

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. 4, NO. 14

April 3, 1948

FIRST TV BUSINESS FACTBOOK: We'll be interested to learn what you think of our TV Directory No. 3: Television Rates & Factbook, sent herewith to all full-service subscribers. It's our solution to the definite need for a single ready reference on commercial rates, technical facilities, other vital statistics about TV stations on the air (23, including 3 testing preparatory to full commercial operation this month); stations authorized for construction (70); stations applied for (183) -- all as of April 1, 1948. We intend to bring it up to date and reprint it periodically, adding other features from time to time. In the interim, our weekly TV Addenda (blue sheets) will keep yours current at all times.

The new directory discloses that there are almost as many variations in rate structures as there are rate cards -- the only uniform thing about them being their lack of uniformity. This augurs a long and awkward period before standardization, as in early days of broadcasting. Noteworthy are what might be called the "NBC school" of fixing separate charges for air (transmitter) time and for facilities, with air time to increase as receiving sets increase; and the "DuMont school" which calls for a single all-encompassing charge. Notable, too, is fact that aggregate set estimates (as reported for each area) total about 250,000 -- fairly close to calculated 275,000 production up to March 1 (Vol. 4, No. 11).

This 16-page Directory, which also includes an official city-by-city TV channel allocation table, comes as part of your full-service subscription. Extra copies are \$2.50 to subscribers, \$5.00 to non-subscribers.

BUZZING CHICAGO RADIO TRADE: It's now an axiom in TV trade that a second station in any area, even a third, immediately hyps TV receiving set sales -- quite natural, because it means competition, more TV hours on the air, choice of more programs. That was experience in Washington, Philadelphia and Baltimore, only cities besides New York with more than one station as yet (see TV Directory No. 3). So Chicago Tribune promotion men, hard at job of informing area folk WGN-TV will be on air Monday (April 5) on regular schedule (4½ hours daily), aren't far off in forecasting 100,000 more TV receivers can be sold there this year. That means \$30,000,000 retail business, they told 1,700 dealers, distributors and manufacturers gathered at Sheraton last week for briefing on newspaper's new \$450,000 TV plant and plans. This Sunday, Tribune is coming out with biggest special edition on TV yet published, 40 pp. Just about all TV set makers are now well represented in Chicago area, itself big center of radio factories, with total of 17,500 sets sold thus far.

CBS & AFFILIATES GOING TO TOWN: Not much question now about CBS's attitude toward TV, its policy of urging and aiding its affiliates to get into the TV swim (as 39 have to date: 3 on the air, 8 CPs, 28 applicants). Its TV clinic at New York's Waldorf-Astoria Wednesday drew some 250 owners and executives from its 175 affiliated stations, small as well as large, and they heard President Frank Stanton assert CBS's all-out stand:

"With the rapidly expanding dimensions of television, there is no time for prospective broadcasters to delay. Every index of television is on the upswing.... CBS feels there can be no halfway measures in building a network. We are driving

under full power to the top." He added, "Television is sweeping this part of the country like a prairie fire!"

There you have keynote of the parley which, as one highly placed observer remarked, was put on "in usual CBS style -- everything wonderfully and beautifully arranged, every speaker well briefed and well prepared." Our informant added, "Columbia is right on the beam now, it's going after TV hammer and tongs, and I look to see it do a superb job."

Stanton departed from prepared talk to quote an advertising executive as stating unequivocally that he's getting more per impression out of TV than out of any other medium. That wasn't easy for some aural broadcasters to take, accustomed as they are to the amazing impacts of radio. Stanton went on to say TV "has already begun changing the family habits of America. It is still too early to predict its full impact, but it is certain at least to repeat the accelerated growth curve of radio." But there was this refrain, too: Don't count AM out; there will always be a place for aural broadcasting. Indeed, in Chicago speech very next day, CBS executive v.p. Joe Ream made point of fact good share of country (rural and remote) may never get satisfactory TV service.

Other CBS topkicks undertook to instruct, in talks and question-answer periods, in technical, program, commercial facts of TV. Sales v.p. Bill Gittinger put network's purpose thus: "Radio and TV will grow together in a complementary way and not as competitors, with AM broadcasting providing the dollar-sinews to finance the early operations and expenses of TV." Engineer chief Bill Lodge predicted 100-120 TV stations operating by end of 1949 [our own best guess for end of 1948 is 40].

It's reasonable to predict this week's confab will do for CBS affiliates what NBC convention at Atlantic City did last fall -- stimulate interest in TV, lead to more applications, help CBS build strong competitive network. If there were any die-hards, they must have been convinced TV was really here to stay, CBS really loaded for bear, for not a discordant note was sounded at the meeting. But fact remains, as we've repeatedly reported and as pointed out again on page 3, that channel supply in most major markets, some smaller ones too, is fast diminishing if not already exhausted.

THE OTHER SIDE OF THE FM STORY: Congress got good picture this week of unholy mess it could create if it undertook to legislate spectrum allocations by approving Lemke resolution (H.J.R. 78). As hearing ended Thursday, House Interstate Commerce Committee, which had already given sympathetic hearing (Vol. 4, No. 6) to proponents of bill to give 50 mc frequencies to FM, had been warned in words ranging from respectful to pugnacious that passage of resolution would saddle Congress with concomitant responsibilities and demands far beyond its expectations. It was quite apparent Committee had little stomach for that, and that resolution's chances were negligible. But Congressmen were still eager to do right by FM, if FM had been one wrong. Opposition labored painstakingly to show that FM was unsullied.

Engineer-Comr. Sterling carried ball for FCC, flatly denied error in moving to present high band, claimed current high-band stations give excellent service, are capable of substantially same rural coverage as low band. He also gave first intimation of FCC's probable alternative to low band for networking purposes (which was principal reason for low-band demands): intercity relaying with STL frequencies 940-952 mc. Maj. Armstrong would still rather see high-powered low-band stations do the job. Committee didn't question Sterling, said it might later.

Through its Labs Division chief Dr. Jolliffe, RCA finally answered Maj. Armstrong's charges of giving FM "silent treatment." In 63-page statement, he padded list of vhf and FM developments by RCA engineers, said company had delivered over 150 FM transmitters, had 170 more on order, had 10 receiver models with FM. He added that its FM receiver production was greater percentage of industry's FM total than its AM output was of AM total.

Mobile communications, led by Motorola's Dr. Noble, impressed Committee with their value in time of war and disaster. Police, in particular, were out in force. They asked Committee, with policelike brusqueness, to let FCC alone, said

44-50 mc band wasn't optimum but was best they could hope for. But they were very eager to enlist help of Congress in breaking through to never-never land of very valuable IRAC frequencies.

Congressmen showed lot of layman's interest in TV presentations of Poppele (TBA), Philco (Bingley), DuMont (Goldsmith), Jolliffe. Broadcaster-Congressman Ellsworth (R-Ore.) agreed with Goldsmith that TV would eventually overshadow both FM and AM. And Rep. Dolliver (R-Iowa) extracted from Dr. Jolliffe opinion that color TV was still 5 years off. Burden of TV interests' presentations was desire to hold what channels they had, to call halt on continual inroads, though they're resigned to loss of Channel No. 1.

FAST VANISHING TV CHANNELS—II: First TV application for Denver, filed this week by Alf Landon, emphasizes anew our mid-February report on "The Fast Vanishing TV Channels" (Vol. 4, No. 7). Then, we pointed out that in country's top 50 markets, to which 180 channels were allocated, only 47 channels were ungranted or unasked for. Now, only 29 channels are left in first 50 markets, as an analysis of grants and applications listed in our TV Directory No. 3 will disclose. These should be gone fairly soon. Only areas among top 50 with no grants or applicants at all as yet are Lowell-Haverhill-Lawrence and Norfolk-Portsmouth-Newport News.

Here are the channels left (i.e., ungranted or unsought) in cities among top 50: Denver, Portland, Norfolk-Portsmouth-Newport News, 4 each; Seattle, San Antonio, Memphis, Albany-Schenectady-Troy, 3 each; Syracuse, 2; Milwaukee, Columbus, Lowell-Haverhill-Lawrence, 1 each. It will be noted, on analysis, that quite a few cities under first 50 also have channel supply exhausted, or at least more applicants than channels. Those requiring competitive hearings already ordered are: Fall River-New Bedford, 3 for 1; Charlotte, 3 for 2; Atlantic City, 4 for 1; York, Pa., 2 for 1; Reading, 2 for 1 (for full hearing schedule, see TV Addenda 3-A).

Besides Alf Landon's application for Channel No. 5 in Denver, there were only 4 other applications this week (for full details see TV Addenda 3-A herewith): For Omaha, KFAB, No. 7 -- now 2 for 2. For Richmond, Va., WLEE, No. 10 -- now 3 for 3. For Albany, N. Y., WROW, No. 7. For Phoenix, Ariz., Phoenix Television Co., No. 5 -- same oilmen group who have also applied for New Orleans and San Antonio (Vol. 4, No. 11, 13) and are planning to apply next for Corpus Christi, Tex.

TV STARTERS AND AFFILIATES: After April's 3 starters -- WGN-TV, Chicago; WATV, Newark; WTVR, Richmond -- you can look for these to get going in May: WBZ-TV, Boston; WBEN-TV, Buffalo; WSPD-TV, Toledo. And these in June: WPIX, New York; KFI-TV, Los Angeles; WAAM, Baltimore. And shortly thereafter: WBAP-TV, Fort Worth; WNAC-TV, Boston. At least, that's what they tell us they're aiming for....Though CBS signed Baltimore Sun's WMAR-TV to affiliation contract this week, that doesn't preclude station from taking DuMont and ABC shows until CBS offers full schedule; latter now are "romancing" independent WAAM, Baltimore's only other TV outlet, now building... It's foregone certainty Washington Star's WMAL-TV will sign with ABC, but it too will continue taking CBS....NBC reports contracts with Wilbur Havens' WTVR, Richmond, coaxial there awaiting only TV terminal equipment, and with Crosley's WLWT, Cincinnati, still not within coaxial reach....DuMont broke ground this week for its WDTV, Pittsburgh, promised it will be on test in mid-September, commercial Dec. 1.

SEEK DELAY IN TV 'LINE' RATES: Attitude of affected telecasting interests toward AT&T hookup rates (coaxial and microwave), as filed officially with FCC this week, runs about like this: Though lower than tariffs at first proposed, they're still too high. It's to advantage of AT&T as well as TV to give industry time to get well established. So why not permit present "free ride" arrangement to continue another 3-6 months? Though FCC has ordered rates into effect May 1, it shouldn't be too hard to persuade -- especially in view of June-July political conventions in Philadelphia which everyone wants TV to cover fully. Anyhow, there are bound to be objections (TBA hasn't met yet, may next week), and these are almost certain to throw matter into hearing, forcing delays.

Rates generally follow those we enumerated last week (Vol. 4, No. 13), in-

clude "split" rate for connections that must be used by more than one broadcaster. Monthly charge for 4 hours per day, 7 days per week, is \$25 per airline mile, \$4 per airline mile for each additional hour, \$350 for terminal connection equipment, \$60 each additional hour. Also included are charges for distances under 25 miles. New Jersey Bell filed local rates for monthly and occasional use, STL charges on monthly basis, which differ from other Bell companies' rates in that there's no installation charge, and mileage is based on airline not circuit miles.

NOTES ON PROGRAM PROGRESS: Like the Petrillo hearings of recent memory (Vol. 4, No. 4), Senate's UMT hearings as televised on pool basis this week (Henry Wallace, first witness) represented TV at its human interest and public service best, indicated vast scope of TV for relatively low-cost programming....Next comes baseball, Senators opening season April 19 vs. Yankees, President Truman tossing first ball, some team games part-sponsored on WTTG by Ford, New York games by Ballantine's brews; national sport is being telecast, sponsored, in all TV cities....Last Sunday's Theater Guild performance of "Stage Door" on NBC demonstrated growth of TV as dramatic medium, prompted N.Y. Herald Tribune critic John Crosby to remark on "its fifth and very possibly its best production. [It was] good enough to scare the pants off motion picture and theater interests [and] to furnish food for thought for everyone else"; Guild's next, April 25, will be Bernard Shaw play....This Saturday, Toscanini and NBC Symphony were to be telecast again, finale of season.

SIGHT AND SOUND

Long-sought TV set census, city-by-city, is finally in the works. Set manufacturers will give figures to RMA's accountants, Haskins & Sells, who will total them for release by RMA. First tabulation (for 1947) is due late this month, will be issued quarterly thereafter.

Easton C. Woolley, NBC station relations chief, takes over same duties for TV, reporting to Harry Kopf, administrative v.p. . . . Washington's WMAL-TV has hired Fred Shawn, ex-NBC, as TV and broadcasting operations manager, effective April 15, reporting to Kenneth Berkeley. . . . Baltimore's now building WAAM has named Ted Habrook, ex-WFIL-TV, as program director under Manager Norman Kal, Washington adman. . . . Veteran broadcaster C. L. McCarthy leaves KQW, San Francisco, to join Manager Ed Pauley and colleagues in pursuit of their TV application for San Francisco (Vol. 4, No. 12). . . . Halsey Brett, ex-CBS, is now DuMont TV station relations chief.

Pertinent note in Philco's 1947 annual report, out this week: That TV set sales may account for 15% of 1948 total volume. Record sales of \$226,507,592 are reported for 1947, 86% up from 1946, 194% greater than 1941. Net earnings were \$9,630,699, equal to \$6.18 per common share, vs. \$3,107,480 or \$2.13 a share in 1946. Predicted net set output (all types) this year: 3,500,000.

FCC rule on TV channel changing (Vol. 4, No. 13) was attacked this week by Yankee Network, which insisted it made part of May 24 Hartford hearing—claiming FCC required to consider fair and equitable distribution of channels in making grants. Yankee doesn't mind Commission's decision that channel-changes involve rule-making (thus separate hearings), does not want Hartford attacks made until it's been heard for Bridgeport.

Lenith says it's really going all out with its "gated-tube" for FM sets (Vol. 4, No. 13), plans to incorporate invention of refugee scientist Dr. Robert Adler and adapts into all FM sets beginning this fall. GE is already licensed to make tube, may also use it in sets.

Ed's Russ David, veteran equipment sales (FM) executive, quits to join Leonard Asch in Patroon's 10 kw AM station in Albany (WPTR, now building), which is backed by Waterman J. M. Schine; David will be engineering v.p.

It's just a legalism that won't change FM setup much, but FCC plans to toss out its FM allocation plan (Supp. 52). Only alternative, under Administrative Procedures Act, was to freeze plan into FCC rules. FCC sees no need for tying channels in red tape that would take minimum of 60-90 days to untangle for each change, even to add a channel to an area. Commission feels present assignments form structure strong enough to continue providing equitable distribution of stations.

CBS and NBC answered FCC's AM-FM duplication query this week (Vol. 4, No. 9, 12, 13). Both indicated they require duplication of all commercials if any are duplicated, sustainers optional. NBC said FM-only applicants for affiliation in non-NBC towns would get same consideration as AMs. NBC is also giving AM affiliates chance to duplicate, rather than sign up FM-only stations.

First operating FM station calling it quits, apparently for keeps, is WPIK-FM, Class A in Alexandria, Va., Washington suburb. Station had requested modification to Class B, was in hearing, couldn't find site at reasonable cost, decided Class A (community) coverage was poor parallel to its 1 kw daytime AM on 730 kc. Further, Manager Howard Hayes said he sees TV gradually bypassing FM.

Agenda for May 17-21 NAB convention in Los Angeles includes Tuesday afternoon panel discussion on outlook for all types of broadcasting—AM, FM, TV, FX; all-day engineering sessions Thursday, devoted mainly to TV; trip Saturday to Mt. Wilson TV-FM sites. Code gets going over Monday. FCC Chairman Coy is main speaker Tuesday.

New FM transmitter design, for which cheaper construction and more reliable operation is claimed, has been announced by Arnold B. Bailey, inventor formerly of Bell Labs, who has set up corporation bearing his name in Scotch Plains, N. J. Mr. Bailey plans development work in all kinds of radio equipment, including uhf TV.

Vernon L. Wilkinson, FCC asst. gen. counsel in charge of broadcasting, has resigned to join radio law firm of Haley & McKenna as partner; name of firm will be changed to Haley, McKenna & Wilkinson (Supp. 11-B).

NAB has detailed Charles Batson, information chief, to make special study of TV for report to membership.

MARTIN CODEL'S

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

Television Digest

APR 13

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 15

April 10, 1948

FM's ARMSTRONG FILES FOR TV: Not that he wants to be a telecaster particularly -- but Maj. Edwin H. Armstrong proposes to prove his insistent contention that TV on present low-bands is waste of spectrum space. Hence his application this week for an experimental TV station at Alpine, to operate with 50 kw transmitter on 480-500 mc. Formal application filed with FCC states he seeks "to permit the development and perfection of a new and better television system, to assist in the development of relatively high-powered transmitting equipment for such a system, to study its service properties and the frequencies involved." Informally, FM's noted inventor declines to tell what he has up his sleeve, but he does declare: "I've always said that television in the present spectrum space is an engineering misfit. It's like operating a 10-ton truck on a country lane."

Application doesn't specify equipment to be used, says TV plant will cost not more than \$100,000. Nobody believes Dr. Armstrong merely intends to dabble -- that's not his way -- and he usually comes up with something unusual, if not revolutionary. [For further report on high-band, see story on p. 4].

BEST HANDBOOK ON TV COSTS: Best thought out, most detailed breakdowns we've ever seen of estimated capital costs and operating expenses of typical TV stations are contained in a 47-page brochure CBS's engineering dept. gave those attending its TV Clinic last week (Vol. 4, No. 14). It's titled "Television Data for CBS Affiliates" and it's an invaluable tool for those planning stations -- contains cost tables, diagrams for transmitter, master control and mobile field equipment, even a tabulation with pictures and prices of TV receivers now available. You need the whole of it, rather than a mere digest, for adequate comprehension and use. At our suggestion (for it's the subject we're asked about most often) CBS has agreed to order an additional printing and, as an industry service, will send a copy to any bona fide TV enterpriser even though not an affiliate. Write Lawrence W. Lowman, CBS v.p. in charge of TV, 485 Madison Ave., New York City.

SCRAMBLING NOW FOR TV CHANNELS: Lots of interesting developments this week, so far as prospective TV enterprisers are concerned:

1. First fruits of CBS's all-out policy for TV are discernible in big jump in number of applications (15 in week), though Denver's KLZ is only CBS affiliate among them. But definitely in the works are applications from CBS affiliates WTRY, Troy, N.Y. (Harry Wilder) and KIRO, Seattle (Saul Haas), among others.

2. Denver and new Albany-Troy applications show how quickly demand for channels can be awakened (Vol. 4, No. 14), how warily rival broadcasters in same area eye one another -- no sooner does one apply than others rush in. Alf Landon set Denver pace (Vol. 4, No. 14), which will be accelerated in week or so by application being prepared for big local dept. store, Daniels & Fisher, news report that WFEL is applying for experimental TV (not received yet by FCC). Albany's WABY (Gannett) and WPTR-CP (Schine-Asch) applications follow close on heels of WROW's last week, which also is hurrying Troy's WTRY along. Same thing with Phoenix's KTAR, 2 more Milwaukee applications, others yet to come from other areas.

3. Dallas millionaire oilman Homer Snowden's application for Shreveport is

not only first for that city, it's first of several he intends filing (Vol. 4, No. 5) -- probably for Denver, Oklahoma City, Wichita. Nashville's WSM will shortly file, and KLZ action augurs early application from Oklahoma City Oklahoman's WKY, same ownership. Then there's well-heeled Meredith Publishing Co., Des Moines (Better Homes & Gardens), half purchaser of KSO, due to file shortly for Albany; it has other cities in mind, too, has hired Don Withycomb (ex-WMAR-TV) as TV chief.

Here are this week's 15 TV applications (for fuller details, see TV Addenda 3-B herewith: For Phoenix, KTAR, Channel No. 4. For Sacramento, Cal., M. R. Schacker, Los Angeles, No. 6. For Santa Barbara, Cal., M. R. Schacker, Los Angeles, No. 6. For Denver, KLZ, No. 7. For Jacksonville, Fla., WPDQ, No. 6. For Miami, Fla., Jonas Weiland (WINZ, Hollywood, Fla.), No. 7. For Shreveport, La., Homer W. Snowden, Dallas, No. 8. For Flint, Mich., WBBC-John Lord Booth, No. 11. For Clayton, Mo. (St. Louis), KFUD-Evangelical Lutheran Synod, No. 2. For Portsmouth, N.H., WHEB-Gov. Dale, No. 5. For Albany, WABY-Gannett (Knickerbocker News), No. 2, and WPTR-CP, No. 9. For Madison, Wis, WISC-CP (Morgan Murphy-Walter Bridges), No. 9. For Milwaukee, Myles Johns interests (WOSH, Oshkosh, etc.), No. 6, and WEXT, No. 6 -- now 4 for 3.

TRANSIT FM, FACTS & FIGURES: It doesn't take much imagination to see that this transit FM business (Vol. 4, No. 5-7, 11, 13) is developing into a very sweet deal. Cincinnati Times-Star's WCTS, whose Hulbert Taft heads up national organization Transit Radio Inc., last week signed up Cincinnati Street Railway Co., first major transit company to come across. Costs and rates are worth mulling over. WCTS will equip vehicles (initially 300 in Cincinnati, 100 in Covington) with receivers and speakers costing station \$150 each plus \$10-\$15 per installation, no charge to transit company. Station will pay company on per-vehicle-per-month basis, varying as vehicles increase, with \$6 top. Here's the rate card for one-time 20-second spots (multiple spots are conventionally scaled down): Class A (7-9 a.m., 4-6 p.m.), \$20; Class B (6-7 a.m. plus balance of non-Class A daytime), \$10; Class C (6:30 p.m. to midnight), \$6. There are other packages, e.g., 3-min. newscasts every 15 min. will allow 50 words of commercial, selling at 50% above spot rate. Station began selling time Tuesday, signed its first account, Alms & Doepke (dept. store) to year's contract for some 15 Class A and B spots weekly. Delivery of receivers is expected to start end of month; full operation is scheduled by June 1. Of stations in other cities testing, Houston's KPRC-FM is expected to get transit company on paper next (500 vehicles). Other hot cities are: Washington (WWDC-FM), Evansville (WMLL), Wilkes-Barre (WIZZ), Baltimore (WMAR-FM), Worcester (WGTR).

THE OUTLOOK FOR TV TUBES: Not particularly worried about lower-cost promise of RCA's 16-in. metal-glass tube (Vol. 4, No. 5, 6, 8, 12) are the 2 major bulb blank producers, judging from responses to our inquiries. Big Corning Glass Works' president William C. Decker says his study leads to belief that "the cost of manufacturing 15-in. glass cathode ray tubes, as compared with 16-in. metal-glass tubes, are lower now, and will be lower in the future when these tubes are manufactured in larger quantities." DuMont takes all Corning's 15-in. blanks now, has said he intends to stick to glass. It's estimated Corning supplies about 75% of all glass bulbs used for cathode ray tubes, its 10-in. being in mechanized production.

Comparatively new in field, still a small supplier of bulbs, but increasing production every month, Kimble Glass Division of Owens-Illinois Glass Co., through v.p. Stanley J. McGivern, states: "We do not manufacture 15-in...only the 10-in. and 12½-in. Both are manufactured for the most part by hand so far as we are concerned. We are in the process of mechanizing the 10-in. and feel that the 12½-in. also lends itself to mechanical production, though not having made any, this represents a belief rather than a fact. When and if these bulbs are mechanically produced, the prices of both should be reduced appreciably, but in my opinion prices will not be reduced before the first of 1949."

Note: With maximum of 150,000 of the 16-in. metal glass tubes promised before end of 1949, with 15-in. and 12-in. glass tubes still in limited production, it's quite apparent 10-in. will pretty well dominate mass market for quite awhile.

FACTBOOK EVOKES GOOD IDEAS: Good idea comes from J. Walter Thompson's Henry A. Houston (Detroit), who was kind enough to write us to say our TV Directory No. 3: Television Rates & Factbook "is a wonderful piece of work." He suggests, though, that hereafter we indicate network affiliations for those [AM] stations which have only CPs and applications. We'll do just that in future editions, meanwhile indicate all networks in our weekly Addenda (blue) sheets beginning right now. Houston makes one other pertinent observation: "Bringing my wall map up to date for stations, CPs and applicants [he uses our weekly reports to keep it current, maybe a good idea for you, too], I was interested to note that there are 12 states which have indicated no TV activity whatsoever, and 19 states that have only one TV city. I suppose it's natural that the most densely populated third of the nation be the most active in this medium."

7-IN. MODEL DOWN TO \$150: Comes now Tele-Tone Radio Corp., New York, maker of table and midget radios, with a \$149.50 table TV set using 7-in. picture tube, 21 other tubes and selenium rectifier, 12 channels, Dome circuit (Vol. 4, No. 6). Shown Monday, it's cheapest TV receiver yet, is promised on New York market in 2 weeks. Buyers will be offered choice of \$45 installation fee with year's guarantee, or \$25 for installation with 90-day warranty. Company's president S. W. Gross says production schedule calls for 50,000 before year's end; also that additional 7-in. units, driven by "master" set, will be sold at about \$50 each. Tele-Tone reports it plans 10-in. table model, price still undetermined, and a projection set to sell "under \$300" capable of pictures ranging from 9x12-in. to 4x6-ft. It will spend, it says, \$400,000 on cooperative newspaper advertising in all TV cities.

[Note: We can't get company officials to respond to repeated mail and phone inquiries, but several trade publications have quoted Regal Electronics Corp., New York, a relatively small maker of midget radios, as promising a 7-in. model for \$99 for May production.]

Tele-Tone's is sixth 7-in. model to be offered, others being Admiral's at \$169.95 (Vol. 4, No. 1), due on market about May 1; Philco's at \$199.50 (Vol. 4, No. 4); Motorola's at \$179.95 (Vol. 4, No. 6); Hallicrafters' at \$169.50, \$199.50 and \$209.50 (Vol. 4, No. 13); Belmont's at \$199.50 (Vol. 3, No. 20), originally scheduled for \$250 and sold through Montgomery Ward. New TV set maker out with 12-in. model, at \$395 plus installation, is "Mars" Television Inc., 1441 Broadway, New York City; it's playing up only 2 controls on front panel (one a station selector, other for sound and picture control) plus simplified servicing due to 2 separate chassis. And Scott Radio Laboratories was disclosed as first user of North American Philips "Protelgram" TV projection system (Vol. 4, No. 9, 13).

AVERAGE INCOME BUYS MOST TVs: Believe it or not, 3 of every 4 TV sets in New York City went into middle and lower income homes in 1947, only 4% into taprooms and the like. And there's reason to believe this proportion will hold true for rest of country's TV-served areas, particularly inasmuch as installment buying ban was lifted last November. Foregoing conclusions jibe with sales management's findings, by and large; square with industry's conviction that TV, to succeed, must reach into average home as does radio; stand despite estimate that sets averaged \$575 at retail in 1947, will average \$375 this year.

New York News' WPIX, preparing for June debut, has just concluded painstaking survey. Above proportion resulted from tracking down all 16,961 installations by 3 manufacturers (only one of them major) in New York City area in 1947. Specifically, population was sliced into 5 economic groups; lower 3 accounted for 73.5% of sets, upper 2 for 26.5%. Concludes WPIX commercial manager B. O. Sullivan: "It looks to us as though TV in New York City already comprises, on a limited scale, the same cross-section audience that we recognize in other mass media -- newspapers, magazines and standard radio." Note: There are other facets to this survey; write Mr. Sullivan for copy of text.

CBS came out with figures recently roughly paralleling WPIX's: Of 4 income levels in New York, it found lower 3 owned 75% of sets. Philco's WPTZ analyzed Philadelphia distribution, using 3 income strata, and located 46% in upper third,

54% in lower two-thirds. (It's worth noting, of course, that New York and Philadelphia now provide and will provide more service (from more stations) than most cities will in foreseeable future.)

REPORTS ON ULTRA-HIGH TV: Newly completed RCA study of low and high TV band characteristics (67.5, 288, 510, 910 mc) apparently bolsters view that uhf propagation means serious shadow effects from hills and other obstructions, thus requiring much higher powers than now available. Also, that multipath effects, although more severe on uhf, can be overcome by properly orienting receiver antenna. Study didn't embrace radius of coverage, nor does it recommend uhf be opened now or soon to commercial TV. In April 5 Broadcasting Magazine, Dr. DuMont calls uhf TV today "premature," said its coverage is inferior, expressed doubt receivers could be designed at reasonable prices to cover both present and uhf bands. Answer to more channels, Dr. DuMont averred, is the placing of all of a city's transmitters in one location so they can use all 13 channels; but this presumes properly designed receivers. Thus, for example, if all Los Angeles TV stations were atop Mt. Wilson, he contends all 13 TV channels could be used in that area. Same for other cities.

Note: RMA board at Toronto meeting Thursday adopted proposal by GE's Dr. Baker that joint RMA-IRE committee be formed to study high and low-band TV (answer to FCC's request for such information), also recommended RTPB be dissolved.

SIGHT AND SOUND

We're about ready to put to press our new *Directory of Consulting Engineers Specializing in Radio Broadcasting* (with Radio Consultants), and you will get your copy in about a week. With our FCC Directory (Supp. 56) and our Attorneys Directory (Supp. 11-B), your personnel reference file for 1948 will be completed.

Clears kicked like steers at unusual procedure of having to testify first this week on Johnson Bill which would prohibit proposed 750 kw, limit clear channel stations to 50 kw, permit duplication (Vol. 4, No. 9, 10, 12). Senate committee hearing, counsel Louis Caldwell also complained bitterly that Senators Tobey and Johnson and committee's staff member Ed Cooper had lobbied unfairly for bill, that Montana broadcaster Ed Craney was "villain" behind scenes. Sen. Tobey saw nothing unfair in committee's procedure, issued press release labeling clear's charges "police court tactics," indicating poor case. Bill's proponents, including Craney, are scheduled for next week. Predictors weren't too eager to go out on limb, recalling ex-Montana Sen. Wheeler's success in holding power to 50 kw before and Davis amendment re geographical allocation of facilities.

CBS has signed as TV affiliates 9 video stations now abuilding, giving it 12 in its TV net, company announced Friday. All stations are network AM affiliates, include WFBM-TV, Indianapolis; WHIO-TV, Dayton; WKRC-TV, Cincinnati; WBT-TV, Charlotte; WHAS-TV, Louisville; WBNS-TV, Columbus; KRLD-TV, Dallas; WBNF-TV, Binghamton, N. Y.; KGDM-TV, Stockton, Cal. CBS video affiliates on the air are key outlet WCBS-TV, New York; WCAU-TV, Philadelphia, and WMAR-TV, Baltimore. DuMont also announced Friday it had signed WNHC-TV, New Haven, aiming for May 1 start.

Richmond's T-Day is now set for April 22, when WTVR gets going with 7 p.m.-midnight program featuring State and industry bigwigs; schedule thereafter will total 27 hours per week, Tuesdays thru Sundays. TV set makers have already stocked up local distributors for expected big demand.

Lester Spillane, of FCC's Safety & Special Services Div., has been tapped for job of assistant general counsel in charge of broadcasting, replacing Vernon Wilkinson who left Commission (Vol. 4, No. 14). He'll handle applications only, other functions to be split up among others.

Firestone starts sponsorship April 12, on NBC's full TV network, of Mon. night "Americana" quiz show, heretofore sustaining, at 8:30 p.m.—opposite its "Voice of Firestone" program on AM network. It thus ties up choice period in event it wants later to duplicate AM-TV. Other TV sponsors as currently reported by stations:

On KTLA, Los Angeles: Walco Sales Co. (Tele-Vue Lens), 13 Sun. night spots, thru Scheck Adv. Agency, Newark; Kierulff & Co. (Motorola, 26 spots, thru W. B. Ross & Assoc.; Alpha Beta Food Markets and Gadget of the Month Club Inc., 13 and 26-week participations in "Shopping at Home," respectively, thru Warren P. Fehleman Adv. Co. and David-Harrison-Simons. On WMAR-TV, Baltimore: A. Sagner's Sons Inc. (Northcool clothes), feature 1-hour pickup of Pimlico races, including Preakness and Dixie Handicap, May 3-15, thru I. A. Goldman (\$5,520 package deal). On WABD, New York: Breitling Watch Corp., 3 spots weekly starting April 19, 52 weeks, thru Sterling Adv. Agency. On WPTZ, Philadelphia: All Weather Products (storm windows, insulation, etc.), weather map reports, Mon. thru Fri., 7:45-7:50 p.m.; Esslinger's Inc. (brewery), Tue. wrestling from St. Nicholas Arena, New York, thru Lamb, Smith & Keen. On WCAU-TV, Philadelphia: Lou Block (Studebaker cars), "Show Business," variety, Mon., 7:15-7:30 p.m., 13 weeks starting April 12, thru Solis Cantor Agency.

