as vice chairman, Frank Stanton as president. These elections by the board this week gives each an opportunity to follow his bent, to function primarily over the field he prefers. The Stanton promotion was a surprise, but, like most CBS executive appointments, was another elevation from the ranks; only 38 years old, highly capable and popular with his fellow workers, he becomes administrator of the day-by-day business details of the network.

Kesten might have had the presidency if he wanted it, but his chronic poor health suffered an additional strain during the several years of Paley's absence overseas; now, at Paley's right hand, he can concentrate on developments closest his heart -- such as color TV, FM, promotional details. And Paley fulfills his expressed desire to be free from routine so he can pursue his pet interest -- "the creative output," i.e., programs. Still the biggest single stockholder in CBS, at 44 he has no intention of retiring despite recurrent rumors.

PETRILLO PARLEY: NAB President Miller meets with AFM chief Petrillo Jan. 18 in Chicago on music situation, including ban on duplication of AM programs over FM outlets. Date was set after exchange of telegrams and resulted in invitation by Petrillo for Miller to appear before AFM executive board. Meanwhile Petrillo seems to be relenting a bit, recently okayed rebroadcast of CBS "School of the Air" program over Cleveland School System's WBOE from network's local outlet, WGAR. And he also has given temporary approval to Schenectady's independent WBCA to continue to carry Mutual programs for time being.

THAT RED HERRING AGAIN: The usually authoritative Printers Ink slid off base in its Dec. 28 issue when it said FCC Chairman Porter has tacitly approved a "proposal" that FM be treated as a public utility, that only 25% of its profits go to FM people and the rest to the Government. Rep. Clarence Cannon, chairman of powerful House Appropriations Committee, did quiz Porter closely on radio profits. FCC appropriations hearings two months ago, did express his preference for Britain advertising-free public-owned broadcasting system, but didn't get a very sympathetic reaction from his own colleagues in his castigation of the American system. On his part, Porter admitted certain deficiencies in radio but thought it could clean its own house, didn't and doesn't go along with any 25-75 proposition -- and still says he objects to anything smacking of Government operation of radio.

NEWS AND VIEWS: CBS color TV demonstrations, suddenly postponed from this week, are now planned not later than first week in February Fortune Magazine for February, out soon, will carry a study of the television situation; and Saturday Evening Post has scheduled a series on TV by Alva Johnston. Cosmopolitan, too, plans video piece by Bill Davidson in March New York World-Telegram, following lead of Times and Herald Tribune, this week began carrying TV program listings Just out of Army Air Forces, Harry J. Ockershausen, ex-administrative assistant to FCC general counsel, has joined the Washington law firm of Dempsey & Koplovitz Jack Stewart, veteran radio manager, is now radio director of Tower Realty Co., Baltimore applicant for TV, FM and AM Scripps-Howard (Washington News) has followed Eleanor Patterson (Washington Times-Herald) in dropping application for TV station in capital, thus leaving 7 applicants (Supplement No. 18) for the 4 available channels; hearing, first in TV, will be held Jan. 21-Feb. 1 Already an applicant for 3 TV stations, Westinghouse will shortly file for a fourth -- in Fort Wayne -- later may seek one in Portland, Ore. Section 15, Standards of Good Engineering Practice Concerning FM Broadcast Stations, has been slightly revised, and new section is reprinted as Part II, Supplement No. 27, herewith. We suggest you clip it and overpaste in proper place on page 9 in Supplement No. 9 Elgin National Watch Co. has signed for 13-week series of Wednesday night signals over WCBW, New York (CBS), thru J. Walter Thompson.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 - VOL. 2, NO. 3

January 19, 1946

FEW MORE FM APPLICATIONS: They're coming in only in dribblets now, the total of FM applicants still short of 750. Since we published our last list a month ago, only 22 more applications have been filed with the FCC -- and we report them as Supplement No. 14E herewith. Of these 22, eight are non-AM operators.

Taking these into account along with the several applications dismissed, as previously and currently reported, the total number to date is exactly 743. Noteworthy among those dismissed at request of applicant, is the pre-war file by A. A. Schechter for Providence; now news chief of Mutual, he returned from his Army PRO job with Gen. MacArthur and decided not to carry through his plan to start an FM in his home town.

Supplement 14E, added to 14A to 14D inclusive, gives you the complete list of FM applications on file up to Jan. 15.

CBS's IRISH SHILLELAGH: Shakeup in the CBS hierarchy (Vol. I, No. 2) does not mean any diminution of that network's campaign for color TV as against monochrome. Nor should Paul Kesten's departure for an Arizona vacation of several months, on the eve of the first public showings of what CBS has in the way of TV, be interpreted as a repudiation of his vigorous campaign for uhf TV. That's the word from inside CBS sources, designed to scotch manifold rumors now current.

Actually, Lt. Col. Adrian Murphy, returning from 3½ years in the Army, some of the time spent on duty with Col. William Paley in the ETO, is taking up the same cudgels Kesten has wielded. His title of v.p. and general executive means he supplants Joe Ream in that post, Ream going to other duties. It also means he tops V.P. Larry Lowman, who continues on TV program operations but reports to Murphy, who actually is now the main TV policy and administrative man. Murphy was Kesten's assistant back in 1936, in 1939 became the network's first TV chief and was its executive director for TV when he went into the Army in 1942.

SHOWDOWN ON TWO-BAND FM: Twenty years almost to the day (Jan. 21, 1926) when the then Secretary of Commerce Herbert Hoover instituted a test suit to determine whether his department had authority to halt Zenith's old AM station WJAZ from "wave jumping," dynamic Comdr. Gene McDonald, Zenith's president, again stormed the Washington bulwarks. This time the veteran of MacMillan's Arctic expeditions, now a millionaire, dapper as ever, flanked by a retinue of experts that included Maj. Edwin H. Armstrong, came to prove the case for widening the FM band to include 44-50 mc. as the only way whereby the new FM art can provide rural coverage.

His case and the case for the opposition (Vol. II, No. 2) was still being heard late Friday as we went to press, was to be concluded Saturday. To oldtimers there was a nostalgic chuckle in the fact that Zenith's case was being heard by a Commission that is the creature of the radio laws passed by Congress in 1927 and 1934 as a direct result of McDonald's court victory in the Hoover suit. Few, however,

expected him to litigate again if he fails to get the low-band channels he wants.

The issue was being debated from every angle, mostly technical, each side confident it will prevail. Nub of opposition argument is that Zenith tests on long-range reception are inconclusive, Sporadic E interference is insurmountable deterrent on lower band, Commission has set FM allocations (Supplement No. 21) and so why upset applecart.

Crosley's John D. Reid opposed because of harmonic interference he foresaw on TV Channels No. 2 to 5, also image interference when 50 mc FM transmitters were close to TV radiators. And the commissioners themselves quizzed Zenith's J. E. Brown closely on his Deerfield tests, emphasizing that Deerfield receiver was at fixed location rather than mobile, that "usable signal" was criterion rather than microvolts per meter. But, replied Brown, fixed receiver is what listener would have. And, added Prof. Armstrong, the listener knows something is wrong when he gets 100 uv/m for 30 seconds and no microvolts for 30 seconds, even though that adds up to 50 uv/m.

Zenith contention that 100 mc. could not cover rural areas was disputed by Chairman Porter when he showed a map of Chicago area indicating radius of all current FM licensees, CP holders, conditional grantees and applicants from within 75-mile range of Chicago. Their coverage, Brown admitted, would be adequate.

Crosley's Reid said redesigning of production to include 2-band would cost \$4.50 to \$6 extra per set, in contravention to Brown's statement that it would add less than 50 cents per set to cost -- and "we'll show other manufacturers how." Reid recommended satellite stations to fill out service to rural areas, or else high power clear channel AM stations. Zenith said its 2-band table model with AM has been OPA-approved at \$54 retail, and had model and chassis on hand to exhibit.

As Friday session drew to a close, General Electric's C. R. Miner and Magnavox's Frank Freiman added their support to the Zenith position. A dozen or more witnesses were still scheduled to be heard, though some of the opposition from telephone, police, maritime and geophysical interests was expected to fade in view of Zenith's amended petition to ask for only 44-50 mc. (the full No. 1 TV band) instead of 42-50. The TV interests were, of course, poised to oppose.

It's anybody's guess how the Commission will rule, but rule it will at the very earliest moment if the manifest determination of commissioners to get FM going quickly means anything. Significance was seen in presence at session of Senator Tobey, firebrand member from New Hampshire where Yankee's Mt. Washington rural station is located. He told us he wanted to make sure FM was not held back by any "undue influences," said he wanted to see it provide rural as well as urban coverage.

MORE RECONVERSIONS: Muzak's WGYN, New York, has switched to its new frequency, 96.1 mc (Channel No. 241) and is now on the air 12 noon-6 p.m., Mon. thru Friday. South Bend Tribune's WSBF, still on 47.1 mc, replies to our questionnaire that it will shift to 101.3 mc. (No. 267) at an undetermined date, has no plan then to continue on old. For plans of other licensees, see Vol. II, Nos. 1 and 2.

COWLES GOING UHF: Cowles radio-newspaper interests are filing for an ultra-high experimental TV station in Washington, where they own WOL, and will probably apply soon also for Des Moines and Boston, where they have other AM stations. Their v.p. and technical chief, ex-FCC Commissioner T. A. M. Craven, is outspokenly convinced of the superiority of color TV and the 1,000-line black-and-white which he says is possible only on uhf.

LOCAL STORE'S TV TIEUP: Gertz Dept. Store, Jamaica, N.Y., one of Allied Stores group, will put on a two-week demonstration of intra-store television, beginning Jan. 29. Equipment will be supplied by William B. Still, independent Negro electronics engineer and experimental TV station licensee (W2XJT) in that NYC suburb.

MILLER MEETS PETRILLO: As was to be expected, first direct contact between NAB's President Justin Miller and AFM's James Caesar Petrillo and his board in Chicago Friday brought forth nothing in the way of concrete results. But our correspondent on the spot reported they emerged from their session smiling -- and hopeful. Said Petrillo to newsmen: We want to settle this matter on a national basis. Too bad Miller doesn't have power to act for the industry." Said Miller in an NAB press statement: "Fair-minded men can find a way on an equitable basis to resolve their problems on the dotted line rather than on the picket line."

At any rate, it was the first direct approach, indeed the first intimation Petrillo is agreeable to negotiating rather than continue his tactics of issuing arbitrary fiats and then standing firmly by them. Next step will be Miller's meeting with his industry committee in Washington Tuesday (Jan. 22). Since Petrillo conversations were merely exploratory, smoothed a bit perhaps by fact AFM's counsel Joe Padway knows Miller and practiced before him when he was a Federal judge, it's anybody's guess what may eventually come of negotiations, due to be resumed.

Meanwhile, Chairman Lea of House Interstate Commerce Committee says his new bill (H.R. 5117) to curb Petrillo's arbitrary powers has overwhelming support in Congress, expressed confidence he can get it passed so that, with Vandenberg bill (S. 2) already passed by Senate, a legal quietus can be placed on the music czar.

BLUE CHIP STUFF: Lending credence to oft-expressed private belief that many of the pending applicants for TV stations do not intend to carry through, is fact that the first TV hearing -- on Washington applications, scheduled to open Monday, Jan. 21, before full FCC -- finds only 6 of the 9 original applicants pressing their claims for the 4 available channels. By week's end Marcus Loew (MGM) had joined Scripps-Howard (Daily News) and Eleanor Patterson (Times-Herald) in withdrawing. Movie concern said it intends to concentrate on its New York and Los Angeles applications, these being major sites of its production activity.

Washington hearing is regarded as bellwether for future hearings not only on TV but FM where demand exceeds supply of channels. It also raises issue of local vs. out-of-town interests. Left in the race are: Bamberger, DuMont, Capital Broadcasting (WWDC), Washington Star (WMAL), Philco, NBC (WRC).

From more than 140 (Part III, Supplement No. 18), total pending TV applications has fallen to 137. Others dropping out previously: Metropolitan Television, for New York; New Bedford Standard-Times, for Providence. However, Hearst has added a bid for San Francisco to its earlier applications for Baltimore, Milwaukee, Pittsburgh. Others are known to be preparing to file, but many believe more will drop as time for showdown hearings approaches. High cost of TV is biggest factor.

RCA-PATHE TV-FILM DEAL: Seen as stimulant to production of sound films for TV, is 10-year license agreement, first of kind, signed this week by RCA with RKO-Pathe Inc. Under its films bearing familiar Pathe trademarks may utilize RCA patents and engineering facilities not only for features but for short subjects, documentaries, industrials. Contract calls for immediate delivery of RCA equipment to new Pathe studios at 106th & Park Ave., N.Y., expected to be a center of its video-film production. It was executed by Ralph B. Austrian, RKO v.p. and TV chieftain, once an asst. v.p. of RCA Photophone, with Barton Kreuzer, mgr. of RCA theatrical equipment dept.

Contract's new angle is encouragement it gives to film-for-video, fixing royalty rates quite low as against former requirement that royalties for TV films were same as if pictures were to be shown in theaters. Rates: trailers under 4 minutes, \$3 per minute of showing time of finished film; short subjects over 4 minutes, \$6.75 per minute; newsreels, \$3 per minute with minimum of \$50 per reel.

WINDY CITY FM HEARING: Seventh FM hearing to be ordered by the FCC -- on Chicago's 19 applicants for that city's remaining 12 available channels -- was announced Thursday but date was not fixed and commissioner not yet designated to hold it. In fact, only FM hearing date yet set is the one for Boston area applicants, which Commissioner Durr will conduct there March 11-22.

At same time the FCC granted 13 more conditionals, bringing total to 279. Because this small number doesn't warrant reissue of our Cumulative Log of Conditional Grants to Applicants for FM Stations, we list them in the next paragraph and suggest you simply add them to your Supplement No. 27. We will, of course, bring up-to-date and reissue the Cumulative Log periodically as the number of grants warrants. This week's conditional grants and their AM affiliations, if any:

Thames Broadcasting Corp., New London, Conn. (WNLC). Metropolitan.
Copley Press Inc. -- Aurora Beacon-News, Aurora, Ill. (WCBS, Springfield, Ill.). Metropolitan.
Eagle Publishing Co., Pittsfield, Mass. Community.
Asbury Park Press, Asbury Park, N.J. Community.
Eastern States Broadcasting Corp., Bridgeton, N.J. (WSNJ). Metropolitan.
Home News Publishing Co., New Brunswick, N.J. Community.
Passaic Daily News in Paterson, N.J. Community.
Westchester Broadcasting Corp., White Plains, N.Y. (WFAS). Community.
WIBX, Inc., Utica, N.Y. (WIBX). Metropolitan.
Hoyt B. Wooten, Memphis, Tenn. (WREC). Metropolitan, possibly Rural.
Lynchburg Broadcasting Corp., Lynchburg, Va. (WLVA). Metropolitan.
Old Dominion Broadcasting Corp., Lynchburg, Va. Metropolitan.
Richard F. Lewis Jr., Winchester, Va. (WINC). Metropolitan, possibly Rural.

WASHINGTON SEES TV: Balked in ambitious plan to inaugurate Washington-New York coaxial with telecasts of President Truman addressing Congress (Vol. II, No. 2), DuMont went ahead this week and placed its experimental Washington station W3XWT on the air sporadically. It transmitted film subjects on Channel No. 5, using low power from antenna atop Harrington Hotel. Viewers on the dozen or so receivers brought down for the original show and installed in White House, Capitol, National Press Club, Mayflower Hotel, FCC, reported images were of good quality -- evoked satisfactory reactions from intensely interested audiences. Plans for elaborate telecasts, in which other companies will also participate, are still in the making.

TV 'SILENCE' IN N. Y.: It appears likely New York may be without television for a brief period when WNBT-NBC and WCBW-CBS suspend operations March 1 to adjust transmitters to new bands recently assigned (Vol. I, No. 17). WABD-DuMont, currently off air until completion of Wanamaker studios, may not have installation ready by then. Judging from reports about delayed construction schedule of DuMont's new department store studios, about which no definite opening date is forthcoming (though "next month" has now been given at least twice), they may not be finished until a week or so after the other two stations suspend. WNBT goes to Channel No. 4, WCBW to No. 2, WABD to No. 5.

NEWS AND VIEWS: February number of FM Journal, first edition of new monthly publication specializing in FM field and published at 103 Park Ave., New York, by Telecasting Publications Inc., should be reaching your desk within a few weeks Compton Advertising Inc., which has been conducting research into commercial program possibilities of facsimile, has found its economy and relative simplicity should stimulate its adoption during transition from aural broadcasting to television Last Saturday's parade of the doughty 82nd Airborne up New York City's Fifth Ave. was televised by WNBT (NBC) that day and repeated as a cinetelecast Sunday and Monday nights. Program was sponsored by Esso Marketers, thru Marschalk & Pratt Art Goodnow, ex-Westinghouse division chief on AM-FM development, has joined Washington consulting engineering firm of Weldon & Carr.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 4

January 26, 1946

FCC SAYS 'NO,' BUT—Political repercussions may result from its decision Thursday, turning down Zenith-GE plea for widening FM band to embrace also the 44-50 mc frequencies. Within 4 days from close of hearing on pros and cons (Vol. 2, No. 3), the Commission issued a one-paragraph decision, promising later opinion setting forth reasons for its unanimous edict.

Meanwhile, though most of Washington radio engineering fraternity seems satisfied, Prof. Armstrong, Zenith's Gene McDonald and New Hampshire's Senator Tobey aren't at all; latter, incidentally, attended first day hearing on band widening. Said Tobey, when asked to comment: "The decision not to widen the FM band contravenes the facts. This is not the end of the case." But he wouldn't say what form intervention might take, adding only that no matter what the Commission opinion shows, the economics of broadcasting would not support a host of short-range stations even though they might be shown to blanket the country.

On the other side of the Hill, Rep. Clarence Lea, chairman of House committee handling radio, said, "I am loath to set my judgment against that of the FCC, especially on so technical a question. Under the Communications Act, the FCC has broad authority on allocations, and I trust the decision is wise and affords the proper foundation to permit FM to proceed." Concensus here was that FCC's authority over technical determinations was pretty hard to buck legally, that Commission as now constituted will be hard to shake politically too.

McDonald lashed at Commission: "FCC has crippled FM by shackling it to the 100 mc band The new evidence was not denied nor refuted Decision makes obsolete 400,000 to 500,000 FM sets now owned by public No one can profit by decision except radio networks and some manufacturers who are now tooled up for 100 mc sets We will produce two-band sets." And 5 others, unless they change minds now, have said they also will produce two-banders: Ansley, Freed, Galvin, Stromberg-Carlson, Templeton.

AN EXPENSIVE PRODIGY: Television's high cost factors, as compared with AM or FM, stood out like a sore thumb during the 3-day hearing conducted this week by FCC Chairman Porter on Washington's 6 applications for 4 available channels. Yet there was discernible in the exhaustive cases presented by the applicants an intensely serious purpose to feed good hard capital to the gosling so that it might grow into a lush goose capable of laying golden eggs. The period of growth to commercial stature was variously estimated at 2 to 3 years.

The 6 applicants remaining out of the original 9 mean business -- no doubt of that, though 2 of them are bound to be disappointed in the final selections. With one accord, they evidenced supreme confidence in the future of TV by their elaborately laid plans and their willingness to spend the huge wherewithal required in its inceptive stages.