New York final FM decision (Vol. 3, No. 45, 51) this time again denied *News*, shifted another channel to New Jersey, granted ABC, WMCA, Unity, WPAT, WNJR (Supp. 55-BB herewith). FCC said *News* was good applicant but that others were better. Commission also ruled, Jones dissenting, it has right to accept evidence based on what newspaper applicant prints as indication of probable fairness as broadcaster. *News* hasn't indicated its next step, but if it accepts decision, decides to file for one of 4 reserved channels, it faces competition from WINS, WHOM, WEVD, Brooklyn Dodgers, probably more to come. ABC had been champing at the bit when decision was announced, said its WJZ-FM would be on air shortly after April 15.

New WPIX (New York News), due on air June 1, has issued rate card, fixing base airtime rate at \$800 an hour, studio live show rate \$1,200 an hour including all facilities and rehearsal time.

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. 4, NO. 16

April 17, 1948

WARNER BROS. FILE FOR CHICAGO: Big news in 14 new TV applications this week (Addenda 3-C, herewith) was third motion picture interest to enter TV broadcasting field -- Warner Bros. for Chicago's Channel 13. Movie firm, which owns KFVB, Los Angeles, proposes \$406,650 construction, more than \$65,500 operating costs per month in addition to leasing studio space. Chicago now has 5 applicants for 3 remaining channels. Other motion picture interests in TV are Paramount (KTLA, Los Angeles; WBKB, Chicago; applicant for San Francisco, Boston, Detroit) and Twentieth Century-Fox, applicant for Boston, readying several other applications.

Leading off cities requested by remainder of 13 applicants was Albany-Schenectady-Troy area which got bids from Meredith Publishing Co. (see Vol. 4, No. 15), Van Curler Broadcasting Corp. (Fabian Theater chain) -- an unsuccessful bidder for WOKO facilities in Albany last year, Harry Wilder's WTRY (CBS). All are seeking Channel 9, making 6 applicants for 4 remaining channels.

Other applications this week: For Fresno, Cal., KFRE, No. 5. For Sacramento, Cal., KXOA, No. 6. For Denver, Daniels & Fisher, No. 5. For Columbus, Ga., WRBL (CBS), No. 3 For Rock Island, Ill., WHBF, No. 4. For Lawrence, Mass., WLAW, No. 6., first for Lowell-Lawrence-Haverhill area. For Oklahoma City, WKY, No. 4. For Corpus Christi, Tex., same oilmen group that has applied for Phoenix, Ariz., San Antonio, New Orleans (Vol. 4, No. 11, 13), No. 6. For Richmond, Southern Bcstrs. Inc. (which holds CP for WRMV-FM), No. 8, now 4 for 3 there. For Seattle, KOMO, No. 2.

AT&T FILLS IN NETWORK CALENDAR: Midwest telecasters got some networking dates to look forward to when FCC granted AT&T several microwave and coaxial CPs this week. June 15, 1949 is completion date for Chicago-Milwaukee and Detroit-Toledo microwave jumps. Relay points for former are Lake Zurich, Ill., Wilmot and Prospect, Wis. Sites for latter link are undetermined. Cost of both is estimated at \$1,400,000. Then, end of 1948 was date given for additional coaxial or microwave hookup of Detroit-Toledo-Buffalo, two coaxial units in Cleveland-Buffalo cable, terminals at Buffalo, Toledo, South Bend, Danville, Ill. Cost: \$350,000.

THEATRE TV OUTLINES EMERGING: Shape of Paramount's plans for theater TV became clearer with company's first public showing Wednesday of large screen TV in New York Paramount Theater. Company wants its own complete system -- pickup crews, frequencies, etc. -- to cover events for showing to theater audiences only. But it has no intentions of trying to corral exclusive rights, wants to parallel TV station and newsreel coverage. That's significance of remarks of Paramount's TV chief Paul Ralbourn to newsmen, when he also indicated he'd like to get his men into Louis-Walcott fight June 23 for theater-only coverage. That represents one concept of theater TV. Another school sees theaters merely picking up and projecting offerings of TV stations. Third group looks for combination of both.

Paramount fed 15 minutes of Navy boxing from Sands St. YMCA to unprepared theater audience. System was same as shown TBA clinic in New York last December (Vol. 3, No. 50), by which picture is recorded on 35mm film from face of special kinescope, fed through regular projector, flashed on 18x24-ft screen -- all within 66 seconds. Equipment, using 7,000 mc, was developed by company's own technicians

(Vol. 4, No. 2), brought picture to screen in two hops -- from YMCA to Daily News Bldg. (E. 42nd St.), then to theater on Times Square. Picture quality elicited praise from some 250 trade observers tipped off to sneak preview. Only objection was to slight "fuzziness" in one corner of screen, apparent to some; others believe it was viewing angle rather than actual loss of focus. Film observers thought picture good as regular newsreel shots of similar events -- image orthicon camera making up in sensitivity what it lacked in definition.

Meanwhile, large-screen news can be expected soon from Warner Bros. and Twentieth Century-Fox (Vol. 3, No. 29, 37) who were expecting delivery of RCA's newly-developed 18x24-ft equipment this weekend.

On another theater-TV front, Southern California Theater Owner's Association heard its video committee express belief TV might reduce movie attendance temporarily until "novelty wears off and [TV] finds its proper place in the entertainment field." Committee also called on producers and exhibitors to use TV's acknowledged advertising power (see story this issue) to attract movie audiences (with trailers, etc.), urged exhibitors to become familiar with TV in preparation for full-scale theater-TV but warned them property rights issue is still unsettled (Vol. 4, No. 7).

GREASING SKIDS OF TV SET PRICES: It's worth noting how manufacturers' caution in predicting or promising lower-priced TV sets has faded considerably since beginning of post-war production, particularly within past few months. Undoubtedly, public acceptance of cheaper, smaller sets (e.g., Motorola) has reshaped thinking of some, not all, manufacturers. Along those lines, biggest set news of week was Emerson's promise of 10-in. table model for less than \$200 before year's end. Further, v.p. Dorman Israel prophesied all set-makers will have 10-in. sets at that price next year -- which, he felt, would eliminate 7-in. sets (or drive them below \$100). Emerson will continue making present \$269.50 model (Vol. 4, No. 12) with production soon to reach 750 daily, said Israel, also plans set with RCA 16-in. metal-coned tube (Vol. 4, No. 5) to sell for twice 10-in. price.

Then kit maker Telesonic Corp. of America (25 W. 45th St., New York City) announced 12-in. table model at \$299.50 -- lowest yet for that size. Called "Cine vision," it has 20 tubes, 3 rectifiers and what company says is exclusive IF system. Next month, RCA will bring out new TV-only 15x20-in. projection console (8PCS41) for around \$895 to replace present \$1,195 AM-FM-TV (648PTK). Company is also sampling dealers with new 741PCS, another version of 15x20-in. set for public places, priced at \$1,250 plus \$165 installation (\$95 if installed in private home). Latter doesn't replace custom-built Clubman (Supp. 57). TV newcomer Howard Radio Co. (Chicago) is advertising AM-FM-phono console (at \$349.50) with TV future. Reminiscent of Admiral's "TV Optional" (Vol. 4, No. 1), set has record storage space convertible to 10-in., 29-tube TV (making total \$695), production beginning in June. Admiral is reported planning TV console, with AM-FM-phono, to sell for \$499.95, lowest price for TV console combination at moment.

ABC INTO TV NETWORK SWIM: No question that Fall will see 3 networks with substantial start in TV networking and the fourth in all-out campaign to join in. Hard on heels of CBS's unequivocal stand on TV (Vol. 4, No. 8, 14), ABC this week actually began limited, but regular, network schedule -- even though its own stations are still a-building. Mutual promised affiliates straight-from-the-shoulder TV talk in Los Angeles May 19 (during NAB convention) when President Ed Kobak and officials intended to put their cards on the table, point to such video-active key outlets as WGN-TV, Chicago and Don Lee in Los Angeles as evidence of TV seriousness.

Impatiently awaiting completion of its own stations, ABC plunged into TV network swim with one commercial, 2 sustaining features -- all originating from WFL-TV, Philadelphia, network's only TV affiliate to date. Commercial, sponsored by Admiral Radio (Robert J. Enders Advertising), is 13-week Henry Morgan show starting 6:30 p.m. Sunday. One sustainer began Thursday (Bert Lytell's "Hollywood Screen Test"); other begins April 24 ("Hayloft Hoedown"). In addition to WFIL-TV, "network" includes WMAR-TV, Baltimore (CBS video affiliate), WMAL-TV, Washington (non-TV affiliated yet, but ABC aural outlet), WABD-DuMont, New York, cooperating with ABC.

GROWING LIST OF TV SET MAKERS: RCA lists 8 patent licensees as present manufacturers of TV receivers who are not included in our Directory of Television Manufacturers and Receiving Sets (Supp. 57), listing 31 set makers as of date of issue in mid-January -- indicating that more and more old and new set makers are going into TV production. If you're keeping up a reference file of TV manufacturers, add these: Fada Radio & Electric Co. Inc., 525 Main St., Belleville, N.J.; Gilfillan Brothers Inc., 1815 Venice Blvd., Los Angeles; "Mars" Television Inc., 1441 Broadway, New York City; Majestic Radio & Television Corp., Elgin, Ill.; Olympic Radio & Television Inc., 3401-19 38th Ave., Long Island City, N.Y.; Tele-Tone Radio Corp., 609 W. 51st St., New York City; Telecraft Corp., 2 W. 15th St., New York City; Televue Corp. of America, 339 Laurel Ave., Lakewood, N.J.

Our listing, on the other hand, includes some not in RCA's license list: DuMont (in patent litigation with RCA), Brunswick, Nielsen, Remington, Sonora, Sightmaster, Sports-View -- not to forget the 7 kit-makers we list and our tabulation of 11 companies reporting to us they plan TV set production later this year. Latest from big set-maker Zenith, also a patent litigant against RCA, is that it has no specific dates yet either for introducing its Phonevision receiver or any other TV sets, is still deterred by possibility of higher band TV.

TV SALES TALK GAINS WEIGHT: Spiel of TV times salesmen got stronger and clearer as it gathered new facts and figures this week. Latest to back up TV's pulling power is NBC's Hugh Beville who ran some coincidental telephone surveys recently. He found (1) NBC's "Howdy-Doody" puppet program pulled 55,000 requests for giveaway button on 6 announcements, estimated that as 28% return -- 61,400 (of approximately 198,000) sets tuned to program in 5 cities; (2) NBC Symphony April 3 had 370,000 viewers who saw Toscanini in last appearance of season -- 34% of sets tuned in, 5.5 viewers per set; (3) Theater Guild's "Angel Street," (also NBC) scored 59%, highest yet in TV program rating.

All these surveys are grist for mills of advertisers. American Association of Advertising Agencies meeting last week at Virginia Beach heard Young & Rubicam's Peter Langhoff point to recent Hooper study showing 94% of TV set owners watching video (although radio opposition was Abbott & Costello, Borden show, Duffy's Tavern, Gabriel Heatter), 3% listening to radio, 3% neither viewing nor listening. Langhoff asserted TV sets were getting 70% higher usage than radios during evening hours, felt cost per thousand viewers would drop from present \$16.67 to \$10 by January 1949.

Note of warning on TV surveys was sounded by CBS's Howard S. Meighan Tuesday at Washintgon ad club meeting, when he stated researchers aren't sure how much TV's novelty affects their findings. Meighan did say that "reading goes out the window when TV comes into home," left implications (vs newspapers and magazines) to audience.

WINX-FM SPARKS NEW FM NETWORK: WINX-FM, Washington, seems to be making good time with its new network, FM Broadcasting System, is key station in Capital which is already origination point for well-known Continental FM Network. Station is avoiding publicity until network, accomplished solely by rebroadcast method (no wire lines), is fully operative. However, it does admit to 12 affiliates already, with more in the works. Two we know of are WMAR-FM, Baltimore, and WINC-FM, Winchester, Va. All are non-network except WINC-FM (ABC). First full-scale programming is that scheduled for April 28-29 "Apple Blossom Festival" originating at Winchester. Current goal is heavy coverage of Philadelphia political conventions. Another nascent network is Capitol FM Network, fathered by WABX, Harrisburg, Pa. It plans official announcement soon, so far has hooked up at least with WMCP, Baltimore. Unquestionably, new networks are good for FM, spreading costs of better programming among more stations, accumulating respectable-sized audiences for prospective sponsors.

PAPERS SEE GOOD COPY, BUSINESS IN TV: TV has titillated business sense of newspapers for some time -- witness their heavy incidence among present and prospective telecasters: 10 on air (out of 23), 28 CPs (of 70), 60 pending (of 205). It's only natural for them to use their own pages to promote TV. But it's interesting to note how newspapers with no TV interests of their own, whatever their concepts of TV as

a potential competitor, if any, are beginning to satisfy sharpened TV news sense and sell nice chunks of space in heavier TV coverage. Latest special TV section by non-TV paper, one of best we've seen, was Wednesday's 20-page job of Washington Post (WINX). New York Sun also recently carried big TV spread. Albany's Knickerbocker News (WABY) boasted "Albany's First Television Section" in February, has since applied for its own station. From another angle, Boston Post, alert to exploit TV's promotional value, co-sponsored (with Electric Institute) WBZ-TV's recent "Miss Television" contest. All of which parallels newspapers' reactions to radio in the 20's.

SIGHT AND SOUND

Interesting fact about our new *Directory of Consulting Engineers Specializing in Radio Broadcasting* (Supp. 12-B herewith) is that it lists 99 engineers (by names rather than firms), whereas Supp. 12-A which it supersedes listed 70. It's a fair index to increase in that fraternity.

Senate hearing on Johnson bill (Vol. 4, No. 15) is due to wind up Monday with 2½ hours of rebuttal by each side. Though Acting Chairman Tobey of Committee got hot under collar about TV and FM last week, he hasn't indicated intention of investigating them. When NBC's Raymond Guy asserted passage of Johnson bill would hamper TV-FM development, Sen. Tobey charged that public was being "bamboozled" into buying TV sets which he said would soon be obsolete. In FM, he echoed Maj. Armstrong's claim that RCA and NBC had done all they could to hold FM down. Guy countered with strong denial of both contentions.

Eyes opening to transit FM system (Vol. 4, No. 5-7, 11, 13, 15), FMA members will get transit company's side of picture when they hear E. C. Giddings, Capitol Transit Co., Washington, at Region 4 meeting May 5-6 at Hotel Statler, Washington. Other highlights: programming forum moderated by Ted Granik, Washington FM CP-holder who ran Mutual's American Forum of the Air; time sales forum moderated by R. C. (Jake) Embry, v.p. of WITH-FM, Baltimore; talk by public relations counsel Millard C. Faught of Young & Faught, New York City.

TV receiver type cathode tubes produced in 1947 numbered 274,008, valued at \$7,756,203, RMA reports. Indicative of how 1948 is shaping up, DuMont produced \$559,000 worth of all kinds of CR tubes in first 8 weeks of this year, compared with \$213,000 for same period of 1947. On the other hand, transmitting equipment sales for last year reached \$25,800,000, RMA reported. Transmitter breakdown: AM, \$5,762,782; TV, \$5,304,378; FM, \$4,471,042. Balance was AM-FM studio equipment, \$4,735,449; AM-FM antenna equipment, \$2,355,111, plus export and miscellaneous.

Allen B. DuMont Laboratories Inc. reports \$563,677 net income for 1947 (27c a share) vs net loss of \$1,472,270 for 1946. Net 1947 sales jumped to \$11,034,805, compared with \$2,287,167 in 1946. Billings for DuMont TV network (WABD, New York, and WTTG, Washington) amounted to \$48,945 in January 1948, compared with \$5,190 in June 1947. DuMont receiver sales first 8 weeks of 1948 totaled \$1,642,000 compared with \$807,000 same period in 1947.

Harry Bannister of WWJ, Detroit, who operates AM-FM-TV, picked up crystal ball at CCNY radio conference in New York this week, saw, in 10 years: metropolitan network stations with TV-only schedules; few AM stations, some of them high-powered; large number of FM stations. However, for next year or two, he said, radio must "carry television on its back."

Double present one-a-minute production of TV picture tubes was predicted by RCA this week when it announced letting contract for \$1,000,000 expansion of its Lancaster, Pa., tube plant.

AT&T coaxial rates were subject of TBA board meeting Thursday in New York, but just what action will be taken officials won't say. It's understood, however, rates won't be accepted without some protest. Meanwhile, FMA's board will decide May 4 what to do about telephone company's 15 kc line rates; FMers had been waiting for TV rates before making up their minds whether 15 kc rates are in line or not.

Speaks well for TV's influence when applicants are able to quote firm commitments for time even before they've gotten grants. Two recent applicants (both for Albany) have so indicated: WROW has 10 advertisers signed, with contracts totaling \$57,200. WPTR-CP disclosed it has \$75,000 worth of advertising for first year, with Schine Theater chain (part-owner) signed up for whole series at \$200 per hour.

Consumers Union, professional Doubting Thomas, in April "Consumer Reports," rated Zenith's \$80 table AM-FM set (Vol. 3, No. 52) "best table-model receiver tested in recent years." Of 15 table AM-FM sets tested, only Zenith's was rated good; 6 rated fair, 2 rated poor, 6 rated not acceptable. CU also tested 4 FM tuners, found Meissner (Brewster) best.

Majestic AM-FM-phono console at \$99, "lowest yet," was offered by 2 Chicago stores recently. Other Majestics were on sale at up to \$120 off list price. Fada has come out with its promised table AM-FM at \$59.95 and \$64.95. And DeWald is now plugging its \$34.95 wireless FM tuner (Vol. 3, No. 48; Vol. 4, No. 1).

TV-active Allied Stores plans radio-TV clinic April 28-30 at Hotel New Yorker. Here's lineup for TV session afternoon of April 30: Sam Cuff on his Storevision (Vol. 4, No. 10) plus TV's past and present; NBC's Noran Kersta on TV's future; Allied's Walt Dennis on his TV caravan experience (Vol. 3, No. 16, 44; Vol. 4, No. 6).

Hal Bock, NBC manager of Western TV operations, joins Western Division chief Sid Strotz in New York next week for several months of Eastern video indoctrination. Both will return in time for planned September opening of KNBH, network's Hollywood station.

RCA claims new "flying spot" cathode ray tube will allow cheaper, simpler, more versatile scanning of test patterns, slides, etc. Engineers of WNBW, Washington, have one, call it "personnel saver," say it keeps from tying up camera chain, frees station from limitations of monoscope.

Jaunt to RCA's Princeton Labs last weekend brought FCC up to date on company's TV research in uhf. Commissioners and staff were shown 5-kw 500 mc transmitter and lab model uhf receiver, got report on uhf propagation (Vol. 4, No. 15), were told latest color work.

FCC is being unreasonably stringent, say number of daytime AMs, in proposing to completely abolish STAs for nighttime operation (Vol. 4, No. 6). So affair goes to oral argument May 7. FCC had suggested daytimers look to FM for night operation.

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. 4, NO. 17

April 24, 1948

THE SOUTH'S FIRST TV MARKET: South's first TV station, nation's 23rd, went into full commercial operation Thursday -- veteran radioman Wilbur Havens' WTVR, Richmond, Va. Its commercial opening followed by 2 days STA issued to KDYL-TV, Salt Lake City, so that now 15 metropolitan areas enjoy regular TV service (see TV Directory No. 3). Preparing for Richmond opening, some 1,200 sets were brought into city by GE, RCA, Philco, Crosley, DuMont, Motorola distributors. Thursday's News-Leader, owning rival WRNL, TV applicant, was replete with radio ads, biggest weekday edition in its history. Most of sets are still in hands of dealers, who've been holding clinics in WTVR (WMBG) studios last few months; they've evinced intense interest because, as one major distributor told us at opening, "television means traffic in our stores." Several hundred sets were sold even before opening, and future market, thanks to area's high purchasing power, paucity of entertainment sources (no night clubs, no major sports), looks like one of best -- WTVR scheduling 27 hours weekly, Tuesdays thru Saturdays. Station links with NBC when coaxial is available in June.

MAPS SHOW TV NETWORK STATUS: As part of this week's edition, we publish latest revisions of AT&T maps of TV coaxial and/or microwave facilities -- showing exactly what areas can expect intercity service this year, next year, and thereafter. East Coast-Midwest map shows when service will be available during remainder of 1948. U.S. map details picture for whole country. Long lines program service manager F.R. McFarland discloses Toledo-Detroit, Chicago-Milwaukee links will be microwave, also that Philadelphia-Pittsburgh-Cleveland will be 2-way circuit. During 1949, he added, the following additional connections will be available, if required (he emphasized "if required" but it will be noted all save Altoona are prospective TV cities, that is, have grants or applicants):

New England -- Springfield, Worcester, Providence, Hartford, New Haven.
East Coast -- Schenectady, Wilmington. South -- Norfolk, Charlotte, Winston-Salem.
Pennsylvania -- Harrisburg, Scranton, Reading, Johnstown, Allentown, Altoona, Erie.
Ohio -- Akron, Youngstown. Michigan -- Detroit-Grand Rapids. New York-Chicago microwave system will be operative late in 1949, extended to West Coast later.

* * * *

It was inevitable someone would protest AT&T's coaxial rates for TV, due to go into effect May 1 (Vol. 4, No. 13). This week, TBA counsel asked they be held up pending investigation and hearing, protested tariff is "excessive and unreasonably burdensome" on new, non-profitable enterprise, pointed out microwave operation was manifestly cheaper than coaxial, yet rates are same. Since 90-day suspensions are permissible, that would give TV enough time for continued "free ride" through June-July political conventions in Philadelphia.

2 GET STAs, 14 TV APPLICANTS: Buffalo News' WBEN-TV, now testing, got STA this week to begin commercial operation May 14. And Salt Lake City's KDYL-TV got STA for immediate commercials. So both may now be counted in "on the air" category (see TV Directory No. 3). Actions highlighted week's rush of applications, 14 in all (for details, see TV Addenda 3-D herewith).

First applications for Norfolk area, last of top 50 markets heretofore un-

asked for, were filed this week by WTAR (Norfolk Virginian-Pilot & Ledger-Dispatch), seeking Channel No. 4, and by Tidewater Television Co., No. 11, manager Thomas W. Aydlett, of WSAP, Portsmouth, and engineer Frederic F. Clair, principals. Also noteworthy was reapplication by Portland Oregonian (KOPN) for Channel 6 for which it turned in CP several months ago (Vol. 4, No. 5). Week's other applicants:

For Denver (now 5 for 5), Aladdin Television Inc., No. 9, principals identified with Fox Intermountain Theaters, and Dallas oilman Homer Snowden, also No. 9, applicant for Shreveport (TV Addenda 3-B) and prospective applicant for Oklahoma City and Wichita. For Jacksonville, Fla., WJHP (Journal-John H. Perry interests), No. 8. For Peoria, Ill., WMBD-Edgar Bill, No. 6. For Portland, Me., WGAN (Guy P. Gannett, Press-Herald & Express), No. 8. For St. Joseph, Mo., KFEG (News-Press & Gazette), No. 13. For Syracuse, N.Y., WAGE, No. 10, and Meredith Publishing Co. (also applicant for Des Moines, Albany), No. 8. For Tulsa, Okla., Donald W. Reynolds, No. 8 -- he owns KFSA, publishes Southwest American & Times-Record, all of Fort Smith, Ark. For San Antonio, Tex., San Antonio Express (FM station KYFM), No. 7, and KMAC-Howard Davis, No. 9.

Third applicant from Jacksonville soon will be city-owned WJAX, just given nod by city council; filing next week for Grand Rapids, Mich., will be WLAV.

Miami CP holder since March, 1947, Southern Radio & Television Equipment Co. (see Vol. 3, No. 3, 11) this week asked FCC to approve reorganization wherein original principals E. N. Claughton and Edward J. Nelson withdraw, Wolfson-Meyer Theater Enterprises Inc. (Florida movie chain) takes up all 1,000 shares of \$9.50 Class A stock. Messrs. Wolfson and Meyer also get 130 shares of Class B, promoter Robert G. Venn, ex-WGBS mgr., gets 200 B. Movie firm loans TV company \$200,000 for 20 years. Since, in effect, it's brand new company, it's likely FCC will delete CP, require new organization to compete with Miami's other applicants (5 thus far) for area's 4 channels. Wolfson-Meyer family hold 20% interest in WMIE-CP, Miami.

WEEK'S TV TRADE GLEANINGS: Magnavox's companion TV sets (Vol. 4, No. 9) are due on market June 14 -- 2 table models listing at about \$395 and 2 consoles at about \$495, all with 12-in. flat-faced tubes....Philco raised price of its 10-in. table model 1001 (Vol. 4, No. 4) to \$349.50, up \$10, first hike yet in generally down-trending TV prices, attributed it to increased production costs....Corning Glass Works, biggest supplier of cathode ray blanks (Vol. 4, No. 15), announced increase in production in May and June at new Corning plants, supplementing output of plant at Charlevoix, Pa....RCA's super-doooper Berkshire line of specially designed TV-radio-phono consoles (Vol. 3, No. 31) went on market this week at \$2,100 to \$4,000 -- in New York, were being displayed by John Wanamaker, Liberty Music Shops....U.S. Television displayed new 15-in. console with AM-FM-phono at this week's Television Institute, announced selling prices \$1,250 to \$1,495....DuMont disenfranchised 3 New York dealers for price-cutting, warned it will tolerate no deviations....DeWald promised to start shipping its 10-in. set at \$364.95 to dealers by May 1.


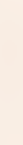
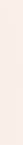
NETS SPREAD THEIR TV WINGS: NBC and CBS are getting lots of inquiries from their regular network sponsors about possibility of duplicating their programs via TV -- and you'll be hearing of regular schedules of both sponsored and sustainers soon. Difficulty in simultaneous operation is studio space, special techniques, let alone fact that most audio coverage area isn't now and for many years won't be reached by TV. But bigger cities get TV service, and that's where most big sponsors abide.

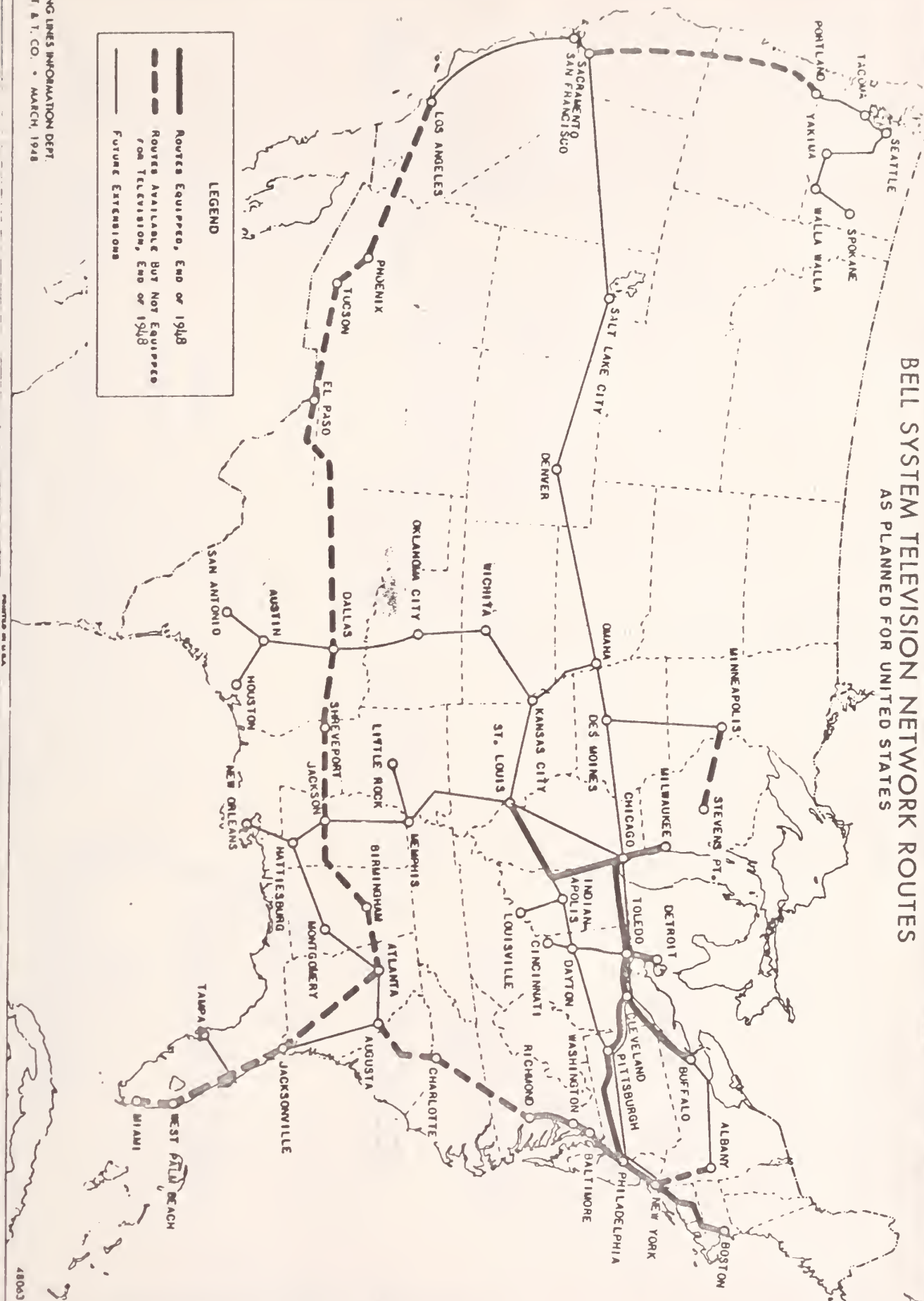
It's NBC's basic policy to consolidate audio and video, gradually but definitely. In fact, NBC this week "integrated" its radio and TV sales under George Frey, spot sales under James McConnell, both reporting to v.p. Harry Kopf. News, special events and stations depts. have already been so combined.

As for network affiliations, jockeying for position continues apace. Not yet settled is CBS's reported tieup with Los Angeles Times' projected KTTV, in which it may buy interest. In the mill is a 49% purchase by NBC of San Francisco Chronicle's projected KRON-TV, so network can have TV adjunct to its KNBC there (which, as KPO, NBC purchased many years ago from Hale Bros. Dept. Store and the Chronicle, former co-owners). Definitely out is NBC's rumored application for a sixth outlet --

BELL SYSTEM TELEVISION NETWORK ROUTES AS PLANNED FOR UNITED STATES

LEGEND

-  Routes Equipped, End of 1948
-  Routes Available, But Not Equipped
from Television, End of 1948
-  Future Extensions

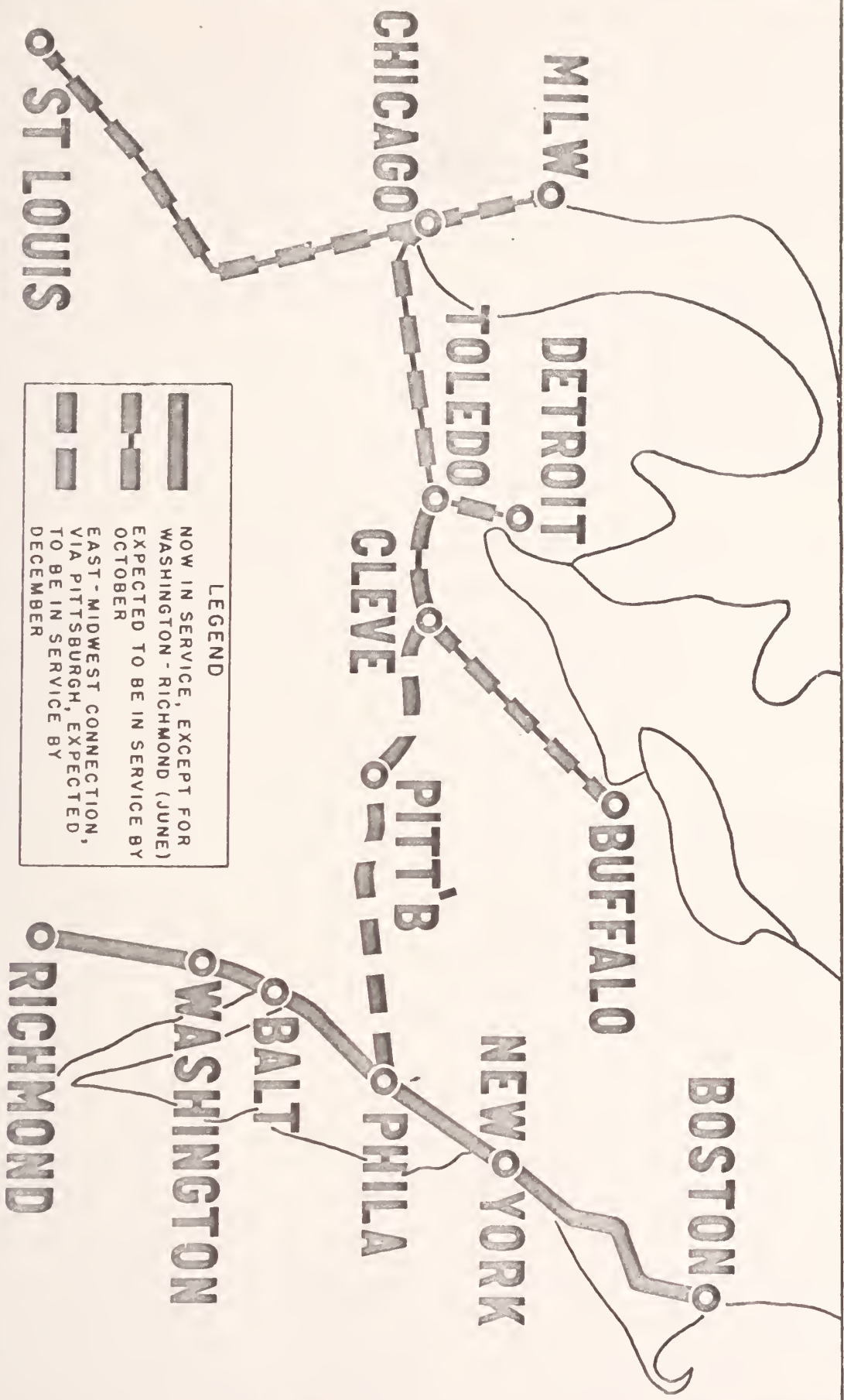


LONG LINES INFORMATION DEPT.
A.T.&T. CO. • MARCH, 1948

PRINTED IN U.S.A.

BELL SYSTEM TELEVISION NETWORK FACILITIES

SERVICE AS PLANNED IN 1948



LEGEND

- NOW IN SERVICE, EXCEPT FOR WASHINGTON - RICHMOND (JUNE)
- EXPECTED TO BE IN SERVICE BY OCTOBER
- EAST - MIDWEST CONNECTION, VIA PITTSBURGH, EXPECTED TO BE IN SERVICE BY DECEMBER

PREPARED WITH PERMISSION BY

in Denver, where it owns KOA. That would entail dubious prospect of persuading FCC to lift 5-station limit; instead, NBC has made conditional lease of partial KOA quarters with Aladdin Television Inc., new applicant (see TV Addenda 3-D). And ABC, now promising its WJZ-TV will start in August, has made deal with Newark's WATV as temporary key outlet, has signed affiliation contracts with WMAL-TV, Washington, and still-to-be-built WDSU-TV, New Orleans; KFMB-TV, San Diego; WTCN-TV, Minneapolis.

DEPT. STORES IN THE TV PICTURE: Unlike newspapers, dept. stores cut very little ice yet as TV enterprisers -- but they loom as biggest prospective sponsors. That they're deeply interested in TV as a merchandising medium, is not only manifest in Allied Stores plans and experiences (Vol. 4, No. 16) but in current statements by several top merchandise men.

Said David Arons of Gimbels of Philadelphia Friday, on occasion of 52nd week of its highly successful "Handy Man" (how to do it) program on WPTZ: "We are through experimenting. We are now buying TV as an advertising medium....we know TV produces results that we can count on our sales slips in added store traffic each week."

Said Amos Parrish, the noted retail consultant, at a manufacturer-retailer "executive clinic" last week: "We believe TV's future is part of your future. Those of you who have TV sets know the magnetic force of this magic new medium....how unforgettable is the impression this medium makes on not one but two vital senses: seeing and hearing....you hear the message and see the product and carry its image with you into the store where you buy it."

Of the TV stations now operating (TV Directory No. 3), most already have local dept. store sponsors, and the next (WATV, Newark, now slated for mid-May inaugural) has signed Bamberger as its first account. No dept. store-owned TV station is operating as yet, but Bamberger (Macy) holds CPs for New York and Washington; Wm. H. Block Co. for Indianapolis; Maison Blanche Co. for New Orleans; The Outlet Co. for Providence -- all also in AM. In addition, dept. store people are involved in 6 pending applications: Daniels & Fisher, Denver; Sunshine Television Co., St. Petersburg, Fla. (Robert R. Guthrie, merchant and member of Allied Stores board); Maumee Valley Bcstg. Co., Toledo (Baker); Gimbels, Philadelphia; Allegheny Bcstg. Co., Pittsburgh (Kaufman); Cherry & Webb, Providence.

SOME PLAIN TALK ABOUT TV: Probably the most attentively heeded "expert", among the many big-name speakers at Televiser Magazine's TV Institute in New York this week, was the quite articulate Mrs. Clara Burke, housewife, of Pleasantville, N.Y., who was picked again, as she was last year, to report as a typical viewer. She observed: (1) that programming has improved considerably; (2) that her greatest aggravation, and that of her friends who have sets, is the inoperative set and poor servicing; (3) that very seldom is she able to drop household duties to watch daytime shows; (4) that TV proved its opinion-influencing power when her long-standing animosity toward Petrillo faded as she watched him testify from Washington; also when her own and other neighborhood children became angels of deportment -- though only for awhile -- after watching a show on manners.

Attendance at 3-day sessions included relatively few out-of-town station executives, heavily outnumbered by young TV hopefuls, small film entrepreneurs, receiver distributors, etc. Paucity of talent for local TV was oft-remarked upon at program, film sessions. Said GE's Emerson Markham (WRGB): "our salvation from a programming standpoint has been the microwave relay linking Schenectady to New York." He also ventured these observations:

National spot (mostly on film) will become biggest factor in putting TV stations in the black. Specials and sports may be "regarded with some suspicion" as revenue producers, since many are catch-as-catch-can and occupy too big blocks of time to be economical -- though, he conceded, they're "splendid to promote the new art." Film distributors must offer reasonable rates, or stations will learn to program without old theatrical film, as they did until recently without live music. Networks must offer more favorable affiliation contracts "because a wealthy network with impoverished affiliates is as impossible as....affiliates in good shape and the network on its uppers."

"Liberal" FCC Comr. Clifford Durr's decision to retire when term expires June 30 caused little surprise, in light of (1) his outspoken criticism of President's loyalty program, (2) Mrs. Durr's actions on behalf of Henry Wallace candidacy. Nevertheless, Mr. Truman said he had offered him reappointment, which was declined because of inadequate salary. Durr tells us he has no present plans. Best guess on successorship is that, whatever Democrat might be named, Senate Republicans will stall confirmation until after November elections. Best bet, if GOP wins fall elections, is Comr. Bob Jones as chairman.

Mexico plans 150 kw station on 540 kc in San Luis Potosi, directional at night—and has so notified NARBA members. Conferees at recent international meeting in Atlantic City decided North America could use 540 in manner subsequently to be agreed upon. Mexico jumps gun since there has been no agreement, evidently looking for squatter's rights. Of course, U. S. will object.

RMA Govt. Liaison Committee on problems of radio industry mobilization and military production was named on preliminary basis this week, comprising war-experienced Fred Lack, Western Electric; Frank Folsom, RCA; W. A. McDonald, Hazeltine.

Sen. Tobey again went to work on RCA-NBC. At conclusion of Johnson bill hearing Friday (Vol. 4, No. 16), he wore in NBC's Raymond Guy, questioned him violently about RCA's patents, licensing procedures, treatment of FM—the works. Then Maj. Armstrong was sworn, repeated charges that RCA and NBC have throttled FM. Tobey wasn't satisfied with Guy's answers, ordered RCA to produce man with answers to all questions at date to be set.

Zenith-RCA patent litigation (Vol. 2, No. 52; Vol. 4, No. 7) was highlighted this week by RCA's request that TV patents be left out of case. RCA claimed Zenith said doesn't and won't make TV sets. Zenith countered with statement that it certainly makes sets but hasn't sold them to public because it wants to assure purchasers their money's worth in entertainment" and protect them from obsolescence.

An RCA patent pool monopoly is alleged in suit filed Wilmington Federal court by DuMont, charging it seeks "to intimidate and coerce manufacturers and users of radio . . . under massed patents on excessive and unconscionable terms." Suit isn't surprising in view of RCA's Los Angeles suit against DuMont (Vol. 4, No. 13).

CBS first 1948 quarter gross income from sale of facilities, talent, lines, records, etc. was \$26,252,456, slightly under \$26,334,922 for same period of 1947; but net for 48 period amounted to \$1,553,686 (90c per share) vs. \$498,151 (87c per share).

A. Atwater Kent's name reappears in radio news with A.B. announcement he will throw one of his famed parties Monday, May 16, day before NAB convention, for radio folk at his estate in Bel Air, near Hollywood.

Reprints of "Armstrong of Radio" article from February *Fortune* were sent to its members by FMA this week. Few copies are left, available to those who write in first. Address: FM Assn, Munsey Bldg., Washington, D. C.

TV is outselling radio by 5 to 1, when prices come down to run 10 to 1, Bruno-New York's Gerald O. Kaye (RCA contributor) reported in *N. Y. Herald Tribune* Saturday.

TV veteran Sam Cuff, ex-DuMont, now head of Storen Inc., has been retained by Adam Young Jr., station manager, to offer TV advisory service.

Big league baseball is being telecast (sponsored) in all but 3 cities—Cleveland, where WEWS hasn't been able to come to terms with ball club; Pittsburgh and Boston, not yet TV-served. Here's the setup of home game sponsorship: WABD, New York Yankees (Ballantine); WCBS-TV, Brooklyn Dodgers (Ford and Old Gold); WNBT, New York Giants (Chesterfield, which has also bought up all billboard space at Polo Grounds); WWJ-TV, Detroit Tigers (Goebel Brewing Co.); WTTG, Washington Senators (Ford and Chesterfield); KSD-TV, St. Louis Cardinals (Ford), Browns (Falstaff Brewing Corp.); WGN-TV, Chicago Cubs and White Sox (Old Golds half of home games, rest still being offered for \$81,323.50); WBKB, Chicago Cubs (Ford, half of games); WLWT, Cincinnati Reds (Burger Brewing Co.); WPTZ and WCAU-TV, dividing schedules, Philadelphia Athletics and Phillies (Atlantic Refining, Davis-Buick, Philco on rotating basis). In minor league TV cities: WTMJ-TV, Milwaukee Brewers (Ford); KTLA, Los Angeles Dons (Standard Oil).

FM stations also have garnered lots of baseball schedules, mostly sponsored. FMA's Bill Bailey reports survey showing 192 FM stations carrying baseball now, many more due to soon.

Latest network TV sponsors: American Tobacco Co., on full NBC Network, "Barney Blake, Police Reporter," mystery show, 9:30-10 p.m., Thursdays, started April 22, thru N. W. Ayer; Sports Afield Magazine, on CBS Network, "Sportsman's Quiz," Mondays, 8-8:05 p.m., starting April 26, thru Warwick & Legler.

Add TV station sponsors: Brown Shoe Co. on WABD, "Roblee FanFare" preceding all home Yankee games, and on KSD-TV, 2 fashion shows for public and for company's own sales meeting, thru Leo Burnett Co. Inc. On WBKB, Canada Dry Ginger Ale Inc., 6 one-min. films titled "Sports Sparkle" before and after half home games of Chicago Cubs games, thru J. M. Mathes. On KTLA, Rexall Co., thru BBDO, and Eastern-Columbia Dept. Store, thru Stodel Adv., participations in "Shopping at Home." On WCAU-TV, Breyer Ice Cream Co., 52 one-min. announcements, thru McKee & Albright. On WNBT, Borden Co., "warmups" with Al Schacht preceding all Giants' games, thru Kenyon & Eckhardt. On WFIL-TV, KTLA, WTTG, KSD-TV, weekly Telenews-INS newsreel, sponsored by local Chevrolet dealers; same on WLWT (Hudepohl Beer); same on WTMJ-TV (Gimbels Dept. Store).

Next RCA technical training course in TV for station personnel will be held in Los Angeles immediately following NAB convention. Third of series of week-long courses, at Camden this week, was attended by 65, mostly chief engineers of major AM stations.

Paramount TV has upped George T. Shupert to director of commercial operations (meaning supervisor of sponsor accounts), advancing John Dickinson to national sales rep for its KTLA, Los Angeles, and eastern sales rep for WBKB, Chicago. Burt Balaban becomes chief of TV Film Dept.

If Mayflower editorializing ban is relaxed at all, judging from line of questioning at en banc hearings, it will be accompanied by FCC insistence opposing viewpoints get same opportunities as broadcaster-editorials. Hearings ended Wednesday, were attended by only scattering audiences.

Prime advocate of quality TV receivers, Dr. Allen B. DuMont, speaking at Television Institute in New York this week, warned that race to build inexpensive sets can result in receivers with radiation strong enough to ruin reception on nearby, good sets.

MARTIN CODEL'S

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

Television Digest

3 03 04
65 ✓

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 18

May 1, 1948

HEAVIER TV-FM OUTPUT IN MARCH: March TV receiver production jumped to all-time record 52,137, brought 1948 first quarter total to 118,027, lending force to predicted 600,000-plus for year. Belated RMA report Thursday covers 5-week period (March 1-April 2), compares with short February month's 35,889, brings total of all TV sets as of that date to at least 325,000 (Vol. 4, No. 11). It probably also means very close to 400,000 up to May 1, inasmuch as (a) informal reports from leading producers indicate steadily spiraling output, no factory inventories, demand still outpacing supply, and (b) RMA figures don't include production of non-RMA member Admiral which awhile back said it was shooting for 400-daily by May 1 and 100,000 for 1948, nor do they include some other smaller companies and the kit makers.

City-by-city census of TV set distribution for 1947, authorized by RMA, may be out next week, 1948 first quarter breakdown to follow in month or so.

FM for March hit 161,185, up from February's 140,629, pushing total postwar FM output to 1,791,082. Sets of all kinds totaled 1,633,435 for month, well ahead of February. March TV breakdown: 37,833 table models, 7,066 TV-only consoles (1,693 projection type), 7,238 consoles with radio-phono (51 projection type). March FM breakdown: 54,288 AM-FM table models (135 with phono), 98,382 consoles (2,662 without phono), 8,515 FM-only and tuners.

FAST VANISHING TV CHANNELS—III: TV channel availabilities in top 50 markets have dwindled to a mere 11 in month since we reported only 29 ungranted or unasked for (Vol. 4, No. 14). In mid-February there were 47 (Vol. 4, No. 7). Exactly 50 new applications were recorded during April (see TV Addenda 3-B to 3-E), so that now no really big market area is without channel grantees or seekers -- indeed, demand exceeds supply in many areas, hence big hearing schedule as noted in Addenda 3-E.

The few remaining unsought channels in top 50 markets are in: Portland, Ore., ranking 22nd, 3 channels; Memphis, 37th, 3; Norfolk-Portsmouth-Newport News, 47th, 2; Seattle, 19th, 1; Columbus, O., 29th, 1; San Antonio, 50th, 1. Even if you look at next 10 cities, number of "virgin" channels remain few: Nashville, 56th, 4; Salt Lake City, 58th, 4; Fort Worth, 51st, 2 (but it's part of Dallas-Ft. Worth area, which has excess of applicants); Grand Rapids, Mich., 57th, 1; Sacramento, 54th, 1. [For ranking of first 140 markets in order, see our Supp. No. 19; alphabetically, see p. 16, TV Directory No. 3.]

3 CPs ISSUED, SMALLER CITIES APPLY: Newark's WATV asked FCC this week for STA, stipulating May 10 start of commercial operation; grant is usually routine, so this will make 24th TV station officially on the air. Commission authorized Maj. Armstrong's experimental TV on uhf bands (Vol. 4, No. 15), and issued 3 more CPs (note these in your TV Directory No. 3): St. Petersburg, Fla., Sunshine Television Corp., Channel No. 7; Birmingham, Ala., WAPI, No. 13; Portland, Ore., Video Bcstg. Co., No. 3.

Week's new applications totaled only 7, indicated new trend toward smaller communities. They were (for details, see TV Addenda 3-E herewith): For San Francisco 20th Century-Fox, No. 11 -- also applicant for Boston. For Hagerstown, Md., WJEJ, No. 6 -- channel sought by Baltimore's WITH, whose application was dismissed under Bridgeport procedure decision. For Grand Rapids, Mich., WLAV, No. 7. For Saginaw,

Mich., WSAM, No. 13. For Rochester, N.Y., Meredith Publishing Co., No. 11 -- also applicant for Des Moines, Albany, Syracuse. For Bellaire, O., WTRF, No. 12 -- part of Wheeling-Martins Ferry-Bellaire area. For Seattle, KJR, No. 7 -- second Marshall Field station to apply (other being WJJD, Chicago).

CALMING THE FIRST LABOR PAINS: Deal with Petrillo covering musicians in TV looks like an eminently fair one, at least has all parties pretty pleased. But no sooner did network negotiators wind up with AFM Thursday, than they had to turn to another TV labor pain -- talent unions. First meeting with TV committee of Associated Actors & Artistes of America, headed by AFRA's George Heller, indicated this will also be long-drawn-out affair. "If settlement is reached by fall," said one negotiator, "it will be miraculous." And then there are other unions to be negotiated with -- animators, designers, scene painters, in fact, every union concerned with screen and theater.

Petrillo agreement runs to next Oct. 31, sets network rates for musicians on TV at 75% of AM, for local stations at 66 2/3% of AM. For simultaneous AM-TV duplication, musician gets \$7.50 additional per sponsored program, \$3.75 per sustaining. For remotes, musicians get nothing extra if music is merely incidental to pickup (parades, etc.); but they're to be paid (compensation to be worked out on individual basis) if music is integral to pickup. Petrillo okayed filming of TV productions for (1) network files, or (2) one-time use by affiliates. Still dangling are such film problems as repeat use, other than TV commercial use, etc.

It's a new Petrillo they're now dealing with, or at least he's much better advised, witness these statesmanlike sentiments as quoted from release from AFM: "Our problem was to set up a decent wage scale without hampering the progress of an infant industry that the public has long awaited....Later on....we can get together, look at the facts and be guided accordingly. Meanwhile our musicians get paid, the public gets a break, and so does the industry."

TALES OF A TELEVISION TYRO: Some fabulous figures cited by New York News president F. M. (Jack) Flynn, in recounting to American Television Society meeting in New York Wednesday his company's knocked-into-a-cocked-hat budgets for its TV station WPIX, due to start tests May 15, go commercial June 15:

Estimated cost of equipment, \$420,000; actual cost thus far, \$600,000. Estimated cost of studios and transmitter building, \$150,000; actual cost thus far, \$525,000 (with additional \$350,000 penthouse studio planned for future). Estimated first year payroll (staff of 150-160, no overlap with newspaper): \$380,000; actual, \$750,000. In a word, it's going to cost wealthy Patterson-McCormick newspaper (with biggest circulation in U.S.) over \$2,000,000 for plant and first year's operation.

But there's a rub other TV builders won't experience: Equipment and payroll embrace cameras, trucks, film processing plant, crews, for most extensive newsreel shooting and syndication operation in TV -- rivaling in size and scope, it's claimed, newsreel setups of big movie companies. How deeply WPIX is going into feature film field, also, is indicated by the "more than \$125,000" it paid for TV rights to 24 British feature films produced 1934-40 by Alexander Korda, including such productions as "Scarlet Pimpernel," with Leslie Howard and Merle Oberon; "Private Lives of Henry VIII," Charles Laughton, Robert Donat, Miss Oberon; "Lady Hamilton," Vivien Leigh and Laurence Olivier; "Thief of Bagdad," Conrad Veidt and Sabu. These are already being offered other stations.

Some good suggestions publisher Flynn left with his audience: (1) that TV set up own "Audit Bureau of Television" to gather actual name-and-address receiver counts in each coverage area; (2) that central school of TV training be established to meet shortage of station personnel, also obviate current "raids" on staffs of the few existing stations. And there was this optimistic news note from WPIX: Signing of first commercial, Schaefer's Beer sponsoring 30 Madison Sq. Garden hockey games.

Note: Flynn talk, titled "Impressions of a Newspaperman," is replete with horse sense observations; we suggest, especially if you are a newspaper-radio enterpriser, you write him for a copy and read it in full.

COLD WAR & THE RADIO INDUSTRY: No question but that, as in 1942, radio-electronics production for civilian purposes would come to dead halt -- if war came. There's no question, either, industry's consumer production would be slowed to walk -- if real "emergency" were declared. But we're not at war, and there's no such emergency yet, so war scare stories calculated to worry industry are just so much talk at present. Here's how we find situation shaping up today, as summarized from discussions this week with best govt. sources and key industry men:

1. No one knows, until Congress passes appropriations, just what military requirements will be. Nor is it likely European Recovery Program will involve any sizeable electronics procurement, though its demand on raw materials could cause some displacements if not shortages.

2. National Military Establishment's Munitions Board (top echelon for procurement) is studying military needs and what they mean in end products -- such as transmitting and receiving equipment and components, including vitally important (to TV) cathode ray tubes. It will release information when study is completed. Board's 50-page "Military Aspects of Industrial Mobilization" is must reading, tells the hows and whys of present and future military procurement; you can get copy by writing Munitions Board, Pentagon Bldg., Washington, D. C.

3. No big manufacturer has yet indicated any substantial jump in govt. orders, or displacements caused by such. Although Hallicrafters, never a large set maker in consumer market, said it was discontinuing radio-phono console production due to defense orders, it nevertheless stressed it was advancing TV target to "12% of 1948 market." Rumors others are already cutting back civilian production (GE, Philco, RCA, Westinghouse, etc.) are staunchly denied.

4. Radio manufacture is "soft" industry, as one top executive put it, capable of accepting substantial govt. contracts without too great impingement on civilian production. In fact, some manufacturers would welcome such business since radio market (except for TV) is pretty well saturated.

5. If govt. reimposes priorities and allocations on materials in short supply, present tight products (steel, copper, tantalum, molybdenum, etc.) would be first hit. These products are essential in radio-electronics manufacture, certainly of TV items like kinescopes, studio and transmitter equipment, etc.

6. An idea of govt.'s current position in radio-electronics may be seen in Navy's estimated \$84,000,000 purchases in fiscal year 1947-48, Army's \$61,000,000. Air Force expenditures aren't available, but best recollection is that each bomber carries electronic equipment valued at \$50,000. During calendar year 1947, govt. purchases of transmitter equipment totaled \$135,623,975, but this included other agencies as well as military. During 4 war years, industry turned out \$7.5 billion worth of equipment; estimate for 1947 is \$1 billion.

7. RMA-Govt. Liaison Committee (Western Electric's Fred Lack, RCA's Frank Folsom, Hazeltine's W. A. McDonald) hasn't reported yet. It was expressly set up to keep industry informed on developments. If emergency actually ensues, enlarged committee will take over job of acting as intermediary with govt.

'FORTUNE' SMILES ON TV: May issue of Fortune ("Television! Boom!") looks at TV and finds it good, is impressed with "not where TV has gone...but the pace at which it is going." Although Fortune's editors don't think too highly of TV programming as yet (who does, except the small fry?), they look ahead, spread the facts on the record (not much new to readers of these pages and our supplements), then sum up the state of the art and industry: "It's later in Television than many people think."

Time Magazine also has feature ready on TV. It's plain Luce publications, like Saturday Evening Post, other rich slicks, are watching TV closely not only from popular appeal standpoint but from business-office -- curious to discern what its impact may be on their own lineage, if not readership. Yet Time Inc., on inquiry, flatly denies recent Variety story (April 14) stating it's interested in buying into WOR as means of getting into TV. On the other hand, Luce's intense interest in TV is manifest in very elaborate, very expensive, tieup of Life Magazine with NBC in covering political conventions. Joint operations will produce 5 packages daily, both live and filmed off kinescope, for 7 stations on network, 9 off.

Sen. Tobey's grilling of RCA (probably through Dr. Lolliffe) on patents, TV, FM, etc. (Vol. 4, No. 17) is tentatively set for May 12. Clear channel phase of Johnson Bill hearing is completed. Meanwhile, Rep. Harry R. Sheppard (D-Cal.) introduced bill (H.R. 6373) to prohibit station ownership by networks, network or station ownership by radio manufacturers, and forbid 2 hours or more of consecutive network programming by any station. Rep. Sheppard says he was prompted by no one, was motivated by desire to "free small stations from network domination," wants to relieve public of "subjection" to solid blocks of soap operas. He says he isn't pushing for immediate hearings, wants to be fair to opposition. Chances for hearings, which would be mighty lengthy, are extremely slim this session, due to end before June GOP convention.

Note rash of articles, analyses, special editions, etc., pertaining to TV in particular, radio in general, currently featured in popular press, to say nothing of awakening trade journals. May *American Mercury* carries "Report on television" by Benton & Bowles' L. T. Steele—not quite as accurate factually as *Fortune's* piece (e.g., says only 150,000 sets operating) but likewise sold on medium. In radio field at large, May *Ladies Home Journal* carries "Is Your Radio on Now?" by Jerome Spingarn, ex-radio advisor to Senate Small Business Committee (remember its FM-forecasts report?); he revives hoary theme Govt. provide facilities and money for 3 networks—educational, cultural, light music—to serve as yardstick for commercial broadcasters. *Collier's* April 17 began series of reminiscences by NBC's first president, M. H. (Deac) Aylesworth. Last week's *Saturday Evening Post* had short feature on transit FM.

FCC is still undecided about disposition of its FM allocation plan (Vol. 4, No. 14). One group within Commission had been strong for its abolition; more cautious members thought plan should be incorporated into Rules, same as V allocation. Meanwhile, one channel switch was proposed this week, using procedure very much like that involved in tile making. FCC wants to put Channel No. 250 in Hazleton, Pa., in lieu of No. 227, to minimize interference. Although move would take channel away from no one, FCC says those who might suffer some interference from switch should be allowed chance to object.

New York FM case is finally closed (Vol. 4, No. 15), with *News* this week formally announcing decision not to appeal; also, it has made no move toward filing for reserve channel. Methodists and WEVD are only denayers, so far, vying for the 4 frozen channels. WINS, WHOM and Brooklyn Dodgers were already in, so another hearing is ready in works. Unity (ILGWU), which won out in hearing, unhappy with its channel (282) since 2 New Jersey stations would be between it and rest of New York stations, petitioned FCC for change to lower frequency.

Consulting radio engineers have formed Assn of Federal Communications Consulting Engineers, paralleling attorneys' Federal Communications Bar Assn. First year's officers: C. M. Jansky, pres.; Glenn D. Gillett, v.p.; A. D. King, secy.; George C. Davis, treas. Membership will include those who meet minimum requirements and devote major portion of time to practice before FCC. First project formulation of code of ethics.

IRE has grown so big that broadcast engineers, ranked by NAB's Royal V. Howard, are seeking to form semi-autonomous broadcast engineering group within IRE. Engineers will go into project further at NAB convention Los Angeles, May 17-21. If you're an engineer planning to attend convention ask NAB to send you its new pamphlet containing agenda of engineering sessions.

Add TV station sponsors: On WWJ-TV, Detroit, Mars Inc., "Dr. I. Q. Jr." 7 Saturdays from WWJ auditorium, starting May 15, thru Grant Adv. Agency; Cunningham Drug Stores, Paul Williams, 10-min. baseball news preceding Tiger home games (Goebel Brewing), thru Simons-Michelson. On WABD, New York, Saks Fifth Ave. Store, "Television Fashions on Parade," Fri., 8-8:30 p.m., May 7-28; Stuarts Clothes, spots, twice weekly, 52 weeks from May 20, thru Emil Mogul Co. On WCBS-TV, New York, Local Chevrolet Dealers, 16 top purse races from local tracks, May 1-Nov. 11, thru Campbell-Ewald. On WGN-TV, Chicago, Goldblatt State St. Store, half hour daily from store's home service center. On WTMJ, Milwaukee, Evinrude Motors, 1-min. film spots after Brewers' games, thru Scott-Telander; Nash-Kelvinator, 3 film spots weekly, May 9-July 7, thru Geyer-Newell & Gainger.

"Fastest growing postwar industry" is what Philco's sales dynamo, Jimmy Carmine, calls TV. He told Philadelphia audience Tuesday sales of TV receivers, transmitters, relays promise to exceed \$250 million this year. . . . In same city, over WCAU-TV, Foote, Cone & Belding's Ralph Austrian offered a few more statistics: 63 million TV viewers in 140 cities enjoying TV regularly over 400 stations by 1952, telecasting employing 100,000. . . . And still more: Dr. Allen B. DuMont told New York Financial Advertisers Wednesday glass manufacturers made 225,000 blanks for TV picture tubes in 1947, estimated they will turn out 700,000 this year, anticipated mechanized production will bring prices down.

Lack of standards in TV rates, as shown in rate cards of 23 stations published in our *TV Directory No. 3*, impelled Katz rep firm to publish proposed "model rate card" for TV stations, which follows NBC formula somewhat in that it sets all-inclusive base rate (covering time and film facilities) plus studio charge. Time segment rates are figured with hour rate as base, half-hour 60% of base, 20 minutes 50%, 15 minutes 40%, 10 minutes 30%, 5 minutes 20%. Katz recommends rates be guaranteed for 6 months only since TV set population is changing so rapidly.

Caldwell-Clements' *Tele-Tech*, in survey chart with May issue, forecasts 65 commercial TV stations on air in 42 cities in 28 states by end of 1948. We repeat what we've said before: We'll settle for 40-50, for transmitter deliveries are still quite slow (RCA's only 3 per month), some CP holders aren't really in hurry to get going (especially where network service is still far off), few if any station builders ever actually meet first-stated schedules.

Up and coming DuMont reports net income for first quarter of 1948 (\$552,829 after all charges and taxes) just about equals net of \$563,677 for whole of 1947, which compared with loss of \$1,472,270 for 1946. Gross sales for Jan. 1-March 28 period amounted to \$4,397,513, include factory production as well as telecasting, compared with \$1,980,150 first 12 weeks of 1947.

"Demand for television receivers is exceeding even our optimistic forecasts," says Philco's president John Ballantyne in reporting company's first quarter business. Sales first quarter totaled \$58,661,000 vs. \$50,187,000 same period last year. Net after all taxes and charges was \$1,958,746 (\$1.24 per share) vs. \$1,609,754 (\$1.10).

Admiral's first quarter report shows upswing: \$12,004,168 in sales, up about 50% over \$7,981,791, for same period in 1947; but profits run about same—\$530,410 (59¢) vs. \$511,461 (57¢).

Westinghouse is planning new factory, site undecided, for TV set production only, by July 1 will have ready new line of 10-in. table models and consoles.

NO MORE FREE 'LINES' FOR TV: Any way you figure it, the TV advertiser is going to pay those coaxial and radio relay tariffs which FCC ordered AT&T to put into effect May 1. TV's hope for a continued "free ride", especially through June-July political conventions in Philadelphia, went glimmering when Commission Wednesday denied TBA petition to suspend both AT&T's rates (Vol. 4, No. 13) and Western Union's (Vol. 4, No. 11, 12) pending investigation of their reasonableness. FCC ruled it couldn't discriminate in favor of TV as against other broadcasting services (with FM in mind, particularly), set June 15 hearing on TBA petition (Public Notice 21153), assured telecasters they will get refunds if rates are found excessive as alleged (Vol 4, No. 17). Decision may or may not stimulate interest in privately-owned intercity radio relays, already authorized to limited degree (Vol. 4, No. 8). TBA counsel, Roberts & McGinnis, girding for hearing, are arranging for accounting and engineering staff to aid in highly complicated rate-making probe.

WARNERS CLOSING THACKREY DEAL: Warner Bros. \$1,000,000-plus deal for purchase of Dorothy Thackrey (New York Post) West Coast radio properties (KLAC and CP for KLAC-TV, Los Angeles; KYA, San Francisco) had not been formally announced as we went to press Friday. But it's in hands of lawyers, will be divulged shortly. It underlines big film company's eager if belated intention of going whole hog into home as well as theater TV, already manifested in application for Chicago (Vol. 4, No. 16) and its reported intention of filing for other cities. Contingencies in Thackrey deal, of course, are (1) whether FCC will authorize transfer of CP for TV, which is what film company wants most, or throw channel open to new hearing, or even feel itself obligated to assign it to Riverside, Cal., whose Channel No. 1 is due to be pulled away; (2) promise to sell KLAC, inasmuch as Warners already own old-timer KFWB, Hollywood. All principals maintain discreet mum. But Thackrey's Don Fedderson wires that "we are already constructing" on Mt. Wilson TV site, and RCA reports KLAC-TV transmitter is on firm order for summer delivery. Unless other strings are attached, Warners are meeting asking price, whereas offer of \$900,000 from MGM was refused last winter (Vol. 3, No. 49, 50).

Note: Growing eagerness of movie interests to stake TV claims is indicated by another application of 20th Century-Fox, for San Francisco. Thus it joins into now 8-for-3 battle there, ordered to hearing May 24, as it recently joined into 8-for-2 Boston hearing, now set for June 28.