And the Commission means to hasten TV along -- no doubt of that either, as indicated by Porter's stipulation with counsel that the usual procedure of filing

their "suggested findings" shall be waived. So on this hearing, first on TV and one of the few on a city where demand for channels exceeds available supply, we can expect a decision sooner than usual, probably within 40-60 days.

Cost estimates on installation and operation ranged from Philco's \$528,423 capital cost and \$738,000 first-year operating cost to Capital Broadcasting Co.'s proposal to get along on the \$80,000 anticipated net income of its WWDC (local AM), to double its AM staff in brass, and to use an additional \$75,000 annually from its chief owner, Joe Katz, the Baltimore adman. Figures of most of the other applicants ran nearer Philco's.

As was expected, proposers of networks played up the value of TV networks -- good programs and economy. Manufacturers played up equipment experience. Local interests played up local service. The tall antenna boys played up area-population coverage. Old hands at TV station operation played up their know-how.

Bamberger (WOR), announcing it was withdrawing its Philadelphia TV application, proposed a hookup between the TV stations it hopes to get both in Washington and New York, said programs would be 100% sustaining for the present.

Capital stressed local public service, claimed economies in linking with AM operation, said everyone would eventually make money even if city's limit of AM-FM-TV stations were operating.

DuMont pointed to experience not only with its New York commercial WABD but with its Washington experimental W2XWT, also described its network ambitions, identified its corporate relations with Paramount (37 1/2% stockholder).

Evening Star pointed with pride to its age, dignity, prosperity, promised devotion to local service, made much of its recent educational tieup with American University on whose campus it would locate its transmitter.

NBC stated ownership of a Washington station was necessary to its planned operation of a TV network, said a mere affiliate couldn't do the key job it could do itself; it introduced a long list of "firsts" in TV but didn't dwell much on them since Porter reminded that a pre-hearing meeting of counsel had agreed there would be no "parade of coonskin caps."

Philco cited 18 years of TV experience, operation of its Philadelphia WPTZ, its radio relay experiments and, as a set maker, its interest in viewing audience.

There was one glimmer of hope for an earlier-than-expected return from TV: DuMont's chart showing an estimated second-year income of \$614,732 as against expenses of \$321,907. It was much more sanguine than any of the others.

Other highlights of the hearing: RCA's figure of \$11,000,000 spent on TV up to beginning of war, NBC's figure of \$3,000,000, Philco's figure of \$5,000,000 DuMont's statement that it has recorded all TV programs of WABD on film to help producers and advertisers master techniques.... Bamberger's estimate that rental of New York-Washington coaxial would run about \$60,000 per annum, and DuMont's \$700-per-month cost for the tie-line from WABD to its new Wanamaker studios.... Philco's claim that radio relay is practical, its promise of TV receivers off the production line by summer.... NBC's statement that in 6 years of operating WNBT in New York it has rented or given its facilities to 174 advertisers.... the statement that 1,000 man-hours of work were involved in recent telecasting of Army-Navy game relayed to N.Y. via coaxial.... DuMont's estimate of a \$180 card rate per half hour for TV the first year, \$297 the second year, in Washington, and its avowal it expects to have 24 1/2 hours of sponsored time on books by beginning of the third year.... estimates by various witnesses that Washington should have 10,000 TV sets the first year, which Katz predicted would rise to 100,000 within 2 years.

If you're serious about TV, transcripts of the testimony can be secured from Electreporter Inc., 1760 Pennsylvania Ave. NW, Washington. Docket Nos.: Bamberger, 7014; Capital, 7015; DuMont, 7016; Evening Star, 7017; NBC, 7019; Philco, 7021. At 40¢ per page it will cost like blazes. But that's TV -- expensive.

PETRILLO ASKED FOR IT: Looks now like a better-than-even chance that Congress will act to curb the royal reign of the gent with the big cigar. The Lea Bill as amended (text in Part II, Supplement No. 28 herewith) may not have the teeth in it that the broadcasters want. But Jimmy Petrillo, by his many arbitrary actions, asked for it -- and the fact that the House committee voted it out 14-5 last Wednesday indicates the temper of Congress.

Rep. Lea is confident he will secure its passage. The fact that the Senate last session passed the Vandenberg bill (S. 2) indicates a good chance there, too. But broadcasters, perhaps suffering an undue inferiority complex after Petrillo's past successful rampages, are still keeping their fingers crossed.

The bill hits at forced labor in the form of "standby musicians," and would penalize such duplications as Jimmy ordered in FM, threatening to stunt that infant's growth almost at birth. But the best Lea could get from his committee was to make Petrillo's bans misdemeanors, subject to one year's imprisonment or \$1,000 fine or both. Originally, they were made felonies carrying two years imprisonment and/or \$5,000 fine.

Within AFM ranks, it is reported, all is none too harmonious either. Jimmy's public relations and timing, his failure to give FM a chance to grow and eventually to employ more musicians, is said to have led to a rump movement to set up another musicians union and join up with CIO. Nor has the keen Joe Padway, AFM counsel, been able to make his influence felt with Jimmy as he formerly did with Joe Weber.

Meanwhile, NAB's President Justin Miller met last Monday with his industry committee to report on his recent confab with Petrillo and the AFM board (Vol. 2, No. 3). Mr. Miller was authorized to appoint a smaller negotiating committee to deal with Petrillo, which he said he would do shortly.

RMA BOARD TAKING UP FM: Channel numbers as designated by the FCC (Supplement No. 21), rather than frequency markings, are likely to be used by most if not all FM set makers on receiver dials. RMA last week, announcing that its questionnaire showed 47 to 19 in favor of channel markings, said final recommendations would come out of its Chicago board meeting Wednesday (Jan. 30). Most of the large-volume set makers were among the 47 pros; some companies favored a dual system of marking, several indicated they would follow industry trend.

RMA board may also take up current controversy between its President R. C. Cosgrove, Crosley executive v.p., and Leonard Asch, of Schenectady's WBCA: Since last Sept., Asch has been conducting a local advertising campaign tied to theme, "If You Buy a New Radio Without FM, You'll Obviously Have an Obsolete Radio." He sent copies of first ad to set manufacturers, asking for comment. One reached Cosgrove, who replied he considered ad misleading and damaging since, he claimed, most early-line radio sets would not have FM included due to cost.

Cosgrove also burned over quotations in ad from GE, Stromberg-Carlson, Zenith, Philco and others, plus such names as ABC's Mark Woods, CBS's Paul Kesten, NBC's Niles Trammell. He turned the correspondence over to Better Business Bureau. Asch says some RMA members object to Cosgrove views and action, claiming he expressed himself as RMA president without consulting his board.

SEEKS TV ON COAST: Dorothy S. Thackrey (New York Post), heiress to the Schiff fortune who also owns WLIB, Brooklyn, KYA San Francisco, and has purchase pending for KMTR, Los Angeles, widens scope of her West Coast radio activity with applications for TV in Los Angeles and San Francisco; estimated initial costs \$387,400 and \$376,400 respectively -- monthly operating costs, \$25,000 each. With Hearst San Francisco Examiner's application for TV, minus the several that have dropped, total pending applications now number 139 (Supplement No. 18).

TV-FM HIGHLIGHT IRE: Highlighting this week's IRE annual meeting in New York, the preponderance of TV and FM exhibits and papers dispelled any doubts as to today's major technical concentration on those fields and pointed to broadcasting's future commercial status. Some 3,000 engineers jammed the Astor Ballroom Thursday to hear CBS's top TV men detail techniques of the uhf color TV. Leading off was Dr. Peter C. Goldmark, the network's research chief, 1946 recipient of IRE's Morris Liebmann Memorial Medal.

Crux of Goldmark's paper was that CBS was putting out a uhf TV signal as strong as that radiated by most powerful New York TV station with one-fifth the power, using a Federal commercial model transmitter. Elimination of ghosts, he said, is achieved by adjustable receiving antenna. RCA engineers presented papers on electro-optical systems, projection methods for home receivers, Image Orthicon, improved Kinescope. Zenith's Deerfield tests, to prove case for widening FM band, were related even as FCC that day was releasing its decision against widening. Other FM papers dealt with GE's Phasitron tube, Finch's "rocket antenna" for his WGHF. Exhibits included DuMont 20-inch cathode tube, Sherron custom-built TV control console, RCA grounded-grid FM transmitter, GE high frequency antenna.

AUTO-TO-HOME VIA FM: Auto-phone FM equipment, employing ordinary dial handset, was successfully demonstrated Thursday in New York by Fred M. Link Corp. Conversation between roving car in Central Park and DuMont's Madison Ave. labs used 152-162 mc band. Link claims 50-mile range, negligible interference and "near future" auto-to-auto, auto-to-home, local and long-distance conversations by dialing into existing telephone lines.

FM TRANSMITTER DATES: Delivery dates are beginning to be named by FM transmitter manufacturers. Federal's Norman Wunderlich told FCC at hearing last week that Federal will begin shipping 250-watt, 1-kw and 3-kw transmitters last week in March. He also said 10-kw transmitters would be available in July. Material has been ordered for at least 170 transmitters, he stated.

RCA was not so specific. Dr. C. B. Jolliffe said RCA transmitters would come off line "this summer and fall." Previously, GE had announced that 250-watt transmitters would be available March 1, and 1-kw and 3-kw units April 1. TEMCO reported almost immediate deliveries.

FM CONVERTER: A small, inexpensive converter, to enable present-day FM set owners to tune in new high FM band, is due Feb. 1 from Hallicrafters Co. Selling for \$15, the converter measures only 3x3x4 inches and fits into most cabinets easily. It can be installed by average serviceman, or by handy set owner, Hallicrafters states.

NEWS AND VIEWS: This week's conditional FM grants number only 11 which, added to the 13 of last week, brings total to date to 290, all listed in our Cumulative Log Supplement No. 28 herewith Attesting to Philco's belief in future of FM and TV, is the appointment this week of William E. Bradley as director of research. Bradley in 1937 helped develop wide-band amplifiers for TV receivers, more recently played a leading part in developing the new Philco Advanced FM System. He succeeds David B. Smith, recently elevated to v.p. in charge of engineering Emerson will concentrate on low-price TV receivers, which it expects to produce in 1946, according to President Ben Abrams in report to stockholders Don Lee's pioneer experimental TV station W6XAO, Los Angeles, shuts down Feb. 18 to shift to Channel No. 2, on which it starts March 4 P. W. (Judge) Seward, former FCC asst. chief examiner, has hung out shingle as a Washington radio attorney, with offices in Earle Bldg. Back in radio law practice with Hogan & Hartson, after service in Navy, is Lt. Comdr. Corwin R. Lockwood.

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 5

February 2, 1946

CARTOON WITH A POINT: You may get a bang, too, out of Lichty's pointed TV cartoon carried in Chicago Times Syndicate newspapers, so we've secured permission to reproduce it and enclose a copy. We have a small supply left, and will be glad to send you extra copies with our compliments.

POLYCHROME PLEASES PRESS: Given a choice, there is little doubt that the public would choose color television as against black-and-white. And CBS's polychrome images, as finally shown to the press in New York this week, are every bit as good as promised. In fact, they were magnificent; better, even, than Technicolor movies.

But -- is it ready for the public, as monochrome admittedly is? Demonstrated under idealized conditions, is it near enough to practicality to be worth waiting for?

CBS spokesmen admit it isn't ready yet, but say it will be within a year if whole industry gets behind it, or nearly as quickly as they think black-and-white transmitters can be delivered. Hence, they insist, we should wait for it rather than invest huge sums in broadcast and receiving apparatus that will inevitably be rendered obsolete because it cannot be interchanged with or reconverted to uhf operation.

The FCC, final arbiter, only now beginning to take field measurements on CBS's lone uhf transmissions, has given monochrome on the lower frequencies the go-ahead, thus indicating its official policy against further waiting. And among the experts, there is no consensus on the timing question, very few agreeing yet with Columbia's zealous young executives and researchers on their estimate of only another year for practical color TV.

Indeed, even some of the men who worked on CBS's custom-built color apparatus, while certain that TV's ultimate must be color on the uhf, estimate anywhere from 2-3 years before it is engineeringly if not economically feasible. Others go along with rival RCA-NBC's estimate of at least 5 years (Vol. 1, No. 16). So they urge, either publicly or privately, that those willing to spend the huge sums needed for TV, as perfected to now, should not be restrained from doing so.

Nor do they go along with the CBS thesis that today's black-and-white, which is comparable to professional home movies, is so vastly inferior that everything should be halted to wait for color.

CBS's color, as demonstrated, looked better than the color shown by RCA at its recent Princeton show, which RCA says isn't commercially practicable yet. But its black-and-white wasn't nearly as good. Perhaps there was method in the contrasts shown by CBS, perhaps it's only one observer's impression.

CBS ran off a 16mm film which was virtually a "TV commercial," showing subjects like models, merchandise and news events first in monochrome, then in color -- women's gowns, shoes, tapestries, household settings, football games, horse races. If commercial TV, when it comes of age, is as well handled as this

30-minute film was handled, especially the commentary accompanying the pictures, there can be no question about the efficacy of color TV (or even of black-and-white) as an advertising medium.

There were no live subject pickups, presumably because CBS hasn't yet perfected a camera comparable to RCA's remarkable Image Orthicon, which can virtually "see in the dark."

The images were viewed on a CBS-built direct-viewing set with a 10-inch tube magnified by a front lens to about 12 inches, a neat laboratory job perfected under the direction of CBS's 40-year-old research chief and color TV inventor, Dr. Peter Goldmark. Seen for the first time also was a custom-made 22-inch-screen color projection receiver, utilizing the Schmidt optical system, on which was thrown with remarkable detail a 35mm slide; there was no audio because of the absence of an RF tuner in the set, nor was it geared for motion pictures.

The direct-scanning receiver, we were told, contains 39 tubes, which can be reduced to around 25 for commercial production. But we were assured it is not too complicated to operate, could pick up the same pictures just as well anywhere else in the metropolitan area. As for its mechanical color scanner, to which RCA raises such vigorous objections as against an eventual all-electronic color mixer, CBS says it is virtually foolproof, adds very little to cost of the set; hence why wait for fully electronic color?

The Federal-built transmitter atop the Chrysler Bldg., less than a mile away, operated on 480-496 mc, used 20 kw power, covered a full 360-degree arc of horizon. The receiving antenna oriented itself automatically to receive direct signal or reflected signal as it bounced off buildings. There was a complete absence of any "ghost" images. The fact that both transmitter and receiver were built since V-J Day was cited as proof how quickly such apparatus can be put into production. The additional custom-built receivers CBS has ordered from GE for further placement in the metropolitan area, probably to include some department stores later, aren't yet ready for delivery.

CBS continues to make case -- and did so deftly in the "commercial" commentary -- against the presently assigned lower frequencies on the grounds not only of color superiority but of greater efficiency of uhf channels. As for definitive field tests with actual picture reception, they obviously can't be made until more sets are ready. There's a lot of disagreement still about the empirics of these channels, which FCC labels experimental and for which there are no standards.

There isn't much likelihood that CBS's lone campaign against lower band TV will do more than create doubts among potential TV station builders, perhaps cause many prospective set owners to wait for the color system; for the FCC has already given black-and-white its blessing, and such leaders in that field as RCA, DuMont, Paramount and Philco are eager to get going full blast and are actually on the air now. Within the radio industry itself, opinion is divided, most set manufacturers and a strong segment of broadcasters seemingly in favor of immediate TV.

VARIATIONS IN FM PLAN: Perhaps you've noticed, among the 298 conditional FM grants thus far (8 more were issued this week), that several communities originally put down for Community Stations have been given Metropolitan assignments. Look at Supplement No. 28, and you will find Metropolitan assignments down for Atlantic City, N.J.; Salisbury, Md.; Winchester, Va. Then, in this week's grants, Hagerstown, Md. is similarly favored. This despite the fact that under the allocation plan (Supplement No. 21) they were earmarked for Community outlets.

Thus it would seem the FCC spoke truly when it emphasized the allocation plan was tentative, subject to changes where appropriate. Exact channels have not yet been specified for conditional grantees, but it is obvious the Metropolitan channels planned for these 4 towns will have to be taken away from the quota of

nearby towns. Where, exactly, those channels will come from, we cannot yet determine in the absence of actual CPs designating channels -- promised soon. Inquiry indicates one of the Atlantic City Metropolitans will probably come out of Philadelphia's allotment.

Then there's Channel No. 280 (Metropolitan). Note that no assignments to this frequency have been made in Area I, while very few designations are for Area II. It is, we are told, the buffer band between Metropolitan and Community stations, to be used either way.

Announced also this week, in addition to the 8 new conditionals, was another FM hearing, date not yet fixed -- on 2 applications from Buffalo Broadcasting Co., operating AM stations WGR and WBKW. This company is under FCC notice to dispose of one of its stations, but filed for the 2 FMs to ensure that each AM has an FM adjunct. This week's conditional grants and their AM affiliates, if any:

Hagerstown Broadcasting Co., Hagerstown, Md. (WJEJ). Metropolitan.

St. Louis University, St. Louis, Mo. (WEW). Metropolitan.

Radio Projects Inc., Syracuse, N.Y. (Herald-American and Post Standard). Metropolitan.

Southeastern Broadcasting Co., Charlotte, N. C. (WBT). Metropolitan.

F. C. Todd, Gastonia, N.C. (WGNC). Metropolitan, possibly Rural.

The Pixleys, Columbus, O. (WCOL). Metropolitan.

Medford Printing Co., Medford, Ore. (KFLW, Klamath Falls, and KRNR, Roseburg, Ore.). Community.

Airplane & Marine Instruments Inc., Clearfield, Pa. Metropolitan.

LO, THE NOT-SO-POOR MUSICIAN: Not forgotten are the musicians who pour out sweet strains for the American radio public. Their affairs have made a busy week for Congressmen and industry. Possible next week is vote by House on Lea Bill (HR 5117), aimed at curbing power of Petrillo (Vol. 2, No. 4). Late Thursday, bill was given preferred status by potent Rules Committee, which fixes legislative program for House.

Although NAB President Miller has yet to name members of industry negotiating committee to meet with AFM panel (he's still "riding the circuit"), NAB headquarters was busy this week collating answers to questionnaires on employment of musicians and funds spent for this purpose, being returned by members.

Ban on FM duplication of AM programs was cited by Chairman Lea's House Interstate & Foreign Commerce Committee as a typical example of arbitrary demands on broadcasters by AFM head. "The absurdity of such a demand is apparent. Two orchestras required for simultaneous broadcast would be an anomaly," Committee reported, estimating over \$20,000,000 per year exacted in tribute by AFM practices of this type.

Bill is not prohibition of right to strike, Committee asserted, but is aimed at abuse of such power. "The right to strike should be exercised as other rights of a citizen. We have free speech, but that is not justification for slander," Committee pointed out.

Opposition to bill comes mostly from pro-labor members on Hill. New York's leftish Rep. Vito Marcantonio, one of 5 voting against reporting bill out, told us he was opposed because "bill is definitely anti-labor. It may become law," he said, "but it will never become effective -- it's unconstitutional."

Industry is on horns of dilemma. Anxious to see some legislative curb on Petrillo, yet hopeful present situation will be cleared up by Miller, broadcasters are uncertain which way to turn. Some warn Miller against machinations of music czar, plump for passage of Lea Bill. Others, hopeful of settlement by Miller, want Congressional action postponed, at least until outcome of present negotiations is ascertained.