'THE GREAT TV CONSPIRACY': Hearken to these pertinent excerpts from an exchange of correspondence we've had this last month with an old friend -- a very successful, highly intelligent, pioneer broadcaster (network affiliated) in a major market not yet TV-served. He writes:

"Frankly, I'm of the opinion that in your haste to get information out you are unduly aiding and abetting the manufacturing interests who are promoting TV to an extent that is putting the Florida land booms and some of our oil stock promotions to shame.

"While I realize we can't bury our heads in the sands, I think there have been exaggerated claims...which have resulted in an uneconomical stampede for filing of TV applications. I firmly believe this is instigated by the equipment manufacturers and unwarranted -- and I do think that your publication has contributed, wittingly or not, to what has almost reached the hysteria stage....when the 500 to 900 mc TV band is opened up, somewhere between 25 and 50 color TV channels will be available....if this band is opened for interim operation with black and white TV, there will be made available something approaching 100 channels....

"Let's be realistic...about the underlying purpose of RCA (NBC), GE, Du-mont, etc. in this new industry. They want to sell receivers by the carload for a profit that will greatly exceed the profit from running a TV station....transmitting equipment sales are also to their liking....I feel we are yet to see a great transitional period in TV and that plenty of channels will be available in all areas that are able to support the rather sizable investment required...."

Gist of our replies: Wager of a couple of sombreros that, if our good friend is in the broadcasting business 5 years hence, he'll rue his words. Nothing short

of actual war can stop TV. No hysteria for him, indeed -- and no TV channel either, probably, for even while we exchanged letters all his city's allocations were applied for by more venturesome entrepreneurs, and it's hard to conceive how his area could support more TV stations even when (and if) the uhf band is opened up. As for sweating out TV's salad days on the sidelines, the newspapers, by and large, waited for AM, too, then paid through the nose for growth properties they might have had for the asking had they been more alert 20-25 years ago. And if we're party to a "land boom, conspiracy and hysteria," then some pretty savvy, competent, sizeable and competitive interests have certainly been taken in. Leave out the "villianous" RCA (NBC), GE and DuMont; what about ABC, CBS, Crosley, Paramount, 20th Century-Fox, Warners, McCormick-Patterson, Hearst, Cowles, Scripps-Howard, Jack Knight, Bamberger, Gannett, Meredith -- to mention only some of TV's multiple grantees and applicants? And what about the FCC, the nearly 400,000 TV set owners, big sponsors like Kraft and American Tobacco, big ad agencies like N. W. Ayer, J. Walter Thompson?

FCC's TV ALLOCATION POLICY: Looks like FCC will stand on policy of legal folderol involved in Bridgeport TV procedure case (Vol. 4, No. 13), whether TV applicants and counsel like it or not -- and some don't like it at all. In fact, Commission is moving now to implement decision, which calls for regular rule-making procedure (petition for change, hearing if necessary, etc.) in order to get any changes in TV allocations to top 140 cities (p. 16, TV Directory No. 3).

FCC's indicated action will take form of (1) extending TV allocation table to embrace cities down to 10,000 population wherever possible, thereby making it virtually impossible to "find" channel FCC doesn't plan to give some city; (2) acting speedily on petitions for allocation plan changes, perhaps issuing blanket orders covering number of applications. Decision soon on Yankee petition for reconsideration of Bridgeport ruling, which blocked moving channel from Hartford to Bridgeport without rule-making procedure, may precipitate action.

So those TV applicants who propose to "pluck channels out of the air" (as in Toledo) or "borrow" them from other areas (as in Baltimore) -- and whose applications were returned (TV Addenda 3-B) -- will have to buck rules first. Irked counsel cry this means frozen allocations not much different from those FCC itself doesn't want Congress to impose on FM and clear channels. They argue FCC has no right to deny any qualified applicant any facility technically available -- certainly not to deny it to one city while it continues to go begging in area for which it is listed. Others hold to position taken by dissenting Comrs. Jones and Hyde -- that FCC can and should make changes in allocation table without going through onerous legalistics that might take months to decide.

FCC position is that, in order to carry out "equitable distribution" mandate and follow Administrative Procedures Act, legal procedures are necessary. They insist demand alone isn't sufficient criterion for assigning channels, note how failure to follow an orderly plan led to present AM snafu.

NEWS NOTES ABOUT TV STATIONS: CBS partnership with CP-holding Los Angeles Times, 49% and 51% respectively in new \$1,000,000 corporation, means KTTV can be built on favorable Mt. Wilson site of KNX-FM, may even be ready by autumn. But CBS, to get key TV outlets of own in San Francisco and Chicago, must fight it out at competitive local hearings, or later make similar deals; and it's still frozen out of Washington, for DuMont won't even discuss selling all or part of WTTG....Tangle with CAA over Fort Lee transmitter site is fouling up plans for WOR-TV, New York, but president T. C. Streibert says Bamberger Washington outlet (bearing burpy call WOIC) will be pushed ahead, contracts let shortly for building (tower already up), transmitter installed soon as possible for autumn opening....\$250,000 modernization and renovation program is announced for transmitter, studio, mobile equipment of DuMont's WABD, New York, which this week engaged Leonard Hole as new general manager; he's ex-CBS asst. director of TV....Westinghouse's sought-for purchase of or corporate tieup with Philco's WPTZ, Philadelphia, didn't materialize; instead, companies announced WPTZ's joint occupancy, cooperative use of facilities of Westinghouse-KYW Bldg., henceforth to be known as Westinghouse-Philco Radio & Television Center.

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. 4, NO. 19

May 8, 1948

NEW STATIONS, NEW MARKETS: Next big TV markets to open up will be Buffalo, Boston, and New Haven, Conn. Buffalo News' WBEN-TV (on Channel 4) ends long testing period by going commercial next week under an STA from FCC effective May 14. Westinghouse's WBZ-TV, Boston (Channel 4), reports it hopes to start test patterns May 9, regular program service May 19. Yankee Network's WNAC-TV, Boston (Channel 7) wires it's now shooting for test pattern June 5, commercial operation June 7 or 8. New Haven's WNHC-TV (Channel 6) reports it still plans to get under way "before June 1," aiming for "official" opening June 7, operating at first merely as a repeat station re-broadcasting DuMont's WABD, New York; it has DuMont's first low-power "acorn package," no local studios yet. Other stations due to get going soon: New York News' WPIX, test patterns May 15, commercial June 15; Baltimore's WAAM, test patterns sometime in June, commercial plans indefinite; Toledo's WSPD-TV, test patterns latter June, commercial indefinite. Note: First rate cards have been issued by WBEN-TV, WBZ-TV, WNHC-TV, WPIX, WSPD-TV.

QUEST ON FOR MORE TV CHANNELS: In one fell swoop, FCC on Thursday (1) took 44-50 mc (Channel No. 1) away from TV and assigned it in toto to fixed and mobile services, (2) proposed expansion and revision of TV allocations to embrace 462 cities in lieu of present 140 (for full details, see Supp. No. 58 herewith), and (3) ordered hearing on ultra-high frequencies for TV, 475-890 mc band, to be held in Washington Sept. 20. Gist of actions and reactions:

1. Final order deleting Channel No. 1 (Public Notice 21363), is effective June 14, 1948, follows closely reasoning at Nov. hearings (Vol. 3, No. 47), ends channel-sharing between TV and mobile-fixed services, eventually will eliminate mobile from in-between 72-76 mc band. FM gets none of band, in fact all 24 remaining low-band FM stations must get off by end of year. Answer to FM's request for 44-50 mc for intercity relaying was temporary permission to use 940-952 STL bands, and an opinion that common carriers would carry ball in future.

FMA's Dillard indicated decision was kick in the teeth for FM, retorted there are virtually no common carrier facilities for FM networking, said 940-952 mc is still unknown quantity. FCC apparently expects no kickbacks from Capitol Hill despite furore over FM raised by Rep. Lemke and Sen. Tobey (Vol. 4, No. 6, 14, 15, 17). Dissent was entered by Comr. Jones, who felt study of all interference problems below 300 mc should be made before any "long range" allocations.

2. Proposed order covering new TV channel allocations (Public Notice No. 21316) is set for hearing June 14. It would provide facilities in most communities above 10,000 population, in many instances would eliminate need for onerous rule-making procedures on local cases (Vol. 4, No. 18). It utilizes to utmost all 12 channels -- no other assignments would be possible, unless some slight "squeezing" here and there proves practicable or directional antennas are usable. Analysis of allocation table shows (for specific channel assignments, see Supp. 58):

(a) Fourteen cities lose one channel each from present allocations: Boston, Bridgeport, Buffalo-Niagara Falls, Cedar Rapids, Chicago, Cleveland, Columbus, Indianapolis, Portland, Ore., Pueblo, Riverside, Cal., Springfield-Holyoke, Trenton,

Waterloo -- and 3 of these are left without any local channel at all: Bridgeport, Trenton, Riverside, Cal.

(b) Three areas gain 2 channels each: Altoona, El Paso and Norfolk; and 23 cities add one each: Amarillo, Binghamton, Birmingham, Charleston, W.Va., Charlotte, Dallas, Huntington-Ashland, Kansas City, Knoxville, Louisville, Madison, Miami-Ft. Lauderdale, Minneapolis-St. Paul, Montgomery, Nashville, Phoenix, San Antonio, Shreveport, South Bend-Elkhart, Stockton, Cal., Tampa-St. Petersburg, Terre Haute, Toledo.

(c) Channel swaps are made in 17 cities, but without affecting number in each: Akron, Austin, Canton, Des Moines, Fall River-New Bedford, Fort Worth, Harrisburg, Manchester, N.H., Portland, Me., Racine-Kenosha, Roanoke, Scranton-Wilkes-Barre, Springfield, O., St. Joseph, Mo., Topeka, Waco, York.

3. Call for hearing on uhf TV, monochrome and/or color (Public Notice 21315) stems from Commission's disappointment that industry itself hasn't done anything about bringing TV to life in 475-890 mc band -- a feeling that, as Chairman Coy put it, "the problem is not TV today but TV for the next generation." Experimental TV now shares 475-500 mc with other developmental broadcast services, is sole assignee to 500-890 mc.

Sept. 20 hearing is to be exploratory and fact-finding entirely. Commission's reference to its much-quoted May 25, 1945 allocation statement -- that low-band TV does not make possible a "truly nation-wide and competitive TV system" and that such a service must "find its lodgings higher up in the spectrum" -- does not mean present low-band will be out even if anyone comes up with something workable on 500 mc. Rather, we're informed, it means FCC could proceed on rules and standards (after proper hearings, etc.) looking toward future commercial operation in higher bands in conjunction with present service.

On face of it, mere ordering of uhf hearing on FCC's own motion seems like reversal of policy statements by Chairman Coy before IRE (Vol. 4, No. 13) and Comr. Sterling at U of Oklahoma (Vol. 4, No. 9) that Commission would wait for industry to take initiative. Apparently they and fellow commissioners now feel mere prospect of hearing will hasten experimental work already undertaken, such as RCA's and Maj. Armstrong's (Vol. 4, No. 15), also foster other investigations. Besides, FCC has been under some compulsion to answer cries from left-at-the-post broadcasters and others wanting in for more TV channels. Moreover, it's known the military are eyeing those bands (Vol. 4, No. 8), and industry would prefer to retain them for future TV.

There's some feeling FCC's official interest in uhf may react adversely on present boom in video -- assuring some broadcasters they need not hurry, impelling others to withdraw or hold back (as so many did during color TV controversy), perhaps retarding today's flourishing TV receiver sales (if public is led to believe they're buying obsolete sets). But hard fact is FCC isn't even hinting at abandonment of present TV band. Quite the contrary, quest is for additional channels.

DON LEE GRANT, PAULEY UHF TESTS: You can count Don Lee's W6XAO, Los Angeles, as a commercial TV station now -- the 26th thus far authorized. For the FCC, in a unique action this week, granted that pioneer experimental outlet (later to be called KTSN) an STA authorizing it to operate commercially on Channel No. 2 pending long-delayed hearing decision on certain network practices which has held up formal TV grant (Vol. 4, No. 4, 8). Station has telecast regularly last 2 years, has held experimental permit since 1932, reports it's spending \$100,000 a year on sustaining programs, now will take advertising to help defray expenses.

Another surprising one from Pacific Coast is Oilman Edwin Pauley's application for an experimental permit on 580-630 mc in San Francisco, adding another important researcher to uhf. His Television California is also applicant for Channel 11 in San Francisco (TV Directory No. 3), but in meantime he has engaged ex-FCC chief engineer George P. Adair, now Washington consultant, to direct research. Reportedly already on way, via air express, is \$100,000 worth of equipment from Continental Television Corp., 150 Causeway St., Boston (Vol. 2, No. 34).

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

May 8, 1948

AMs EXCEED 2,000, FMs PASS 500: TV's swift and glamorous pace mustn't obscure fact radio's bread-and-butter AM, let alone FM, is steadily expanding. As of May 1, or exactly one year after FCC lifted its "freeze" (Vol. 3, No. 18), count of authorized AM stations passed 2,000-mark -- 2,004, to be exact, of which 1,641 were licensed, 363 CPs. On that date, too, there were 599 applications still pending for new AM stations (they're still being filed at rate of about half dozen weekly) and 190 applications for changes in facilities. These figures compare with May 1, 1947 total of 1,712 AMs authorized, 694 applications for new stations pending, 200 applications for changes in facilities. On Jan. 1, 1947 total authorized AMs was 1,520, on Jan. 1, 1946 it was 1,004 (so, actually, number of AMs has doubled in 28 months).

As for FM, it passed 500-on-the-air mark May 1 -- exact total being 508 (123 licensed, 385 STAs). This compares with 216 May 1, 1947. In addition, 529 grants (CPs and conditionals) were outstanding for FM stations not yet built as of May 1, and 92 applications for new FMs pending. Special Temporary Authorizations (STAs) for interim operation have been issuing at fast rate lately, more than dozen per week (see FM Addenda 55-AA to 55-FF), but new applications are dwindling to only about 2 per week, offset by about equal number of voluntary cancellations of grants.

Note: Foregoing figures are up to May 1 only, do not include this week's FCC actions -- fully reported in AM Addenda 2-S, FM Addenda 55-FF herewith.

FM ISN'T ALL BEER & SKITTLES: It's no news to FM broadcasters that they have a rugged road to travel to attain commercial self-sufficiency, let alone profits. But this week it became increasingly obvious that they must also build that road -- by themselves. At FMA's Region 4 meeting (D. C., Dela., Md., Va., N. C.) in Washington's Hotel Statler, some 130 FMers were shown a few roadblocks:

(1) BBD&O's blunt Frank Silvernail told them advertisers were interested solely in size and composition of audiences, not quality of signal, said they won't write off FM expenditures as experimental the way they're doing in TV. (2) Stromberg-Carlson's (and RMA's) Lee McCanne left impression that FM set sales were largely a station's promotional job. (3) Description of AT&T's policy on high-fidelity network lines showed FM stations must take financial risk in ordering lines, that such lines would be long in coming in any event. (4) Recurrent rumblings about TV's impact on FM sounded good to some, ominous to others. Also, Washington transit official E. C. Giddings told them not all transit people thought transit FM (Vol. 4, No. 15) good idea, that broadcasters would have to sell project to them, make capital investments in receivers, installations, etc.

Members also got rare opportunity to toss some hot questions at FCC Chairman Coy. What about competition from "one-legged" TV -- periods of music and news with only test pattern showing? Coy: Development of TV programming will probably cut it down; also, TV broadcasters and public would find transmitter and receiver operation too costly for aural-only reception. When would ownership of both AM and FM be called duopoly? Coy: Depends on how programming and audiences develop. Is programming for transit vehicles in public interest? Coy: No one has brought question before FCC.

And FMA got a tart taste of Capitol Hill's next communications boss -- Sen. Tobey (R-N.H.), due to succeed aged, ailing Sen. White as chairman of Senate Interstate Commerce Committee. The razor-keen Senator gave his good friend Maj. Armstrong fulsome praise, then sailed into 5 minutes of rip-snorting, evangelical, fire-and-brimstone whoopededo about broadcasters' obligations to improve programs, to give public better stuff -- not merely what they want.

NBC's TV station operations are costing about \$2,000,000 per year, offset by NBC profits, and profits from telecasting aren't foreseen "for several years," RCA-NBC Chairman Sarnoff told stockholders meeting Tuesday. But RCA is doing all right, judging not only from 1947 report (Vol. 4, No. 9) but also first quarter 1948 business as reported by Sarnoff. First 3 months' income from all sources was \$88,053,297, profit after taxes \$5,764,498 (36¢ per common share) as compared with 1947 first quarter's gross of \$76,560,097, profit \$4,680,065 (28¢). Company's net worth, said Gen. Sarnoff, "now exceeds \$113,000,000."

Principals still aren't saying anything about Thackrey-Warner Bros. negotiations for former's Pacific Coast properties, including CP for TV in Los Angeles (Vol. 4, No. 18), except for denial of sale deal by Mrs. Thackrey. Latest dope is deal involves \$400,000 loan from film company, may not require transfers. Counsel representing Thackrey is Leo Rosen, of New York firm of Greenebaum, Wolfe & Ernst.

Loucks & Scharfeld law partnership, radio specialists, is being dissolved as of June 1. Arthur Scharfeld retains offices in National Press Bldg., continuing in practice under own name. Philip G. Loucks moves to American Bldg., 1317 7th St. NW, forming new partnership of Loucks, Zias, Young & Jansky with present associates Joseph F. Zias, Verne R. Young and Maurice M. Jansky.

Harry Plotkin will head up FCC's legal broadcast division until Sept. 1, at latest, when permanent appointment will be made. General Counsel Ben Cottone says assignment will continue only until he decides how to streamline division, has chance to study men to fill job; he says Plotkin is definitely just filling in, doesn't want job permanently. Max Goldman assumes Plotkin's job as chief of litigation and administration in interim.

More radio activity on Capitol Hill, with Rep. Hebert (D-La.) of House Un-American Activities Committee asking his committee and House Interstate Commerce Committee for investigation to find out if FCC is "part of a bad network." Rep. Hebert charges AM-FM-TV grants to Toledo Attorney Edward Lamb, of portal-to-portal pay game, precipitated action. On Senate side, Sen. Tobey's probe of RCA (Vol. 4, No. 18) is due to go on Wednesday.

Circuit riding days for FCC commissioners next few months have staff rearranging dates of TV hearings (TV agenda 3-E), so quite a few changes may be expected. When new schedule comes out, perhaps next week, we'll publish whole calendar again.

ABC's new issue of 500,000 shares of common stock, registered with SEC, will be marketed shortly by banking syndicate headed by Dillon, Read & Co., proceeds plus \$300,000 loan to be used to finance network's TV projects.

Volume of advertising in all U. S. media rose 26% to \$379,800,000 in 1947, reports *Printers Ink*. Newspapers \$1,222,000,000, or 31.5%, up 28.3% from 1946; radio \$1,060,000,000, or 13.7%, up 7%; magazines \$492,900,000, or 11.7%, up 15.4%; direct mail \$482,700,000, or 12%.

Chronology of TV, non-technical glossary of terms and biographical Who's Who sketches of TV personalities come in newly published *Television Encyclopedia* (Fairchild Publications, 415 pp., \$6.50), by Stanley Kempner, ex-radio editor of *Retailing Home Furnishings*.

RCA is working on custom-built TV antenna reported capable of giving twice gain of present turnstile, or up to 100% gain.

Bitter antagonist of TV's prime mover RCA, litigant in current Federal court action against RCA patent royalties (Vol. 2, No. 52, Vol. 4, No. 17), outspoken skeptic about present TV system's good program prospects and advertising support, yet applicant for low-band Channel No. 2 in Chicago (Vol. 4, No. 4), Zenith's president Gene McDonald this week sends "A Personal Message to Zenith Stockholders" in form of a question-and-answer brochure. It describes Zenith's projected pay-as-you-look system of Phonevision (Vol. 2, No. 25; Vol. 3, No. 27, 28, 39, 50; Vol. 4, No. 5), indicates Comdr. McDonald, tough fighter, isn't being deterred by opposition, states Zenith expects to introduce combination phonevision-TV receivers next fall for present wave bands, though looks forward to uhf "which are to be television's future home." You can get copy by writing him at Zenith Radio Corp., 6001 Dickens Ave., Chicago.

Add TV sponsors: On WPTZ, Jackson & Moyer (retailers), Canada Dry and Breyer's Ice Cream, spots before and after Phillics and Athletics game telecasts. On WABD, Philip Morris & Co., 5 spot ann. weekly, 52 weeks (also 3 weekly on WTTG), thru Biow Co.; Robinson-Lloyds Ltd. (Dry Emperor Champagne), spot anns., May-Dec., thru Wiley Frazee & Davenport. On WBKB and KTLA, Nash-Kelvinator Corp., film spots, programs, thru Geyer, Newell & Ganger. Also, ABC May 12 will duplicate Don McNeill's "Breakfast Club" from Philadelphia, sponsored by Philco, on WPTZ, WFIL-TV, WMAL-TV, WMAR-TV.

Interesting spectacle of an ad agency buying time for itself to "showcase" products of its clients was provided on WABD Wed., 8:30-9 p.m., when Charles W. Hoyt Co. staged own live show, "Bachelor Quarters" with Alan Prescott, designed to demonstrate that TV "commercials can be humorous and interesting."

Another fledgling FM network: J. Gerald Mayer, Washington attorney who heads WKRT and WKRT-FM, Cortland, N. Y., has set up Colonial Network Inc. He expects sooner or later to have affiliates in Buffalo, Rochester, Niagara Falls, Albany, Hornell, Corning, Utica, Watertown, perhaps others. He says Colonial is to be a regional, that his station, as well as others, will continue affiliation with Everett Dillard's Continental Network. Plans are expected to jell at May 15 meeting in Syracuse.

As a sort of FM market guide to its set manufacturer members, FMA has published tabulation of some 165 FM stations carrying baseball, listing teams aired by each. Around 40 more say they'll carry games later. Association will fill requests for copies. Address: FM Assn., Munsey Bldg., Washington, D. C.

Newest FM tuner is Howard's, at \$49.95 and \$51.95. Hasn't been much cooking in tuners lately; Pilotuner (\$29.95) still seems to be most widely distributed, though latest RMA set figures (Vol. 4, No. 18) don't yet indicate any great tuner production.

Meat of talks at GE's TV seminar March 16-18 (Vol. 4, No. 12) is digested in 12-page tabloid newspaper now available. Address: J. H. Chrysler, GE Transmitter Div., Electronics Park, Syracuse, N. Y.

RCA has brought out new 35mm TV film projector (TP-35A, listed at \$12,000) based on Bronkert movie projector. Pulsed light source, low in heat emission, makes shutter unnecessary.

GE's first mobile TV truck goes to Yankce's WNAC-TV, Boston. Features: air-conditioning, floor 18-in from ground, 6-ft-plus head room, front-wheel drive.

MORE BIGTIME TV APPLICANTS: Week's batch of TV applications totaled 7, while Philadelphia Inquirer (WFIL-TV) withdrew its application for York, Pa. These were the week's applicants (for details, see TV Addenda 3-F herewith):

For Fresno, Calif., KMJ (McClatchy-Fresno Bee), Channel No. 7. For Sacramento, Calif., KFBK (McClatchy-Sacramento Bee), No. 10. For St. Petersburg, Fla., WTSP (St. Petersburg Times), No. 5. For Lansing, Mich., WJIM (Harold F. Gross), No. 6. For Shreveport, La., W. Harry Johnson, No. 6 -- business executive who states he plans to file also for Memphis, Oklahoma City, Little Rock, Jackson, Miss. For Fort Worth, Tex., Television Enterprises, No. 10 -- partnership of oil-gas line construction men O. C. Whitaker, Robert Thomas, J. C. Briscoe. For Nashville, Tenn., WSM, No. 4. Getting ready to file are KEX, Portland, Ore. (Westinghouse) and WERC, Erie, Pa., and several applications may be expected from Duluth, Minn.

PARAMOUNT MEANS BUSINESS: No hint of any intention on Paramount's part to pull out of DuMont, or relinquish its TV applications (for Boston, Detroit, San Francisco), or otherwise let up in TV. On the contrary, on eve of FCC's oft-postponed Paramount-DuMont hearing (May 10, in Washington), Paramount's annual report sent to stockholders this week is particularly noteworthy for the considerable attention president Barney Balaban and his board pay TV. Quite proudly, the report points out:

"Paramount has been a participant in and a close follower of the successive stages of development of this medium [TV] for some years. In addition to our 29% interest in Allen B. DuMont Laboratories Inc....[and] operating commercial [TV] stations in Chicago and Los Angeles....Paramount has pioneered in the recording on film of televised events and in the use of such events in the theater as part of a regular program." Then, after recounting Paramount's own recently demonstrated system of screening televised events 66 seconds after they occur (Vol. 4, No. 16), report continues: "We expect to continue these demonstrations at the Paramount Theatre in New York and to introduce this service in other theatres elsewhere. We are continuing with research in the television field...." Note: It's reported Paramount is dickering for theater TV rights to Louis-Wolcott fight June 23, also for Madison Square Garden sports -- which opens up prospect of TV and theater interests both bidding for separate rights to such events.

NEWS FROM TV MERCHANDISE MARTS: Farnsworth not only is introducing new line of 4 TV-AM-FM-phono consoles under luxury "Capehart" label, but this week announced new 10-in. table model (V-261) bearing "Farnsworth" trademark to sell for \$395 -- this list price to include installation and year's service. Model V-260, also 10-in., is being continued at \$375 (in hand lacquered cabinet at \$425), price also including installation and warranty. The "Capehart" consoles are to be 12-in. at \$1,295 and \$1,395, 10-in. at \$795 and \$875.

No other major company, so far as we know, has yet undertaken to incorporate installation-service charges in list prices. They're usually quoted separately. Magnitude of servicing problem is indicated by current RCA report its newly formed RCA Service Co., set up especially for TV, now has 30 service shops, 600 trucks, 1,700 servicemen. Philco, DuMont and others train servicemen at their factories. Manpower shortage still exists, making this one of industry's toughest problems, for the ordinary radio repairman usually isn't qualified -- and, like it or not, today's TV sets require antennas, special adjustments, quite frequent servicing.

* * * *

Mail order houses finally are getting going in TV. Montgomery Ward now has \$199.50 Belmont (Raytheon) 7-in. table models. Sears Roebuck won't yet confirm inclusion of Colonial (Sylvania) sets in its Silvertone brand line, but Colonial factory says it's turning them out now for Sears. Spiegel Inc., Chicago, tells us it's carrying RCA, GE, Philco, Teletone lines. Alden's says it hasn't made any plans yet for TV. Other industry news:

Admiral is now showing its dealers new credenza (8C11), a TV-AM-FM-phono console with 10-in. screen, to sell for \$499.95 in walnut, \$525 mahogany, \$550 blonde -- with same chassis as \$299.95 unit of its heavily advertised "TV optional"

grouping (Vol. 4, No. 1, 2). At Wednesday showing in Washington, factory representative said he sold more credenzas than little \$14.95 table radio also being shown for first time. He said Admiral's 7-in. table model is due out in June, to sell for \$169.95. He also disclosed Admiral will produce 10,000 TV sets in May, 15,000 in June, is shooting for 1948 production of "more than entire radio industry turned out last year" (175,000).

Idea of TV companion pieces for radio-phonos seems to be spreading. Besides previously reported Scott and Howard (Vol. 4, No. 2, 16), Packard-Bell (Los Angeles) and Stromberg-Carlson are preparing to enter this field. Stromberg's set will be 12-in. with FM, selling at \$445 plus installation, made to fit on top of radio console with attachments for plugging into console audio system.

Sightmaster is currently promoting, in New York newspapers, its "Living Stage" receiver with unique built-in magnifier-clarifier (neutral density filter) and FM, selling for \$495. It has 10-in. tube but magnifier brings pictures up to 15-in. It's on a rotatable table viewable from any direction. Company says Chicago's Lyon & Healy and Hudson Ross will be next outlets.

Newly formed Arcturus Radio & Television Corp., 16 Nesbitt St., Newark, N.J., subsidiary of well known tube concern, reports that its "antennaless" TV set is nearing market, will be out sometime in June; details are promised us shortly by president James R. Donahue.

In TV accessory field, C&R Plastic Co., 251 Fourth Ave., Brooklyn, N.Y., offers "Tele-Dome" magnifier lens with neutral density filter for 7, 10 and 12-in. screens, priced \$16.95 to \$29.95; it also has straight magnifiers at \$14.95 to \$24.95. Burnett Service Co., 178 W. 163th St., New York City, is advertising table-lamp size indoor antenna it calls "Visibeam" at \$16.95 plus \$3.50 installation, claims it's perfect answer to apartment house bans on outdoor antennas.

QUICK GLIMPSES OF THE TV SCENE: NBC has oft proclaimed its policy of eventual fusion of sight with sound broadcasts (Vol. 4, No. 7, 13), has actually staged several such network shows (Toscanini, Firestone Hour) -- but it remained for CBS to sign first such regular sponsored schedule. Gulf Oil's Tuesday night "We The People" starts 13-week simultaneous network AM-TV schedule June 1....Here's highest level RCA-NBC policy, as enunciated again by Chairman Sarnoff at annual RCA stockholders meeting Tuesday: "As the years pass, we shall witness the gradual fusion of sound broadcasting with Television, just as sight and sound combined in motion pictures. While television continues to extend its operation, sound broadcasting alone will continue to serve millions of people. There is need and opportunity for both. Ultimately, however, the majority of the 37,000,000 homes now equipped with radio sets should also have television. Television holds the greatest promise for the future of radio."

CBS announced J. L. (Jack) VanVolkenberg as its new top TV operations man in shakeup this week; he moves up to v.p. and director of TV operations while v.p. Harry Lowman drops TV, becomes a general executive. Kelly Smith is promoted to v.p. in charge of stations, Bill Schudt replaces him as director of station relations.... NBC this week went through routine of signing firm TV affiliations with oldtime AM affiliates KSD-TV, St. Louis; WWJ-TV, Detroit; WTMJ-TV, Milwaukee -- and v.p. Frank Miller seized occasion to state NBC will have 16-station interconnected TV network "from Missouri to Massachusetts" by end of 1948....Paramount TV division announced Richard Hodgson as director of technical operations, Carl Maurer advanced to supervisor of development engineering, Walter Swenson supervisor of studio operations, Theodore Grenier supervisor of remotes for theater TV.

Some astonishing findings in Baltimore area TV set ownership are revealed in survey just completed by WMAR-TV among area distributors; it discloses 10,273 sets as of May 1, with local sales running average of 125 per day; best previous estimate was only 6,500 since WMAR-TV has been operating scant 6 months, WBAL-TV less than 2. Report for Washington by 3-station "circulation committee" shows 10,800 as of May 1, up 2,200 from April 1. Chicago Electric Assn April 9 report puts total for that area that date at 18,127.

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. 4, NO. 20

May 15, 1948

POTENTIAL IS 955 TV STATIONS: Further analysis of FCC's proposed revisions and extension of its TV allocations (Supplement No. 58) discloses that exactly 955 channel assignments (84 community class) are made available to 459 specified communities in continental U.S. In other words, that's the ultimate number of TV stations permissible on the 12 low band channels -- except as experience proves possibility of squeezing in a channel here and there (you can depend on the engineers to find any openings) or as directional antennas can be utilized (extremely complex in TV).

Of course, some wide open desert spaces could still stand TV assignments, but who's going to build 40-50-mi. radius outlets there? In new lineup, some of the channels are even allocated to towns of considerably less than 10,000, e.g., Saford, Ariz., pop. 2,226; Calumet, Mich., pop. 1,460.

We told you last week (Vol. 4, No. 19) who got more, who got less than previously allocated to the 140 top markets and where channel switches were ordered. Of 23 cities gaining one channel each, only 2 don't require hearings at this writing -- Charlotte, now 3 for 3; Madison, 2 for 2 -- but more applications could alter that. But among cities gaining one channel each, hearings will still be necessary for Miami, now 5 for 4; Dallas, 4 for 2; Kansas City, 5 for 4.

Really tough breaks come in cities losing one channel each, intensifying hearing rivalry: Chicago, now 5 for 2; Boston, 8 for 1; Cleveland, 5 for 1; Indianapolis, 4 for 2; Buffalo-Niagara Falls, 5 for 2; Springfield-Holyoke, 3 for 1. And it's just hard luck for William Gleeson, KPRO, Riverside, Cal., whose Channel No. 1 CP grant fades away in view of shift of 44-50 mc to other services; no new channel can be squeezed into Riverside by reason of 7 assignments in nearby Los Angeles. He has, however, petitioned for Los Angeles Channel No. 13 presently assigned Thackrey.

Pending June 14 hearing, which will disclose "bugs" in scheme, if any, certainly will provoke objections from hard-hit areas, FCC staffers say processing of pending applications will continue -- indeed, there was even a CP grant (Omaha) this week. They say grants could be made tentative or hearings conducted but decisions held up pending formal adoption of new allocations. Applicants can always amend channel specifications, or qualify their requests (as many have) by stating "...or such other frequency as FCC might determine."

19 APPLY IN RECORD TV WEEK: Nineteen TV applications filed this week is biggest number ever, hikes total now pending to 247 -- in addition to the 26 actually on the air, 72 CPs outstanding. And indicating its intention of continuing CP grants without hearings in undisputed areas, FCC issued CP for Omaha Thursday to May Broadcasting Co., operating KMA, Shenandoah, Ia. Commission also severed Don Lee San Francisco application (for Channel No. 2) from hearing there May 24, reversing own previous decision; so, though CP isn't actually issued, it's practically a certainty as soon as AM case is disposed of. Seven other applicants must now fight it out for San Francisco's 2 remaining channels (see TV Directory No. 3 and addenda to date).

This week's record batch of applications included (for details, see TV Addenda 3-G herewith): For Little Rock, Ark., Harry Johnson, No. 10 -- Shreveport business man who has filed for Shreveport (Addenda 3-F), also for Memphis and Okla-

homa City (see below). For Fresno, Calif., Television Fresno Co., Channel No. 7 -- local business group, with Roy D. Howard, son of NAB's Royal V. Howard, as stockholder-engineer. For Sacramento, Calif., KCRA, No. 6 -- now 4 for 3. For Waterbury, Conn., WELI-Harry Wilder interests, No. 12 -- now 2 for 1. For Quincy, Ill., WTAD (Lee Syndicate newspapers), No. 11. For Tampa, Fla., WDAE-Times, No. 5. For Rockford, Ill., WROK-Star & Register-Republic, No. 12. For Cedar Rapids, Ia., KCRG-Gazette, No. 7. For Baton Rouge, La., WJBO-Advocate & State Times, No. 9. For Shreveport, La., KTBS, No. 4. For Holyoke, Mass., WHYN-Transcript, No. 3 -- now 3 for 1. For Lowell, Mass., Lowell Sun, No. 6 -- now 2 for 1. For Grand Rapids, Mich., WFUR, No. 9. For Oklahoma City, Harry Johnson, No. 5. For Memphis, WREC, No. 7 -- particularly interesting because Owner Hoyt Wooten held one of earliest experimental TV licenses (1928) covering 100-line mechanical scanning; also for Memphis, Harry Johnson, No. 9. For Norfolk, Va., WLOW, No. 13. For Seattle, Wash., KIRO, No. 11. For Milwaukee, Wis., WEMP, No. 6 -- now 5 for 3. And reported due to file soon also are KROY, Sacramento, and KMYR, Denver.

LOOKING FORWARD TO UHF PROBE: Practically everyone we've consulted says FCC's call for hearing on uhf TV (Vol. 4, No. 19) is a good idea, won't react adversely on today's low-band TV. No one knew of any new developments bringing uhf very much closer, but all felt Sept. 20 hearing will bring data up to date. Only negative reaction was report of one Washington attorney that 2 of his prospective TV applicants had told him to hold up, pending results of hearing.

Here's gist of some of comments: (1) RCA's Dr. Jolliffe thought notice of hearing might well encourage more uhf experimentation but warned, at Senate hearing this week, that TV on uhf must supplement, not supplant, present low band. Otherwise, he said, if move is made now, "It would not mean more TV, it would mean no TV at all." He then displayed company's small converter (Vol. 2, No. 44) which he said will enable present sets to receive uhf programs and can be made for only \$10.

(2) Dr. DuMont advanced possibility uhf might provide adequate coverage for small towns, said his own uhf experiments indicated little promise of long-range propagation, lots of shadow effects in cities and hilly country. (3) CBS said it hasn't yet made up its mind about uhf, but has no present intention of reviving color controversy -- although Dr. Goldmark has never let up experimenting with uhf and color. (4) Philco's David Smith feels TV's present momentum is sufficient to override any negative reactions, either among public or broadcasters, that pendency of FCC hearing might engender. (5) Dr. Armstrong, grantee of uhf station on which he plans experiments to prove uhf utility for TV (Vol. 4, No. 15), welcomed FCC action in "asking" for scientific data rather than "telling" what must be done.

COUNT OF TV SETS BY CITIES: RMA's first city-by-city TV census, covering 162,181 sets shipped by member companies during 1947, gives figures that are not only dated but quite inadequate in light of known faster pace of 1948 production to date -- 118,027 during first quarter alone (Vol. 4, No. 18). But RMA promises that its auditors, Haskins & Sells, will have first 1948 quarterly distribution figures in few weeks. Meanwhile, 1947 figures are significant primarily as showing how TV sets go into cities some distances away from TV stations (Hartford 2,946, South Bend 257, Akron 246, Trenton 1,159, Reading 225, etc.) and even dribble into prospective TV cities well ahead of stations (Boston 1,367, Buffalo 643, Miami 41, Dallas 3, etc.). f you want full breakdown, write us or RMA, 1317 F St. NW, Washington, D.C.

Actually, total TV sets out as of May 1 probably is well over 350,000, counting in RMA's own 1946 figure of 6,476 plus estimated pre-war sets still in use, its and non-member companies' output. NBC Research puts distribution at 338,100 on May 1, places sets as follows: New York, 186,100; Philadelphia, 33,900; Chicago, 21,700; Los Angeles, 21,700; Washington, 9,600; Baltimore, 8,900; Detroit, 8,800; St. Louis, 4,400; Cleveland, 4,300; Schenectady, 3,900; Cincinnati, 3,000; Milwaukee, 2,800; Boston, 2,200; Buffalo 1,650; St. Paul, 1,500; Richmond, 350; Salt Lake City, 300; all others, 23,000. NBC estimates 4 viewers per home set, 25 per tavern set, or potential audience for country of 2,028,500 (not including Boston, Buffalo & others not TV-served as of May 1).

PARAMOUNT-DuMONT CASE UNFOLDS: It was quite apparent, from line of questioning by FCC Examiner Jack Blume and Counsel John McCoy, that they're also pretty well convinced Paramount-DuMont relationship comes within 5-limit TV rule -- and that they're minded so to recommend to the FCC, which decided that way early last year (Vol. 3, No. 3-5). But 2-day hearing in Washington this week, though certainly not proving Paramount control over DuMont, with consent of all parties was kept open until end of comparative TV hearings in San Francisco, presently set for May 24, Cleveland June 14, Boston June 28. Paramount seeks 3 additional TV stations to the 2 it already owns; DuMont also owns 2, holds CP for another, is applicant for 2 others.

There's still possibility, indeed probability, Paramount will dispose of its 29% interest in DuMont: 43,200 Class A shares (out of 1,471,040 issued), 560,000 Class B (entire issue). Intimation of such intentions came when Paramount's v.p. Paul Raibourn said film company would be amenable to receiving grants conditional on disposing of its DuMont stock. It was also disclosed Dr. DuMont's controlling group itself has offered \$6,000,000 for Paramount's share, and it's known that others (including Avco) have bid for it (Vol. 4, No. 5). Other hearing highlights:

Paramount invested \$164,000 in DuMont in 1938-43, would now sell for \$10,-000,000, Raibourn estimating actual value of stock at \$16 per share (current over-the-counter market recently has gone up to over 14 from around 8 only few weeks ago). Dr. DuMont, president, testified current assets as of March 28 were \$6,732,688, current liabilities \$2,468,770, total assets \$9,097,777, net worth \$6,629,007. First quarter 1948 profits exceeded \$550,000, about same as for whole of 1947 (Vol. 4, No. 18). Profits "last 4 weeks" were \$227,000 after taxes, Dr. DuMont added, confirming Raibourn point company is well positioned in boom industry. Dr. DuMont said he personally owns 90,000 shares (about 7%).

Hanging over whole hearing was manifest coolness between partners. It's obvious DuMont group would welcome Paramount withdrawal. Equally plain was Raibourn's positive faith in TV's future, both in home and theater. He estimated Paramount has invested \$3-4,000,000 in its 2 stations and on theater TV, calculated it will spend another \$5,000,000 if allowed to build in Boston, Detroit, San Francisco. Commission probe indicates feeling, though, that Paramount-DuMont relationship is still too close for comfort. And there were intimations it might even construe such an application as Tri-States Meredith's in Des Moines, and such a potential application as one from Malco Theatres, Memphis, as falling within 5-limit in light of Paramount stockholdings, albeit minority. There was also intimation current Supreme Court issue over stripping film companies of theater holdings might eliminate parent Paramount from Boston, Detroit applications.

WHAT MULLEN RESIGNATION MEANS: Most surprising news of the TV week was NBC's loss of its "Mr. TV" himself -- Frank E. Mullen, who quits \$65,000 executive v.p. post as of July 1 to head up the Dick Richards stations: WJR, Detroit; WGAR, Cleveland; KMPC, Hollywood Real reason he's forsaking present job, with its certainty of bigger things ahead in RCA-NBC by virtue of his 22-year record with both, was (1) substantial stock ownership he gets in the Detroit and Los Angeles radio properties, plus attractive salary; (2) desire to get away from New York's "ulcer belt" and live in southern California, where he will headquarter. He insists he's still a farmer at heart (he first came to NBC from Iowa back country to run old Farm & Home Hour).

On Richards' part, he needs exactly such a capable, highly regarded executive not only for top management but to pull him out of recent "news-slanting" mess that has FCC and others on his neck (Vol. 4, No. 11). Irony is none of his stations has TV -- Hollywood outlet never applied and it's too late now (though there's talk of KMPC becoming NBC key there); Detroit, Cleveland stations are applicants but face stiff competitive fights for channels.

Also a bit ironical is NBC's appointment of Sid Strotz, Hollywood v.p., as administrative v.p. in charge of TV. Though now in New York learning about TV, he has consistently refused to go there to reside permanently, expects to divide time between the 2 cities -- probably only until organization shakes down, for Hollywood remains his home. Eventual successor to Mullen logically would be one of the 3 other

administrative v.p.'s: John McDonald, Ken Dyke or Harry Kopf -- but don't overlook legal v.p. Charles Denny (recent FCC chairman), regarded as one of RCA-NBC family's brightest young hopes. Other new titles in NBC's TV setup: Noran Kersta, executive asst. to Strotz; Carleton Smith, director of TV operations. Other big NBC-TV move this week: leasing of 3 sound studios (one 97x74-ft, called world's largest for TV) plus whole floor of office space in RKO-Pathe Bldg., 106th & Park Ave., New York.

SEN. TOBEY SWINGS THE CUDGELS: Darned if we know where sharp-tongued Sen. Tobey's chase of RCA and FCC will go from here, for no possible legislation is in sight before Congress adjourns next month. He seemed pretty much alone this week as he grilled and excoriated RCA, charging it with base treatment of Maj. Armstrong and FM (Vol. 4, No. 17-19). Senators Capehart (R-Ind.), ex-radio manufacturer, and Hawkes (R-N.J.), big industrialist, countered frequently to show RCA in better light. Balance of committee seemed rather bewildered by tale which wends back in middle '30s. Maj. Armstrong's manifest purpose is principally to achieve historical vindication of his stand on FM. His secondary goal, to persuade or force FCC to give FM part of 44-50 mc for relay, seems very remote in view of last week's final decision giving band to other services (Vol. 4, No. 19).

Sen. Tobey gave no indication of next move, but promised "more later." More sensational aspects of Armstrong-Tobey charges were: That RCA charged Govt. \$4 million a year during war for patent royalties; that NBC loaned TV sets to FCC members (only Comr. Jones declining); that RCA failed to present to FCC (but did let Russia have secret RCA report on FM in 1938; that RCA-NBC exercise undue influence over FCC. Spirited explanations of RCA witnesses and counsel (Jolliffe, Russell, Cahill) didn't ring true to Tobey but apparently satisfied Capehart and Hawkes.

SIGHT AND SOUND

FCC engineers report 2 typographical errors in proposed table of revised TV allocations as issued last week (Supp. 58). So correct your copy as follows, and your list will be as accurate as FCC's master file: Change proposed allocation for Columbus, Miss. to Community Channel (10) instead of (9) as now stated; metropolitan Channel 7 stands. And change Rocky Mount, N. C., from (5) to (3). We caught several FCC omissions (Bridgeport and Trenton) and one error (listing of only 4 instead of 6 channels for Norfolk area) before publishing our supplement, so with all these changes, our tabulation fully corrects errors in FCC's mimeo release.

DuMont Laboratories will move all manufacturing except tubes to newly acquired plant built for Wright Aeronautical Corp. during war by Govt., located at Market St. & River Road, E. Paterson, N. J. Big factory embraces some 500,000 sq. ft., cost Govt. \$4-5 million, was sold to DuMont by War Assets Administration for \$1,700,000.

Educational FM is warned by FCC Chairman Coy to get on its horse if it wants to hang on to its 20 channels (88-92 mc). Writing in U. S. Office of Education bulletin on "FM for Education," he says: "Educators now have their second and perhaps last chance in radio. The valuable channels reserved for them by the Commission cannot indefinitely be held in idleness." To date, there are only 14 educational FM stations licensed, 28 CPs, 10 applications.

Bendix is dropping distributors, will sell direct to dealers. Word is that E. C. Bonia, v.p. of Sparks-Withington (Sparton), will join Bendix, inaugurate new setup in about a month. Though Bendix won't disclose details of its TV plans, it's pretty certain company will unveil sets at July 5 Furniture Mart in Chicago.

Use of one antenna structure by two or more stations (Vol. 4, No. 11), was okayed by FCC this week in final order amending rules and engineering standards, effective June 21. Everyone considers it good idea; Commission had received no objections.

Credit stature of TV manufacturing industry is discussed in 4-page report by Metals Div., National Credit Office Inc., 2 Park Ave., New York City. It's a sort of fiscal review, credit-rating explanation, of industry described as emerging as nation's fourth major one since 1900—after automobile, aircraft, radio. It lists net worth of 19 newcomer TV set manufacturers as being under \$100,000, 5 between \$100,000-\$300,000. Among other established radio or electronic manufacturers in TV, it says 2 are worth \$300,000-\$500,000; 5, \$500,000-\$1 million; 4, \$1-5 million; 15, over \$5 million. Two failures are mentioned.

NBC Television's *Progress Report No. 2*, dated April 15, is being made available through sales manager Reynold Kraft's office, contains a lot of status data worth having for reference—not the least significant being list of 20 more NBC stations scheduled to go into operation before end of 1948, and schedules of 23 TV sponsors and their agencies as of April 1.

Squabble over prizefighters' TV take in New York ended this week when Boxing Managers Guild decided to accept 50% of money received for TV rights by promoter Mike Jacobs' Twentieth Century Sporting Club. Managers still get none of Madison Square Garden's half. Managers' boycott had stymied boxing at St. Nicholas Arena for 6 weeks; Garden had no fights scheduled April 2 to May 14. Cut for managers and their fighters thus amounts to \$25,000 yearly; it may increase when Twentieth Century signs next yearly TV contract June 1.

FM stations of southern Baptist groups won't be under common control, FCC decided this week in granting 6 of them (FM Addenda 55-GG herewith), making total of 7 with more to come, thus relieving groups of 6-to-a-customer limitations. Grants were all in Texas: Dallas, Ft. Worth, San Antonio, Plainview, Brownwood, Beaumont; CP is already outstanding for Belton.

Special TV-FM edition of *New York Times* is due to be published with Sunday issue, June 13.

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. 4, NO. 21

May 22, 1948

LOOK FOR TV CHANNEL SHIFTS: Channel shift CBS proposed this week, in order to work another TV station into Washington, is certain to set pattern for more such suggested changes in FCC's revised allocations (Vol. 4, No. 19, 20). It won't be surprising to see CBS, hard put also in Boston, Chicago and San Francisco, ask for further channel shifts from unwanted to wanted communities. Others facing possible shutouts in key cities are probing prospects -- indeed, we know for fact certain engineers are strenuously studying ways and means of finding additional frequencies for cities where demand exceeds supply. FCC indicates it's open to conviction, isn't "sot" on its proposed plan for allocating 955 channels to 459 specified communities (Supplement No. 58). To receive suggestions is exactly what June 14 hearing is for.

Concomitant of deal with Washington Post, whereby newspaper buys 55% control of WTOP for as-yet-undisclosed figure, CBS proposes Channel 12 be taken from nearby Fredericksburg, Va., to give nation's capital its fifth TV outlet, CBS its essential affiliation. Post's WINX, troublous 250-watt radio alma mater of FCC Chairman Wayne Coy, which originally cost millionaire publisher Eugene Meyer \$500,000 and has never done well technically or financially, would be sold. Oddly enough, 50-kw WTOP has always been CBS's poorest money maker. But publisher Phil Graham (Meyer's son-in-law) isn't looking for profits so much as prestige and newspaper promotion, especially inasmuch as powerful Washington Star has splendid TV-AM-FM setup (ABC affiliated) and NBC is similarly well-heeled locally, to say nothing of DuMont and Bamberger TVs. At same time CBS is acquiring remainder of stock (55%) from Bruntons of KQW, San Francisco -- purchase of which FCC turned down last year on grounds network shouldn't have 7 owned and operated stations. Sale includes KQW-FM. CBS is one of 7 San Francisco TV applicants applying for 3 available channels; hearings start May 24. Post-CBS deal is contingent on CBS purchase of KQW, is not dependent on TV grant in Washington. Both, of course, are subject to FCC approval, papers to be filed Tuesday.

DOMINANT TOPIC IS STILL TV: From point of view of TV and FM, main impressions left by this week's NAB Los Angeles convention were these: (1) That TV continues to dominate radio industry thinking and planning, evoking both hopes and fears but very little dispute about its popular appeal and enormous potential. (2) That FM is admittedly proverbial "better mousetrap" but those who hold old-established industry's pursestrings don't intend it should disrupt or displace present profitable plant.

That's sum and substance of nearly every discussion of basic developments and trends on the agenda. It was particularly apropos that this convention be held in the movie capital, where the Society of Motion Picture Engineers was also convening, also deeply concerned with TV, especially theater TV. Film executives are no less concerned than radio about TV's impact, and scarcely an edition of their multitudinous trade papers is without a quote about TV from one or another movie tycoon, or a story of TV's effect on film industry. One story that got exceptional play was RCA Victor v.p. "Wally" Watts' SMPE speech forecasting "golden era" for movies by reason of tripled or quadrupled film output to meet TV's needs.

Convention was divided between management (first 2 days, some 1,100 member registrants) and engineering (next 2 days, about 400 registered) -- an efficient,

practical arrangement. In between (Wednesday) was left open for social affairs. Altogether, it was the most superbly managed, most businesslike convention, yet most enjoyable for hospitality, in NAB's history. Your trade papers' reports on social events, especially Atwater Kent's fabulous "\$40,000 party," and detailed accounts of the convention's business sessions should make absent half of NAB membership (compared with last fall's nearly 3,000 registered) regret missing this one.

It would take dozens of these pages even to highlight what transpired. But aside from adoption of the Broadcasters Code, the outstanding event, to our thinking, was the "whither radio" panel, with its know-how names and horse-sense discussions: by ABC's Mark Woods, CBS's Frank Stanton, NBC's Noran Kersta, Don Lee's Lewis Allen Weiss, AAAA's Fred Gamble, Mason-Dixon's Clair McCullough, FMA's Everett Dillard, Hoffman Radio's H. J. Hoffman. By all means, if you weren't there, have NAB send you its excellent press digest if not full transcript. There was more plain talk here, less bunkum, than ever heard in any forum discussion of TV and FM -- capped by this pointed warning of Lew Weiss, whose company has spent 17 years and a million dollars experimenting with TV: This is no get-rich-quick business but rather an extremely costly long-range investment requiring most cautious approach and most prudent planning.

Engineering papers and floor exhibits were very largely TV, and exhibitors and chief engineers of stations indicated many more TV applications are on way. Nor did visits to magnificent new Don Lee studios and Mt. Wilson sites of most Los Angeles area's TV and FM transmitters fail to impress one with technicians' deep preoccupation with radio's great new development. Also worth mention: First display of RCA's new low power 500-watt TV transmitter, demonstration of Paramount's off-the-kinescope films for program syndication, first showing of Warner Brothers-RCA large screen theatre TV, impressive array of TV studio gadgets being produced by new Bill Eddy-Keith Kiggins company.

As for FM, it looked like a "lonesome kid," bound, nevertheless, to grow up and eventually to succeed. It got its usual pat on the back from FCC, this time from Chairman Wayne Coy. Like predecessors Fly, Porter and Denny, he went all out for FM, deploring those who are satisfied with the status quo, urging "you broadcasters make up your minds you can provide a superior aural broadcast service through FM," and asserting: "It seems almost inevitable that FM will, within a generation, largely replace AM."

We asked Mr. Coy what he meant by "a generation," and he replied: "A radio generation -- you figure that out -- you know how fast things happen in radio." Obviously, he didn't mean proverbial 33-year human span. But FMA President Everett Dillard and those of us who believe FM really is "the best aural system" could derive small comfort from show of hands at panel after Dillard talk. Half of audience said they were operating both AM and FM, but only about dozen raised hands when asked to indicate whether they believed FM would eventually replace AM, nor did Dillard win any support for his suggestion FCC should fix deadline beyond which it would license no more AMs.

FM PRODUCTION HITS SNAG IN APRIL: RMA's April FM set production took rather shocking drop to 90,635 (from March's 161,185). The fact April had 4 weeks and March had 5 was expected to show in figures, of course; however, FM's weekly average in April was 32.7% less than average week of year's first quarter. On other hand, though TV for April dropped to 46,339 (from March's 52,137), weekly average was up 27.6% from first quarter's average. Thus, post-war FMs reached 1,881,717 and TVs hit 349,413; non-RMA production, kits, etc., probably put actual number of sets near 2,000,000 and 375,000, respectively. Set production of all kinds was lowest in months -- 1,182,473, with auto and portable receivers carrying burden of AM output. Drop in AM and FM is unquestionably heavily attributable to tooling up for TV.

April TV breakdown: 33,803 table models, 4,859 TV-only consoles (1,794 projection type), 7,677 consoles with radio-phono (48 projection type). FM breakdown: 24,424 AM-FM table models (103 with phono), 59,372 consoles (3,373 without phono), 6,839 FM-only and tuners.

PARAMOUNT FILES FOR SIXTH TV: Highlight of TV application week (9 new applications, see TV Addenda 3-H, herewith) was Paramount's bid for Tampa. Application, in name of wholly-owned subsidiary Gulf Theatres Inc., is for Channel No. 2, is fourth application by movie firm that has 2 stations on the air (WBKB, Chicago; KTLA, Los Angeles), makes 4 for 3 remaining channels in Tampa. Although some observers saw application as challenge to FCC 5-station rule, there's possibility Paramount is hedging against losing out in Boston (8 vying for single frequency), Detroit (2 for 1), San Francisco (7 for 3), or it may be on verge of withdrawing from one of those cities. Paramount officials refused to talk, but it's understood statement may be forthcoming next week. Legally, of course, there's no bar against filing as many applications as desired; New England Television has 7 (see TV Directory No. 3).

Other applications: For Omaha, Neb., KOIL, Channel No. 3 -- now 2 for 1. For Huntington, W. Va., WSAZ-John Kennedy, No. 5. For Shreveport, La., oilman and real estate developer Ben Beckham, No. 11 -- fourth applicant for city's 4 channels. For Kalamazoo, Mich., WKZO-John Fetzer, No. 3. For Macon, Ga., WMAZ, No. 7; For Fresno, Cal., KARM, No. 7 -- fourth for 4 channels. For Bakersfield, Cal., Paul R. Bartlett (pending purchaser of KERO, Sacramento, and present general manager of that station and KFRE, Fresno), No. 8. For Tulsa, KAKC, No. 10.

TV PROGRAM SOURCES AND HOURS: Everybody wants to get into the TV act, judging from our preliminary mailing of some 250 questionnaires to as many who've indicated they have live or film programs to syndicate to TV stations. Everybody, that is, except the very big movie producers. Your syndicators or prospective syndicators (though market as yet comprises only 26 stations, perhaps 50 by year's end) include such diverse interests as DuMont, planning "tele-transcriptions" of its stations' live shows; New York News' WPIX, offering its Korda films (Vol. 4, No. 18); Frederic Ziv, Jerry Fairbanks, David Selznick, Rudy Vallee, and scores of little film rental companies or agents with acts to sell. This just gives you an idea of diversity of the list, which we will publish later as a Directory of TV Program Sources.

All of which augurs well for TV's program supply, a bugbear until FCC recently proposed relaxing its 28-hours-per-week minimum rule (Public Notice 21352) to permit stations to operate not less than 12 hours per week first 18 months, then gradually increase to minimums of 16, 20, 24, 28 hours at 6-month intervals. Proposal bans test patterns as counting toward time on the air. Commission has asked for industry comments by May 28, will hold hearings if necessary.

TV SETS FOR MASSES AND CLASSES: At same time TV sets begin to arrive for masses (latest is rumored Pilot 3-in. job for \$99.95), makers of more expensive instruments (Scott, Capehart, Magnavox) have begun to produce their versions for classes. In meantime, middle-priced sets continue to appear.

Though rumor of 3-in. Pilot set has elicited some deprecatory "humphs," we'll wait and see, recalling skepticism which greeted company's \$29.95 FM Pilotuner about a year ago (Vol. 3, No. 26). Till then, FM tuners were technically inferior or too expensive. Pilot officials neither confirm nor deny rumor, but say they will unveil their new set around June 1. If it is \$100 unit, it will be first -- although reports won't down Regal has \$100 receiver (Vol. 4, No. 15), Tele-Tech's Stan Gerstin being most recent to predict it.

At other end of price and quality ladder, Scott's companion to its high-fidelity radio-phonograph consoles (Vol. 4, No. 15) turns out to be table model with 12x16-in. projection picture (first such on market). Using North American Philips "Protelgram" (Vol. 4, Nos. 9, 13), Scott set will sell for around \$600, is incased in cabinet 25x22½x14 in., has lidded top which when opened permits folded screen to extend. Set can be used separately, or attached to audio portion of console. Scott will add all-in-one set later. Another user of Protelgram is Hallicrafters, which is showing components of big-screen system for custom installations. Company offers tube, optical system, high voltage unit, chassis in wood rack at \$495; in two-piece ensemble with bellows-type "throw" for \$549.50; projection unit separately with bellows at \$329.50; projection unit separately in rack mount for \$295. Magnavox,

also in companion TV set field (Vol. 4, No. 17), now says sets will be on market first week in June. There will be 5 companion pieces to popular radio-phono consoles, 3 new TV-AM-FM-phono consoles -- no prices yet.

Work horse 10-in. table model sets gained additions this week when GE began shipments of Model 810 (Vol. 4, No. 12), \$299.50 TV table model with 18 tubes plus 3 rectifiers; installation is \$55. Hallcrafters also this week announced new \$249.50 table model in plastic cabinet, with production to start in August, deliveries in September or earlier, according to President Bill Halligan. Olympic Radio intends to introduce 10-in. table model plus TV-radio console (also 10-in.) at music show in Chicago next month; prices have not been set. New set maker is Cortley Television Corp., 15 W. 57th St., New York City, with 6x8 ft projection model, no price yet.

Other TV set news-of-the week: GE says it plans to turn over its receiver bldg. at Electronics Park, Syracuse, entirely to TV production before year's end.... DuMont says its new plant (Vol. 4, No. 20) will enable present 3,000 per month production to be tripled (goal being 20,000 monthly), also triple cathode-ray outputFarnsworth will soon reduce price of Model GV-260 from \$375 to \$325....Farnsworth isn't only manufacturer with price including installation and service fees (Vol. 4, No. 19); Stromberg-Carlson has had policy for some time; company also says 67% of its production will be TV by end of year....Discordant note from retailers came this week from Irwin D. Wolf (Kaufman Dept. Stores, Pittsburgh), chairman of National Retail Dry Goods Assn. vendors relations committee, who told TV subcommittee present markup on TV sets (24%-28%) isn't sufficient to cover sales costs.

SIGHT AND SOUND

TV hearings go on as scheduled in cities where no changes in frequencies are proposed or where there's been simple substitution of channels or classifications. That's gist of FCC clarification Friday on hearing policies as they relate to proposed reassignment of TV frequencies (Vol. 4, No. 19). In all other instances, hearings will be deferred till after decision on channel revision plan—and if city gets added channels, hearing dates won't be set (when there is excess of applicants) for 30 days after decision—to permit new applicants to file.

June 15 hearing on TV network rates (Vol. 4, No. 18) will be no quickie, will probably run into Fall, say participants. TBA is preparing full-scale attack on rates which Dr. DuMont figures would amount to \$32 million yearly for five 10-station networks. In meantime, downward revision of tariffs for local TV loops, following pattern of New Jersey Bell (Vol. 4, No. 13, 14), has been made by most state Bell companies; balance are expected to file the new rates with FCC in next few weeks. New tariffs eliminate installation charges, compute mileage on airline rather than circuit miles.

Predictions TV will resurrect vaudeville will get first real test in "Texaco Star Theater" beginning June 8 on 7-station NBC network. Hour-long shows will be pure vaudeville, with Milton Berle as m.c. first 4 weeks, with possibility of Al Jolson and Groucho Marx later. Show will have 7 acts, cost Texaco \$5,000 weekly. Agency is Kudner, with William Morris recruiting acts. Latter has opened campaign for talent with double-page spreads in trade papers proclaiming: "Vaudeville is Back. Wanted—Variety Artists from All Quarters of the Globe."

ABC's search for TV antenna site in New York City finally ended last week with deal for joint use with Ira Hirschmann's WABF (FM) of swank Hotel Pierre roof. Both stations will use common tower, and Hirschmann will also use facilities for experimental TV station W2XMT.

New FMA board member Marion Claire (WGNB, *Chicago Tribune's* FM) succeeds Leonard Asch. Asch resigned because both he and board member Russ David (ex-GE) are now in same outfit (WPTR, Albany).

Sen. Johnson introduced resolution this week (S. R. 240) which would require FCC to defer decision on clear channels until after new NARBA settlement is ratified. Sen. Johnson, whose bill to limit clears to 50 kw, permit duplication (Vol. 4, No. 9 et seq), is still pending, thinks U. S. can protect itself in international negotiations without granting the high power (750 kw) considered necessary by clears to prevent foreign encroachment on our channels. In Sen. Tobey-RCA fight (Vol 4, No. 20), others accused of holding FM back (Norton, Denny, Porter, et al.) may be called for testimony, since Sen. Capehart thought they should be and Sen. Tobey assented.

A natural for transit FM (Vol. 4, No. 5, et seq) because of part ownership by bus company, WBUZ-FM, Bradbury Hts., Md. (Washington suburb), has been testing. reports good results. Though station is Class A, radiating only 420 watts, officials say reception is satisfactory. Associated bus line (WM&A) carries some 25,000 passengers daily. Along same lines, transit company in large southern city is ready to apply for FM station, claims commitments running into 4 figures daily from prospective sponsors. And WCTS, Cincinnati, pioneer with the medium, is said to have \$1,200 weekly business already signed up though regular large-scale service begins June 15.

Good idea, growing tendency of TV stations to publish names of sponsors alongside weekly advance program listings—and we hope all will do it. CBS Television also issued as of May 1 listing of sponsored programs (with ad agencies) on its WCBS-TV, totaling 17, including "feeds" to other stations. May 3 *Broadcasting*, in its "Telestatus Reports," carries listing of all TV sponsors on all reporting stations as of Feb. 1.

TV awards of New York's Radio-Television Critics Circle went to NBC (for promotion, improved production and direction), CBS (sports coverage), DuMont ("Court of Current Issues" forum), DuMont announcer Dennis James (wit and versatility).

New York City-Albany coaxial (154 mi.) began telephone operation Friday, but AT&T doesn't indicate when it will be equipped to handle TV.

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. 4, NO. 22

May 29, 1948

UHF TESTS IN FCC BAILIWICK: FCC's hope that setting Sept. 20 hearing on uhf TV (Vol. 4, No. 19-20) might stimulate tempo of experiments is being realized quite gratifyingly. This week RCA asked for permit to duplicate Channel 4 (66-72 mc) transmissions of NBC's WNBW, Washington, on 504-510 mc, starting about Sept. 1. These tests, plus Maj. Armstrong's at Alpine (Vol. 4, No. 15), oilman Ed Pauley's in San Francisco (Vol. 4, No. 19), and those of other experimenters (see Part III, TV Directory No. 3), should add needful data to still meager knowledge about uhf for TV -- may prove whether uhf really can provide answer to growing demand for more channels.

RCA will install its 3½ kw "green" transmitter, used in Princeton color demonstrations (though only 6 mc black and white is proposed), will attempt up to 25 kw radiations from WNBW's Wardman Park tower. Washington terrain is regarded very favorable for uhf under varying conditions. "Let's find out if these frequencies can take care of gaps in FCC's allocations, like Trenton and Bridgeport," said an RCA spokesman, "and let's find out how well uhf will work under both metropolitan and rural conditions." FCC hearing comes pretty soon after RCA tests begin. However, propinquity of experimental station to FCC will permit its engineers to do own studies of comparative emissions. RCA promises to place plenty of its \$10 converters (Vol. 2, No. 44; Vol. 4, No. 20) in and around the city to demonstrate how existing sets won't be obsoleted by uhf.