LOW-BANDERS PERSIST: FCC opinion on reasons why it turned down FM band-widening petition is expected out next week. It will stress inconclusiveness of Deerfield-Andalusia tests, preponderance of testimony against including 50 mc band. It will also assert present 100 mc FM will provide sufficient outlying coverage -- figuring 60-mile radius from 20 kw Metropolitan stations with 500 ft. antenna height over average terrain. Map of Metropolitan channel allocations may accompany opinion to show graphically how present allocations fully cover East, leave large blanks only in sparsely populated western spots as does AM also.

Meanwhile, proponents of 50 mc FM continue fight. Latest move is exemplified in telegraphic request to FCC by Arthur Freed, president of Freed Radio, asking that present low-band transmission continue because of delay in new band transmitter deliveries and time necessary for stations to attain full power output. Also, that Commission order those stations back on air that have discontinued programs due to Petrillo edict, with recordings if necessary, as protection to present FM set owners. Commission acknowledged receipt of wire, has made no reply yet.

On other side of fence, kudos to FCC for decision came from John Ballantyne, Philco president, who issued a press release stating: "The Commission, in the face of intense pressure from a limited number of manufacturers, has adopted the course of action best suited to protect the public interest." But, still unreconstructed, Dr. Armstrong asked, "Are we going to have the best service of which FM is capable, limited only by the laws of nature, or are we going to have one hedged in by regulations and restricted by artificial means?" And Zenith's Gene McDonald, also disappointed, was preparing to enlist farm editors in his unrelenting battle for rural coverage via lower band FM.

SPOT NEWS VIA TV: Before jampacked viewers, DuMont's experimental W3XWT broke news of Harry Hopkins' death Tuesday during demonstration in Washington's Hotel Statler staged by Televiser Magazine in collaboration with Washington-Baltimore ad clubs. The news just happened to hit during telecast interview with Mrs. Frances Bolton, personable Ohio Congresswoman, first TV images seen by most of the 200 advertising folk attending. Interest in first part of telecast was intense, images on pre-war DuMont table model being adjudged acceptable-to-good -- but not as good as can be shown on newer models. Crowd melted away during mediocre film short which followed, underlining again the necessity for tiptop programming if TV is to make good.

NEWS AND VIEWS: Cowles' application for an experimental facsimile station in Washington, has newspaper fraternity scratching its head over possibilities of a facsimile newspaper delivered into homes via uhf radio. Reason Washington was chosen is because Comdr. T. A. M. Craven, Cowles' radio chief, has headquarters here Preoccupation with OPA matters precluded RMA board taking any action respecting dial markings for FM sets at meeting in Chicago Wednesday. Board accepted results of RMA survey favoring channel as against frequency designations (Vol. 2, No. 4) without comment Federal's new FM modulator-oscillator unit, now in production, is said to surpass FCC engineering standards for low noise reception level. Company reports it is building 170 FM transmitter units for delivery beginning in March Rumors about RKO-Television Corp.'s absorption by parent company's Pathe subsidiary were quashed by the upping of Ralph B. Austrian, exec v.p., to president. He was elected Thursday to succeed Frederic Ullman Jr. who, though he remains a director of the TV company, will concentrate on his duties as president of RKO-Pathe Inc. Worthington C. Lent, Washington consulting engineer, has taken in LaVerne M. Poast as partner, and his firm is now known as Lent & Poast. Latter was formerly with Jansky & Bailey, during war had been doing direction-finding research with Bureau of Standards and Army Though feeling prevails in some quarters that networks are lukewarm toward too early emergence of FM, American Broadcasting Co. hierarchy is already laying long-range plans for an FM network Denmark has sent one of its top radio executives over to study American TV equipment and techniques -- Frederik Heegaard, who is at New York's Hotel Commodore.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 6

February 9, 1946

WHERE THERE'S SMOKE: By now you've doubtless heard or read the Washington dispatches forecasting FCC Chairman Porter's shift to OPA Administrator in place of Chester Bowles. President Truman may have announced the story by the time you read this; meanwhile, the principals at this writing naturally remain silent. If the long-rumored change for Porter does eventuate, Vice Chairman Paul A. Walker (Oklahoma) becomes acting chairman until Mr. Truman picks a permanent one. Best guess is that, unless he names a man from industry who knows the field as well as Porter does, he may choose Walker whose specialty is public utilities; or else Commissioner Jett, engineering expert who probably wouldn't want job but would be highly acceptable to radio; or Commissioner Denny, only 34, formerly chief counsel whose youth, vigor and technical grasp especially commend him. But the ways of politics, as in previous Administrations, may make it a purely political selection of a total stranger to radio.

ARE HEARINGS NECESSARY? It's probable that FM hearings won't be necessary where supply of channels equals or exceeds applications on file, though there's a school of thought within FCC favoring hearings so as not to preclude future applicants. Situation was pointed up recently with withdrawals bringing number of applicants in Boston and in Providence-Pawtucket areas in line with available channels. Already on file with FCC is petition from combined Providence-Pawtucket applicants asking hearing be dropped and CPs granted without hearing, inasmuch as there are now exactly 6 applicants for the area's 6 channels.

Boston hearing, only one definitely scheduled thus far, with Commissioner Durr assigned to sit on it there March 11, may be dropped on FCC's own motion; or else applicants may get together and move to that end. Originally, Boston area's 9 available channels (WBZ-FM is on 10th) were sought by 11 applicants (Supplement No. 14A). But recent withdrawal of E. Anthony & Sons, plus recent acquisition of control of WHDH by Boston Herald-Traveler, which would indicate newspaper will drop its separate application, brings total down to 9.

Four more hearings ordered by FCC this week -- in cities where demand exceeds supply -- indicated anew tentative nature of allocation plan (Supplement No. 21). Hearing ordered for Washington lists 13 applicants for 11 available channels, though allocation lists 12 channels for capital area. Where deleted channel has gone to, FCC declines to divulge. Other cities where hearings will be held, at dates yet to be set, and number of applicants compared with channel availabilities: Pittsburgh, 9 for 6 (already operating are KDKA-FM and WMOT); New York-Northeastern New Jersey area, 24 for 9 (already authorized are 11 stations, as listed in Supplement No. 4); Dayton-Springfield, 6 for 5.

MORE TV HEARINGS ORDERED: As TV industry awaits FCC proposed decision on winners of Washington's 4 channels, expected momentarily as result of first TV hearing recently conducted by Chairman Porter (Vol. 2, No. 4), Commission this week ordered 11 more TV hearings, but did not fix dates. All are for the cities in which applications exceed supply of allocated channels. Washington result is being eagerly

awaited since it will show trend of Commission's thinking with respect to who shall get TV franchises in major centers. After "proposed decision," 20 days must elapse before oral arguments, then comes final decision, then 20 days more for appeals.

Cities in which hearings will be held, and number of applications as against number of available channels: New York-Northeastern New Jersey, 13 for 4 (already operating are WNBT, WCBW, WABD); Los Angeles, 13 for 7; Philadelphia, 9 for 3 (already operating is WPTZ); Detroit, 6 for 5; San Francisco-Oakland, 7 for 6; Pittsburgh, 5 for 4; Cleveland, 6 for 5; Baltimore, 4 for 3; Providence, 2 for 1; Harrisburg, 2 for 1; Lancaster, 2 for 1 Community channel. In case of Baltimore, hearing may be called off in view of Tower Realty Co.'s withdrawal of its application this week, indicating intention to wait for uhf color.

Significant is inclusion of Don Lee among Los Angeles applicants. Though it holds a CP for commercial TV, granted before war, FCC has decided to include it among the 13 seeking new facilities. Inquiry reveals Commission policy is to regard present CP holders (Don Lee, Zenith in Chicago, Milwaukee Journal) as new applicants if demand for channels exceeds supply, grant them without hearing only if not. Same procedure was followed in case of NBC's request for reinstatement of its pre-war Washington CP.

For data on applicants, see our TV Directory, Supplement No. 18 Part III. Added since directory was published are Hearst (Examiner) for San Francisco, Dorothy S. Thackrey (New York Post) for Los Angeles and San Francisco. Withdrawn since directory was published: Metropolitan Television for New York; Bamberger for Philadelphia; E. Anthony & Sons for Providence; Tower Realty Co., for Baltimore.

CPs FOR CONDITIONALS: Still due, and due soon, are CPs for holders of conditional grants for FM stations. But in working on applications preparatory to issuing the coveted CPs, FCC engineers have found that some of the proposed equipment makes inadequate use of channels. Also, in some other cases, proposed service area is inconsistent with allocation plan. In order to straighten this out, FCC this week reported that it will hold informal engineering conferences with grantees, and applicants, where necessary. Where no difficulty exists, Commission will issue a CP without conference.

Also this week, first sale involving a conditional FM grant arose. Monroe B. England, licensee of AM station WBRK and holder of conditional FM grant for a Metropolitan station in Pittsfield, Mass., asked FCC to grant voluntary assignment of both license and conditional to Western Massachusetts Broadcasting Co. Sale price is reported \$150,000. Usual 60-day advertising for other bids is agreed upon. Deal is compounded by fact Western Massachusetts Broadcasting Co., owned by Berkshire Evening Eagle, is itself a recent recipient of a conditional FM grant (Community), which it will drop if sale is effectuated.

SEEK 50 KW NEAR CAPITAL: Originally an applicant for a 50 kw FM at Olney, Md. (Supplement No. 14A), FM Development Corp. (Maj. Armstrong, C. M. Jansky Jr., Stuart L. Bailey) has amended application to specify a 50 kw Rural at Twin Oaks, site of country home of their counsel Horace Lohnes near Vienna, Va., 18 miles out of Washington. New transmitter location would afford good Washington coverage on present band, but would not add Baltimore coverage also as originally contemplated. Site would place station in Area II where applicants, leading proponents of high power FM, would avoid limitation in power inherent in Olney site. Applicant thus becomes one of 13 in Washington area scheduled for hearing (see story in this issue).

WE TAKE YOU NOW TO WASHINGTON: After one false start, Washington-New York TV gets under way Feb. 12 with Lincoln Day activities in Nation's capital. Marking opening of coaxial link between the two cities, first program will be joint affair of NBC, CBS, DuMont. DuMont's experimental TV station W3XWT will transmit program in

Washington; all will broadcast in New York City, plus GE's WRGB, via radio relay, in Schenectady.

Program opens at noon at Capitol building with scene of dome, surrounding areas, interviews on Capitol steps with Senators Wheeler, White, McKellar; Reps. Rayburn, Lea; FCC Chairman Porter. At 12:15 p.m., AT&T film story of coaxial cable goes on air with FCC Commissioner Jett as possible post-film speaker. Ceremonies at Lincoln Memorial begin at 12:30, highlighted by wreath-laying by Gen. Eisenhower.

GERTZ TV FLOPS AT OPENING: Still struggling at week's end to show good video, Gertz Dept. Store TV demonstration bodes no good for TV, even though the Jamaica, N.Y. store was crowded as a result of publicity. TV screens presented nothing but vague, blurred outlines, especially at press demonstration Feb. 4. Store officials and William B. Still, operator of experimental TV station W2XJT, who built and installed equipment, hoped that new week would crown efforts with success. Break-down of apparatus at preview disappointed viewers as well as participants. Audio system worked, but video refused to respond to harried efforts of technicians. Onlookers were able to watch operations only through glass partitions built into one wall of studio.

MORE VIPs SEEKING FM: Add to applicants for new FM stations: Capt. Harry F. Guggenheim, USNR, scion of mining family and owner of Nassau-Suffolk County Newsday, for Bridgeport, Conn. (to cover rich Long Island area); Midwest Broadcasting Co., headed by Milwaukee's Postmaster John Fleissner, for Milwaukee; the Milwaukee Journal, licensee of WTMJ-FM, for Wausau, Wis. Also applying for Wausau is Morgan Murphy-Walter Bridges group, operating Duluth's FM station WDUL.

These are among the score or more newly filed FM applications since publication of our Supplement No. 14E, and we will report on all of them fully next week in Supplement No. 14F. Illustrating opportunities in FM for small business groups is new application from 4 young Rahall brothers of Beckley, W. Va. All GIs, in various stages of discharge, they are planning deep and eager plunge into broadcasting -- AMS and FMS in Allentown and Norristown, Pa., AM in Beckley.

NBC FILM PLANS FOR TV: NBC's big film plans for TV, trumpeted in Hollywood and New York, are reliably reported to call for a 1946 expenditure of \$60,000, for which the network hopes to make 12 shorts. Hal Bock, newly named NBC television chief in Hollywood, will try to get them made on West Coast. Network is continuing to make own newsreels, however.

NBC this week also announced it was not considering signing up with any one motion picture producer but "would play the field," setting at rest rumors stemming from TV v.p. John F. Royal's visit to Hollywood. Both Royal and O. B. Hanson, NBC chief engineer, indicated it would take about a year after the network receives its Los Angeles license before it could go on the air. Cost of the transmitter, to be located on Mt. Wilson, was estimated at \$750,000.

'FORTUNE' ON TV: A psychiatric diagnosis of the U.S. television industry: "Advancing schizophrenia, induced by protracted frustration and characterized by alternating guilt and persecution complexes." Thus, Fortune Magazine for February. The Fortune article tells the story of American TV from the late 20's up to the current CBS campaign for uhf color. Gist is if industry doesn't resolve basic technical disagreement, TV might turn into biggest and costliest flop in our industrial history. On whole, article is favorable to CBS stand on uhf color TV.

Fortune says: CBS plans to petition FCC in spring to allow commercial tele-casting in 480-920 mc band...by fall, plans to offer uhf, color licenses to all set manufacturers at royalties of 25¢ to \$1 per set.

TO VOTE ON LEA BILL: Showdown vote on HR 5117, Lea Bill dealing with Petrillo and his hold on broadcasting, is now calendared for Thursday in House. Bill seems to have good chance to pass, even Rep. Marcantonio, who voted against reporting bill out of committee, saying he has had no support from either AFM or AFL. Only reaction to bill, he admits, was one letter signed by 20 New York musicians, asking that he buck passage. On Friday, Marcantonio issued minority report, taking issue with sweeping character of bill. He especially objected to phrase "and other means" in description of coercive practices, said it could be used to prohibit speech in favor of strike or used against attempt to induce employer to hire more personnel in order to lighten load on workers.

DuPONT KEEN ON TV: When commercial sponsors really take to television, you can expect DuPont to be a leading advertiser of its industrial products. Itself a major contributor to the TV art with plastic gadgets making possible large-screen images, DuPont, through its agency BBD&O, is experimenting seriously with visual broadcasting. Last week it telecast, via WNBT, a full-hour preview of "Cavalcade of America" before an audience of advertising executives, liked it so well it repeated Sunday night, Feb. 3. To insure audience, program was attractively advertised in Sunday newspapers in form of big old-fashioned theatrical handbill.

LABOR'S FM BUSINESS: Reader's Digest for February, in article on "Labor Is Big Business," cites union applications for FM not only to support this thesis but also to make the point that "many labor leaders see FM as the answer to efforts to restrict labor broadcasts over the big networks." Examples given are UAW's 6 applications for FMs in as many cities, the 4 of Amalgamated Clothing Workers Union (Sidney Hillman), the 4 of International Ladies Garment Workers Union (David Dubinsky). Next Monday, ILGWU's radio affiliate, Unity Broadcasting Corp., will file for 2 more -- in St. Louis, Los Angeles, according to Washington counsel, Marcus Cohn.

GE's BALLOON ANTENNA: First it was Westinghouse with its Stratovision system of "spraying" and relaying TV and FM from and to 6-mile high planes. Then last week Army revealed how it had "shot the moon" with radar, crediting the veteran engineer Lt. Col. Jack DeWitt and others with carrying to fruition experiments conducted long ago by the venerable Dr. A. Hoyt Taylor for the Navy and by Maj. Edwin H. Armstrong. Now comes the news that GE has begun experiments looking to the use of captive balloons to widen range of TV and FM by raising antennas skyward. First GE tests took place recently under GE's Dr. W. R. G. Baker, more are planned.

NEWS AND VIEWS: The rich Denver Post, hitherto aloof to radio, may get into swim via FM now that it has a new editor and publisher, Palmer ("Ep") Hoyt, who as publisher of Portland Oregonian has always shown appreciation of importance of the medium as newspaper adjunct; city has 10 channels allocated to it, only 2 applicants....Television may be used at Westminster College, Fulton, Mo., when Winston Churchill speaks there March 5. Balaban & Katz's WBKB, Chicago, is negotiating to pick up the former Prime Minister and possibly President Truman when they appear there, using station's portable equipment to give overflow crowds look in....Holder of a CP for FM since before the war, WAAT, Newark, reports its FM station (WAAW), using GE equipment thruout, will be on the air by June.... John Lord Booth's WLOU, Detroit, is shifting this month to 96.5 mc, 20 kw....No more news commentators on WQXR-WQXQ; instead, the New York Times-John V. L. Hogan stations after April 5 will use forum formula entirely on controversial issues.... Newly appointed director of CBS Television Plans Division is Leonard Hole, who will be responsible for planning and developing network's future TV uhf color stations and network....Ziff-Davis Publishing Co. (Radio News) has filed suit to enjoin Fred Kugel's Television Magazine from using that title, claims it has been publishing magazine under same title since 1938, registered it in 1943....Paul Hollister, CBS v.p., has resigned to become N.Y. studio representative of RKO-Radio Pictures.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL 2, NO. 7

February 16, 1946

FM APPLICATIONS TOTAL 774: With 36 new applications, minus 5 dismissed or withdrawn, total FM applications as of this date number 774. The new 36 (Supplement No. 14F herewith) include a larger than usual proportion of newcomers to broadcasting -- 24, of which 7 have newspaper affiliations. Among the newcomers, Theodore Granik, attorney and conductor of Mutual's "American Forum of the Air," seeks a Washington, D. C., grant, and the San Francisco Chronicle asks for an outlet there. Approximately 30% of all 774 applicants are new to radio, including a sprinkling of veterans. Newspapers still make up lion's share of applicants not already in AM.

DECISIONS HELD UP: Chairman Porter's peregrinations to White House and OPA this week were so frequent and of such importance (see story on this page) that he had to renege on his promise to announce decision on which of the 6 applicants win Washington's 4 TV channels (Vol. 2, No. 4). Draft of 16-page decision has been written tentatively but not yet agreed upon by commissioners. Decision should be out early next week, after Wednesday regular meeting at latest. Meanwhile, after months of zoning hearings, District of Columbia commissioners Thursday finally consented to allow Bamberger (WOR) to erect 300-ft. tower for its hoped-for capital TV station, for which it has already spent some \$50,000 for choice Cathedral Heights acreage.

With Commissioner Jett busy on the NARBA conference, and Denny, Walker and Wills out of town on hearings, the Commission was also unable to issue its opinion on why it turned down Zenith-GE petition to widen FM band. Both documents should be out sometime next week.

DENNY FOR PORTER: Thanks to Paul Porter's maneuvering to go on "leave of absence" from his FCC chairmanship to become OPA Administrator, the regulation of broadcasting, for the time being at least, is spared again from the political influences that once bedevilled it. For it was Porter's idea, which he "sold" to President Truman, that Commissioner Charles R. Denny Jr. should be made acting chairman -- an excellent merit appointment without the slightest trace of political payoff. Porter's formal resignation will come after the Senate confirms him in his new job, which is a foregone certainty.