HOLLYWOOD BUZZES WITH TV TALK: In Hollywood and on New York's Rialto, the rafters and the trade presses hum to tunes of fact and speculation about TV. Fabulous film-land, particularly, seethes with concern -- the undertone being our-money-and-our-know-how-will-decide, the overtone how-can-we-make-television-pay? Everyone from tycoon to studio guide has his pet theory and his inside dope. Probed on the spot, it's apparent they're generally pretty confused, often quite misinformed. But there's unanimous agreement on several points: that TV is the entertainment world's biggest problem, that it can't be halted by artificial restraints, that it's in the American home to stay.

From where we sit, it looks like the TV franchise holder (channel grantee) has the same whip hand that AM's early and more far-sighted enterprisers held over newspapers not so long ago. With very few exceptions, big movie firms have let station ownership opportunities slip away, at least in major cities. So burden of ownership identity now rests largely with local and regional theater owners, either seeking stations of their own or working in collaboration with local telecasters.

Ownership of stations of course is limited to 5-to-a-customer, but none save Paramount, among the big producer-distributor concerns, has got even one yet -- not even for "test-tube" purposes. Paramount continues to lead movie industry in knowledge of TV and acceptance of its existence: owns 2 stations, seeks 4 others, owns part of DuMont, has own TV filming and projection system, even has New York studios.

In the Warner Brothers purlieus, despite denials and cagey attorneys, supreme confidence is expressed Warners will soon own Thackrey TV in Los Angeles (Vol. 4, No. 18-19) -- and we were informed Friday, by usually reliable sources, deal has been closed for \$1,046,000. Warners apparently aren't perturbed by certainty others will apply for Thackrey's precious channel, once deal is formally disclosed. Isn't

it a fact Warners' KFVB occupies all of their old silent picture lot and buildings (biggest single station setup in the world), and doesn't that equip Warners ideally for TV? In addition, Warners is applicant for a Chicago outlet, and is taking leading role in large-screen theatre experimentation in collaboration with RCA. Some 2,000 persons turned out the night of May 21 for demonstration of 20x15-ft screen TV, amazingly clear, unquestionably acceptable, certainly auguring a revolution in newsreel transmissions if nothing else.

Only other big-time producer-theater owner trying to crash TV ownership is 20th Century-Fox. It holds no channel permits yet, but it's a competitor for San Francisco and Boston, has indicated intention of applying for Kansas City, Seattle and probably other cities.

* * * *

In the speculative reports, Zenith's Phonevision system of pay-as-you-look TV (Vol. 3, No. 27; Vol. 4, No. 5, 19) looms large. It can't be blinked off, despite radio industry antagonism and despite manifold problems it still faces -- such as FCC approval, telephone company arrangements, top-grade film supply. The brothers Skouras (Spyros heads 20th Century-Fox) and a large contingent of MGM officials have seen Chicago demonstrations, and Zenith's Gene McDonald has other movie moguls scheduled to look over his system.

Spyros Skouras is said to like idea of a "Muzak system for TV" and MGM's Howard Dietz has made no bones about his conviction TV is off on wrong foot in depending on advertising support. McDonald now calls Phonevision an income "plus" for telecasters, proposes only part of a station's daily schedule be devoted to non-sponsored, paid-for-by-viewers, first-run pictures. You call the phone company, which removes a random interfering signal via its lines, bills you \$1 for film you and family can then see; film company, stations, phone company would divide fees.

McDonald promises to set Phonevision up in a "test city" soon -- we'll know where when he asks FCC for authority. He says he doesn't intend to levy any fee on film people or stations, but will get royalties from receiving set control device.

BOSTON TV ABOUT TO GET GOING: Boston's T-Day has been set ahead again, won't come next Wednesday (June 2) as planned by Westinghouse's WBZ-TV. Station ran into tough luck in final stages this week, suffered damaged coaxial while raising antenna. Now manager W. C. Swartley says test signals will start no later than June 2, after which he will fix T-date; WBZ-TV also reports 70% of schedule, NBC or local, will be commercial from outset. Meanwhile, Yankee's WNAC-TV, also set back by bad weather, is completing construction, should get going well ahead of mid-June, may even beat WBZ-TV to commercial gun. So they will be 27th and 28th stations on air, Boston next big market for TV set distribution -- with some 6,000 reported already delivered to homes, pubs, shops and warehouses of area. Latest from New Haven's oft-delayed WNHC-TV: test patterns are due to start this week end, commercial operation 2 weeks hence, will carry films and spots but has no local studios yet, will depend mainly on relays from WABD, New York.

PREPPING FOR THE CONVENTION: Pooled film coverage of Philadelphia political conventions (GOP, June 21; Dems, July 12) has fallen through for lack of enough station subscribers -- too expensive for the mere 30-odd stations that will be operating then. Positions allotted to pool now have been parceled out to ABC, CBS, NBC, WPIX, which will syndicate films themselves. Rest of coverage is still as planned (Vol. 4, No. 7, 8), except that WPIX (like Life-NBC) will have off-the-kinescope film, has commissioned Paramount to do job. Telecasters are ready for five 8-hour days of each convention. Manufacturers are advising distributors to prepare for biggest stimulus yet to TV set sales -- with June 23 Louis-Walcott fight an added attraction. TV planners say Henry Wallace's July 23-25 "nominating" convention will also be covered. Networks will vie for feature sidelight coverage, interviews, etc., each with own "stable" of big names. Meanwhile, CBS pre-convention "Presidential Timber" series began with Stassen Thursday night -- good job of showmanship, Stassen giving commentary against background of films and slides.

May 29, 1948

TRANSIT PEOPLE WILLING BUT CAUTIOUS: Staid old transit companies are still rather chary of advances by FM stations, but they're intensely eager to see whether transit FM (Vol. 4, No. 5, et seq) lives up to glowing advance notices. Many are awaiting reports on a few months of operation by pilot station WCTS, Cincinnati, due to begin about July 1. However, WCTS's Hulbert (Hub) Taft, also head of Transit Radio Inc., Union Trust Bldg., Cincinnati, handling receiver procurement and national time sales, estimates at least 30 of nation's top markets have more or less intensive explorations and negotiations going on. We hear of 4 not previously reported: Des Moines (KCBC-FM); Milwaukee (WMIL); St. Louis (KXOK-FM); San Francisco (KRON-FM). Bellwether WCTS has contract for 5 years, in which time it must write off 400-plus receivers costing \$160 each installed. To date, station has time worth \$1,200-\$1,500 weekly sold to 13-15 advertisers; but Taft has doubts that by time schedule starts, he'll be getting the \$4,000 weekly needed to put 18-hour daily operation in the black. Meanwhile, carcard people naturally have no intention of being left out of the act; some are reported offering to pay for receivers as price of inclusion in station-transit company deals -- very attractive to some hard-pressed FM stations.

UPS AND DOWNS OF FM NETWORKING: FM networks bloom, wither and bloom again. Their quick growth is due to an inexpensive rebroadcast technique, impossible with AM. Their fits and starts are attributable to almost complete interdependence -- if one station drops out, for whatever reason, stations beyond it generally have no alternative feed. This factor was principal motivation behind recent unsuccessful drive to get 44-50 mc for FM relaying (Vol. 4, No. 19). As more stations achieve full power, offering alternative network routes, drawback will fade somewhat. Currently, however, it looks as if really extensive networking will depend on development and installation of adequate common carrier wire lines and/or microwaves. Meanwhile, here's some of latest regional FM network activity:

State of New York apparently is in for real variety, with Colonial Network (Vol. 4, No. 19) beginning to take shape as mutually-owned chain, to date comprising: WKRT-FM, Cortland (also Syracuse studios); WWHG, Hornell; WOPT, Oswego; WKNP, Corning; WHLD-FM, Niagara Falls. Plans call for start July 1, achieving hookup solely via rebroadcast method, eventually adding stations in Rochester, Watertown, Utica, Binghamton, other cities. President Gerald Mayer (WKRT-FM) says several sponsors are already lined up, initial programming to be about 2 hours daily. Then farm cooperative-owned Rural Radio Network expects to go on June 6 with four of its 6 outlets (WVFC, Ithaca; WVCN, DeRuyter; WVCV, Cherry Valley; WFNF, Wethersfield); other 2 (WVBT, S. Bristol, WVBN, Turin) are scheduled for late summer. Network plans later hookup with Finch's WGHE, New York City.

On other FM network fronts: Henry Polm (WABX, Harrisburg, Pa.) has ambitious plans for Capitol FM Network (Vol. 4, No. 16) as "a 6-state network" in Pa., N.Y., Dela., Md., Va., N.C. He will add other states as facilities become available. He gives "early June" as starting date. Dillard's Continental Network expects to feed political conventions to anywhere from 20 to 30 stations, WPEN-FM, Philadelphia, serving as key. CN hopes to go as far west as Pittsburgh (WKJF) but says it's having trouble getting 8 kc lines, let alone 15 kc. WINX-FM, Washington, also plans to cover conventions for its FM Broadcasting System (Vol. 4, No. 16); but it still has to complete engineering tests, since it hopes to relay by rebroadcast only, and Philadelphia feeder station WIBG-FM is still on low power. Dixie FM Network continues special events service to 10-12 North Carolina stations, has just re-elected officers (Fred Fletcher, WRAL-FM, Raleigh, president).

In response to requests that we indicate when new AM stations go on air (paralleling our reports of STAs for FM and TV), we're this week instituting new category in our weekly AM addenda (yellow supplements) headed "Authorization for Program Tests Granted." Stations begin initial regular operation with program tests in preparation for final license grant.

Any idea Frank Mullen heads up Dick Richards' stations (Vol. 4, No. 20) as an NBC foil can be dispelled by (1) fact he denies it, and he's not one given to equivocation; (2) fact NBC has 2-years-to-go affiliation contract with KFI, Los Angeles, so KMPC isn't likely to switch before then, if ever; (3) NBC has own 50 kw outlet in Cleveland, doesn't need Richards' WGAR; (4) you couldn't pry loose *Detroit News'* WWJ from NBC, and Richards' 50 kw WJR hasn't slightest inclination of shifting. Mullen's affiliation dealings after July 1 will be largely with CBS, not at all with NBC; nor have any Richards' stations any TV permits yet.

Demonstration of uhf TV during San Francisco hearings Tuesday gave oilman Ed Pauley, applicant for one of city's 2 remaining channels, distinction of putting city's "first TV signal" on air. His consultant, ex-FCC chief engineer George Adair, rigged 50-watt Continental transmitter atop St. Francis Hotel, transmitted images on 600 mc to Sir Francis Drake, about block away. Cocktail party viewing stunt agreed signals were good—though short-distance transmission proved nothing propagation-wise.

New elected officers of American Television Society: Charles J. Durban, asst. adv. mgr., U.S. Rubber Co., president; Halsey V. Barrett, DuMont station relations mgr., v.p.; Emerson Yorke, film producer, secy.; Arch Braunfield, treasurer. Board members: Don McClure, N. W. Ayer & Son; Edward Sobol, NBC; Paul Mowrey, ABC; George Moscovics, CBS; George Shupert, Paramount; Charles Alicoate, *Radio Daily*; Warren Caro, Theatre Guild.

First fruits of Jimmy Petrillo's new public relations policy: (1) photographed with President Truman at AFM benefit concert in Washington Tuesday, where he got in a few licks against Taft-Hartley Act's prohibitions on his record royalty setup; (2) scheduling FCC Chairman Wayne Coy as speaker at AFM's convention in Asbury Park, N. J., June 11; (3) issuance of neat brochure titled *The Record on Records*, giving AFM side of recording ban. His new PRO: Hal Leyshon, ex-*Miami News* (WIOD).

Following lead of CBS, first to schedule regular AM-TV duplications (of Gulf-sponsored AM show "We The People" starting June 1 with such headliners as Fred Allen, Mrs. Spencer Tracy and "Nature Boy" composer Eden Ahbez), CBS-affiliated WCAU-TV this week began duplication of its 24-year-old "Children's Hour," Horn & Hardart sponsored, Sundays, 11:30-12:30 noon.

INS-Telenews has sold CBS its 5-minute daily news-reel and 8-minute cut film on non-exclusive basis; new customer also is Boston's WBZ-TV, effective when it starts in June. Also in syndicate field, didn't take long for *New York News'* WPIX to sell exclusive rights to Korda films it recently bought (Vol. 4, No. 18); 15 other stations, some not yet in operation, have purchased exclusive local rights.

Weekly column of TV comment and critique has been instituted Saturdays by *New York Sun*, which in '20's and '30's had one of best radio pages, edited by E. L. Bragdon (now RCA). Columnist is feature writer Dan Anderson.

Key personnel shifts: ABC sources disclose GE transmitter division's popular, capable sales chief Phil Caldwell leaving Syracuse soon to take charge of network's West Coast engineering operations . . . V. P. Edwin Moss Williams has quit UP, where he has handled business side of radio since 1935, plans undisclosed radio-newspaper work; successor is Jack Bisco . . . Charles B. Brown, ex-NBC, latterly program manager of KFI, Los Angeles, quits June 1 to head Video Broadcasting Co., holder of TV-CP for Portland, Ore., applicant for San Diego, San Jose; same group's chief engineer is Charles Wesley Turner, ex-RCA TV sales . . . Paul Miller, ex-chief, AP Washington, now Gannett newspapers, has been assigned to direct all of their radio-TV operations (5 AMs, 2 TV applications, 1 TV grant).

Ablest job of analyzing today's TV in layman's language, to our mind, was 11-column article in May 24 *Time*. Story beefs about poor programs (as who doesn't?), but tells of improving sports coverage, dramatic shows, leaves no doubt that TV is shouldering its way to forefront of entertainment and business worlds.

Enormous FM coverage, perhaps largest in nation, is expected by Eitel-McCullough out of its KSBR, San Bruno, Cal., due this weekend to begin radiating 250 kw, 2,470 ft above average terrain, atop Mt. Diablo.

Highlighting new TV sponsorships are Texas Co.'s "Texaco Star Theater" starting on NBC network June 8, Tue., 8-9 p.m., reviving old-time vaudeville, Milton Berle as m.c. first 4 weeks, thru Kudner Agency; also on same network General Foods (Maxwell House Coffee) starting July 4 "Try and Do It," audience participation show, Sun., 8:30-9 p.m., thru Benton & Bowles. Other current sponsors:

WTTG, Washington: Charles Schwartz & Son (jewelers), 1-min. Sun. spots, thru Henry J. Kaufman Associates; Good Humor Ice Cream Co., partic. in "Small Fry Club" 3 nights weekly, thru I. T. Cohen Adv.; Peake Motor Co., 1-min. spot weekly; thru Kaufman; University Shop, 1-min. preceding baseball, thru Cohen; George's Radio & Television Co. (Philco), "Dugout Chatter," 15-min. preceding baseball, thru Robert J. Enders Adv.; National Brewing Co., 1-min. preceding baseball, thru Owen & Campbell; Stewart's Men's Clothes, 1-min. following baseball, thru Tempo Ad Associates; Admiral Corp., "Press Box," 15-min. after baseball, thru Enders; Canada Dry Ginger Ale, 1-min. after "Press Box," thru J. M. Mathes Inc.; Center Market, 1-min. Wed., thru Cohen; Philip Morris Co., 3 one-min. spots weekly, thru Blow Co.; Valley Forge Distributing Co. (beer), 3 one-min. spots weekly.

On WCAU-TV, Philadelphia: Dushoff Distributing Co., "Watch Your Step," dancing instruction and rhumba contest, Tue., 8:30-9 p.m., thru Packard Adv. Agency; Major Oil Co. (heating units, fuel oil service), "Major Events," film roundup, Mon., 7:45-8 p.m., thru Shaw & Schreiber Agency; Esslinger's Inc. (beer), 5-min. film of oldtime baseball before Phillies and Athletics games, thru Lamb, Smith & Keen; Bulova Watch Co., nightly 1-min. spots, thru Blow Co.; Parkway Baking Co., weekly 1-min. spots, thru J. M. Korn & Co.; John Daly Inc. (Ford dealer), 15-min. "Stump the Artist" and 4 spots weekly, thru E. L. Brown; Century Heat & Air Conditioning Co., weekly ann., thru Gersh & Kramer; Mort Co. (plumbing supplies), 2 ann. weekly, thru Cox & Tanz; Delaware Park Race Track, 10-min. film, 6 ann., thru John Gilbert Craig Adv. Inc.

On WFIL-TV, Philadelphia: DuMont dealers, "Television News-reel," 15-min. weekdays at 7:30 p.m., half hour Sun., thru Buchanan Co.; Pierce-Phelps (Admiral radio distributor), 11 Philadelphia Eagles pro football games, thru Robert J. Enders Adv.

On WPTZ, Philadelphia: Jacques Forber (furrier), spots; Jawer's Inc. (Custom Built Kitchens), spots; Time Watches Inc., INS news preceding SunCay baseball; Pioneer Scientific Co. of New York (Polaroid TV Screen), 5-min. musical film before Tue. night ball games.

On WABD, New York: Francis I. DuPont Co. (brokers), 2 institutional spots weekly (slides), May 12-Aug. 5, thru French & Preston; John Wanamaker Store (for Quality ranges), "Everything Under Control," comedy drama, May 26; Roosevelt Raceway, May-June harness races, thru EBDO.

On WCBS-TV, New York: Philip Morris & Co., four 1-min. film spots weekly, thru Blow Co.; Breyer Ice Cream Co., Tue. 1-min. spots, thru McKee & Albright.

WBKB, Chicago, and KTLA, Los Angeles: United Airlines, 2 and 5 one-min. spots weekly, respectively, thru N. W. Ayer & Son.

OFF-THE-TUBE FILMS FOR TV: You'll be hearing more and more about off-the-kinescope films (DuMont calls them "tele-transcriptions") as means of accomplishing cheaper TV networking. They will be to TV what transcriptions are to radio -- only more so, for it's evident the high cost of coaxial-microwave relays is going to limit "network lines" largely to spot news events. Even spot news telecasts will be "tele-transcribed" on big scale, both for syndication and for repeat performances; witness Life Magazine's much-publicized plan to rush off-the-kinescope films shot at forthcoming political conventions to those NBC-affiliated TV stations that cannot yet be linked into NBC's eastern TV hookup.

Not only DuMont and NBC but Paramount and Warner have demonstrated off-the-tube films in recent weeks in New York and Hollywood -- and uniformly the clarity and definition have been highly satisfactory. Paramount's system presumably is akin to DuMont's (corporate partner which claims to have built its original apparatus) and Warner's to NBC's (for Warner's technical chief Col. Nathan Levinson is working in close collaboration with RCA, though mainly on theatre-screen projection).

It's the DuMont theory any entertainment shows off films (such as its high-Hooper Amateur Hour, Charade Quiz, even Small Fry) are just as enjoyable as live, have no time element. So, DuMont, linking New York-Washington now and Pittsburgh soon, has decided on policy (1) of "buying lines" from AT&T only for spot events, (2) tele-transcribing its own stations' best shows, renting the films to others. NBC and Paramount, also station operators, plan syndication, too. According to DuMont research chief T. T. Goldsmith: "Even those stations which are on the path of the coaxial cable or microwave relay sometimes lack the equipment, the know-how or the finances to build well-rounded program schedules. These stations may find tele-transcriptions the best possible solution....programming costs will certainly be considerably less than if they receive shows via a common carrier."

MEET MISS FCC COMR. HENNOCK: Gallantry or political trading may win Senate confirmation for President Truman's surprise nominee as successor to retiring FCC Comr. Durr -- Miss Frieda B. Hennock, New York lawyer, endorsed by state and city politicians. But it won't be surprising to see Republican-controlled Senate committee, if not subcommittee named to examine her qualifications (Brewster, Capehart, Johnson), stall against June 19 adjournment of Congress. That would force interim appointment. On Friday, Sen. Brewster said no hearing date has been set; pointing to pressure of duties as session winds up, added "We'll get it to this matter if we can."

Obvious GOP strategy is to hold post open for own patronage, for they're supremely confident of victory in fall elections, which would win right to FCC majority. Some want GOP Comr. Jones as next chairman, too. As for Miss Hennock, she's utterly unknown to radio, has never been in any radio cases, is a purely political choice. She's now with staid, established law firm of Choate, Mitchell & Ely, has held minor political posts, was extremely active in Mayor O'Dwyer's campaign. She's described as a career woman, a Roosevelt liberal, attractive and striking in appearance, admitting to age 43. A law colleague says she's "aggressive and tenacious and unpredictable...don't underestimate her backing and her ability to get things done."

NEW TV SETS AND SET MAKERS: New manufacturers, new wrinkles -- that's the TV receiving set picture this week. Fisher Radio Corp., high fidelity "class" set maker, is out with \$795 TV-only console with 16x12-in. picture, using North American Philips "Protelgram" (Vol. 4, No. 9, 13). National Co., old-line ham and communications equipment maker, announced August deliveries of 7-in. table model in grey metal cabinet with 2 speakers to sell for around \$190, using Dome circuit (Vol. 4, No. 6). Zenith informed its dealers it will have TV sets this fall, but neither president Gene McDonald nor his aides would whisper a word about them.

Established manufacturers continue to add to lines, and big Music Industry Show (NAMM) in Chicago June 14-17 is going to display lots of new models for first time. Brunswick will show two 15-in. table models, one for home with 29 tubes plus 2 rectifiers at \$975, other with push-pull amplifier, 2 speakers, 25 tubes plus 7 rectifiers, at \$795; also 3 consoles -- one 10-in. TV-only at \$495 (\$595 in Chi-

nese Chippendale); one 10-in. TV-AM-FM-phono at \$795; one 15-in. TV-AM-FM-phono at \$1,450. Stromberg-Carlson's new 12-in. series (Vol. 3, No. 47) was shown to dealers in New York this week: a \$500 table model with FM, \$600 TV-FM console, \$985 TV-AM-FM-phono in Chinese cabinet, \$1,195 TV-AM-FM-phono console.

Other TV set news: Bendix now expects to start its TV line rolling July 1 when it announces 10-in. table and console model with emphasis on circuit's freedom from "snow" and institutes new factory-to-dealer system under new sales chief E. C. Bonia, ex-Sparks-Withington....RCA is about to start delivering new \$895 low-boy 15x12-in. projection set (8PCS41)....Irving Kane, ex-Viewtone, ex-Cleervue, now heads new Royal Television & Radio Corp., 81 Willoughby St., Brooklyn, N.Y....That \$100 Regal TV set (Vol. 4, No. 15, 21) simply doesn't exist, except in somebody's imagination -- and company's coy attitude toward inquirers can now be written off as dubious publicity....There's an alleged 10-tube circuit for TV reported floating around, but we'll believe that one too when we see it.

4 GRANTED CPs, 7 APPLY FOR TV: Four CPs were granted for TV channels in non-contested areas this week, 7 new applications filed. The grants: WMBR, Jacksonville, Fla., Channel No. 4; WKAL, Rome, N.Y., No. 13; Gannett's Utica (N.Y.) Observer-Dispatch (WKCJ-FM-CP), No. 3; WOAI, San Antonio, No. 4. [Note changed status of these in your TV Directory No. 3.] The week's applicants:

For Sacramento, Cal., KROY, No. 3 -- now 4 for 3. For San Diego, Cal., Leland Holzer, Los Angeles auto dealer, No. 10 -- now 8 for 3. For Pittsburgh, Pa., by WLOA, of Braddock, Pa., No. 10 -- now 8 for 3. For Hazleton, Pa., WAZL, No. 2 (not yet allocated city). For Allentown, Pa., Ray Kohn group-WFMZ(FM), also Tri-Cities Telecasters Inc. (including WHOL-CP holders), both seeking No. 8 -- now 5 for 2. For Salt Lake City, KSL, No. 5. (For details about foregoing grantees and applicants, see TV Addenda 3-I herewith.)

Soon to be filed will be applications by 20th Century-Fox for Kansas City and Seattle; KVOB, Denver; KIST, Santa Barbara (Harry Butcher), among others.

San Francisco hearing started there Monday, first of FCC examiners' big summer-fall schedule [note schedules and changes in our weekly addenda]. It was marked by hot and heavy arguments by very determined applicants and their expensive Washington and New York legal-engineering counsel. At outset, S. H. Patterson's KSAN and newcomer Leland Holzer withdrew, leaving 5 for 2; CBS, Pauley, Paramount, 20th Century-Fox, and KROW, Oakland. Among other FCC-TV developments of week, Paramount petitioned FCC to decide Paramount-DuMont issues (Vol. 4, No. 20) right now instead of waiting until after hearings.

* * * *

FCC Secretary Tom Slowie's office looked like famed Last Chance Cafe at Friday deadline for appearances for June 14 hearing on proposed new TV allocations (Vol. 4, No. 19-20; Supp. 58). Attorneys swarmed in, filing some 70 appearances. Most objected to losses of channels (as in Boston, Trenton, Bridgeport, Chicago, Buffalo, Cleveland), in some cases on grounds of violating equalization amendment. Or they suggested means of increasing channel allotments in certain cities, like Toledo, Baltimore, Washington. Boston's WHDH proposed picking up 4 mc in 72-76mc band (now fixed services) and lopping off 2 mc from educational FM band, thus permitting realignment of Channels 1-6 to make 13 channels again. WTOP Inc. filed for Fredericksburg's No. 12 in Washington, per CBS plan (Vol. 4, No. 21), would substitute community Channel 2 in Virginia town, protect Baltimore's Channels 11 and 13 with directional antenna.

Significant was number of non-TV applicants asking to be heard -- indicating purpose of filing for TV when and if channels would be made available: Radio Diablo, of San Bruno, Cal. (for Stockton, Cal.); WNDB-CP, Daytona Beach, Fla.; Sunshine Television Corp., CP holder in St. Petersburg (for Orlando, Fla.); WJOB, Hammond, Ind.; WFAM(FM), Lafayette, Ind.; WFMD, Frederick, Md.; WBEC, Pittsfield, Mass.; WANN, Annapolis, Md.; WTOA(FM), Trenton, N.J.; WHCU, Ithaca, N.Y.; WKIP, Poughkeepsie, N.Y.; WERC, Erie, Pa.; WMRF, Lewistown, Pa.; The Appalachian Co., Scranton, Pa.; WMGW, Meadville, Pa.; WAIM, Anderson, WACA, Camden, S.C.; WLIN(FM), Merrill, Wis.

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. 4, NO. 23

June 5, 1948

SQUEEZING THE TV BANDS FOR MORE: In preparing our digests of the 82 appearances filed for FCC June 14 hearings on proposed revisions of TV allocations (see Special TV Supplement herewith), we discerned two noteworthy trends: (1) Nearly all who request additional channels regard any interference outside 5,000 uv/m contour as "no interference" -- although most would cut deeply into 500 uv/m contours and thus affect substantial populations. (2) Some proposals for "squeezing in" additional channels are predicated on use of directional antennas, first time idea has been advanced on any substantial scale -- although NBC-Cleveland has Figure 8 pattern to enable it to cover Akron too, and original Channel No. 1 grant to Riverside, Cal. was conditioned on directional array to protect Los Angeles. To luckless applicants (or remiss counsel) who didn't think to file appearances to protect their city's assignments, FCC next week will issue clarification permitting oppositions to proposed changes (see Supp. 58 for new and old allocations; Vol. 4, No. 19-22 for background stories). But it will permit no further counter-proposals.

BIGGER PICTURE TUBES COMING ALONG: It's quite apparent, though not much is being said about it yet, that increased size of direct-view image is going to be next big improvement in TV reception, next big merchandising appeal. Though 10-in. and even 7-in. sets are moving extremely well, it takes no clairvoyant to foresee widening market for 12, 12½, 15 and 16-in. models. That is, provided prices are in line -- and it looks as though they could be, thanks to improving production outlook. Diligent inquiry at key sources this week disclosed these facts and trends:

1. Corning Glass Works goes into mechanized production of 12-in. bulbs next month. Though we're told increase "won't be tremendous," output going mostly to DuMont, it does mean more sets with this size will reach market this fall and winter. Corning's primary output is 10-in., mechanized, which go into at least 75% of industry's current 50,000-plus-per-month TV set production, and this tube is steadily increasing production. As for 7-in. tube, Corning says it's "dying"; it's still hand-made, isn't expected to stand up over long haul against bigger ones.

2. The 12½-in. tube is being produced manually in small quantities by Owens-Illinois, designed for "eventual mechanization." Corning is also working on it, Philco showing most interest thus far -- a possible clue to Philco's next models.

3. Production of 15-in. blanks by Corning, but not by Owens-Illinois, is entirely for DuMont order, not in very great volume yet. But new techniques are being developed, and it may be mechanized. DuMont says it can use 5 times present supply, will introduce new medium-priced sets with this size -- ideal for home viewing -- at Music Industry Trade Show in Chicago June 14 week. They're not for delivery until late August, however, by which time all DuMont set production will be centralized in newly acquired ex-Wright aero plant, Paterson, N.J. (Vol. 4, No. 20).

4. Under development is a 16-in. glass blank, which, along with 15-in., Corning thinks can be made to compete price-wise with RCA's 16-in. metal-coned tube (Vol. 4, No. 5). But it's far from ready.

5. RCA's 16-in. metal-glass tube looks like it may attain semblance of mass production this year and next. Not only RCA but several other tube-makers will produce it -- probably GE, Sylvania, Rauland, others. Though over-all pros-

pects now are for doubling, perhaps tripling, the originally estimated more 150,000 output through 1948-49 (Vol. 4, Nos. 8, 12, 15), neither RCA nor anyone else we know anticipates making deliveries of sets containing them before Christmas, if by then. Meanwhile, RCA tube customers are getting only samples, begging for more, designing cabinets for it, making up chassis awaiting its delivery, gearing for an inevitable demand -- for this, along with 15-in., is ideal size for average home.

All in all, it looks like some much more satisfactory receivers, possibly fairly reasonably priced, are in prospect this fall and winter -- the 10-in. continuing as the sturdy "Ford" of TV, 12-in. coming along as TV's "Pontiac" line, 15&16-in. as its "Buick" line. But the matter of prices remains an enigma. Though brand competition is keen, plain fact is that makers of tube blanks, processed tubes, sets, all find ready markets for just about everything they can turn out.

* * * *

Music Industry Trade Show (National Assn of Music Merchants) at Chicago's Palmer House June 14-17, same dates as RMA convention in Stevens Hotel there, looks like Mecca of the radio manufacturing-distributing fraternity. Many new TV lines will be displayed there for first time. And at current Los Angeles Home & Building Exposition, Hoffman Radio, big Coast name, is reported showing its first TV set, called "Malibu," offering choice of 10 or 12-in. in same cabinet.

Other TV receiver news: New company, Tonemaster Radio Co., 1968 Marnion Ave., Bronx, N.Y. (Harold Cohen, pres.), offering table model assembly of Transvision kit, DuMont 12-in. tube, FM receiver, to sell at \$325....New tube company, Tel-O-Tube Corp. of America, 167 Marshall St., Paterson, N.J. (Samuel Kagan, pres.) reports it's now making 10, 12, 15-in. tubes under RCA, Sylvania licenses... "Retailing Daily" reports Belmont Radio (Raytheon) dickering with Affiliated Retailers, buyers for 40 dept. stores, to produce 7 and 10-in. table models at prices giving retailers better than present markups (generally about 23%) which many are protesting....Pilot Radio's "mystery" receiver (Vol. 4, No. 21), to be called Candid-TV and probably retail in \$100 range, will be previewed by press Monday, followed by ad campaign. Guessing is it's small-tube job with built-in magnifier. Not so secret is Pilot's projection set, which employs North American Philips "Proctelgram" system also used by Scott, Fisher, Hallicrafters.

3 NEW ENGLAND TVs GET GOING: Next new-market focal points for TV receiver sales are Boston and New Haven, with new station dates now definite: Westinghouse's WBZ-TV began tests June 3, starts regular schedules daily except Mon. and Tues. with T-Day June 9, joins NBC via microwave relay then. Yankee Network's WNAC-TV begins test patterns June 11, carrying baseball on technique tests following week, will go commercial "as soon as practicable," will join CBS hookup. New Haven's WNHC-TV started tests June 2, reports good results in that populous area, goes on regular schedule June 14 as satellite of DuMont's WABD, New York, has no local studios yet.

These look like only "new TV cities" opening up before Toledo's WSPD-TV gets going, possibly early in July; Albuquerque's KOB-TV, August; Louisville's WAVE-TV, Sept. 1; Fort Worth's WBAP-TV, Sept. 1. We wouldn't bank on these dates, though, nor on most other "summer openings" announced for such already-served cities as: Baltimore (WAAM), July; New York (WJZ-TV), Chicago (WENR-TV) and Detroit (WXYZ-TV), August; Chicago (WNBQ) September; Detroit (WTVO), late summer; Los Angeles (KFI-TV), "sometime in summer." Other CP holders may creep ahead of foregoing, but we doubt it -- except in instance of New York News' WPIX, testing since May 29, definitely going on schedule June 15.

Second and third stations, new facilities, in any town usually hypo receiver demand. So Richmond market shouldn't be overlooked, inasmuch as its WIVR linked with NBC via coaxial June 1. Interesting sidelight on hitherto snafued Boston TV picture is WBZ survey showing 5,500 receivers already in area -- 1,415 counted in homes, 887 in public places, rest in shops. Both WBZ-TV and WNAC-TV start out with Reds and Braves baseball, alternately sponsored by Narragansett beer and Atlantic oil. WBZ-TV also reports these accounts: Filene's and Jordan Marsh dept. stores, First National, National Shawmut and Mass. Cooperative banks, Clinton Clothing Mfg. Co., John Donnelly & Sons Adv., Haffenreffer ale, Bulova, Esso.

THE SAN FRANCISCO STORY: West Coast chain theatreman Charles P. Skouras, brother of 20th Century-Fox's TV-keen Spyros, pretty well summed up San Francisco TV hearings when he observed: "Never have I seen so many fight so hard to lose so much money." That remark, indeed, just about epitomizes the current eager scramble for channels remaining in key big city areas. Heavily attended, hard-fought San Francisco proceedings adjourned Thursday, resume in Washington June 21. Five seek area's 2 remaining channels: 20th Century, Paramount, oilman Ed Pauley, CBS, KROW.

Case is regarded as bellwether, may disclose among other things FCC attitude toward lush new movie money in TV, as against big broadcasters (like CBS) and little fellows (like KROW). Importance attached to it was manifest by the many big-wigs on hand, including even Henry Kaiser. Charles Skouras' pithy observation is well pointed up by figures proffered by CBS, whose crew was headed by ex-presidential advisor Sam Rosenman as chief counsel: CBS proposed to invest \$685,500 in plant and equipment, said first year technical operating costs alone would run \$329,000, anticipated an over-all loss of \$500,000 first year. Reporting his company has already spent \$9,000,000 on TV, v.p. Adrian Murphy testified that CBS has nearly \$40,000,000 in assets, is now in TV to the limit: "Television is not by any means a minor adjunct to our other activities," said he.

6 MORE WIN CPs, 10 MORE APPLY: Six more CPs were issued by FCC this week: In Phoenix, Ariz., to Phoenix Television Co., Channel No. 5 -- Texas oilmen group (see TV Addenda 3-A). Davenport, Ia., WOC, No. 5 -- same ownership as WHO, Des Moines, still waiting grant. Greensboro, N.C., Greensboro News, No. 2 -- owner of WFMY-FM and partly owned by WBIG interests. Oklahoma City, WKY-Oklahoman & Times, No. 4 -- same interests applicant in Denver (KLZ). Tulsa, Okla. -- George E. Cameron Jr., No. 6 -- oilman, who will incorporate as Cameron Television Corp., take in others (Vol. 4, No. 13). San Antonio, Tex., San Antonio Television Co., No. 5 -- same oilmen group getting Phoenix grant mentioned above. Also announced was grant of No. 2 to Seattle's KOMO, but this was rescinded in light of 2 new applications from city, making it now 5 for 3, forcing hearing.

Week's applicants were: For Denver, Colo., KMYR, No. 4 -- now 6 for 5. For Davenport, Ia., KSTT, No. 2. For Jackson, Miss., Harry Johnson, No. 7 -- also applicant for Shreveport, Little Rock, Oklahoma City, Memphis. For Troy, N.Y., Troy Record, No. 11, holder of CP for WFLY-FM -- now 7 for 4 in area. For Oklahoma City, Homer W. Snowden, No. 9 -- Texas oilman also applicant for Denver, Shreveport. For Portland, Ore., KOIN (Marshall Field), No. 8, and KEX (Westinghouse), No 10. For Lubbock, Tex., C. C. Woodson, No. 3 -- reinstating dismissed application (TV Addenda 3-B); also applicant for Waco, Austin, Amarillo. For Seattle, Wash., 20th Century-Fox, No. 11, and KING, No. 7. [For details about these grantees and applicants, see TV Directory No. 3 and Addenda].

EYES OF TRADE ON PHILADELPHIA: Watch Philadelphia TV market these next few weeks. It's certain to get terrific local stimulus from political conventions there -- GOP week of June 21, Democrats July 12. Trade effects, of course, will be felt in every city on Boston-Richmond hookups, to say nothing of cities covered via "film transcriptions." But Quaker City is special cynosure by reason of several other noteworthy projects:

(1) Eight big TV makers have pooled to showcase their receivers, placing up to 20 each in exhibition booths in city's giant Commercial Museum, cooperating in big local ad campaign, admitting up to 6,000 convention overflow by ticket only. In project are Crosley, Farnsworth, GE, Motorola, Philco, Pilot, RCA, Westinghouse. (2) Big Gimbels dept. store launched own showcase Tuesday, putting 20 operating RCA receivers in as many windows, tying up first with Father's Day, then with conventions. (3) 20th Century-Fox is quietly arranging to pick up Louis-Walcott fight night of June 23, project it on screen of local Fox Theater. Skouras firm plans guest audience of delegates and other VIPs only, so telecasters can't object. It has one of 2 RCA projectors capable of 20x15 ft images -- same as Warners demonstrated to gapping NAB-SMFEE audience in Hollywood (Vol. 4, No. 22).

TV SET CENSUS GAINS WEIGHT: RMA's TV set distribution table for 1947 production (Vol. 4, No. 20) gains pertinence with addition of this year's first quarter city-by-city breakdown. We now know the whereabouts of 268,317 of the 303,074 postwar sets built by RMA members up to end of March. Inventories, 1946 production, errors, etc. account for discrepancy -- which will become more insignificant with each quarter's report. Census is perhaps destined to become one of TV business' major measuring sticks, can be regarded as irreducible minimum for it does not include non-RMA, kits, pre-war sets.

Here's distribution of the 15 months' production in TV cities: New York, 91,451; Newark, 32,435; Philadelphia, 29,431; Chicago, 20,726; Los Angeles, 16,167; Washington, 8,320; Detroit, 7,465; Baltimore, 6,933; St. Louis, 6,165; Schenectady-Albany, 4,779; Cleveland 4,543; Boston, 4,307; Milwaukee, 4,082; Cincinnati, 3,279; Buffalo, 2,101; Minneapolis-St. Paul, 1,773; Richmond, 1,052; New Haven, 100; Salt Lake City, 25. These total 245,134; balance is in peripheral towns, prospective TV cities and "address unknown." For copy of complete breakdown, write us or RMA, 1317 F St. NW., Washington, D. C.

SIGHT AND SOUND

It's now quite certain Miss Frieda B. Hennock won't be confirmed as FCC member (Vol. 4, No. 22)—but she will serve as recess appointee after Comr. Durr leaves July 1. Senate GOP policy committee is definitely opposing any political, long-term Democratic appointments, and 2 of 3 Senators on appointment subcommittee (which didn't meet this week as planned) said they think she hasn't "ghost of chance" of confirmation in last-minute rush before June 19 adjournment.

FCC is abandoning conditional grant stage for FM, beginning this week. Henceforth, applications will go directly to CP status. CGs were originally instituted to assure qualified applicants channels would be held for them while they and FCC worked out engineering details. Cutting out CGs will close one avenue of delay (usually about 4 months) for laggards. Three CGs of 1945 and 11 of 1946 are still unconverted to CPs; but some are on air with STAs.

Leaving FCC in couple weeks, lawyers Bernard Koteen (chief, Review Section) and Theodore Baron (chief, Motions Section) join Washington firms of Cohn & Marks and Arthur W. Scharfeld, respectively. And radio law fraternity this week were congratulating Leonard Marks on marriage Thursday to Dorothy Holloway, Washington correspondent for *Variety* and *Television*; they leave Saturday on 7-week honeymoon in Europe.

GE plans Washington session on AM, FM, TV equipment problems with consulting engineering fraternity in Carleton Hotel June 16. arranged by Washington manager Tom Jacobs. Resigning Phil Caldwell's (Vol. 4, No. 22) successor as GE transmitter division sales chief will be Paul L. Chamberlain, now receiver division sales manager.

Philo T. Farnsworth emerged from his retirement in Fryeburg, Maine, recently to visit his native Idaho, take in Salt Lake's KDYL-TV operation. Inventor of TV's image dissector tube is now back doing research work at Farnsworth plant in Fort Wayne. Last Aug. 19 he attained ripe old age of 42.

Murray G. Crosby has severed partnership with Paul Godley, has started own consulting engineering practice (specializing largely in FM) under name of Crosby Laboratories, 126 Old Country Road, Mineola, N. Y., phone Garden City 284.

DuMont discloses it has thus far delivered 8 TV transmitters (one to Russia's Amtorg), has deliveries scheduled for 11 more—8 of these being 500-watt video units. One 5 kw job goes to Radio Havana.

Transcontinental network TV isn't in sight until 1953, so far as NBC high policy is concerned. So its v.p. for TV Sid Strotz informed newsmen Thursday, thus considerably revising his predecessor Frank Mullen's 1950 prediction. However, on inquiry, AT&T Long Lines still says somewhere between 1950 and 1952 for its already-laid but not-yet-TV-equipped Southern transcontinental coaxial (see map, Vol. 4, No. 17). But AT&T adds, quite significantly, "It depends on commercial demand." In addition, survey starts soon of new Chicago-San Francisco microwave relay (via Salt Lake), a probable extension of the New York-Chicago relay that's due for completion end of this year. But no date is even suggested for completing long haul to Coast, though speed of New York-Chicago job would indicate it could be well ahead of 1953.

Rather startling is Westinghouse's notice of appearance in June 14 TV allocation hearing. Company asks that Channel No. 8 be allocated to Pittsburgh, but to no other city within 200 miles. Reason: plans to file for experimental and commercial Stratovision when allocation becomes final. In same week, Westinghouse will vie with 7 others for Pittsburgh's 3 remaining channels. "Chili" Nobles has taken converted B-29 up to 20,000 ft twice in last few months, rebroadcasting Baltimore's WMAR-TV programs. He used Channel No. 6, other frequencies up to 3,300 mc, expects to have some of that uhf propagation data FCC has been calling for.

WBEN-TV, Buffalo, at close of second week's operation (latter May), reported gross billings slightly in excess of \$2,300 weekly, these accounts: Bulova, W. Bergman Co. (Philco), Victor & Co. Dept. Store, Adam, Meldrum & Anderson Dept. Store, Sattler's Dept. Store, Canada Dry, Kelvinator, Brickford Bros. Co. (RCA), Rudolph Wurlitzer Co. (for Motorola and Admiral TV receivers), Apex Rotarex Corp., Buffalo Electric Co. (Westinghouse), Esso Standard Oil Co., GE Supply Co.

Mutual has abandoned its never too stringent "all-or-none" AM-FM duplication policy. President Kobak said restrictions worked hardships on affiliates, particularly those operating shorter hours on FM than AM. Further: "We think that each individual station will voluntarily give our advertisers an even break." Other networks say "no change" in their duplication policies (Vol. 4, No. 9, 13).

TV news is crowding *Broadcasting Magazine* so heavily, that publisher Sol Taishoff is letting it be known he's contemplating splitting magazine into 2 separate publications—second to be called *Telecasting*.

MARTIN CODEL'S

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

Television Digest

14 14
15 16

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 24

June 12, 1948

...a word about FM in the whole golden age...

TV IS MARKET'S BRIGHTEST SPOT: Traditional summer slump in radio receiver production began early this year (Vol. 4, No. 21) -- and unit output can really be expected to dive during plant closedowns for vacation months. That is, all except TV sets, which RMA says moved up to about 12,000 weekly (from 11,000) in early May. AM and FM during summer are virtually certain to drop way below 1,000,000 units monthly. Under-demand market is already reflected in widespread price cutting, emphasis on cheap midgets and portables. Should TV average only 12,000 weekly for balance of year, total RMA postwar production will run about 770,000. Non-RMA production (notably Admiral, now said to be producing some 3,000 weekly), plus kit and pre-war sets, would hike figure very close to GE's shrewd estimate of 870,000 (Vol. 4, No. 12). And a moderate increase in production rate, highly probable, would assure 1 million sets by year's end.

What the trade itself thinks is pretty well buttoned up in this remark of Jerry Kahn, president of Standard Transformer Corp., chairman of RMA parts division, in his talk scheduled for Monday's RMA convention session in Chicago: "While we cannot hope that the production of conventional radio sets will hold its present high level, the rapid acceleration of TV production will more than offset any loss." And fact is that almost any distributor and dealer in TV areas will tell you his dollar volume already is dominantly from TV.

TALENT OUTLOOK FOR TV IS GOOD: Who says there isn't enough program supply in sight for TV? Networks or no networks, that's plain poppycock. If this week's new smash hit of TV (Texaco Star Theater on NBC, Tuesdays, 8-9 p.m.) doesn't point the way, let's glance quickly over the rest of the current scene -- leaving out of account, for the moment, such obvious program provender as sports, forums, news, local events:

(1) Our own survey of program sources, to be published and sent to subscribers shortly as a Directory of Television Program Sources, lists some 160 concerns already offering live or film subjects to TV stations. Some firms are big, many more small, but just about all have something to offer in showmanship.

(2) NBC and DuMont announced new "syndicate" departments this week to provide programs to stations exclusive of network hookups: New NBC Television Features Service, to be directed by Russ Johnston, ex-McCann-Erickson v.p., will serve as liaison between NBC and Jerry Fairbanks Inc. in production and procurement of film for TV, will also sell films, "kinescope recordings" and live features to stations. DuMont's Tele-Transcription Dept. sent wires this week to all TV stations, offering off-the-kinescope films of its live TV shows (Vol. 4, No. 22) on both sustaining and sponsored basis; newly formed department is headed by Edward Carroll, ex-ABC, recently with ad agencies.

(3) New York News' WPIX deal to buy up and syndicate Korda films (Vol. 4, No. 18), and David Sarnoff's informal talks with J. Arthur Rank looking to release of more British films to TV here, have some interesting sequels: CBS is reported discussing film supplies with Walt Disney, Gene Autrey, others. Millionaire oilman-applicant Ed Pauley is discussing possible partnership with producer Hal Roach for film production for TV. Pioneer NBC executive "Doc" Alfred H. Morton, now

partner in National Concert & Artists Corp., talent agency, is joining 20th Century-Fox in as yet unannounced executive TV capacity, and it's reasonable to assume it has to do with films-for-TV as well as the TV stations that company is hell-bent on getting. Just about every major film company has staffs working on TV of one sort or another, and Motion Picture Assn's Eric Johnston said he is planning to confer on TV soon with industry's bigwigs.

These are only straws in the wind. Read the amusement trade journals (let alone radio) and it seems as though every other item deals with TV. As for Texaco's TV premiere the other night, it pressed home the idea of talent plenitude. It's certain to set a style and pace for more such shows -- reviving vaudeville, whose abundance of talent is still available, some even starving for engagements.

And proving what can be done with video-audio advertising, most enjoyable thing about Milton Berle's show, with all its quality acts, actually was its commercial -- done as a carnival pitchman's spiel, devastatingly funny, very effective. "Variety" says this show "may prove to be an histrionic milestone....may well show the way for a wealth of video talent...." To which we add: It's also talent that will bear repeat performances, live or film, again and again and again. If you have a TV receiver and are in range of NBC's network, don't miss this one -- a credit to Texas Co., NBC, William Morris Agency, William Kudner Agency, director Ed Sobol and the whole new TV art.

TV FAMILIES GO TO FEWER MOVIES: Movie folk can't shrug off, as "inconclusive," the survey by Foote, Cone & Belding's' movie-savvy TV chief Ralph Austrian, ex-RKO, which concluded: "The movies are losing some of their best customers to television." Almost any family with a TV receiver will tell them that. Nor can fact be blinked that such a survey, albeit somewhat brief and limited, wasn't conducted to enhance the big ad agency's popularity with its substantial movie clientele (RKO, Goldwyn, Independent Artists, Walter Wanger, Hunt Stromberg, Argosy Pictures). Nobody likes to hear bad news, even from his best friends.

So findings can be accepted as entirely honest. More than that, seriousness of long-range problem is underlined by a remark by CBS president Frank Stanton during recent NAB panel. Replying to a question, he said popular interest in TV is not a mere flash-in-the-pan, not something ephemeral that will wear off as set owners have their sets longer. What he called "the surfeit theory" has been exploded in CBS's own surveys, said Stanton, himself well known as one of radio's most assiduous researchers.

Only thing that keeps TV from critical impact upon boxoffice as yet is fact there are still so few stations (27) and so few sets in use (around 375,000). But forecasts of set production for next 5 years (Vol. 4, No. 12) should give every motion picture producer, distributor and exhibitor pause. Here's essence of Austrian's report, as delivered before SMPE convention in Hollywood (Vol. 4, No. 21):

Poll covered cross section (415) of New York City TV set owners by telephone. Over half (51%) reported less frequent movie-going since getting sets. Most striking drop in attendance, of those reporting decrease, occurred among heaviest (every few days) movie-goers. Of the 415 polled, 29% said they used to go every few days before getting sets, only 2% went that often after acquiring sets. Those who used to go once a week now reported going only every 2-3 weeks, or even less frequently. And so on down the line.

FC&B makes no pretense that survey is final word, surrounds it with caution -- i.e., considers general post-war drop in movie attendance, effects of TV novelty, wording of questions, etc. It believes findings valid, nevertheless, perhaps an underestimate, since research was confined to home set owners, excluded viewing in public places and friends' homes. Further, FC&B had psychologist Thomas Coffin, of Hofstra College (Hempstead, N.Y.) supervise personal interviews with 270 families, half with sets, half without. He found set owners bought 20% fewer movie tickets in test week than did non-owners.

Not only movies, but other businesses affected by any change in stay-at-home habits, might well keep a vigilant analytical eye on TV's social impact.

White Bill amending Communications Act (S. 1333), favorably reported out 9-4 by Senate Interstate Commerce Committee this week, has slim chances for passage in waning session—but it portends trouble next session. It contains 2 hot provisions: (1) affirmation of FCC's authority to review over-all program performance of stations in passing on license renewals; (2) retention of 50 kw power limitation until NARBA determines power policy, probably sometime in 1950. First provision made NAB's Justin Miller boil over, saying it "would return radio and the press to the status of England's 'licensed press' of the 17th Century." Second provision is regarded as coup for Sen. Johnson, who must sweat out election this fall. Senators Capehart (R.-Ind.), Hawkes (R.-N.J.), Moore (R.-Okla.) and Stewart (D.-Tenn.) voted against reporting bill out.

Note from Walter Damm, whose WTMJ-TV has been operating in Milwaukee since last December: "You sure said a mouthful in the May 1 issue . . . in answer to the chap who wants to be realistic. Put it down that he will be one of those, as you say, who 5 years from now will be crying his eyes out and will be spending a lot of money trying to acquire a TV station. Remember what happened to the Cowles, the *Omaha Herald*, and others, who passed up radio in its early days?" Editor's note: The author of letters discussed in our article "The Great TV Conspiracy" (Vol. 4, No. 18) is still so completely sure of his ground, so certain uhf will quickly outmode low-band TV, that he tells us he's perfectly willing to be named. He's Gene O'Fallon, veteran owner of Denver's KFEL.

A solemn Jimmy Petrillo, from all accounts, presided over this week's AFM convention at Asbury Park, N. J. He explained to 2,000 delegates (representing 232,000 members) that evil days were ahead for union (Taft-Hartley law, Lea Act, etc.); he said that recording ban would continue, that AFM would not negotiate with record-makers, that union was not going into record-making business (last year's convention had given approval to study of such a move). Balance sheet showed AFM collected \$1,788,000 in record royalties through November 1947, that radio paid out \$25,000,000 to musicians during 1946 (\$15,500,000 from networks, \$9,500,000 from local stations).

Surprisingly mild criticism of TV in June 7 *New Republic* article "A Look at Television" by Radio Editor Saul Carson and Business Editor Harold Wolff. Carson finds some good programming, more poor, but looks for "good public-service, news and entertainment" in long run. Wolff discusses receivers, essays economic appraisal of telecasting—pretty superficial stuff. Similarly thin thinking about TV on part of intelligentsia is manifested in June 5 *Saturday Review of Literature*, in which Bennett Cerf remarks upon "phenomenal . . . sale of television machines" but assures his readers that "after the novelty of television has worn off, people again will prefer a good book . . ."

First test of transit FM by carcard people, according to May 28 *Passenger Transport*, was to begin shortly in Duluth with pioneer WEBC-FM. National Association of Transportation Advertising has retained New York polling firm Alfred Politz Inc. to analyze tests conducted there by NATA member Murray & Maline. It's the first experiment we know of by groups outside of Transit Radio Inc. (Vol. 4, No. 22); Link receivers will be used.

New \$49.50 FM tuner by GE, which popped up in trade press ad recently, is apparently one originally designed for export market which didn't materialize; it's being closed out through Harvey Radio Co. Inc., New York distributor.

Dan Anderson's column on TV in *New York Sun* starts June 17, will run every Thursday thereafter.

Cleveland's WEWS (Scripps-Howard), observing its 6-mo. "anniversary" June 17 and pointing with pride to 6,000 TV receivers in area, reports also that: GE Lamp Division is sponsoring 74 home games of Cleveland Indians, thru BBDO—last of big league teams in TV towns to go on TV (Vol. 4, No. 17). Good Akron coverage (2400 uv/m downtown) is attested by O'Neil's Dept. Store sponsorship of regular schedule. Other full program sponsors are Standard Oil of Ohio, Carling's Ale, GE Supply Co., RCA Victor Co., Cleveland Radioelectric Co., Philco, Leisy Beer, Austin Co. Announcement sponsors are Lucky Strike, Walco Televue Lens, Kelvinator, Bulova, Canada Dry, Ronson Lighters, Lyon Tailors, Chex Candy, Apex Electric, Imperial Ale, Ford Motor Co.

Storevision experiments disappointed Thalhimer's Dept. Store, Richmond (Vol. 4, No. 10). Management reports basic idea is still good, has potential value, but demonstration was unsuccessful "traceable wholly to incomplete knowledge of selling and inadequate research and preparation on the part of Storevision Inc. and insufficient time for appraisal and correction by the store." Store found: film was inadequately prepared and too long—people would watch only 3 minutes; slides got monotonous; accompanying commentary was "amateurish;" "no evidence of actual customer response to any item shown."

Department stores are urged into TV swim in two articles in June 1 *Retailing Daily*: Ira Hirschmann, formerly of Bloomingdale's and Bamberger's stores, now running WABF(FM), New York, and heading up Boston TV application, points to (1) profits in high unit value, heavy volume receiver sales, (2) TV's growing value as advertising medium—worth experimenting with now. Vincent P. Catalano, radio buyer for Cavendish Trading Corp., emphasizes same points, but is piqued by low set markups (Vol. 4, No. 21).

To accommodate overflow, famed Mormon Tabernacle in Salt Lake City has installed TV chain system feeding 6 receivers in Assembly Hall—job being done by engineers of KSL, which has also installed DuMont intra-store video system in Mormon Church's Zion cooperative dept. store.

How TV works is subject of five 5-min. films titled "Television Televised," placed commercially this week on 23 stations by The Austin Co., big engineer-builders of NBC Hollywood and Washington, Cleveland's WEWS, Seattle's KOMO, San Francisco's KGO, etc. Releases are for Tuesdays during political convention period. It's an institutional promotion, sequences staged at WEWS (in firm's home city), shot by Cinecraft Productions Inc., placed by Fuller & Smith & Ross. Other new TV sponsorships:

On WMAL-TV, Washington: L. P. Steuart Inc. (DeSoto, Plymouth), "Cartoon-a-Quiz," Thurs., 7:30-8 p.m., thru Kal, Erlich & Merrick; Breyers Ice Cream, 1 ann. a week, 52 weeks, thru McKee & Albright, Philadelphia; Gates Contracting Co. (Roll-A-Glass Storm Sash), 3 ann. weekly, 13 weeks, thru Courtland D. Ferguson.

On WCBS-TV, New York: Transvision Inc. (TV kit), 2 one-min. films weekly after baseball, thru H. J. Gold; United Airlines, 2 one-min. films weekly, thru N. W. Ayer & Son; Peter Paul Inc. (Mounds), one-min. balopticon ann. before-after Belmont-Aqueduct-Jamaica horse races, May 29-Sept. 11, thru Platt-Forbes.

On WCAU-TV, Philadelphia: Raymond Rosen Co. (RCA Victor records), with Big Ten Record Dealers Assn, disc jockey show "Doug Arthur's Record Boom," Wed., 13 weeks from June 2, thru Ed Shapira Agency; Hill Shoe Co. (children's shoes), 2 one-min. ann. weekly, thru Solis S. Cantor; Swan Bottling Co. (soft drinks), 18 ann., thru May Adv.

On WAED, New York: General Foods Corp., "Small Fry Club," Thurs., 52 weeks from June 24, thru Benton & Bowles; New York County Democratic Committee, "This Is New York," June 10, 8:45-9 p.m., thru Ben Sackheim Inc.

On WNBT, New York: Edgewater (N.J.) Dealers (new Ford car), 3 one-min. films, June 18-26, thru J. Walter Thompson Co.

On WMAR-TV, Baltimore: McCormick Co. (spices), lacrosse championships.

Postponement to June 29 of FCC en banc hearing on revised TV allocations (Vol. 4, No. 19) was forced by vast amount of preparation required by FCC and the nearly 100 petitioners (see Special Supplement of June 5, summarizing petitions) to get material in shape for adequate presentation. Oppositions to appearance proposals and 5 copies of engineering exhibits from all intending to appear must be in FCC hands by June 18. Further postponements of competitive hearings were also announced until after decision on revised allocations (see TV Addenda 3-K herewith).

Los Angeles' KFI-TV now reports test programming will start by end of this month, continue until an Oct. 1 official opening; meanwhile, it's in midst of building added studio space, to be completed by end of July. Other late dope on other new station starting dates, as reported additionally (Vol. 4, No. 23) by stations: WSB-TV, Atlanta, test pattern scheduled for Aug. 22, commercials Sept. 29, plus or minus one week; WTTV, Bloomington, Ind., tests "sometime in August," commercial in September; WOI-TV, Iowa State College, Ames, can't meet Aug. 19 CP completion but plans to have FM up by late December, starting with TV immediately thereafter; WSPD-TV, Toledo, now aims for July 10 tests.

20th Century-Fox is going ahead with installation of big RCA theatre-size TV in Philadelphia's Fox Theatre, but plans to project Louis-Walecott fight night of June 23 onto screen to non-paid audience of bigwigs (Vol. 4, No. 23) have been called off—GOP convention nominating speeches are that night, and anyhow fight promoters demurred. Theatre installation will be used for tests of audience reactions, Philadelphia being handy for RCA servicing too.

Dorothy Thackrey's 1 kw WLIB, New York, will probably be sold soon for around \$200,000 to *Passaic* (N. J.) *News*, which operates FM station WWDX, Paterson, N. J., has long been angling for AM too. Meanwhile, no official word yet on Warner Brothers deal to buy Thackrey Pacific Coast properties, including Los Angeles CP for TV (Vol. 4, No. 18, 19, 22), though Warner people talk about it as fait accompli and others eager to get into L. A. are girding to dispute CP transfer moment deal is announced.

WOR-TV transmitter site will be in North Bergen, N. J., on Palisades directly across Hudson River from 79th St., New York; same site will be used for FM (WBAM). Jack Poppele, v.p., now expects New York station will be ready by Nov. 1, Bamberger's Washington TV (WOIC) a month earlier. Ground-breaking ceremony for latter takes place next Tuesday. New York delay was caused by refusal of CAA to approve earlier site at Fort Lee, N. J.

Full TV network rate cards of all presently operating TV networks will be available within next few weeks. ABC was first out, listing gross time charge for full 10-station TV network at \$3,850 per hour, sum of hourly rates of each station. All rates and complete listings of TV network and station personnel and facilities will be incorporated in *TV Directory No. 4: Television Rates & Factbook*, due out about July 1.

Realignment of key FCC legal personnel: John E. McCoy, new chief of TV section; Hilda Shea takes his place as chief of FM; Parker D. Hancock, new chief of review section, replacing Bernard Koteen, resigned; Walter R. Powell, chief of transfer section, replacing David H. Dierler, now assistant to asst. general counsel in charge of broadcasting; Richard A. Solomon, new chief of litigation section.

Index of what's moving in radio set field is indicated in new monthly RMA service showing set shipments to retail trade and distributor inventories. First report covers April 1948, shows manufacturers shipped 625,681 of all types to distributors, who in turn shipped 606,228 to retailers, leaving distributor inventory for end of month of 1,276,359. TV sets figured thus: 41,114 units to distributors who shipped 42,908 to retailers, leaving 24,313. Sets with FM figured thus: 44,142 units to distributors who shipped 49,908, leaving 151,621.

Sid Strotz, NBC's TV chief, didn't mean to imply there would be no coast-to-coast telecasts at all until 1953 (Vol. 4, No. 23); he really said there wouldn't be day-in, day-out TV networking by NBC until then. Of course, there will be special events from time to time before then, beginning about 1950 when coaxial is TV-equipped. A primary reason for apparent drag in NBC's national networking plans is need for more stations along route to help defray high cost of cable and relay facilities. Matter of TV tariffs comes up before FCC Examiner J. Fred Johnson June 15 when TBA gets chance to oppose AT&T and Western Union rates. Prehearing conference last week indicated much data will have to be furnished by common carriers after formal hearing ends.

Westinghouse took its Stratovision plane up to 25,000 ft Wednesday, considered its 200-mile-radius signals successful enough to warrant publicizing experiments, heretofore kept pretty much under wraps. Plane circled for 2 hours some 25 mi. north of Pittsburgh, rebroadcasting (on Channel 6) signal picked up from WMAR-TV in Baltimore (300 mi.), which in turn had picked up signal from Washington's WMAL-TV, which had wrestling on. Engineer-in-charge Nobles said number of viewers got picture in Baltimore; few in Washington got much besides good aural reception; 2 viewers in Cleveland said they had good pictures; and many reported excellent signal in Pittsburgh. Video transmitter is 5 kw; aural, 900 watts. No information was forthcoming on uhf tests conducted at same time.

Senate confirmation of Miss Frieda Henneck to FCC remains dubious (Vol. 4, No. 23), though she visited Capitol Hill this week, and subcommittee minority member Sen. Johnson (D.-Colo.) came out strongly for her. As for other 2 members, Sen. Brewster (R.-Me.) and Sen. Capehart (R.-Ind.) haven't committed themselves officially.

Well-merited network promotions this week: William B. Lodge, upped by CBS to v.p. in charge of general engineering; Howard L. Hausman, now CBS v.p. in charge of personnel (labor) relations. On June 15, ABC's stations v.p. John H. Norton Jr. becomes head of Central Division, Chicago, succeeding Edwin R. Boroff, resigned.

Concentrating on TV these days is veteran broadcaster Leo J. Fitzpatrick, ex-WJR director, now chairman and part owner of WGR, Buffalo. He's acting for United Detroit Theatres, Detroit, half-owned by Paramount, still applicant for Detroit TV, opposed by WJR (in 2 for 1 hearing held in March). He headquarters in Fisher Bldg., Detroit.

Philco has new TV-FM receiver alignment generator (Model 7008), claims number of features formerly available only in high-priced laboratory units now offered at "relatively low price."

NOTE TO SUBSCRIBERS: If you want your weekly *Digests* sent to your summer address, tell us where and when—and we'll be glad to oblige.

FC&B found 75% of respondents claiming to spend more evenings at home since installing TV. It would be worth their while, for example, to learn whether all, or most, of this extra time at home is spent viewing. Books, magazines, newspapers, may or may not suffer. Time's ripe for some really heavy, continuous research.

* * * *

Another top-drawer ad agency, Newell-Emmett, reported another type of TV survey this week, called it "Videotown, U.S.A." It's to be continuous study of a prototype community in New York service area, having 267 sets in 266 locations; agency researchers calculate this at one-tenth of 1% of country's total, though our best data is 375,000 as of April's end (Vol. 4, No. 21). First findings include: (a) 60% middle class owners of sets, 26% upper class, 14% lower class; (b) 79% in private homes, 17% in pubs, 3% in clubs, 1% elsewhere; (c) if sales are maintained at present rate, sets will triple by year's end; (d) 10-in. screen far and away most popular, accounting for about half of all sets; 12-in. 23%, 7-in. 13%, projection 8%; 15-in. 7%. Also counted (1%) is 5-in., though to our knowledge no such size has ever been marketed. Newell-Emmett survey needs shaking down, later will delve into listening habits, program likes, etc.