Up from the ranks, Denny just 4 years ago this month joined the Commission as assistant general counsel, 8 months later became general counsel, then last March was named by President Roosevelt as commissioner. Since boyhood he has been a resident of voteless District of Columbia. Not yet 34 (his next birthday is April 11), he is a graduate of Amherst '33, Harvard Law School '36.

Not only is Denny regarded as one of the brainiest, hardest working and most capable men ever to sit on the Commission, but his remarkable grasp of technical problems is such that he can discuss intelligently even the most abstruse engineering matters, as evidenced at recent hearings on FM and TV. He taught himself the science of radio. His home is a maze of wireless gadgets with which he likes to

tinker. The news of his appointment reached him Thursday while he was "riding circuit" on radio cases in Georgia.

Porter actually didn't want the Bowles job, with all its headaches, for his heart was in radio, especially in the intriguing subjects of FM and TV which he has taken a prime part in advancing. In talking with him, one suspects he harbors a hope the FCC post may be kept open for him; but it is hard to believe politics will permit such a \$10,000 job to remain vacant very long. If Denny retains the chairmanship, as against a new political appointee, Porter will at least have the satisfaction of seeing his policies carried forward by a colleague with whom he has always worked in close harmony.

Already a movement is on foot to persuade President Truman to place Denny's old chief, Col. Telford Taylor, former FCC general counsel, now a prosecutor in the Nuremburg trials, on the Commission. There is talk, too, that the President may reward Leonard Reinsch, his radio mentor, whom he likes, with an FCC berth. Reinsch served as Porter's radio aide when the latter handled publicity for the 1944 Roosevelt campaign, is now back with the Cox radio-newspaper interests but is seeking an AM station of his own in Cincinnati, up for hearing in Washington this Monday.

TV SCORES FROM WASHINGTON: If television could offer nothing more than news events as they occur, it justifies its immediate emergence -- and you don't need color in newsreels.

That was the reaction of many who saw the inaugural Washington-New York coaxial telecast of Lincoln Day ceremonies last Tuesday. Consensus of TV enthusiasts was that this was tiptop stuff, that if TV continues to put on programs like this there's no stopping the art.

When press photographers surrounded Gen. Eisenhower at Lincoln Memorial and asked him to repeat his wreath-laying, and when an accompanying brass band noticeably adjusted his pace to get in step with his chief, viewers had a hearty chuckle. In back of their minds was this thought: We couldn't have seen that in a newsreel.

Such "uncut" versions of a news event emphasize anew the potency and immediacy of TV. Ceremony taking place in Washington was watched not only on the few receivers there but, thanks to AT&T's new coaxial cable, by spectators in New York, 225 miles away. New York reception was just about as good as a local broadcast, though handkerchief-size screens did not do justice to crowds. Projection models offered better images, though they suffered some from loss of illumination.

Especially noteworthy was efficacy of RCA's Image Orthicon for low light levels during shooting of interior scenes at the Memorial. NBC's camera work was good: long shots of Marine Band, of spectators clutching hats against blustery wind, of massed flags snapping in gusty weather, of closeups of Gen. "Ike" and the Lincoln statue. Occasional distortion was marked in film from DuMont's Washington studio, and overcast was apparent in CBS pickup of Congressional leaders and FCC Chairman Porter. Overheard also during exercises were instructions to cameramen and comments from spectators.

One couldn't help but reflect that the show would have been more vivid in color, yet who has ever seen Technicolor in newsreels? And this compared very well with any theater newsreel, was better in fact because it was full-length and unedited. CBS, incidentally, was the only one of New York's 3 telecasters that did not transmit program there, interpreting Mayor O'Dwyer's shutdown of non-essential services due to fuel shortage as reason for keeping WCBW off the air. WGRB, Schenectady, carried the affair via shortwave relay.

Event signaled joint utilization of coaxial on an experimental basis without cost to telecasters. Schedule calls for NBC to use it for Washington pickups Mondays and Saturdays, CBS Tuesdays and Fridays, DuMont Wednesdays and Thursdays.

FIELD DAY FOR LAWYERS: Defendants have been given extension until March 9 to file answers to Dept. of Justice anti-trust suit against alleged TV patent cartel (Vol. 1, Nos. 16 and 17, Vol. 2, No. 1), with some of New York's plushiest law firms engaged for defense. But consent decree is still very much in the wind, though defendants are not all of one mind about what to do. Paramount has offered to "get out of the way" 1) if Scophony will buy back its stock, for which it paid \$8,500 plus another \$20,000 cash advance, or 2) if Scophony will give Paramount a paid-up license. Other alternative is dedication of patents to public, which would mean end of Scophony here, biggest benefactor from publicity surrounding the suit.

Array of counsel for the defendants lines up thus: for Arthur Levey and Scophony Corp. of America -- Joseph Ollier and Hays, St. John, Abramson & Schulman; for Paramount, Paul Raibourn and Television Productions Inc. -- Simpson, Thacher & Bartlett; for Earl G. Hines and General Precision Equipment Corp. (20th Century-Fox) -- Mudge, Stern, William & Tucker; for Scophony Ltd. of England -- special appearance by Edwin Foster Blair.

For Government, case is in hands of Joseph Borkin, co-author in 1938 with Frank C. Waldrop (now editor of Washington Times-Herald) of the book "Television: A Struggle for Power," whose chapter on "The Somnolent Cinema" refers to the movie moguls and their attitude toward TV in none too flattering terms.... "an unwilling fat boy trying to assume the angular position of the ostrich with head in sand."

EVERYBODY RIDES: Current Miller-Petrillo negotiations moved another step forward this week with the setting of April 8, in New York, as date for first meeting between committees representing NAB and AFM. NAB committee numbers 26 and includes representatives of networks, regional chains, affiliates, clear channel stations, independent stations, FM stations, plus NAB Employee-Employer Relations Committee and President Miller's assistants. AFM committee will number 14, including all officers and executive board. Subcommittees, to whittle down this convention-size membership, will probably be picked to carry on negotiations.

Meanwhile, Lea Bill is due to come to vote next week, press of other business keeping it from scheduled House consideration last Thursday. Passage seems to be assured. Rep. Lea has picked up support from all over country, especially small broadcasters, and Rep. Marcantonio is still battling against it with slight, if any, backing (see Vol. 2, No. 6).

THIRTEEN FOR PHILLY: One of our engineering friends called up the other day and pointed out a flagrant error in the FM allocation plan. It seems FCC engineers listed Channel Nos. 264 and 266 for both Philadelphia and Wilmington, Del., only 20 miles apart.

A check at the Commission straightened the matter out. It was an error all right, and Philadelphia should not have been given those two channels. They belong rightfully to Wilmington.

So, we suggest you correct your allocation plan (Supplement No. 21) and delete Channels 264 and 266 from Philadelphia. That now gives the Quaker City 13 Metropolitan channels and not 15 as originally specified.

GOLDWYN CONFIRMS TV PLANS: Louella Parsons broke the story in her Hollywood column the other day, so Sam Goldwyn, the producer, then confirmed the fact that he has completed a study of TV, has worked out a plan with GE engineers to build a station (presumably in Hollywood), spend \$350,000 on plant and a like amount annually for operation. When Don Lee's W6XAO converts to its new Channel No. 3 on March 4, he will test a show with the 6 Goldwyn girls he is sending to New York in latter March where he proposes to book them also on TV.

FIRST LABOR CONDITIONALS: Among the 19 conditional FM grants this week (bringing total to 323) were the first to labor unions -- CIO's United Automobile Workers, for Detroit; Sidney Hillman's clothing workers (Amalgamated Broadcasting System Inc.), for Rochester; David Dubinsky's Unity Broadcasting Corp. of Tenn. (ILGWU), for Chattanooga. All got Metropolitan. State Radio Council (Wisconsin) was granted 2 CPs for non-commercial, educational FM stations -- at Madison and Deerfield. These are the first 2 station in projected 7-station State-owned network blanketing Wisconsin with main studios on the campus of the U of Wisconsin.

One additional applicant for Washington's 11 channels brings number of contestants to 14. Date for Washington hearing was set for March 11.

MCDONALD LAUDS COLOR TV: All out for color TV went Zenith Radio's Comdr. Gene McDonald last week after viewing a CBS demonstration (Vol. 2, No. 5), and he promised that his own Chicago experimental W9XZC will take the air sometime before April 15 on the uhf 500 mc band. He called the CBS show "phenomenal, out of this world." Even second-rate movies in color are made boxoffice successes, he said, arguing against black-and-white, and magazine advertisers are more than willing to pay premium for color. His own firm, he said, won't produce TV sets until color is ready because he thinks that would be an "imposition on the public." There is no great future for TV except on the uhf, he added.

TELEVISION NOTES: Irwin Rosse, Promoter Mike Jacobs' radioman, assures us that all reports on televising Louis-Conn fight are mere conjecture at this time. There have been no negotiations yet, but Paul Raibourn, Paramount TV head, has had preliminary discussions with Gen. Kilpatrick, Madison Square Garden president, about showing fight at Paramount Theater in New York City CBS is continuing uhf color TV demonstrations until end of month, with showings largely to manufacturers, agencies, broadcasters, then will show them irregularly until live pickups are ready in May; an interested spectator last Tuesday was Secretary of State Byrnes DuMont announces its technicians will reconvert all its TV receivers in the hands of the public to the new frequencies for a flat fee, making extra charge only if other work is necessary Philco's new temporary TV studio at 17th and Sansom Sts., Philadelphia, is being readied for use about March 8 when WPTZ expects to resume after its changeover to Channel No. 3 (60-66 mc) Balaban & Katz TV station WBKB, Chicago, moves to its new channel next month; it goes off the air March 1, returns on Channel No. 4 (66-72 mc) on March 18 Hoyland Bettinger, former manager of GE's WRGB, has deal with Harpers for publication of his book, tentatively titled "TV Programming in Practice and Principle."

NEWS AND VIEWS: FM and TV operating problems are prominent on agenda of Broadcast Engineering Conference, resuming after 3-year lapse with sessions week of March 18-23 on Ohio State U campus Milwaukee Journal has asked FCC that its WTMJ-FM be classified Rural, requests CP for new equipment, antenna change, increase in service area from 8,500 to 16,287 sq. mi. Pushing mobile FM, Bell Labs plans vehicular radiotelephone service first in St. Louis, 30 other cities by end of year Jack Poppele, job-gathering engineering v.p. of WOR and president of TBA, has been elected to the board of Veteran Wireless Operator's Assn.; he was a shipboard "sparks" in 1917 John Lord Booth, scion of the noted Michigan newspaper family, operator of FM station WLOU and AM station WJLB, Detroit, is filing shortly for FMs, in addition to the AMs already applied for, in Lansing, Grand Rapids, Saginaw, Kalamazoo, Flint. RadiOhio Inc. (Wolfe family), one-time eager beavers in the Ohio FM field, are cutting down. Licensee of WELD, pioneer Columbus FM, RadiOhio had applications in for Marion, Portsmouth, Zanesville, Springfield, but has withdrawn all four. Counsel Horace Lohnes gives reasons -- costly, unsettled problems of frequency stability in new FM band First FM application to be filed from State of Vermont is that of Brattleboro Reformer (see Supplement No. 14F).

Television Digest

and FM Reports

PUBLISHED WEEKLY BY

RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 8

February 23, 1946

READY TO SPEND \$293,000: They do things in a big way down in Texas; hence the FM application of the San Antonio Express, new to radio, which states it proposes to spend \$293,000 on plant (\$125,000-\$150,000 for buildings, \$75,000 for transmitter, \$50,000 for antenna and supporting structure), plus \$20,000 per month on operation. Also an applicant for AM, the Frank G. Huntress newspaper would use the same buildings and some of plant for AM if it succeeds in getting that also. Its willingness to spend that much money on FM alone if necessary, however, rivals the record proposed \$225,000-\$250,000 which San Antonio's WOAI has stated it will spend on FM (see Supplement No. 14B).

Another newspaper newcomer for FM is the Gary (Ind.) Post-Tribune. An additional applicant from the Boston area is Plymouth County Broadcasting Co., for Brockton, headed by Edmund J. Campbell, attorney, and Willis R. Davies, cafe owner. Applying for Woonsocket, R.I., is Joseph M. Viana, music store owner.

Still another new applicant is the newly formed WHOW Inc., ninth to ask for an FM in Baltimore where it also seeks an AM. It is headed by Ben Strouse, manager of Washington's WWDC and son-in-law of Joseph Katz, the Baltimore adman. Each owns 25% of the stock, as do also Ross H. Beville, WWDC chief engineer, and G. Bennett Larson, manager of WPEN and WPEN-FM, Philadelphia.

TV SETS DRIBBLING OUT: You can't buy any of the 10,000 pre-war TV sets from their owners for love or money, and the big makers haven't yet put their promised new lines on the market. Yet, without fanfare and without advertising, Macy's in New York has been selling direct-viewing receivers by Andrea and Emerson since last November. A spokesman for the world's largest department store indicated that about 3 a day have been marketed in this quiet manner.

Andrea sets, also offered through a few other dealers, include a 5-inch tube table model at \$134.50; a 12-inch, including 3-band radio (no FM) at \$499.50; a 12-inch console combination with automatic record changer and radio (no FM) at \$699.50. They were said to have been made before the war, or from surplus pre-war parts. Emerson model has a 10-inch tube with AM and phonograph without changer at \$485. Installation runs \$25 to \$50. Changeover to new TV frequencies of NBC and CBS, which go off the air March 1 to adjust to new channels, is guaranteed for about \$25 more. NBC's WNBT plans to return April 5.

SALE DEALS APPROVED: There were no rival bidders for Lit Bros. WFIL and WFIL-FM, Philadelphia, so FCC this week authorized record \$1,900,000 sale to Philadelphia Inquirer, first deal consummated under its new 60-day "notice of sale" procedure. Commissioner Durr dissented. Newspaper presumably will now drop its independent application for a new Philadelphia FM, leaving 6 applicants in field (Supplements 14A-14F inclusive). Also approved this week was \$280,312 sale of KMTR, Los Angeles, to Dorothy Thackrey (New York Post), also an applicant for both FM and TV in New York, San Francisco, Los Angeles.

CHECKREIN ON PETRILLO: There are still some hurdles to leap before the Lea Bill, passed by the House Thursday by the overwhelming vote of 222 to 43, becomes law. The Senate has to agree to its substitution for the already enacted but milder Vandenberg Bill, which seems certain if the measure goes to the Interstate Commerce Committee (Wheeler, chairman) rather than to the Labor Committee. The conference bill must be enacted by both houses, the President must sign -- and then you can expect an AFM court test on constitutionality.

All this will take some more time and then only can FM -- and radio as a whole -- be freed of the Petrillo shackles. FMers, naturally, are eagerly awaiting the signal that will end his ban on duplication of AM musical programs.

You'll find the debate in the Feb. 21 Congressional Record good reading. Only the rabid pro-labor Congressmen fought the bill. Some moderate elements wanted to water down the penalties on the plea they were too broad and might be interpreted to prevent labor's right to strike, but they made no impression.

Petrillo is reaping the harvest of his go-to-hell attitude toward Congress as well as the industry. The debate showed how he left himself wide open to every charge leveled against his AFM: tribute amounting to \$20,000,000 a year; union laws that permit him, like a dictator, to annul, amend or promulgate his own rules; his edicts against broadcasts of non-commercial music programs and of music broadcasts from abroad. As much as anything, the AFM ban on military and other non-professional orchestras in civic ceremonies, his untenable Interlochen proscription, cited again and again by legislators, contributed to the easy passage of the bill.

FACSIMILE LICENSEES: Though interest in facsimile is beginning to stir among broadcasters and newspaper interests, little evidence of it has reached FCC in way of new applications. Cowles Co.'s request for developmental facsimile on 107.7 mc in Washington is the only recent one. FCC Rules (Supplement No. 7, Sec. 3.266) permit FM broadcasters, upon application, to transmit simplex facsimile after aural hours; multiplex (simultaneously with aural) under certain conditions.

All facsimile today is non-commercial, experimental. Notable among facsimile pushers are Capt. W. G. H. Finch, licensee of FM station WGHF and experimental W2XBF, New York City; John V. L. Hogan, president of Facsimile Inc. and of the New York Times' WQXR and WQXQ, licensee of experimental W2XR.

Three licensees for facsimile per se have been operating experimentally for 5-6 years in the 25 mc band: RadiOhio Inc., Columbus (W8XUM); WOKO Inc., Albany (W3XWE); Louisville Courier-Journal (W9XWT). Eleven developmental stations specify A-4 (facsimile) or special for facsimile emissions in their licenses or CPs (Supplement No. 5). FCC has placed commercial facsimile in the 470-480 band, and has also designated 106-108 in Area II for facsimile. But, should need for more commercial FM channels arise, 106-108 will be used for that purpose.

BARRAGE OF TV PUBLICITY: Not to be outdone by the ever promotion-minded CBS in the matter of TV publicity, NBC is firing its own barrage of material designed to "sell" television now. Just issued is 64-page, pocket-size, cartoon-illustrated glossary of the workaday language of TV titled "Television Talk," which you can obtain from NBC's New York headquarters. It defines such terms as "inky" and "woof" in addition to some 250 less slangy words and phrases which, if you read them through, really tell the story of TV -- an excellent job. Then, to publicize Washington-New York coaxial telecasts (Vol. 2, No. 7), NBC's WNBT bought big display space in New York newspapers urging set owners to invite their friends in "to enjoy this historical broadcast." And time availability on WNBT is also being currently advertised in the trade press to attract sponsors. On its part, CBS used the trade press with big spreads to quote New York radio editors' comments, mostly enthusiastic, on its color TV demonstrations (Vol. 2, No. 5). CBS was host this week to its affiliates, who are being enlisted to back its color TV campaign.

DEVIATIONS FROM FM PLAN: One of the Washington Metropolitan FM channels, about which mention was made last week when the FCC announced that 14 applicants were vying for 11 available channels, has gone conditionally to Richard Field Lewis Jr. in Winchester, Va. This became known when the FCC made public this week some of the deviations from its allocation plan. The FCC also reported that one of the Atlantic City Metropolitan channels came from Philadelphia (see Vol. 2, No. 5), and that Hagerstown, Md. got a Metropolitan channel from York, Pa. The exact channels thus shifted from original plan (Supplement No. 21) have not yet been designated.

The FCC report reiterated the tentative nature of the FM allocation plan and stated that it provides the necessary flexibility for getting FM under way satisfactorily. More readjustments will continue to be made from time to time.

That this is the case, was seen in the conditional Metropolitan grant to Capital Broadcasting Co. for Annapolis, Md. -- one of 7 issued this week as shown in Supplement No. 30 herewith which now lists 330 conditionals. Annapolis is not down in the allocation plan for a Metropolitan. The other 6 conditional grants, all Metropolitan, went to Baltimore, Md. There are still 3 applicants for the remaining 3 channels allotted Baltimore -- Hearst Radio, Atlas Broadcasting, and WHOW Inc., the last newly filed this week.

Applicants added for designated (but not yet scheduled) hearings, also announced this week, include Radio Station WJOB, for Chicago; Central Illinois Radio Corp., for Peoria; Bieberbach Broadcasting Corp., for Waltham, Mass. (Boston); Skyland Broadcasting Corp., for Dayton. A CP for a non-commercial, educational station was granted Oklahoma A&M College, at Stillwater, Okla.

TV FIRST NIGHTS: One immediate effect of the NBC-Radio Dramatists Guild tieup, announced recently, was given expression by Burton Rascoe, New York World-Telegram theater critic. The deal whereby NBC will produce and televise original plays, to be viewed by theatrical producers on home receivers, he says, "will, to a great extent, eliminate out-of-town tryouts." What this means to the theater has Broadway abuzz.

There are details to be worked out. Still to be answered are such questions as whether a play producer will take over play and TV cast with it, Equity rules on rehearsal pay, etc. Favoring the idea are the fillip it will give untried playwrights whose brainchildren may now see the light of electronic day; the increased ability of producers to judge the commercial value of a play which heretofore they have had to judge solely by script reading. To be called "Broadway Preview," the Guild's WNBT program will be produced by the network, which assumes all production costs and supplies cast.

Other TV program notes: Balaban & Katz's WBKB, Chicago, put on motor driving safety show Feb. 12, featuring Evanston (Ind.) police "drunk-o-meter"; reaction was reported most favorable CBS "See What You Know," telequiz show, got off to good start over WCBW, New York, Feb. 13, with Bennett Cerf doing the Clifton Fadiman WCBW viewers also saw dancer Katherine Dunham do unique Haitian religious dances Feb. 15 First audition by Hollywood studio representatives of original story by TV was presented Feb. 17 when NBC's WNBT televised "Laughter in Paris," by Richard McDonagh, manager of network's script division Veteran actor J. C. Nugent plays lead in own comedy, "Knockout," scheduled for Feb. 24 over WNBT.

M-G-M's KMGM FOR FM IN L.A.: Metro-Goldwyn-Mayer reports it recently began the construction of its Los Angeles FM station, will start operation by May 1. Holder of a CP since before the war, station was assigned call letters KTLO but has requested and expects KMGM, now being used in marine service. M-G-M's radio affairs are handled by Herbert Pettey. Loew's Inc., parent company, is licensee thru subsidiaries of AM station WHN, New York, FM station WHNF, New York, and an applicant for FM in Chicago and Washington, TV in Los Angeles.

TV-FM RULINGS THIS WEEK: Confirmed as OPA Administrator Thursday, without any Senate opposition, Paul A. Porter wound up his FCC chores this week end, was prepared to hand over to Acting Chairman Charles R. Denny Jr. Monday. Meanwhile, the short week (which included the Washington Birthday holiday) again held up both the decision on Washington's TV applications and the opinion on the rejection of the Zenith-GE petition to widen the FM band. Porter conducted the TV hearing, in which 6 applicants seek 4 available TV channels, so his vote presumably has been recorded but decision requires full Commission action and should be forthcoming next week.

STRATOVISION PROVING OUT: Westinghouse reported this week that first strato-vision flight tests -- over Wilmington, Philadelphia, New York City, New Haven -- show that usable TV and FM signals can be transmitted over a distance of 240 miles from a 25,000-foot altitude with 250 watts of power. First airborne station, a twin-engined medium bomber obtained from war surplus and refitted by Glenn L. Martin and Westinghouse engineers, used 3 frequencies between 100 and 550 mc. Plans call for tests up to 2,000 mc.

MORE TV FRANCHISES: Newest applicant for TV (in Toledo) is George B. Storer's Fort Industry Co., which Lee B. Wailes, recently-resigned manager of Westinghouse stations, joins shortly in an executive capacity. Company proposes \$189,000 initial outlay, plans TV applications for other cities later, presumably where its AMS are located. It also now has full house of FM applications on file: Toledo, Atlanta, Miami, Wheeling, Lima, Zanesville.

Farnsworth Television & Radio Co., this week secured reinstatement of its lapsed CP for experimental TV station W9XFT, Fort Wayne. Also granted this week was a CP to Los Angeles Times for an experimental TV in Pasadena, visual power 1 kw, aural 5 kw and channel to be assigned.

MOTHER TV AND CHICKS: Our London correspondent reports that British TV plans are slowly but surely getting under way, with current project for reviving pre-war Alexandra Palace transmitter to serve London and to act as "mother" station for 6 other transmitters which will serve some 75% of Britain's population. These presumably will be linked by coaxial with Alexandra Palace, which resumed experimental signals (a tuning note and a black cross on a white ground) in mid-February. Discussions are also under way with the "cinema trades," says our report, whereby public in non-reception areas may get service through looking-in posts probably at local theatres. Maurice Gorham, in charge of the "Light Programme" since its inception, has been appointed BBC officer in charge of TV when it resumes. Meanwhile, London dispatches report Britain's 10,000,000 radio set license fees, which support the BBC, have been doubled from 10 shillings to £1 (\$4), and that when regular TV service starts in on May 1 TV set licenses will be twice that, or \$8.

NEWS AND VIEWS: Newly formed Lafayette Television & Motion Picture Studios Inc., headquartering for time being in N.Y. offices of Jaffe & McNulty, 400 Madison Ave., announces it has acquired Brooklyn Elks clubhouse, is spending \$500,000 to convert it into "largest motion picture and television studios in the East"; officers are Henry Pederson, president; Philip Konof, v.p.; Hyman Goldman, treasurer Working under Paul Mowrey, head of the Television division of ABC's Program Dept., Richard B. Rawls, former studio operations manager of CBS, has been named manager of ABC's television operations handling administrative duties Latest book due in bookshops Feb. 27 from prolific and authoritative pen of Orrin E. Dunlap, ex-New York Times, now RCA information chief: Radar: What Radar Is and How It Works (Harper & Brothers, \$2.50) Capt. C. W. Horn, wartime special assistant to the chief of Naval Communications, ex-general engineer and research-development director of NBC, was mustered out last week, leaves Washington in about a month to realize his long-cherished ambition to go into business in Mexico.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 9

March 2, 1946

ACCELERATING FM ACTIVITY: Concurrent with the present flurry of new AM station grants, mostly for daytime outlets, applications to the FCC for FMs seem to be perking up. Since publication of our Supplement No. 14F, 16 new FM applications have been filed, bringing grand total as of March 1 to 789. Supplement No. 14G herewith lists these newest applications, includes another one for Washington, D. C. -- making 15 now vying for that city's 10 channels, hearing on which is scheduled March 11. Most of new applicants are AM-affiliated.

Also granted this week were 15 more conditionals (Supplement 30A), which brings total to 345. Among them were 3 to Dallas-Fort Worth, one to Midwest Broadcasting Co., Milwaukee, whose president is the city's postmaster, John Fleissner. Construction permits covering some of these conditionals, and designating frequencies and powers, may be expected "any day now," according to FCC sources.

Boston hearing on FM has been shifted to new date, April 2, with Commissioner Durr sitting there. For Boston area applicants to date, see Supplements 14A to 14G inclusive.

CLOSER FM SPACING? Recipient of a CP for developmental FM this week, United Broadcasting Co. (Cleveland Plain Dealer) will experiment with transmitter antennas featuring rotating polarization. United's director of engineering, Carl E. Smith, formerly supervisor of Loran antenna research for Army Signal Corps, believes system may permit closer spacing of FM frequencies, leading to more channels in allocated 88-108 mc band. He expects development will produce transmitter antenna gain of 20 to 30, allow simpler receiver antenna design. Plans call for duplication of United's AM station WHK and MBS programs, giving first service to FM set owners in Cleveland area. United is also applicant for commercial FMs in Cleveland, Columbus, Akron.

COLOR CAMPAIGN CONTINUES: That CBS intends to continue unabated its campaign for color as against black-and-white TV, was emphasized anew in a press release issued Tuesday following a demonstration of its system (Vol. 2, No. 5) to the Columbia Affiliates Advisory Board of 8 broadcasters representing the network's 145 independently owned stations. The CBS tack now is to enlist support for a demand upon the FCC that it "authorize commercial licenses for ultra-high frequency stations to transmit high-definition color television." The ultra-highs reserved for TV are now labeled experimental by the FCC.

Then on Friday CBS demonstrated its color in New York to a party of Senators and Congressmen from the Congressional committees handling radio, whom President Frank Stanton took occasion to address personally. He told them the "issue" is now being taken before the "ultimate court" -- the public. The decision, so far, is overwhelmingly for color, he said. CBS showed color to a random group of 90 TV set owners recently, he said: and, after seeing it, only 12% expressed their satisfac-

tion with black-and-white. In the Congressional party were: Sen. Wheeler (Mont.) and Sen. Hawkes (N.J.); Reps. Halleck (Ind.), O'Hara (Minn.), Howell (Ill.), Harless (Ariz.); Ed Jarrett, clerk of Senate Committee on Interstate Commerce; Elton Layton, clerk of House Committee on Interstate & Foreign Commerce.

The resolution adopted by CBS's affiliates board urged that "the interests of the broadcasting industry as well as...the American public will be served by the early change from the standards of prewar television" and that "the public should be saved the expense of double investment...the broadcasters the burden of double losses." The press release asserts this resolution was passed following "a demonstration of Columbia's color television on receivers suitable for the home, and a transmitter of commercial design." The resolution endorses Columbia's work "in making it possible at this time for the American people to receive a television service much better than can be rendered under present commercial standards."

Signers of the resolution were: I. R. Lounsberry, WKBW, Buffalo; E. E. Hill, WTAG, Worcester; Clyde Coombs, KARM, Fresno, Cal.; F. C. Eighmey, KGLD, Mason City, Ia.; George J. Higgins, KSO, Des Moines; Clyde Rembert, KRLD, Dallas; John M. Rivers, WCSC, Charleston, S. C.; W. H. Summerville, WWL, New Orleans. Three of these have applications pending for present low-band commercial TV channels -- WTAG, KRLD, WWL (Supplement No. 18).

Only applicants thus far for experimental TV stations on the ultra-highs are: CBS, seeking 480-496 mc for Boston, St. Louis, Chicago and Pasadena; Continental Television Corp., Boston, seeking the 174-180, 186-192, 210-216, 495-515, 630-660 and 780-830 mc bands; Kansas State College, Manhattan, Kan., seeking 500-510 and 900-910 mc.

* * *

At the FCC, it was indicated that any move to commercialize the uhf must be initiated within the industry, accompanied by sufficient field data to warrant setting up standards -- or at least enough to warrant calling engineering conferences looking to standards. Since present low-band TV standards (Supplement No. 9) took a long time to effect, prospects for completely new set of them for ultra-highs are seen rather distant. So far no one has come forth with concrete proposals, it was stated.

As to Commission's attitude toward uhf color, its members who have seen it are deeply impressed but apparently not convinced it is near enough to practicable adaptation to call stoppage on black-and-white. Acting Chairman Denny voiced FCC stand, when asked in interview with Washington News Friday: "Do you think television eventually will be broadcast on the ultra-high frequencies or on the comparatively low frequencies?" His reply:

"Proponents of black-and-white television have requested the Commission to guarantee the video will remain on the lower band for at least five years, - to preclude the possibility of junking receivers designed to low-frequency reception. We have refused. Also, we have refused to hold up allocation of low-frequency channels even for a year, at the request of high-frequency color advocates, to provide time for standardizing all transmissions in that range. We have left it up to the public to decide which type they shall invest in."

CAL TECH'S COLOR TV: Uhf color TV in three dimensions, investigated by famed California Institute of Technology under supervision of Dr. Robert A. Millikan, is object of Los Angeles Times' CP for experimental TV (Vol. 2, No. 8). Inquiry into plans shows the Times is putting up \$60,000, work to be done by graduate students, projected development of transmitter utilizing 26 to 32 mc band width in the 510-545 mc, 700-735 mc, 885-920 mc bands. The Times is also applicant for commercial TV in Los Angeles and FMS in L.A. and Pasadena.

TVs SILENT PENDING SHIFTS: Ordered by the FCC to vacate their old frequencies by March 1 (Vol. 1, No. 17), all existing commercial TV stations with the exception of GE's WGRB, Schenectady (which retains Channel No. 4), are currently off the air pending reconversion to new channels. New York's 3 plan to return to schedules on their new channels in the following order: DuMont's WABD (No. 5), about mid-March when at least Studio A of its new Wanamaker setup is expected to be ready; CBS's WCBW (No. 2), week of March 15; NBC's WNBT (No. 4), "sometime in April, more likely early than late." Balaban & Katz's WBKB, Chicago, resumes March 18 on Channel No. 4. Philco's WPTZ, Philadelphia, resumes March 8 on No. 3. In addition, the two Hollywood experimentals assigned to the commercial bands (Don Lee's W6XA0 and Television Production Inc.'s W6XYZ) will resume shortly on Channels No. 2 and 5 respectively. The 28-hours-per-week operating rule has been waived by the FCC until next July 1.

CPs FOR MOBILE FM: Long-promised railroad and automobile communications, utilizing FM, received impetus by CPs granted this week by FCC. Denver & Rio Grande Western R.R. was authorized 32 units, using 159.81 mc, 50 watts, for such uses as cab-to-caboose, train-to-train, station-to-train. Yellow Cab Co., Philadelphia, was granted experimental CP to develop cab dispatching system, and Cleveland Automobile Club Co. received CP to experiment with service truck communication.

Philco this week announced plans to produce complete line of mobile, dial-telephone type FM equipment for use in places inaccessible or too costly to reach with poles and wire, such as farms, ranches, mines, logging camps. Transceivers will employ Philco Advanced FM System and its FM 1000 seven-element tube.

PORTABLE TV PICKUPS: TV is going to sell itself, at least at first, on its ability to bring spot news events to the homes of set owners. Consequently, any improvement in portable pickup units, such as the new Philco "suitcase-type" TV camera, is all to the good. The Philco equipment consists of 35-pound cameras and control units so designed that several cameras can be operated from a single portable master control. Pictures are clearer and sharper than was possible in the heavier, pre-war equipment, says Philco. Models of the new cameras were used at Philco's U of Pennsylvania football telecasts last autumn.

Also in the field with a portable camera-transmitter unit is Farnsworth Television & Radio Corp. which late in January told about its work in the Army-Navy guided missile project. Farnsworth stressed the rugged compactness of its equipment and indicated that it could be operated from a storage battery if power line current was not available.

Then there is Remington-Rand's Vericon, a compact, automatic pickup unit, which the company is plugging for industrial use. The Vericon is also an offshoot of the war's guided missile project.

Still tops, however, as far as low-level lighting coverage is concerned, is NBC's Image Orthicon, used so effectively in picking up interior shots from the Lincoln Memorial in the inaugural Washington - New York telecast via coaxial cable Feb. 12 (Vol. 2, No. 7).

ABC SELLS TV TO LOCKHEED: Not yet an operator of TV stations of its own -- though it has applied for them in New York, Chicago, Los Angeles, San Francisco -- American Broadcasting Co. isn't letting any grass grow under its feet in keeping up with television. Its experimental programs over DuMont's WABD have led to the sale by Paul Mowrey's ABC Television Division of 4 Thursday night (8:30-9) programs to Lockheed Aircraft Corp., starting when that station resumes operation in March and advertising the famous Lockheed Constellation plane. Mr. Mowrey was on the Pacific Coast last month, told the San Francisco ad and press clubs that if the FCC approves ABC's application it will have a TV station operating there in 18 months.

TV APPLICANTS DROP OUT: Only 2 applicants now remain for Baltimore's 3 TV channels, with this week's withdrawal of Tom Tinsley's (WITH) application and the recent dropping of Tower Realty Co's. This leaves on file applications of Hearst Radio's WBAL and Joseph M. Zamoiski Co., the latter a Philco distributor. Baltimore's TV had been designated for hearing. But with only 2 contestants left, need for hearing is obviated unless new applications are on the way. Only one from that area hinting possibility of filing later is Baltimore Sun. Also to be dropped soon is one of the Philadelphia applications involving the Philadelphia Inquirer, recently authorized to purchase WFIL and WFIL-FM (Vol. 2, No. 8). Either the TV application of WFIL or the independent application of the newspaper will be dropped since the principal is now the same. With Bamberger's (WOR) recent withdrawal this leaves 8 applications still on file for the Quaker City's 4 channels (Supplement No. 18).

An additional TV applicant is General Television Corp., Boston, now asking for a commercial TV outlet in lieu of its previous application for an experimental. This makes 6 applicants from Boston area for its 5 channels (Supplement No. 18).

ANTI-PETRILLO BILL'S STATUS: Lea Bill was getting along swimmingly this week -- wasn't buried in Labor Committee of Senate as some proponents had feared, but struck snag when Rep. Marcantonio objected to sending it to conference. Senate had appointed conferees to meet with House conferees and iron out differences between Lea and Vandenberg measures. Sen. Johnson (Colo.) heads group including Senators Myers (Pa.), White (Me.), Tunnell (Del.), Austin (Vt.). Since unanimous motion is necessary to send bill to conference, action is delayed until Tuesday when House Rules Committee meets. Rep. Lea has asked Committee to bring motion to House vote. A majority in favor there would send bill to conference.

BEST COLLECTION OF TV DATA: Best job yet done by anyone in collating under one cover the essential data on television is American Television Society's 144-page book-bound "American Television Directory" just off the presses (ATS, 271 Madison Ave., New York City, \$5). Extremely well-edited, it contains definitive articles by authorities on various phases of the art; directories of ATS membership, TV advertisers, advertising agencies handling TV accounts; a chronology of TV progress; bibliography of books, articles, brochures on TV; list of sources of film footage available for TV purposes. If you are at all concerned with TV, you should not only read this book but have it handy at all times for reference.

NEW 5-GRAM PICKUP: Edward F. McClain, of Campbell-McClain, newly formed firm of Washington consulting audio engineers, 2700 Q St. SE., has developed a 5-gram tracking weight transcription pickup. Expected to go into production soon, McClain asserts new pickup will increase life of transcriptions 600%, will give frequency response of 10,000 cycles and more if necessary. KOZY, music-conscious Kansas City FM, will be among first to use it.

NEWS AND VIEWS: Still unreleased at week's end were FCC's decision on Washington's 4 TV grants and its formal opinion on its ruling against two-band FM --both held up because of Paul Porter's resignation and absence of other commissioners from city, but both now promised for next week RCA's annual report promises TV set deliveries by summer; claims superiority of its "ratio type detector" FM circuit, particularly for low-priced receivers; mentions "Teloran," television-radar development for air navigation; says field test stage reached in its 300 mc TV transmitter development "Must reading," if you are contemplating going into FM: Paul A. deMars article "Planning and Building an FM Station" in the February Journal of Frequency Modulation, new magazine published by Telecasting Publications Inc., 103 Park Ave., N.Y. Unity Corp. Inc., headed by Edward Lamb, Toledo attorney, which is applicant for FMs in 5 Ohio cities and in Erie, Pa. (Supplement No. 14B), last week was authorized by FCC to construct a 1 kw daytime AM on 1560 kc in Toledo.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 10

March 9, 1946

WASHINGTON TV DECISION: Because it is the first of its kind, a sort of bellwether of others to come, we publish as Supplement No. 31 herewith the full text of the FCC's proposed decision on TV grants in Washington. Three winners were named -- NBC (WRC), the Evening Star (WMAL), Bamberger (WOR). The fourth channel assignment must yet be decided as between DuMont and Philco. WWDC's application was turned down. Final decision will not come until oral argument is heard on DuMont-Philco and on any other exceptions counsel may take to the proposed findings. Applicants have 20 days from March 7 to file exceptions, then be heard again, and of course may appeal to the courts after final decision. WWDC says its present inclination is to take no action.

It was an unusual decision, in that it left one channel dangling. Reading between lines, is Commission's hope DuMont and Philco might agree to share the channel or set up a joint entity to use it. FCC Counsel Plotkin broached that idea to DuMont Counsel Roberts a few weeks ago, got an explosive "No" answer. But now that the proposed decision is out, there may be a change of heart.

If you are concerned with TV applications, we recommend a close reading of this document to glean Commission's trend of thought. On its reasoning, it granted Channel No. 7 to the Star because it was deemed the most qualified local interest; No. 4 to NBC because of its network plans; No. 9 to Bamberger because it does not now own a TV station. No. 5 is the channel which either DuMont or Philco, or both, will get. So now it looks as though the nation's capital will have regular TV service before the year is out: NBC has most of its equipment available, last week secured its Wardman Park site approval; Bamberger also has had its Cathedral Heights site approved. The wealthy Star is ready to pour money into TV. And whether or not DuMont gets a commercial license, it is already on air with its experimental W3XWT.

TWO VACANCIES ON FCC: Vermont's Ex-Gov. William H. Wills' death last Wednesday in Brockton, Mass., at the age of 63 and after only 8 months' service as an FCC commissioner, will open the floodgates of speculation as to the new makeup of the Commission. There are now two vacancies, one Republican and one Democratic, and it is hard to believe either or both won't be filled soon by President Truman. But your guess on the many candidates who will be offered is as good as ours; indeed, your influence in the matter of suggesting candidates to the White House is every bit as great as that of Washington's amateur politicians. Former Chairman Porter can be counted upon to use his influence to keep Denny in as acting chairman, at least until it becomes certain he himself won't come back.

FIRST HEARING ON FM: Eleventh hour withdrawals leave only 12 applicants to contend for Washington's 11 FM channels on eve of FCC's first consolidated hearing, with Asst. General Counsel Ben Cottone presiding, in Dept. of Commerce auditorium March 11. Dropping out were Eleanor Patterson (Times-Herald), Crosley Corp., FM Development Foundation (Armstrong, Jansky). Speaking for latter, Dr. Armstrong gave as reason: "When the FCC revises its rules so that we can build a real FM

station, we'll do that. Until then, we don't want to put up a peanut whistle." Crosley says it will stick to Ohio. For other applicants, see Supplements 14A-14G.

At pre-hearing conference Thursday, counsel for the 12 agreed to submit program data in accordance with FCC report on "Public Service Responsibility of Broadcast Licensees" (see story in this issue). They also agreed to submit Monday all program formats and staff organizations so that applicants heard first won't be at disadvantage as against those heard later. Application for an FM in Washington's suburban Silver Spring, Md., was filed this week by Tri-Suburban Broadcasting Co., headed by John W. Kluge, paper products dealer, but it does not become party to hearing since it asks only for a Community Station.

FINALE ON TWO-BAND FM? What may be the last broadside fired by proponents of 2-band FM (unless Congressional pressure is brought to bear, which looks unlikely at this moment) went off this week when Comdr. E. F. McDonald Jr. of Zenith and Maj. Edwin H. Armstrong vigorously dissented from the FCC's opinion, issued this week, on its decision turning down the Zenith-GE petition to widen the FM band.

Said McDonald: "Commission itself requested Zenith to file petition.... Commission ignores first actual field tests of FM on 50 and 100 mc.... Commission ignores advice of 7 distinguished scientists (Dellinger, Stetson, Burrows, Beverage, Pickard, Bailey, Armstrong) and accepts theories of its own employe (Norton).... Commission has strengthened the relative monopoly that now exists in broadcasting It is universally conceded that the farmer and the rural resident will not get television. This decision means that they will not get FM either."

Said Armstrong: "Commission report virtually admits that its engineering department has made one of the colossal mistakes of radio history.... In addition to the refusal of Commission engineers to face the implications of the tests, the report is full of technical mistakes.... It is now in order to challenge responsible members of the FCC engineering department to appear at the Broadcast Engineering Conference (at Columbus, O., March 23) to substantiate their findings.... Only way facts can be suppressed is by shutting down present 40 mc band before comparative performance of 2 bands can be observed in actual practice by engineers and public."

FCC conclusions were predicated on: (1) Sporadic E interference in 50 mc band; none in 100 mc band; (2) F2 interference in low band; does not affect service in high band; (3) Low-band coverage is not substantially greater than coverage in high-band; (4) Low band shows no substantial advantage over upper band with respect to coverage within expected service areas of FM broadcast stations; (5) Service to farmers living at great distances from cities must continue to come from AM.

FCC REPORT ON PROGRAMMING: While our Standard Broadcasting brethren writhe at the roasting they take in the 139-page FCC report on "Public Service Responsibility of Broadcast Licensees", issued this week, it behooves FMers as well to look sharp. There's plenty of meat in the report, available from the Commission, applicable to new as well as old radio services. Nor can it be blinked away as merely another "left wing" attack on broadcasting, for it bears the unanimous imprimatur of the commissioners including ex-Chairman Porter. NAB President Miller commented: "The report overlooks, completely, freedom of speech.... reveals a lack of faith in the American system of free radio.... indicates a reversion to that type of government control and regulation from which our forefathers struggled to escape."

It's being sent to all licensees, but if you haven't received one you should by all means see that you do, and read it carefully. Major item in the report is the new breakdown of program structure required to be filed with applications for new stations as well as for license renewals. It also compares promises and performance, discusses "specialized" stations and goes into length of commercials in chapter on advertising excesses. The commissioners hold they have legal authority to take program structure into consideration but disclaim any intention of dictating program content.

FM STIRRINGS: First conditional FM grant to a network came this week with approval of ABC's application for San Francisco. There were only 7 more conditionals in Friday's release (Supplement No. 30B), bringing to 352 the total to date. Only significant item was Commissioner Durr's vote to hold hearing on John Perry (Metropolis) grant in Jacksonville, but he was overridden.

Other FM stirrings: Publisher Jack Knight's purchase of 42% interest in WIND, Chicago, which presumably means he will drop his separate Chicago Daily News application for Chicago; NBC's withdrawal of its application for Los Angeles, which still leaves 5 on file -- for Washington, Cleveland, Chicago, Denver, San Francisco -- in addition to its already-operating WEAJ-FM, New York; report that the brothers Cortada and George Mayoral will drop their application for New York City (under name of Supreme Broadcasting System Inc.), concentrate on their New Orleans application and others to be filed for Memphis, Houston and other cities.

CBS CAMPAIGN EFFECTIVE: It's idle, indeed sheer smugness, to sit back and think CBS's campaign for color as against black-and-white TV isn't having an effect on the thinking and planning of prospective TV broadcasters, let alone creating doubts in the minds of prospective buyers of televiewing sets.

How deep the impression its color demonstrations is making on broadcasters, is indicated not only by the enthusiasm of those who have seen them but by its affiliates' board resolution (Vol. 2, No. 9). One signer of the resolution, E. E. Hill of the Worcester Telegram & Gazette's WTAG, applicant for black-and-white, now says his company probably will drop its low frequency application. This week, also, the Richards-Fitzpatrick stations WJR, Detroit, and WGAR, Cleveland, as well as KUTA, Salt Lake City, also applicants for low frequency TV (Supplement No. 18), petitioned the FCC to withdraw, giving as their reason they will wait for uhf color. Expected also to withdraw shortly is the Atlass-Wrigley application (WIND) for Chicago. On the other hand, new applications for low frequency TV are about to be filed by Baltimore Sun and New Orleans Times-Picayune.

Meanwhile, CBS entrenched itself more firmly as inventor as well as advocate of color TV by announcing that Westinghouse, though an applicant for 3 black-and-white stations, has taken out a license on the Goldmark inventions and giving out royalty terms available to "any reputable manufacturer." These range from 25 cents to \$1 on receiving sets, depending on retail price, and call for 1% of the net selling price of complete color transmitter and studio apparatus. Westinghouse, of course, manufactures both receiving and transmitting equipment and is producing some of CBS's custom-built TV apparatus.

On top of that, CBS replies to those who say there are no standards as yet for color TV by stating officially that "within the next few months, we propose to recommend to the FCC technical standards for commercial operation of color television" on the uhf. Preparing for this, CBS is still waiting for delivery of its live pickup camera and conducting field intensity tests on its experimental W2XCS.

That CBS will get an FCC hearing on its proposed standards, is a certainty. Whether it can produce sufficient convincing technical data on the basis of experience with its relatively new uhf color station, is questionable. Evidence of other experts on uhf characteristics will certainly be demanded by the FCC. Proponents of uhf undoubtedly will draw heavily on the Government's own wartime findings on uhf, now no longer military secrets.

Consensus seems to be that ultimately TV must find its place on the uhf, which alone afford the channels necessary for color, but there is no agreement as to timing. The black-and-white go-ahead school admits uhf is the ultimate but says neither knowledge of the frequencies nor availability of equipment is adequate to warrant waiting for color; these advocates don't object to CBS's claim of superiority of color nearly so much as they bitterly resent its attacks on the quality of black-and-white. One big manufacturer, President Ben Abrams of Emerson, says color will delay TV. In a New York Times interview Friday, he was quoted as saying

that "the radio set manufacturer does not know how to make color television at a price the public is willing to pay."

As for the reaction of the members of Congress who saw CBS's color last week, it is significant. We asked them what they thought of it. Senator Wheeler (Mont.) liked it but was non-committal otherwise; said he didn't want to be drawn into the argument over color vs. monochrome. But Senator Hawkes (N.J.) said: "Certainly anyone would rather have color. And if I were in the business, I'd examine color very closely before I'd invest heavily in black-and-white. But I'd have to examine the technical aspects more thoroughly than was possible in the hour and a half I spent with CBS."

Rep. O'Hara (Minn.) said he liked it but didn't know enough about the technical problems to make an evaluation. Rep. Halleck (Ind.) said it was "interesting" and "very well done," but no more. Rep. Harless (Ariz.) called it "remarkably superior to anything I've ever seen before, and I've seen a great many television exhibitions. I had no idea color was so well developed. The people in black-and-white better make it obsolete before they get deeper in it." And Rep. Howell (Ill.) said: "Some manufacturers want to freeze TV at black-and-white for 10 years, to get rid of inventories of old prewar and wartime receivers"; he added color should be allowed to go ahead alongside black-and-white.

SATEVEPOST ON TV: Alva Johnston strives hard to be objective but fails to avoid a somewhat cynical note in the first article of his "Television: Boom or Bubble?" series of three in the March 9 Saturday Evening Post. To the industry reader, he doesn't tell much that is new, dealing in first article mainly with program problems. But he may succeed in beclouding TV in the minds of lay readers. His approach is reminiscent of the iconoclastic attitude of most newspapermen toward the parvenu broadcasting industry during its inceptive stages; today radio is largely manned by ex-newspapermen, is regarded as a goal by most others.

CBS FILMS DOCUMENTARIES: CBS Television has entered 16mm documentary film production field with series of 3 and 4-minute short subjects on New York City activities -- subway, schools, police, fire departments. Shooting has already started on first about firemen's training school. Series is handled by a film editor, two cameramen and director -- latter also being news editor who has been supervising filming of news since summer. Pictures will be shown weekly when WCBW returns to air after adjustment to new channel. Gruen Watch Co. has signed with CBS's WCBW for 20-second film time-signals to run twice weekly, 52 weeks, starting April 3.

NBC ISSUES TV RATE CARD: First definitive explanation of TV station-advertiser-agency relationship is made in "NBC Guide to Commercial Production Procedure," virtually a rate card, issued this week. Costs for air time (offered in 10-minute segments) as well as for rehearsal time and program production are set forth, covering WNBT facilities. Firmly stated is NBC's policy to retain iron-clad control over programs created by agencies and advertisers.

NEWS AND VIEWS: Their answers due March 11, defendants in Dept. of Justice TV anti-trust suit involving Scophony, et al. (Vol. 1, No. 17; Vol. 2, No. 1 and 7) were given extension until April 26 with stipulation they will ask for no more.... First TV station to return to air after reconversion is Philco's WPTZ, Philadelphia, which resumed Friday on Channel No. 3 from new studio in Architects Bldg.... Second annual convention of TBA, planned this spring in New York, has been postponed until fall due to unavailability of equipment for demonstrations; TBA meanwhile is considering offering a course in all aspects of TV for ad agencies and their clients to counteract influences at work to discourage sponsors from experimenting with the video medium.... A preview of Western Electric equipment, including FM and TV, is planned for Washington consulting engineers Monday, May 11.... Ritch & Gwaltney, consulting radio engineers of Raleigh, N. C., have moved their practice to 631 Pennsylvania Ave. N.W., Washington.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2520 • VOL. 2, NO. 11

March 16, 1946

'EA' FOR FM EQUALS CP, SAYS FCC: First so-called "Engineering Approvals" (EA) to conditional FM grantees, designating channels, powers and antenna heights, were issued Thursday by FCC. They are the equivalent of CPs. The 15 getting them (see Supplement No. 33 herewith) are first batch of many more promised as fast as Commission can process them, order of issuance to follow order of conditional grants so far as possible.

All but one of this week's 15 EAs went to existing AM operators. Ten got Metropolitans, 5 Rurals. Noteworthy among Rurals were the high power assignments, indicating that the old "superpower" bugaboo probably won't prevail in FM to influence uneconomic and technically foolish power ceilings. However, there's still the problem of getting tubes capable of handling the powers, which in the case of the 5 Rurals range from 134 to 318 kw.

The 15, and all others, must still file so-called "program forms" setting forth their program plans, in accordance with new FCC policy of checking promise-and-performance on license renewals as initiated with its March 7 report on "Public Service Responsibility of Broadcast Licensees" (Vol. 2, No. 10). This form will be numbered 90265, but isn't ready for distribution yet because Budget Bureau hasn't gotten around to approving printing cost!

Since filing the form is merely a routine, the EAs are tantamount to CPs, and the grantees may go ahead and order and install the requisite equipment -- though in some cases antenna structures are subject to approval of the Civil Aeronautics Administration.

The EA procedure is rather circumlocutory, an apparently needless step interposed before CPs. Commission spokesmen admit they don't like it either, for it means additional work for an already overburdened staff. But they say it is only temporary, will be in force only until conditional grantees can file the program forms. After that, they promise, CPs will issue as rapidly as possible -- some as result of hearings, probably many more without hearings because of plentitude in most places of FM channels.

HEARINGS SET ON FM AND TV: As FCC's first FM hearing droned through 5 hot Washington days this week, the Commission released schedules of 12 more FM and 11 TV hearings covering applicants from as many cities (see Special Report herewith for places and dates.) Most of the hearings will be conducted in the cities involved, but a few will be held in Washington. Presiding will either be commissioners or staffmen, the only presiding officer yet named being Commissioner Durr for Boston FM hearing April 2. Cases come up in April, May, June, July.

Despite fact that in some cities there are enough channels to go around, especially in case of TV, Commission has decided to hold hearings anyway. Its position is that this is best way to determine applicants' qualifications; also that it may decide to keep a few channels "on ice" (FM particularly) for possible

later applicants. There is also a disposition to take away an allocated channel now and then from one city (as it has done in case of Washington and several other cities (see Vol. 2, No. 8) and give it to another locality.

When Washington FM hearing started Monday, there were 12 remaining applicants for 11 available channels; but Loew's (MGM) dropped out at opening. The Commission went into huddle and then instructed hearing officer, Assistant General Counsel Ben Cottone, to proceed nevertheless. This, despite strenuous efforts of counsel to be permitted to present their cases in writing; despite noncompetitive character of applications; despite FCC's critical shortage of staff -- so critical that Cottone had to be "borrowed" from Common Carrier Division, whose activities are a far cry from broadcasting.

Unusual interest was manifested at hearing in "program promises" of applicants, apparently in line with Commission's new policy of scrutinizing program schedules under its "Public Service Responsibility" report (Vol. 2, No. 10).

Schedule of TV hearings, which lists applicants, fails to eliminate "drop-outs" reported elsewhere in this issue. Yet some of applicants listed have already formally withdrawn with FCC approval (i.e., Yankee, Providence; WJR, Detroit; WGAR, Cleveland). Others are known to be withdrawing, but formal petitions to withdraw have not yet been filed. Fact that hearing dates are now set will hasten these, so that not all those scheduled for hearing will appear.

GOOD NEIGHBOR FM: To demonstrate FM to our Latin American neighbors, RCA is expediting delivery of a transmitter to CMQ, Havana, so that it can be on the air by the time of the Inter-American Broadcasting Assn. meeting there starting May 19. International GE is also sending a transmitter, which may operate independently or in conjunction with another local AM station. And Philco has promised to send 50 to 100 table model FM-AM combinations that can retail, even after import duties, at around \$50. American demonstrators will emphasize low cost of both transmitters and receivers, possibility of many more stations (thus meeting, particularly, the Cuban wave length demands at recent NARBA Washington conference), and will stress efficacy of FM in overcoming high noise levels and tropical static. Havana hosts report that some 100 acceptances from U.S. broadcasters, 200 from Mexico, Cuba and other Central American countries have already been received in response to invitations to the conference.

ARMSTRONG'S ROYALTIES: Though he didn't collect a cent of royalty on the extensive wartime uses of his FM patents, and has spent about a million dollars on his Alpine station and other activities in behalf of FM, Maj. Armstrong blinks a knowing eye when asked how he hopes to come out financially in the light of patent expirations in 1950 (Vol. 1, No. 1). That he isn't particularly worried, was manifested last week when he announced new royalty conditions designed to hasten the art. Licenses are available to all on the same basis. Educational and religious institutions get free licenses. World War II vets may defer royalty on transmitters until in financial position to pay. Royalty rates on broadcast stations (generally included in manufacturer's sale price) are based on power; range from \$150 for 250 w to \$2,500 for 50 kw. On receivers, royalties have been cut about 20% from pre-war -- run approximately 1% of the manufacturer's gross selling price, which Maj. Armstrong says returns him about one-half of 1% of the retail purchase price.

INEXPENSIVE FM CONVERTER: Electronics Research Inc., 519 Vine St., Evansville, Ind. (John B. Caraway Jr.), has developed an inexpensive, easily installed one-tube FM converter for switching old receivers to new high band. Caraway doesn't have final cost figures yet, but it's cheap enough so that WMLL, local FM station, is furnishing 400-500 sets in its areas with the converter free except for \$2.50 installation charge. Hallicrafters has a \$15 converter available (Vol. 2, No. 4).

MORE TVs DROPPING OUT: As the FCC this week booked a schedule of additional hearings on TV applications, more and more are dropping out or indicating their intention of withdrawing their applications. Most give as their reason that they intend to wait for uhf color, though none has yet filed for the experimental frequencies assigned for that purpose. More cogent reason, though not usually stated, is that they are being scared off by the high cost of TV.

When we published Supplement No. 18 as our TV directory last December, we listed 141 applications on file. Surveying the scene since then, we find only 8 more have filed or are about to file: Dorothy Thackrey (New York Post), for Los Angeles and San Francisco; Hearst Publications, for San Francisco; Times-Picayune, for New Orleans; Sunpapers, for Baltimore; Fort Industry (Storer), for Toledo; Allen Simmons (WADC), for Akron; Star-Telegram, for Fort Worth.

Thus, applications for TV reached a high of 149 -- but this number has been diminished considerably in recent weeks by formal withdrawals or will be cut by further dropouts which we are advised by counsel are definitely on the way. These number 22 (aside from those affected by the Washington TV decision; Vol. 2, No. 10), and it is a fair guess more will follow. As we get the dope from official and unofficial sources, these have dropped out or will probably shortly do so:

Yankee Network, for Hartford, Boston and Providence; KLZ, for Denver; Marcus Loew, Eleanor Patterson (Times-Herald) and Scripps-Howard, for Washington; Johnson-Kennedy (WIND), for Chicago; Maryland Broadcasting (WITH) and Tower Realty Co., for Baltimore; WTAG, for Worcester; International Detrola and WJR, for Detroit; Metropolitan Television, for New York; WGAR and WJW, for Cleveland; WKY, for Oklahoma City; Bamberger and Philadelphia Inquirer, for Philadelphia (latter, however, intending to pursue TV through its recently acquired WFIL); E. Anthony & Sons, for Providence; Utah Broadcasting Co., for Salt Lake City; Hearst Radio, for Milwaukee (where its WISN is CBS-affiliated).

We will reissue a corrected log of TV applicants when the situation stabilizes itself more; meanwhile, you can safely correct your records according to the foregoing and such other additions or withdrawals as we report them.

TV STATIONS RESUMING: DuMont got WABD back on the air Thursday from its uptown studios, using film on its new Channel No. 5; company now reports April 15 as definite opening date for its new Wanamaker studios, which will link via coaxial with its Washington experimental W3XWT. NBC's WNBT expects now to be reconverted and back on air on Channel No. 4 between April 28-May 6. CBS's WCBW expects to resume on Channel No. 2 early in April, is planning remotes from UNO sessions. Don Lee's W6XAO resumed March 4 on Channel No. 2; Philco's WPTZ March 8 on No. 3; and Balaban & Katz's WBKB (Paramount) resumes on Channel No. 4 March 18.

On the color front, Worthington Miner, CBS video chief, has been telling audiences at network's uhf demonstrations that CBS will have its live pickup unit ready in May; but it is understood Dr. Goldmark already is working with a camera for live color pickups behind closed doors of his laboratory.

COSMOPOLITAN ON TV: Somewhat critical in treatment, but not as cynical in tone as Alva Johnston's current Satevepost series (Vol. 2, No. 10), is article on TV in March Cosmopolitan Magazine by Bill Davidson, ex-Yank writer. Title and subcaption just about sum up his story: "Television Is Still Around the Corner. Go ahead and buy a receiving set if you want to watch this interesting industry grow up. But, don't expect it to move into same class with movies and radio for at least 5 years."

TBA SETS CONCLAVE DATE: Promised enough equipment for adequate exhibits, TBA has now fixed the date of its 1946 television conference -- Oct. 10 and 11 at New York's Waldorf-Astoria. Ralph B. Austrian, president of RKO Television Corp., is general chairman. The convention is deferred from this spring and is timed, Mr. Austrian stated, "to coincide with the widespread distribution of receivers to dealers in the nation's leading cities where TV stations are operating."

PUBLIC ISN'T KICKING: Almost as if it came in response to recent official attacks (mainly FCC) on broadcast programming and advertising, is this week's report of National Opinion Research Center of the U of Denver, working under grants from that institution and the Field Foundation, finding 82% of people of U.S. giving radio "excellent" or "good" accomplishment rating. Survey was not radio-sponsored, was nation-wide in scope, covered 2,246 confidential interviews, which authors say should come within 3% of accuracy on basis of survey experience. Full report will shortly be published by U of North Carolina Press.

Asked whether they preferred radio with or without advertising, 62% preferred advertising, 35% no advertising. Another breakdown: 41% "don't particularly mind advertising....it doesn't interfere too much with my enjoyment of programs"; 26% "don't like the advertising....but I'll put up with it"; 23% in favor of advertising....because it tells me about the things I want to buy"; 26% "think all advertising should be taken off." Asked if they would prefer newspapers without advertising, 87% say No, 10% Yes. Also: 81% said they are able to get kind of programs they like when they want to listen; 84% would rather do without movies than without radio; 81% think stations usually fair in giving hearing to both sides of arguments; 75% think radio did best job of all mass media in serving public during war; 13% said they would pay \$5 a year to get programs without any advertising.

WESTERN ELECTRIC'S PLANS: Washington consulting and FCC engineers saw preview last Monday of Western Electric's new 54A antenna for FM, known as "Cloverleaf." At same time they were informed by Fred Lack, v.p. in charge of radio division, that WE is moving all electronics manufacturing facilities, except vacuum tubes and components, to newly acquired factories in Winston-Salem, N.C. and Burlington, N.C. Tube factory will be at Allentown, Pa. New antenna is shaped like four-leaf clover, was engineered by Bell Labs for 88-108 mc frequencies, with tower sections fabricated by Blaw-Knox.

EDUCATIONALS GET BREAK: Same engineering standards as for commercial FM (Supplement No. 9) will apply to non-commercial educational FM stations, allocated the 83.1-91.9 mc band, but they will operate under a separate set of rules and regulations. These will be somewhat more lax than rules for commercial FM, placing no limit on multiple ownership (6 is commercial limit), fixing no minimum hours of operation (6 hours per day is commercial requirement) and exempting educationals from network rules. FCC this week issued proposed educational FM rules, gave interested parties 60 days to submit comments and suggestions, said they would then be promulgated without hearings or arguments unless demanded. For list of educational FM licenses and CP holders, see Part III of Supplement No. 32 herewith.

NEWS AND VIEWS: Tone of House thinking is indicated in vote this week (309-39) naming conferees to meet with Senate conferees, smooth out differences between Lea and Vandenberg bills....Add to log of experimental TVs (Supplement No. 18) CP granted this week to Kansas State College; research plan envisages video system for small communities, using only 100 watts with simple receiver for both low and high bands....First an AM local (250 w on 1340 kc), then an FM, is plan of Capt. Harry C. Butcher, ex-CBS v.p., recently Eisenhower aide, in applying for new station in Santa Barbara, Cal.; he intends to make his home there....Near TV Channel No. 13 (210-216 mc) is 235-240 mc band newly assigned to "hams" by FCC this week; FM and facsimile emission also permitted amateurs in 27.185-27.455 and 235-240 mc bands....Loew's subsidiary Oak Park Amusement & Realty Co., Chicago, dropping its FM application; Cleveland Plain Dealer also dropping Akron FM, but going ahead with Cleveland, Columbus applications....Executives of 20 railroads and Ford Motor Co. will watch first major test of uhf (158-162 mc) for railroad communications conducted by Farnsworth in Detroit, March 19-21.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 12

March 23, 1946

OUR FM ALLOCATION MAPS: You will get from us shortly after April 1, and at no extra cost, a set of FM Allocation Maps of the United States, prepared especially for us and printed as part of our service. These maps, 60 in number, will cover the channels No. 221 to 289 (92.1-103.9 mc) -- these being the only commercial channels on which city allocations have thus far been made (Supplement No. 21). We have not included maps for the non-commercial educational FM band (Channels No. 201 to 220) nor Channels No. 281-300, omitting the former because of the very limited use of educational channels as yet, the latter because they embrace Community and Facsimile channels not yet in use. However, we will furnish you 10 extra blank maps so that you can indicate assignments on additional channels when the FCC makes them. The value of these maps as an engineering reference should be manifest; each subscriber gets one full set without charge, but extra sets will be available at nominal cost.

NEITHER MISSOURIAN NOR POLITICIAN: A personable, even-natured, rather diffident chap; a Mormon and very much a family man, with 4 children ranging in age from 10 months to 19 years; an indefatigable worker who knows radio and knows his own mind -- that's Rosel Herschel Hyde. Called to the White House Thursday, he was told by President Truman of his appointment as a Republican member of the FCC succeeding the late Commissioner Wills.

The choice is a particularly happy one because, like Commissioners Denny and Jett, he comes up from the ranks; Hyde is neither a politician nor a Missourian, yet had the hearty endorsement of the two Democratic Senators from his native Idaho (born April 12, 1900 in Downey, pop. 700). He joined the old Radio Commission as disbursing officer in 1928 while still studying law at George Washington U, rose steadily through the Law Dept. to succeed Denny as general counsel exactly a year ago this month.

It looks like the remaining vacancy will be held open, for a while at least, for the possible return of Paul Porter, though a strong campaign is afoot to get the job for Nathan David, just out of the Navy, former aide to ex-Chairman Fly. And if precedent and the predilection of the commissioners who make the appointment are followed, another ranker may get the general counselship Hyde relinquishes -- either Ben Cottone, Vernon L. Wilkinson or Harry M. Plotkin, assistants general counsel, or Jeremiah Courtney, chief of the FCC's Safety & Special Services Division.

FM CONDITIONALS ON THE AIR: Surprising as it may seem, 3 FM conditional grantees are already on the air under special authorizations from the FCC "to make FM service available to the public as quickly as possible." The 3 operating FM stations (non-CP holders yet) are those of the Supreme Broadcasting Co. and Times-Picayune Publishing Co., both in New Orleans, and WHP, Harrisburg, Pa.

Supreme Broadcasting (the brothers Cortada and George A. Mayoral) received its permit Feb. 25, and is transmitting from the Jung Hotel with 25 watts

on Channel No. 237 (95.3 mc). The Times-Picayune began operation March 1 with 3 kw on Channel No. 233 (94.5 mc), using an RCA superturnstile, 3 section antenna at the Howard Memorial Library. WHP's FM adjunct went on March 18 with 250 watts on Channel No. 247 (97.3 mc), transmitting from a single unit antenna atop the Harrisburger Hotel.

All 3 stations had equipment ready for immediate operation and were given the "go-ahead" by the FCC on a non-commercial basis for a 90-day period.

Fact that conditional FM grantees could go on the air before receiving actual CPs was made known at the Broadcast Engineering Conference in Columbus this week by FCC Assistant Chief Engineer John Willoughby. Only qualification, Willoughby said, was that grantees have full engineering data submitted with application, proceed diligently with construction of permanent installation. FCC's purpose, he said, in addition to getting FM stations on the air, is to enable dealers to demonstrate sets as quickly as the new-band receivers come on the market. Consensus of engineers at meeting was that FM grantees, especially those not AM-affiliated, would be most eager to take advantage of new setup.

Willoughby also provoked surprise among attending engineers by telling them that FCC was aiming for 20 kw effective radiated power, 500-ft antenna elevation for Area II Metropolitan stations. Applicants, according to several engineers at Columbus, had expected to cover many metropolitan areas with transmitters putting out 3 or 10 kw, and with lower antenna heights.

At the Commission, it was said that Area II Metropolitan stations would be required to cover designated service areas which, it has been found, will in most cases require the 20-kw, 500-ft ratio. As an example of how this requirement was working out, last week's EAs were pointed to (Supplement No. 33). Only 4 of the 10 Metropolitan EAs followed the 20-kw, 500-ft formula.

PHILCO DROPS, DuMONT GETS NO.5: Washington's fourth TV channel (No. 5) goes to DuMont, thus obviating the need for further legalistics over the FCC's failure to decide as between Philco and DuMont (Vol. 2, No. 10). Philco withdrew its application this week, announcing it will concentrate on its radio relay experiments for TV and other services. Its Philadelphia WPTZ will be its only TV outlet, for it has decided also to withdraw its application for a station in New York City. Philco's withdrawal leaves 12 in the race for the New York area's 4 available TV channels, scheduled for hearing there July 1 (see hearing schedules and appearances, Vol. 2, No. 11). Also dropping its TV application this week was Unity Corp. Inc., for Erie, Pa.

Thus DuMont becomes the first telecaster in the nation's capital, for it already has a low power experimental station (W3XWT) in operation, which will be formally inaugurated as a commercial April 15 coincident with opening of its New York Wanamaker studios. New York shows presumably will be carried to Washington regularly via coaxial and telecast there despite paucity of receivers in capital. DuMont, however, plans to give Washington dealers goodly quota of its first TV sets as soon as they come off production line. As part of speeded production plans, DuMont Friday announced purchase of 150,000-ft. Doherty Bldg. in Clifton, N.J., for expanded factory facilities.

Hailing Philco decision to withdraw voluntarily rather than fight it out for the one remaining Washington channel, Leonard Cramer, DuMont vp, promised to cooperate with Philco relay system, said Washington outlet will be invaluable to DuMont's proposed "nation-wide network." DuMont also has TV applications pending for Pittsburgh, Cincinnati, Cleveland, which with its WABD in New York would give it the 5 limit. It also has close corporate connection with Paramount, which through associated companies plans stations in other big cities.

NBC engineers headed by O. B. Hanson, engineering vp, are pushing work on Wardman Park studio and tower location, are losing time because hotel is unable

to dig up building diagrams needed for remodeling. And Bamberger, after months of wrangling over its \$45,000 Cathedral Heights site, ran into more difficulties this week when nearby homeowners took their case to Rep. McMillan, chairman of House District Committee, who promised to carry their fight to Congress. They object to danger of possible collapse of tower, and alleged loss of property values.

FIRST POSTWAR CPs FOR FM: You can take the swiftness with which the FCC came out with its Washington FM decision Wednesday -- 5 days after the end of hearings -- as an indication of its desire to get FM going. The 8 grantees (Supplement No. 33A) were the first to be heard at a consolidated hearing, also the first to get outright CPs since the war freeze. They got CPs instead of mere Engineering Approvals (the EAs described in these columns last week) because the cases they presented included the requisite program-promise data.

Though there were 11 applicants for Washington's 11 channels, 3 failed to get CPs. They were not turned down, merely "passed over for further study." Reasons were not officially stated but are variously ascribed as (1) need for further study of applications; (2) Commissioner Durr's desire to reserve some channels for future applicants, notably veterans. The 3 who were "passed over" were Mid-Coastal Broadcasting Co., half-owned by J. V. Cosman, of Federal Radio, who is also half owner with Donald Flamm of WPAT, Paterson, N. J.; Capital Broadcasting Co. (WWDC); Chesapeake Broadcasting Co. (For further data on these applicants as well as on the successful ones, see Supplements No. 14A to 14G).

Also announced this week were 10 more conditional grants (Supplement No. 33A), bringing total to date to 362. A new applicant this week for Dayton, Moraine Broadcasters Inc., was added to consolidated hearing scheduled there May 6. Designated for hearing, but date and place not yet fixed, were all applicants for Bridgeport-Danbury-Stamford, Conn.

'OPERATION CROSSROADS' AND TV: When "that thing" goes off at Bikini this summer, television will enable Navy, scientific and press observers to view the results simultaneously from above and at eye level. A preview of what TV means militarily was afforded the press last Thursday when the Navy and RCA revealed one of the war's top secrets at a press demonstration at the Naval Air Station near Washington. The demonstration, using the same kind of receivers that soon will be marketed for the home, also had its civilian implications -- showing how a "TV news-reel camera" can go aloft and telecast precisely what its lens sees. The black-and-white images shown were excellent, except for more flickers than are usual from stationary TV transmitters.

Viewers in the Anacostia air station's gymnasium saw pickups from 2 Navy planes and the RCA "flying laboratory" -- one plane telecasting from over Baltimore and Annapolis, 40 miles away, and the two others telecasting Washington scenes. A bank of RCA 16x20 in. projection screens and 6x10 in. direct-viewing screens were utilized, transmissions from the planes being on 90, 274 and 300 mc.

Navy radio experts described how commanders could -- and during the war did -- use the system to view battle areas from command posts, getting their battle data via TV far better and faster than they could from recon photos or patrol reports. This method accounted in one Pacific battle for 3 Jap ships. And RCA's president, Brig. Gen. Sarnoff, who earlier this week received the Medal of Merit for his war work, foresaw many civilian uses of the system, including airborne traffic control and possible "walkie lookies."

One TV cameraman, representing all 6 existing commercial telecasters, will record "Operation Crossroads" (the atom bomb tests) for later showing to viewers after the film has been cleared by Navy security. Video companies will also have available all film shot by official photographers. Plans call for near-the-scene robot-plane TV coverage of the Bikini tests, as well as the installation of 2 Navy ATK transmitters on shore only two-thirds of a mile from the blast. The experts and

newsmen will watch the telecasts on an ARK receiver on each of the 5 observation ships -- the Mt. McKinley, flagship; Appalachian, press; Panamint and Blue Ridge, VIP observation; Avery Island, electronic test equipment vessel commanded by Capt. C. F. Engleman, head of task force communications.

CBS COLOR TV (Cont'd): Though practically none besides itself is applying for uhf experimental TV frequencies as yet, CBS continues lining up adherents for its uhf color TV. Having surveyed reactions of TV set owners (Vol 2, Nos. 9 and 10), it is now asking what non-set owners who have seen its demonstrations think. President Stanton reported this week that 7 out of 10 say they are willing to wait one year to "indefinitely" for color, even after monochrome sets are on sale. Survey also revealed that non-set owners would be willing to pay average of 48% more for color receiver with an 8x10 in. screen than for an equivalent black-and-white set. For color receiver with a 16x22 in. screen, they would rather pay 40% more.

High definition, uhf color TV is one branch of broadcasting deriving direct technical impetus from World War II electronic developments, CBS Chief Engineer A. B. Chamberlain told the Broadcast Engineering Conference at Columbus Tuesday. And in Pittsburgh this week, George Moskovics, commercial manager of CBS's WCBW (monochrome station in New York), carried the color TV gospel to the ad club.

And FCC Commissioner Walker, before the Annual Conference on Station Problems in Oklahoma City remarked: "Engineers of the FCC reported that CBS color had great clarity of detail and true rendition of color. It was their conclusion that if the results achieved at this demonstration could be duplicated in the average home, color television is ready for widespread production."

EMERSON'S \$200 VIDEO: Plans at Emerson are pointed at getting its \$200 TV set into the hands of dealers by September. Production starts in June or July. Since Emerson advertises itself as "the largest manufacturers of small radios," its price for TV is indicative of bedrock video sales costs. There has been talk of \$100 TV sets, but industry circles are skeptical; too cheap to be workable. Emerson is also going in for intra-store TV. An "intra-tel" system for department store use has been engineered, and company is negotiating with a New York store for demonstration.

PATTERSON-McCORMICK WON'T DROP: Fact that Eleanor Patterson (Washington Times-Herald) dropped her applications for both FM and TV in Capital, does not presage similar action by New York Daily News, also seeking both, nor by Chicago Tribune, licensee of FM station WGNB, applicant for Chicago TV and (under name of Midwest FM Network Inc.) applicant for FMs in Milwaukee, Peoria, Grand Rapids, Fort Wayne. Counsel says these will go ahead. Mrs. Patterson is sister of New York newspaper's publisher, cousin of Chicago Tribune's McCormick, big stockholder in both papers.

NEWS AND VIEWS: Third and last of Alva Johnston's series of 3 articles on TV in this week's Satevepost quotes this new reason for Petrollo's ban on musicians appearing on TV programs: heat of lights spoils varnish on violins, melts resin on bows, warps drums, takes elasticity out of accordions! ... House and Senate conferrees met this week on the Petrillo Bill but only got halfway through, meet again March 26 ... Opening program of DuMont's new Wanamaker studios April 15 will include half hour quiz show directed by Tom Hutchinson, sponsored by Mueller's Macaroni; half hour psychological drama by George Lowther; plus film subjects.... FM and TV are on agenda of April 10 afternoon "fact-finding" session of American Assn. of Advertising Agencies convention at New York's Waldorf-Astoria.... Elmer Pratt, ex-FCC examiner, recently with Colladay, Colladay & Wallace, has set up his own office at 1703 K St., Washington ... Ruth G. Roosevelt Eidson, ex-wife of Eliott Roosevelt, is a principal in two new Texas FM applications; she owns 99% of KFJZ, applying in Ft. Worth, and 26% of KABC, applying in San Antonio ... Harvey Radio Labs' 250-watt FM transmitter (Model FMA) is due for delivery June 1; it incorporates the GE Phasitron modulator tube and is 76x25x22 in.

MARTIN CODEL'S

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

Television Digest and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 13

March 30, 1946

(For full story on Veterans Housing Order VHP-1, see Special Report herewith)

FMs PASS THE 800 MARK: As March draws to a close, 32 more applications for new FM stations can be reported (Supplement No. 14H herewith). Of these, 21 are from AM operators, 7 request Community stations. Also announced was Elias Godofsky's amendment of his Brooklyn application to ask instead for Community in Hempstead, L.I., which means one less among the 24 FM applicants set down for New York area hearing July 1 (see FM hearing schedule in our Special Report, March 16).

Veterans figure prominently among new applications -- Lt. Col. Lewis Rock, publisher of Dayton (O.) Journal-Herald; the brothers Tweel, of Huntington, W. Va.; and a group from Allentown, Pa. Also disclosed is fact that Bing Crosby has minority interest in application of Dick Richards' KMPC, Los Angeles.

This week brought 13 more conditional grants (Supplement No. 33B), so total is now 375. Disclosed among new conditionals is Commission's plan to give New Britain, Conn., one of Hartford's 6 Metropolitan channels; also that Pottsville, Pa., originally down only for Community channels, will get a Metropolitan. The addenda and changes reported in 14H bring total applications on FCC's books beyond 800 mark for first time. If you have Supplements No. 14A to 14H inclusive, you have a complete directory of all FM applications to date.

WHY WE'RE NOT GETTING SETS: Not steel, not condensers, not resistors, but wood is the bottleneck in radio receiver production. Cabinet makers who make radio consoles -- and all but a few FM receivers and all TV sets will be console-type jobs -- are (1) making furniture for their regular customers, (2) not making radio cabinets because, they say, OPA price increases are too low to allow a profit on the narrow margins on which they operate for the radio trade.

This, and other pricing problems of radio set production, was revealed at an RMA press conference last Tuesday after an industry committee saw OPA Administrator Paul Porter. Parts makers, committee members emphasized, are not producing because increase factors granted last year are not sufficient for profitable manufacture. Shortage of materials, wage increases, etc., must be taken into account by OPA and higher ceilings must be fixed, they declared.

Only 300,000 radio sets, practically all AM table models in plastic housings, were produced from V-J Day to Christmas 1945 by 141 manufacturers, RMA reported. In 1941, some 3,500,000 sets were turned out by only 54 firms.

OPA indicated a sympathetic approach to the radio industry problems. RMA has set up a liaison committee to work with pricing agency officials, and is optimistic about quick action. OPA has lifted price controls from transmitters and completed associated equipment -- amplifiers, modulators, rectifiers, control panels and consoles, TV camera units and projectors, synch generators. It warned, however, that if prices jumped too far out of line, controls would be reimposed. Tube manufacturers were also given a ceiling price jump; 15.5% extra when tubes are sold to manufacturers, 20% when shipped to retailers.

BIGGEST TV-FM PROJECT YET: By all odds the biggest investment in TV and FM contemplated by any single entity thus far, is the nearly \$5,000,000 which the Los Angeles Times proposes to spend. Onetime owner of what is now Don Lee's KHJ, the newspaper is already holder of a CP for uhf color experimental TV station in Pasadena (Vol. 2, No. 9), being developed in cooperation with California Tech under a \$60,000 budget the newspaper is underwriting. The Times-Mirror Co. has also applied for a commercial (black-and-white) TV and an FM outlet to be housed in a Hollywood building and to utilize a common transmitter site atop 5,995-ft. Mt. Disappointment, near Hollywood's famed Mt. Wilson.

It is undoubtedly the most ambitious venture into the new radio arts yet reported, and it is sparked by Publisher Norman Chandler and his consulting engineer, Col. Herbert L. Wilson, who has set up Los Angeles offices at 1000 North Seward St., with Engineer Edward Iannelli in charge.

A 10-story studio and office building, at an as yet undisclosed Hollywood location, will cost \$3,000,000, the real estate already having been purchased for \$100,000. Both the TV and FM applications must yet go to hearing, but the company is so confident of winning out that it has already had complete architectural and technical plans drawn up and has filed them with the FCC.

The FM station alone represents \$279,500, not counting real estate -- transmitter, \$94,500; speech input and associated gear, \$170,000; antenna, \$10,000; lighting, \$5,000. The TV items include: transmitter building, \$148,000; RCA transmitter, \$99,500; antenna, \$15,000; water supply, \$60,000; auxiliary power, \$100,000; cameras and audio equipment, \$425,000; scenery and parts, \$205,000; furniture, \$100,000; film equipment, \$20,900; lighting, \$10,000; installation, \$15,000; engineering, \$5,000.

FM LOW POWER GO-AHEAD: In line with its stated policy of encouraging FM stations to get on the air at earliest possible moment, FCC will grant Special Temporary Authorizations (STA) to CP holders. STAs will permit them to broadcast commercially with reduced power until full-power transmitters are available. Nearly all transmitters are made so they can start with 250-watt or 1-kw unit, adding units to achieve higher powers. The STAs are in addition to the several authorizations we reported last week, allowing certain conditional grantees to go on the air non-commercially for 90-day period; frequencies assigned latter are not necessarily the ones they will get when their CPs are issued.

Commission this week also gave assurance that 20 kw, 500 ft. standard discussed by Asst. Chief Engineer Willoughby at Ohio State conference last week (Vol. 2, No. 12) is merely a "guide" for Metropolitan Stations in Area II, not a rigid requirement. Real criterion will be adequate coverage, which will dictate power-height requirements. Examples of variations are the 10 Engineering Approvals for Metropolitans reported in Supplement No. 33.

FEDERAL QUOTING PRICES: Federal Telephone & Radio Co. is quoting \$150,000 as price of its 1 kw color TV transmitter with film dissector and basic accessories. Having custom-built some of CBS's uhf color equipment, it has taken no firm orders as yet but says it has "about 6 good prospects." However, it adds, these await establishment of technical standards (which FCC has shown no disposition to do yet) and the issuance of uhf commercial instead of experimental licensees.

FM FORMS SHORTER, SIMPLER: FCC is revising, says it is making shorter and simpler, its Form No. 319 -- "Application for New High Frequency Broadcast Station Construction Permit." Major purpose is to make job of applying for FM stations simpler, particularly for newcomers. Questions will be more directly concerned with FM. Included will be a new Proposed Service section (now Sec. 32 to 35) covering the new program analysis requirements recently propounded. Also, financial statements and engineering exhibits will be "streamlined" for compactness.

MEANING OF ORDER VHP-1: Don't be afraid to go ahead with your plans to put up FM or TV stations, notwithstanding the stringent wording of Veteran Housing Order VHP-1, issued March 26. Both FCC, which issues radio permits, and Civilian Production Administration, which will enforce the order, agree it will be possible to construct many radio stations without interference to the Veterans' housing program.

Both FCC and CPA, responding to inquiries Friday, asserted their belief that a considerable number of grantees could get on the air by limiting construction to absolute essentials. This would mean new radio construction can either come under the \$1,000 exemption or permittees can apply to local CPA field offices for authorizations.

Thus there will be no "freeze" such as existed in wartime and, as stated in FCC release, "FCC proposes to continue processing applications with the understanding that the final decision as to whether construction will be authorized remains with the CPA."

So if you get an FCC grant, your way is clear. If you began construction before March 26, you can continue without any kind of authorization. If you can put up your station with construction costs under \$1,000, you need no approval. Both those terms are in VHP-1.

But if construction amounts to more than \$1,000, you must apply for authorization to the nearest CPA field office. And if there is no tight housing situation in your area, you have a good chance to get CPA approval. National Housing Administration reports that housing is not critical in such communities as Scranton, Pa.; Albany-Troy, N.Y.; Norfolk, Va.; Abilene, Tex.; Panama City, Fla., among others.

In areas where housing is tight, your chances are not so good. Some of the cities where this situation obtains are Washington, Atlanta, Denver, Louisville, Houston, Los Angeles. On the other hand, if in those tight communities you specify building materials not in short supply and if labor is plentiful, you have a better than even chance of getting CPA approval. For a listing of critical building materials, get a copy of CPA Priority Regulation 33.

Indications are that the housing crisis is going to change from time to time, from area to area. Norfolk, for example, not now considered a tight area (it has a 3% vacancy rate), only last year was one of the most critical, with a 1.4% vacancy rate. So your local picture may be desperate one month, less critical later. How long VHP-1 will remain in effect, no one in authority will venture to guess.

VHP-1 puts into effect a sort of priority system on building materials and labor. It does not forbid commercial construction in toto.

Issuance of the housing order struck the industry like a bombshell -- especially equipment manufacturers who have been promising early spring or summer delivery of new transmitters, let alone FM-AM combination receivers. For a brief spell, it was felt that all radio construction, particularly FM and TV but also including AM, must come to a stop. Some well-entrenched AM broadcasters even chuckled over the prospect of seeing the parvenu TV and FM set back perhaps for years.

But the joint FCC and CPA statement Friday served at least to ameliorate the blow, indicated that much construction can go forward as planned, roused strong hopes that restrictions will be only temporary.

It was apparent that the FCC was taken unaware by the CPA order, had not been consulted in advance, for its members confessed their puzzlement over their next step during the several days elapsing between issuance of the CPA order and their statement. Nor was the NAB apprised of the proposed restriction until it was issued to the press. On Friday, A. B. Willard Jr., NAB executive v.p., said NAB would file a brief with CPA asking it "to consider the problems created for the various phases of radio broadcasting by the CPA order virtually prohibiting commercial construction."

NAB will explain that predicted broadcast expansions, expected to provide 25,000-50,000 jobs directly and many more thousands indirectly in radio manufacturing industries, cannot be expected if the order sticks. NAB foresees curtailment of the 100 new TV stations predicted by the end of 1947 and the 2,000 FMs expected within 3 years, said Mr. Willard.

FULL TEXT OF FCC STATEMENT ON ORDER VHP-1, MARCH 29

The Federal Communications Commission today issued the following statement concerning the relationship of the Civilian Production Administration's Veterans' Housing Order VHP-1 and the radio licensing policies of the Commission:

During the war the Federal Communications Commission in cooperation with the War Production Board and the Board of War Communications adopted certain policies which substantially "froze" civilian radio production and installation. This freeze was essential because the same materials, factories and personnel were essential to the war effort.

The Civilian Production Administration and the Federal Communications Commission believe that the situation is now materially different and that except for the actual housing structures and facilities (e.g. transmitter houses, studio buildings, etc.) the construction of radio stations would have no adverse effect on the Veterans' Housing Program. It is pointed out that the CPA limitation order does not halt the construction of radio towers, panel boards, transmitters and other similar apparatus or equipment and that the erection of new buildings can go forward if the new construction does not cost in excess of one thousand dollars. If the cost exceeds one thousand dollars, the program must be submitted to the nearest CPA office for authorization where it will be measured by the yard stick of essentiality and non-deferability.

The one thousand dollar figure is the ceiling also for building repairs and alterations. However, there is no cost ceiling on repairs to mechanical equipment.

In view of the above the CPA and the FCC further believe that by limiting the housing plans for radio stations to absolutely essential construction a considerable number of permits will be able to operate satisfactorily until materials for more elaborate structures become available.

Therefore, the FCC proposes to continue processing applications with the understanding that the final decision as to whether construction will be authorized remains with the CPA. The CPA wishes it emphasized that the issuance of a permit by the Commission does not mean that the required construction will be authorized.

The FCC also stressed that requests for the interpretation of Housing Order VHP-1 should be addressed to nearest Civilian Production Administration construction office and not to the Commission.

BACKFIRES AND MORE DROPOUTS: Even as the TV go-ahead proponents were building backfires against CBS's wait-for-color offensive, still more TV applications were withdrawn this week. Latest withdrawals: Loyola University (WWL), New Orleans; and three from Pittsburgh -- Scripps-Howard, WCAE Inc. (Hearst), and Allegheny Broadcasting Co. (KQV). Thus Maison Blanche (WSMB) and the still-to-be-filed Times-Picayune applications are the only ones left for New Orleans' 5 channels; Westinghouse and DuMont alone are now seeking Pittsburgh's 4.

In its annual report for 1945 issued Tuesday, CBS again whacks black-and-white, reasserting its conviction that "until a full-fledged television audience is created, there can be little expectation of the income necessary to put television on a self-supporting basis." For this reason, it states, it "militantly sponsors color television in the ultra-high frequencies" -- so militant a campaign that it has accounted in large part for the many dropouts (though TV's high cost is doubtless an even stronger factor).

Before Cleveland's Federation of Women's Clubs, NBC's Jack Royal countered the CBS campaign by asserting: "There are some who -- crying in the wilderness -- are suggesting that television should wait for color. I feel that to be an absurd statement. Our country was not made great by waiting. Progress never waits." This statement came shortly before Radio Daily took a poll of newsmen covering the UNO sessions who were asked after watching TV coverage on 12 RCA video receivers in the "overflow chamber" at Hunter College: "Do you think television in its present black-and-white form is acceptable, or should it wait for color?" Radio Daily said 80% of those polled were for today's TV, against waiting. But it did not indicate how many of the 700 correspondents were polled.

NBC immediately seized upon this for publicity purposes. It also got a good news play on its UNO video job, which included closed-circuit transmissions to 6 more TV receivers in Radio City besides the room-to-room showings at Hunter College. There were no telecasts on the air because its WNBT is shut down for reversion to new channel. Images generally were reported excellent.

THE HOPE IS FM: FCC's provocative Blue Book on commercial broadcasting (Vol. 2, No. 10) has apparently signalized an open season for radio critiques. Whether by design or coincidence, two books that also give radio a hiding have just been published -- Charles A. Siepmann's "Radio's Second Chance" (Little, Brown & Co. \$2.50) and Morris L. Ernst's "The First Freedom" (McMillan, \$3). Both see in FM, with its potential of many more stations and more, better and specialized programs, the answer to their objections to present broadcasting. Siepmann, British-born, ex-BBC employe, recent FCC consultant, doesn't like the "economic controls" he discerns being exerted over today's radio, uses FM as the cue for his title. His book is literally a restatement of the FCC Blue Book (now available from the Commission in printed form) and of Commissioner Durr's recent speeches. Mr. Ernst, crusading New York attorney, preaches his perennial theme -- "the curse of bigness" -- and includes chapters on newspapers and movies as well as radio.

ALL FROM ONE TOWER: Twelve FM, 6 uhf color TV, 4 black-and-white TV antennas, plus various pulse-time modulation units for microwave transmissions -- these and other radio services will be possible simultaneously from the single 300-ft. tower which Federal Radio & Telephone Co. is installing at Nutley, N.J. That such common antenna towers should be used by TV and FM broadcasters, sharing them rather than each building his own, was recommended by Col. Sosthenes Behn, IT&T president, at the ground-breaking ceremony last week. Project, scheduled for completion by end of this year, incorporates (after fashion of Paris' famed Eiffel Tower) facilities for housing transmitters, studios, lounges etc. at base of tower and on platforms part way up. Eiffel Tower, incidentally, is now being turned back to French by Army Signal Corps, according to Paris dispatches, and all U.S. radio equipment is being dismantled and shipped back to States.

TELEVISION NOTES: DuMont stockholders voted this week to increase Class A stock from 1,120,000 to 2,440,000 (only 1,046,040 outstanding), and amended charter to provide that Class A stockholders elect 5 of company's 8 directors instead of previous 4; Class B stockholders (who include Paramount) elect 3 instead of 4. Increase in stock permits acquiring additional funds when needed Washington TV grants (Vol. 2, No. 10) were complicated by Evening Star's petition this week for Channel No. 4 or 5 instead of No. 7 first designated; claims low frequencies better, equipment more readily available. FCC accordingly gave all parties, including DuMont which gets the fourth channel in view of Philco's withdrawal, until April 8 to make channel claims, and may then assign without holding scheduled April 17 oral arguments RCA is now converting TV sets to new channels, charging service fee; and Television Technicians Inc. (George F. Duvall) 7911 Third Ave., Brooklyn, is converting sets in New York area for \$15 including pickup and delivery Loew's is one film concern unafraid TV will hit movie-going habits; it feels that once the novelty wears off, people, being gregarious, will resume weekly visits to movie around the corner, according to recent Loew's Theaters Newsletter American Broadcasting Co., planning to expand its TV dept. in June, reported lining up General Motors for commercial video Applicant for TVs in New York, Chicago and Waltham, Raytheon Mfg. Co. this week named J. Ernest Smith, with RCA research for last 12 years, as head of its microwave communication engineering Facilities for screen projection of TV are included in plans for new 2,500-seat movie house which RKO plans in Far Rockaway, Long Island Answer to TV studios' torrid temperatures is reported found by DuMont -- a glass shield that absorbs 90% of light's heat. DuMont is said to be dickering for sole distribution rights with American Optical Co., developer of heat sponge Milwaukee Journal reports its TV station WMJT, for which it has held a CP since prewar, should be on air late in 1947....RCA claims improved TV signals, particularly in service area fringes, with new antenna-receiver cable utilizing new plastics for uniform separation of wires.

VETS BECOMING 'HAMS': Look for a big market for amateur radio equipment, now that so many radio-trained veterans are back in mufti. William J. Halligan, chairman of RMA amateur activities section, forecasts more than 1,000,000 "hams" within the next few years. He predicts an early addition of 250,000 to 500,000 inasmuch as Government, unlike post-World War I period, is now encouraging the amateur. Many stores are already promoting surplus war equipment suitable for "ham" stations. Amateurs in past have been backbone not only of radio's technical manpower, but have been responsible for many of the major developments in electronics arts.

NEWS AND VIEWS: Petrillo Bill, approved this week by Senate-House conferees with one minor change -- word "extraction" replacing "tribute" -- repassed House Friday 186 to 16, and Senate is expected to act next week. Next, NAB industry committee meets April 7 in New York to prepare for sessions with Petrillo and AFM board next day Col. Jack DeWitt, Army radar's shoot-the-moon expert, recently CO of Belmar, N.J., radio labs, formerly chief engineer of Nashville's WSM and WSM-FM, got his discharge last Monday, is contemplating consulting practice in Washington Finch Telecommunications announces two new types of facsimile transmitter-receiver units, reproducing 30,000 and 9,600 words per hour respectively. Early fall delivery is expected for the 75-lb, 16x16x12" machines. Units can be used on any channel handling subcarrier frequency of 1.3 kc (300-2300 cps) Detroit News' WENA went on the air this week with new 1 kw REL converter for dual operation on 44.5 and 96.9 mc bands Philadelphia Inquirer, keen about radio since acquiring WFIL and WFIL-FM, will underwrite Temple U's new School of Radio NAB President Justin Miller wired President Truman Friday urging remaining vacancy on FCC (Democrat) be filled by practical broadcast operator, asserting radio is not a public utility yet many members have been named from utility regulatory bodies or utility interests....Capt. Pierre Boucheron, Farnsworth general sales manager, is now also managing company's broadcast division in charge of all AM, FM and TV activities....Your set of 60 FM Channel Maps, plus extra blanks, which we are printing as a service to subscribers, will be in mails to you in about a week.