TINY TV THAT'S 'READ' NOT VIEWED: Canny Pilot Radio Corp. isn't going to burn up the industry with its "Candid-TV," 3-in. direct-view receiver to sell at \$99.50 -- but set should find a ready market and win about same place in TV that pocket-size personal portables enjoy in radio. As demonstrated to newsmen at Long Island City plant this week, tiny picture is of excellent quality. But here's our frank reaction, after inspecting it: Tiny image is no more conducive to concentrated and continuous viewing than listening to a symphony would be on a dinky portable, or going on a trip in a motor scooter. This in spite of company's claim pictures should be scanned at close range, as you would read a book -- not viewed from any distance or even blown up with a magnifier. Indeed, face of tube is tilted upward slightly to enhance such "reading." And 2 persons, looking, would be a crowd.

Set's primary appeals will be: (1) price -- it's first one yet under \$100; (2) portability -- it weighs only 15 lbs., can operate with simple inside doublet "in most homes," will have carrying case; (3) simplicity of operation -- vernier tuning variable condenser, easy to adjust. Deliveries are promised in about 60 days, direct to dealers, their markup to be "around 25%." Company officials frankly admit they can't gauge market until first sets actually are offered, but guess it will be accepted mainly as "companion set" for kids' rooms, dens, offices, hospitals, etc. They say production will be geared to demand, capacity limited only by RCA's ability to deliver the little CR tubes.

As designed by chief engineer Werner Auerbacher, other specifications include: aluminum cabinet 14-in. wide, 13½-in. deep, 9½-in. high; 17 tubes, 3 rectifiers, in addition to CR; 5 IF stages; 12-channel coverage; usual 4 controls for tuning, brilliance, contrast, volume; AC operation only. Pilot also unveiled its TV-only projection model, the \$795 "Spectator," using Protelgram (Vol. 4, No. 23).

NEWS NOTES ABOUT NEW TV SETS: Belmont (Raytheon) has come out with a new 7-in. table model (18DX21), 17 tubes plus rectifier, at \$179.95 -- presumably for Montgomery Ward distribution; Belmont denies reported deal for private brand manufacture via Affiliated Retailers (Vol. 4, No. 23)...Garod has 2 new table models, one with 10-in. tube plus AM-FM, \$375; other with 12-in. tube plus AM-FM, \$425 -- both mahogany, \$10 extra in bleached wood; also a 12-in. console with phono, \$795; companion table for table models has record player, 10-in. speaker, sells for \$100...Stromberg-Carlson's new line includes 12-in. table model (Rochester) with FM at \$465 plus \$75 installation-servicing (departure from announced policy of including latter in sales price); also same chassis in console (Dorchester) at \$625 plus....Crosley's 12-in. table set (about same as DuMont, for which it manufactures) will sell at \$445 plus installation, goes on market this week....Philco's new TV-FM-AM-phono console with 10-in. sells for \$595 plus \$75....Sightmaster's \$995 new "Sight-mirror" has 15-in. tube, glass plate a mirror when set not in use, delivery promised in August....Hoffman Radio of Los Angeles announces price range of \$425-\$750

for its new TV line (Vol. 4, No. 23), alternative 10 or 12-in. tubes covered by "Golden Plate" filter made to its order by Libby-Owens-Ford built into safety glass, for which it's claimed eye fatigue from ultra-violet rays is practically eliminated, black-and-white contrast increased....Colonial Television Corp. (not Sylvania's Colonial Radio) is currently advertising its "Add-A-Vision" 10-in. extra viewing units that can be plugged into master set for multiple-location viewing.

FACSIMILE—A PLUS FOR FM: FCC came through with commercial facsimile standards this week (Supp. No. 59, herewith), pretty much as majority of industry recommended (Vol. 4, No. 12). It's now up to broadcasters, newspapers, manufacturers to make something of it, since FX is largely a mystery to public. Standards are in form of amendments to FM Rules and Engineering Standards, effective July 15. They allow FM stations maximum of one hour of simplexing (FX-only) and 3 hours of multiplexing (simultaneous FM and FX) between 7 a.m. and midnight, plus any amount of either after midnight. Multiplexed FX is permitted to limit FM quality to 10 kc, but FCC recommends that FM broadcasters multiplex with aural programs in which highest fidelity isn't vital. Further, Commission encourages experiments leading to multiplexing allowing 15 kc aural, thus eliminating need for simplexing. Paper width is 8.2-in., a turndown for manufacturer Milton Alden, principal champion of 4.1-in. Though material sent at 8.2-in. can be received on 4.1-in. paper, number of lines per inch will be greater than Alden thought necessary.

Where FX goes from here is anyone's guess, since handful of receivers out are expensive, custom-built. But, as FMA's Dillard puts it, "This gives FM something more that AM hasn't got." He sees many possibilities for FM broadcasters -- coupon type of commercials, attraction of sponsors requiring long lists of goods, etc. Nine FM stations are currently experimenting with FX: Philadelphia Bulletin (WCAU-FM); Philadelphia Inquirer (WFIL-FM); Miami Herald (WQAM-FM); Akron Beacon-Journal (WAKR-FM); New Bedford Standard-Times (WFMR); WGHF, New York; KPOR, Riverside, Cal.; WBBB-FM, Burlington, N.C.; KRSC-FM, Seattle. In addition, Columbus Dispatch (WELD) and Louisville Courier-Journal (WHAS-FM) still hold experimental licenses for FX on old 25 mc band.

TV LURES MORE EAGER BEAVERS: So intent is wealthy, retired New Orleans cotton merchant Edgar B. Stern on getting his veteran sons into radio, that he concluded deal this week to buy 5 kw WDSU there (ABC) from manager Fred Weber and his partners for \$675,000 minus \$81,000 net quick assets. Deal involves WDSU continuing its authorized TV and FM construction, means Sterns' own TV application in name of Miss. Valley Bcstg. Co. (see TV Directory No. 3) will be dropped, leaving 2 for 2 in New Orleans. Edgar B. Stern Jr., graduate electronics engineer, will run show (51%), his newspaper reporter brother Philip also a stockholder.

On TV front, other noteworthy news of week was grant of CP for Channel No. 4 to Rock Island Argus' WHBF, second issued for Davenport-Rock Island-Moline area in as many weeks (Vol. 4, No. 23). In addition, there were 11 more applications, with more on way -- including one from Portland Oregon Journal's WPOJ (formerly KALE) due next week. This week's applicants:

For Jacksonville, Fla., WJAX, No. 2 -- city-owned NBC-outlet. For Peoria, Ill., WBEK, No. 12 -- principals ex-Gov. Kerr of Oklahoma and E. K. Gaylord, publisher of Oklahoma City Oklahoman. For Shreveport, La., KWKH, No. 8 -- Shreveport Times interests. For Cumberland, Md., Tower Realty Co., No. 2 -- Baltimore concern holding CP for AM in Cumberland. For Portland, Me., WPOR, No. 8 -- Murray Carpenter group. For Oklahoma City, Donald W. Reynolds, No. 9 -- he's Fort Smith, Ark. newspaper publisher, also applicant for Tulsa. For Tulsa, Okla., E. C. Lawson, No. 10 -- wealthy oil and cattleman. For Scranton, Pa., Appalachian Co., No. 7 -- principals are coalman F. J. Collins, D. W. Mack, part owner of WSCR, and Henry J. Geist, Raytheon sales rep. For Wichita Falls, Tex., E. C. Lawson, No. 8 -- same seeking Tulsa above. For Charleston, W. Va., Rahall brothers group, No. 7 -- AM-FM operators in Norristown & Allentown, Pa., Beckley, W. Va. For Newport News, Va., WGH, No. 7 -- Daily Press and Times-Herald. [For further details about these applicants, see TV Addenda 3-K herewith.]

MARTIN CODEL'S

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

Television Digest

7327 2421

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 25

June 19, 1948

DIRECTORY OF TV PROGRAM SOURCES: From some of the film suppliers included in our Directory of Television Program Sources (Supp. No. 60 herewith), TV stations, advertisers and agencies can obtain catalogs on request. In view of relative newness of TV field and restrictions against TV use of many films, list of actual availabilities doesn't bulk very large. Many of the nearly 200 companies listed in this directory, first of its kind, are package show or film producers whose services are available on order. We had help of several TV station managers and program men in planning this directory and adding the symbols. We'll revise and reissue it from time to time, adding and subtracting and correcting the listings as bona fide data becomes available. Meanwhile, you're welcome, if you happen to be in Washington, to consult our file of catalogs.

THE COMING STRUGGLE FOR POWER: Add TV to the 350% increase in number of radio competitors authorized in last 3 years (more than 2,000 AMs, 1,200 FM's) -- and not only does broadcasting service face deterioration, but: "...there is ahead a struggle for power . . . that may well shake our structure of independent broadcasting to its economic foundation, if it does not come dangerously close to wrecking it....it will resolve, ultimately, into a contest between the independent broadcaster, the newspaper and the moving picture interests."

Speaker was Crosley's James D. Shouse (WLW) before Advertising Federation of America in Cincinnati Monday. He makes these cogent points: (1) that nearly half of TV stations operating or applied for are newspaper-owned; (2) that movies represent billion dollar business vs. only \$100 million invested in all radio -- MGM alone handling more money in a year than all networks and all 50 kw stations combined; (3) that TV adds sales increment (showing customer how) that no other medium can, making it "a dominant and controlling factor in our economy." Astute Shouse talk is a "must" for anyone concerned with basic trends; ask him to send you a copy.

MAKERS & SELLERS FOCUS ON TV: Concurrent gatherings of radio manufacturing-selling clans in Chicago this week (RMA and National Assn of Music Merchants) were dominated by TV, just as was last month's NAB convention -- and cynosure of attention were the TV exhibits. Business sessions, corridor confabs, press conferences, were heavily TV. Noteworthy was eager interest of merchants from non-TV areas, reporting that their customers, having heard and read so much about TV and seeing its national advertising, are actually beginning to fret because their towns have no stations yet. That's regarded as one of the best harbingers yet of speedy spread of TV service, let alone merchandising.

Though RMA president Max Balcom stressed point RMA regards TV an important addition to AM and FM, but not the whole show, he estimated it would account for one-quarter to one-third manufacturers' receiver income by year's end. And he expected TV production to double next year. So did most prognosticators, whose estimates largely paralleled GE's (Vol. 4, No. 12).

Out of 60-odd manufacturers known to be producing TVs, old names and new, a score had exhibits at NAMM's Palmer House convention. As we visited these exhibits,

bedeviling company men with inquiries, we found these the only ones on which we've not reported in earlier newsletters -- most exhibiting for first time:

DuMont -- Showed following new sets for first time, with probable prices: Stratford, 15-in. TV-FM table model scheduled for fall delivery, \$595 and \$625; Westbury and Whitehall, consolettes with same chassis as Stratford, \$675 and \$695; Meadowbrook and Sutton, consolettes with same chassis (12-in. TV-FM) as Chatham, \$525 and \$545.

General Television Corp. -- New company, 601 W. 26th St., New York City, whose president Murray Daniels claims it has \$30 million assets, says current production is already 400 weekly. Showed 15-in. TV-only consolette at \$695; 20-in. TV-FM-AM club model, \$1,450; 15-in. and 12-in. TV-FM-AM-phono consoles at \$1,575 and \$1,375, respectively; 15-in. TV-only console at \$795.

Magnavox -- Seven basic models, 14 styles of sets, ranging from Metropolitan, 10-in. TV-only table model at \$299.50, to Windsor breakfront, 12½-in. with FM-AM-phono-wire recorder at \$1,745. Uses semi-flatface Rauland tubes; 10-in. replaceable with 12½-in. for \$50. Several models designed as companions to existing non-TV consoles at \$345, \$395, \$420, \$470. Promises dealers average 35% discount. Expected production by fall: 10,000 monthly.

North American Philips -- Showed Protelgram system of projection images, reported balance of year's production contracted for. Announced users are Scott, Fisher, Pilot, Hallicrafters, with Zenith rumored, others negotiating.

Olympic -- Showed 10-in. TV-only table model at \$299.50, promised August delivery, production 50 daily by then. Reported installations of Hotelvision (Vol. 3, No. 45) in New York Hotels Pierre and New Weston (in addition to Roosevelt, Taft, New Yorker, first contracts); in Detroit's Book-Cadillac, Cleveland's Hotel Cleveland. Radio Systems Inc., 2422 Prospect Ave., Cleveland, is handling Midwest installations.

Tele-King -- Showed part of line consisting of 10-in. TV-only table models at \$249.50 and \$269.50; 12-in. TV-only table model at \$395; 15-in. TV-only table models at \$545 and \$595; 10-in. TV-only consolettes at \$295 to \$325. Expected Aug. 15 production rate: 125 daily.

Note: We'll soon have new Directory of Television Manufacturers and Receiving Sets, superseding our Jan. 17 Supplement No. 57. To our original list of 39 manufacturers producing TV receivers, we already have several dozen more companies, scores of more models to add. And still more new companies and lines are coming up.

BIG AND LITTLE, RICH AND POOR: Two new and utterly different TV station projects got going this week, bringing to 29 total commercial outlets now on air. They were (1) WPIX, New York City's fourth, a \$2,000,000 venture (Vol. 4, No. 18) of the enormously prosperous Patterson-McCormick New York News, and (2) WNHC-TV, New Haven, Conn., whose \$90,000 "acorn package" transmitter installation plus other costs probably won't total more than \$150,000-\$200,000 capital outlay even including first year's operation. In addition, Yankee's WNAC-TV, Boston, asked for STA for commercial operation effective June 21, so it becomes 30th on the air.

Non-network WPIX's Tuesday night debut (June 15) had all the fanfare and glitter of a Hollywood premiere, with VIPs by score, salutes and other trappings, to say nothing of 48-page special TV edition of a parent newspaper boasting nation's biggest circulation. WNHC-TV went on day before, unobtrusively and inexpensively, repeating New York's WABD programs via microwave relay at Oxford, Conn. WPIX is now on 5-hour daily, 7-day schedule. WNHC-TV simply repeats what it picks up from New York's DuMont key, plus such films and local pickups it can handle -- for it has no studios yet. Both seized propitious moments for inaugurals, for their audiences can enjoy TV's intensive coverage of next week's GOP conventions plus all the current fare that is making TV so attractive to radio customers.

They're cited here thus not for invidious comparison but to indicate extremes to which TV entrepreneurs can go in venturing upon telecasting's still-uncharted course -- the one with vast wealth behind it, other with limited resources. Yet even New Haven's little local is going to feel need for considerably more cap-

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

June 19, 1948

RMA GIRDS FOR MOBILIZATION: RMA looked at government's mobilization plans for radio industry -- and found them no good. So RMA Chicago conferees this week decided to send a committee to Washington shortly to present own plans for a centralized procurement board, comprising all military services and industry representatives, to coordinate all electronics procurement. RMA convention buzzed with speculation about mobilization (Vol. 4, No. 18), which Western Electric's Fred Lack, of RMA-Govt. Liaison Committee, said may involve between \$200-\$1,000 million worth of radio equipment in next 5 years. A sizeable chunk is already in the works, what with 70-group air force approved. Major manufacturers complained that govt. wants to throw them too much work, tying up large numbers of research personnel. Big outfits say smaller companies not only can do more govt. work but need it.

As for TV: (1) Service Committee unanimously recommended, though board didn't get to it, that practice of guaranteeing service for year should be abolished, said servicing should go back to regular radio servicemen, with manufacturers giving only standard 90-day guarantee. (2) Board resolved to request FCC not to renumber TV channels, now that Channel No. 1 is gone. (3) Board decided to move cathode ray tubes from transmitter division to tube division, expects within couple months to start issuing statistics on monthly receiving CR production.

THE LADY HAS POWERFUL FRIENDS: Good impression she made on Senators, plus powerful GOP backing spearheaded by Senator Ives (R-N.Y.) and thus presumably having blessing of Gov. Dewey, this week melted political opposition to Miss Frieda Hennock as Democratic member of FCC, succeeding Clifford Durr (Vol. 4, No. 21-24). As we went to press Saturday morning, she had not yet been confirmed, but this was how things stood:

GOP-dominated committee voted favorably on confirmation, 8-0. Senate leader Taft, committee chairman White, subcommittee chairman Brewster were won over after interviews with Miss Hennock; also on plea Republican majority could ill afford to be charged with racial discrimination, let alone opposing a woman and a New Yorker. Her backing included John W. Davis and other important New York interests, to say nothing of on-spot influence of Tommy Corcoran. It was argued in party councils, too, GOP would gain control of FCC anyway if victors in November elections because of likelihood Chairman Wayne Coy would resign when new President names Republican chairman (probably Comr. Jones) -- though Coy vehemently denies current rumors he's quitting FCC anytime soon.

So if Senate confirms before Saturday night's expected adjournment, Miss Hennock wins 7-year term; otherwise, recess appointment until next January.

FM--SUPER-MARKETS' NEW CLERK: Novel and apparently profitable use of FM stations, reminiscent of transit FM (Vol. 4, No. 5 et seq.), is "Storecasting" developed by Stanley Joseloff, formerly of Biow and Young & Rubicam. Here's how it works: Advertisers buy time (usually blocks) at stations' regular rates. Stations aim programs, largely music and commercials, at shoppers in super-markets where Joseloff's organization (Storecast Corp. of America, 100 Fifth Ave., New York) has installed fixed-frequency receivers. Storecast then sends merchandising men around to see that advertisers' goods are properly displayed and maintained in good supply. This latter element, says Joseloff, is "a very effective factor in the results we have been able to observe...more than a 60% average increase in the sales of all our advertisers' products." System tends to perform function of "suggesting" or "re-minding" formerly fulfilled by clerks.

Contract recently signed with WEHS(FM), Chicago, is Joseloff's first with an FM station. Past operations have used wire lines in New England (65 super-

markets of First National Stores Inc.) and Philadelphia (130 stores of American Stores Co. and Baltimore Markets). He says he has definite commitments with unnamed stations in Philadelphia and Hartford, is concluding deal with New York station. Reasons he's going into FM, instead of more wire lines or AM: (1) extreme difficulty of getting lines; (2) greater coverage of FM, which also goes into homes; (3) superior quality of FM, with emphasis on its invulnerability to static; (4) "...because FM is pretty much uncharted commercially, there is more latitude in clearing the required time for this type of programming."

SIGHT AND SOUND

New minimum operation hours for TV broadcasters go into effect July 1—graduated scale same as proposed last month (Vol. 4, No. 21), namely, not less than 12 hours weekly first 18 months, increasing at 6-month intervals to 16, 20, 24, 28 hours per week. New rule forbids separate use of aural transmitter, except for experimental or test purposes, also says test patterns can't count for time.

With facsimile now made commercial (Vol. 4, No. 24), Finch announces basic broadcasting equipment at \$1,475 (30-day delivery), elaborate setup at \$6,000 (60-day delivery), recorders (\$150-\$200, 90-days) and electrolytic paper at \$2.40 per 100-ft roll in 1 to 100 roll quantities, \$1.75 per roll for more than 100. Finch's own WGHF, New York, is planning to broadcast 4-page fax newspaper 4 times daily.

Westinghouse will give Stratovision the works in publicity Wednesday, taking planeload of newsmen to Chillicothe, O., where they'll watch receivers tuned to signal from plane over Philadelphia (approx. 425 mi.) or Pittsburgh (approx. 190 mi.) telecasting GOP convention and Louis-Walcott fight. Testing over Pittsburgh last week, B-29 stratoplane picked up Cincinnati's WLWT, rebroadcast horse show which was picked up by viewers in Baltimore, Cleveland, even back in Cincinnati.

RMA Chicago convention reelected all officers Thursday, named 3 new directors: Allen B DuMont, president, DuMont Labs; John W. Craig, gen. mgr., Crosley Division, Avco; Herbert W. Clough, Belden Mfg. Co. New division chairmen: sets, G. M. Gardner, Wells-Gardner Co., vice Paul Galvin; transmitters, T. A. Smith, RCA, vice Sam Taylor; parts, A. D. Plamondon, Indiana Steel Products Co., vice J. J. Kahn.

Formalized deal for new WTOP Inc. between CBS and *Washington Post*, as filed with FCC this week, proposes newspaper invest \$855,470 for 55% equity, CBS to get 45% for its \$699,940 assets, both to put up \$1,000,000 more if TV grant is obtained (Vol. 4, No. 21). Deal is made contingent on approval of CBS purchase of remaining 55% in KQW, San Francisco, for \$425,000 plus net quick assets. WTOP Inc. general manager will be John S. Hayes, now managing its WINX which will be sold.

Four advertising-packed special TV editions of daily newspapers this week attest to growing interest in medium: *New York Times*, 28pp., June 13; *New York News*, 40pp., June 14; *Washington News*, 28pp., June 15; *Wilmington (Del.) News-Journal*, 18pp., June 15 (though Wilmington has no local station yet, depends largely on Philadelphia). And on June 18, *Baltimore Sun* ran 8 solid pages of TV advertising by big Television Co. of Maryland.

TV's effect on minor league baseball attendance is at root of current rumors (rumors only) majors may ban TV next year. Some minors—and they're mostly owned by majors—are kicking that when nearby major league games can be picked up locally (viz., Washington in Baltimore), fans won't go to home games. Subject comes up for discussion at July 11 meeting of major and minor league officials under aegis of Comr. Chandler.

Low-power FM for educational institutions (Vol. 3, No. 19, 36, 46) was finally approved by FCC this week, subject to objections, if any, to be filed by July 26. Amendments to FM Rules and Standards have two facets: (1) allow operation of transmitter down to 10 watts within existing regulations, (2) allow operation under 10 watts with less stringent requirements. Syracuse U's WAER has operated for year with 2½-watt GE transmitter (only manufacturer with such so far) and DePauw U has filed application. Stations can be built for "few thousand" dollars, cover 2-5 miles. Stations would be given lowest frequency (88.1 mc), largely for manufacturers' convenience.

To "merchandise" TV among VIPs at political conventions folder describing how TV is covering conventions will be circulated among all delegates. Titled "Television is Here!" it was issued by pooled coverage committee, contains schematic and layman's description of how job is being done, how TV is spreading. Example how fast TV is moving: Folder says "there are now 27 TV stations operating"; actually, number as of Monday opening of GOP convention will be 30, including Boston's WNAC-TV, due to start that day.

While Dorothy Thackrey still pondered deal for sale of WLIB (Vol. 4, No. 24), *Passaic Herald-News* changed its mind, made deal to buy very profitable WPAT, Paterson, N. J., 1 kw daytime on 930 kc from Donald Flamm and James Cosman, each owning 50%. Newspaper now owns WWDX (FM) in Paterson.

Noteworthy among new TV sponsorships currently reported are several taking advantage of GOP convention interest next week: Lee Hats on DuMont Network with Drew Pearson, 8:55-9 p.m. daily; Philadelphia Oldsmobile dealers on WFIL-TV with John Kennedy convention commentaries, twice daily, 15 min.; Brown & Williamson (Kools) on WCAU-TV, one-min. film at opening and closing of every convention origination. From WCAU-TV, also, Campbell Soup Co., Tuesday, June 22, 7:45-9 p.m., CBS hookup will carry "Club 15," "Double or Nothing" and "Edward R. Murrow and the News" TV originations at Camden Convention Hall where 5,000 Campbell employees and officials hold company get-together. Other TV sponsorships:

On WPIX, New York: F. & M. Schaefer Brewing Co., Piel Erothers Beer, Bulova, Rheingold Beer, A. S. Beck Shoe Co., Radio City Music Hall (Paramount Pictures), Theater Guild, Austin, Nichols & Co.

On WMAR-TV, Baltimore: Spots week of June 30 for Ford, Kool Vent. S. & N. Katz, B.V.D., Television Co. of Md., Century Shoe, Bulova, Zippy Products, Northcoast Suits, Cresta Blanca Wine, Gunther Beer, Ronson, Brock Candy, American Tobacco, Frost Motors, A. L. Robertson, Kennedy Beauty Ins., Motorola, National Wallpaper, Baltimore Salvage, Hotel Herman. Programs for Hecht Bros. dept. store, General Electric Supply Corp., Baltimore Gas & Electric Co., Austin Co.

On WCAU-TV, Philadelphia: Lit Brothers Dept. Store, "Lits Have Fun" audience partic. Tue., 10-11 a.m., 52 weeks starting June 22 (Admiral, RCA, Philco joint sponsors); Curtis Publishing Co., 3 one-min. films advertising *Saturday Evening Post* features, thru BBDO; Ford Dealers Assn., 16 ann. thru July 1, thru J. Walter Thompson.

On WABD, New York: Whelan Drug Stores, "Charade Quiz," Thu., 8-9:30 p.m., 52 weeks, direct.

On WGN, Chicago: Allen B. DuMont Labs (TV Receiver Division), 11 ann. during this week's Music Industry Trade Show, thru Buchanan & Co.

ital outlay, for it will inevitably require studios, "is already asking FCC for higher power transmitter. Interesting, especially, at WPIX opening, was cameraderie among its 6 station "salutees," 3 of them New York rivals, each offering a live or filmed bit to the gala program -- all brothers under the still-very-red fiscal skin.

Note: Populous New Haven area is now wide open for TV set promotion and merchandising. It's axiomatic the more stations the more set sales in any community, so New York and Boston markets should now be better than ever.

COMING FROM SMALLER MARKETS NOW: More and more TV applications are now coming in from smaller market areas, evidenced by majority of this week's 10: For Denver, Colo., Gifford Phillips, Channel No. 9 -- now 7 for 5; he owns KGHF, Pueblo, holds CP for AM in Denver (KGMI). For Fort Wayne, Ind., Farnsworth Television & Radio Corp. (WGL), No. 4 -- proposed to change its experimental W9XFT to commercial; also for Fort Wayne, WKJG, No. 4. For Atlantic City, N.J., WBAB (Press & Union), No. 8 -- now 5 for 1. For Greensboro, N.C., WGBG, No. 10. For Raleigh, N.C., WPTF, No. 5. For Corning, N.Y., Corning Leader, No. 9 -- operates WKNP(FM). For Portland, Ore., KPOJ-Oregon State Journal (formerly KALE), No. 12 -- now 4 for 4 under old allocation, 4 for 3 under new. For Memphis, Tenn., WMPS (Abe Plough), No. 9 -- now 4 for 4. For Nashville, Tenn., WKDA, No. 9. [For further details about these applications, see TV Addenda 3-L herewith.]

In addition, Gene O'Fallon's KFEL, Denver, filed for \$40,000 experimental on 480-500 mc, using pulse system up to 200 kw, specifying surplus radar equipment. And 2 applicants withdrew, should be deleted from your records: (1) Boston application of E. Anthony & Sons (WNBH-New Bedford Standard-Times), which now makes it 7 for 3 under old allocation, 7 for 2 under new. New Bedford folk pulled out after making deal, disclosed in Raytheon statement to FCC, for 49% interest in Raytheon's projected WRTB, Waltham. But they're still applying for New Bedford, to which it's proposed to move Boston's Channel No. 13. (2) Houston's KATL withdrew, making it 5 for 3 now; partners calculated chances slim because of non-residence.

Soon to be filed will be applications for Elmira, N.Y., by WENY, Elmira Star-Gazette (Gannett); for St. Louis, by 20th Century-Fox, also preparing to file for Kansas City; for Louisville, by Mid-American, holding CP for AM station WMMR; for Denver, by Cinema Amusements Inc., owner of Broadway Theater. Latter, with expected KVOD, would make Denver 9 for 5 -- and only a few months ago its channels went begging!

COLUMBIA & THE TRADE PICTURE: IF CBS still nurtures oft-hinted notion of one day manufacturing radios (and TVs) under "Columbia" brand name, it may have to reckon with newly formed Columbia Television Inc., 33 Jefferson St., Stamford, Conn., formed by ex-distributors Bernard Rodkin and Morris Folb. New firm exhibits line of 4 table models in New York's Manhattan Center Monday -- 10-in. TV-only at \$325; 10-in. TV-FM \$375; 12-in. TV-only \$375; 12-in. TV-FM \$475; plans initial production of 100 weekly....One of biggest in record field, CBS's Columbia Records Inc. announces new Peter Goldmark development called Columbia LP (for long-playing) Microgroove. It plays 45 min. on one 12-in. double-faced vinylite disc, 27 min. on 10-in. (vs. average 12-in. record's 8 min.). This is achieved by 224-300 grooves per inch (vs. conventional 85-100), records turning at 33 1/3 instead of 78 rpm; playing arm exerts only 1/5-oz. pressure. Present phonos would require new player attachment, which Philco will make to retail at \$29.95. Philco will incorporate system in its new sets; Magnavox already is doing so, at least in model shown in Chicago this week. Columbia says Masterworks recordings with Microgroove will retail at \$4.85 and \$3.85, popular 10-in. at \$2.85.

First price hike in table TVs since RCA upped its 630TS from \$350 to \$375, was GE's increase in retail cost of 810TV from \$299.50 to \$325, attributed along with other GE appliance price raises to higher labor and material costs, freight rates....Zenith took step nearer TV production in announcing it has acquired rights under Farnsworth patents; Billboard reports Zenith may spring set requiring no outdoor aerial, but Comdr. McDonald won't verify....Westinghouse's Tod Sloan

told distributors on Great Lakes^o cruise convention last week it has 4 new TV models in works, including 16-in.; Sloan inclined to bigger tubes rather than projection because of superior brightness, clarity, viewing angle....Ansley reports that by July 15 it will have 10-in. TV-only table model out at \$375, 10-in. TV-FM-AM-SW-phono console at \$725, 12-in. console \$995, 15-in. credenza \$1,295, initial production to total 25 daily....Technicians are acclaiming new circuit in Pilot's 3-in. Candid TV (Vol. 4, No. 24), odd number of IF stages (5) giving great interference rejection; they say circuit should prove valuable in other models, whatever one may think of 3-in. size, and Pilot is including it in its Protelgram projection set.

FIRST TV 'LINE' RATE SKIRMISH: Nobody was ready at Monday's FCC hearing on TV intercity "line" rates (Vol. 4, No. 18, 21), so after some legal skirmishing it was adjourned to Sept. 28. However, some significant facts and figures did go into record, which may be more than mere straws in the wind. AT&T's preliminary exhibits, for example, showed it would cost Bell System estimated \$29,763,000 to install and operate first year the TV portion of "assumed" 77-station hookup, using 75% microwave facilities, operating 12 hours per day, embracing 23 cities in area bounded roughly by Boston-Richmond, Milwaukee-St. Louis. Also, AT&T showed, networks January through April would have spent these amounts for their off-again, on-again coaxial hookups had May 1 tariff been in effect: NBC, \$69,914; DuMont, \$59,110; CBS, \$37,318; ABC, \$5,063. Actually, during first month of line charges (May), they spent: NBC, \$10,602; DuMont, \$7,513; CBS, \$6,308; ABC, \$6,217. Exhibit also mentioned potential improved coaxial, capable of 4 mc TV.

On the TV operators' side, in addition to attack on rates as too high, these points were raised: (1) Need for greater flexibility in contractual rates since one telecaster could tie up only common carrier facility 8 hours per day on monthly contract; (2) opposition to AT&T prohibition against interconnecting its equipment with other private or common carriers; (3) possibility of some sort of "basing point" rate system similar to transportation common carriers.

SIZE AND SHAPE OF TV DEMAND: Here are salient points of another ad agency survey of TV -- this one by Federal Adv. for Stromberg-Carlson, whose advertising manager Stanley H. Manson cited them to National Assn of Music Merchants convention in Chicago Thursday. Findings are based on personal interviews with 350 set owners, 306 non-owners in well-served New-York-Philadelphia TV areas. Stromberg feels sampling is large enough to lend weight to following statistics, which will be supplemented later by more surveys in same areas and other cities. Each item tells its own story:

(a) 99% of set owners would buy sets if they had it to do over again; (b) 35% are definitely interested in buying second set; (c) 96% of non-owners have seen TV, 84% want sets; (d) 51% of both owners and non-owners want consoles with the works -- TV-FM-AM-phono; 49% want table models -- although only 27% of owners now have consoles; (e) 35% of non-owners wanting sets are prepared to spend \$400, 35% would spend \$400-600, 30% would go over \$600; (f) 30% of owners made decision to buy and bought immediately, 24% took 2-4 weeks, 24% took 2-6 months; (g) man of family made decision to buy in 75% of purchases, much higher than radio; (h) 49% of purchasers considered only one make of set, largely because of availabilities.

As for reactions, habits, criticisms: (a) 31% of owners watch TV 25 or more hours weekly, 22% watch 20-25 hours, 11% watch less than 10 hours, balance presumably 10-20 hours; (b) viewers said 69% of viewing time was formerly spent listening to radio; (c) 89% said they favored TV even if their favorite AM and TV programs happened to be on at same time; (d) 48% want larger screen (75% now have 10-in., 11% have 7-in., balance have larger), 40% want clearer image, 24% want better cabinets, 18% want better sound, 15% want simpler operation, 17% want color; (e) 82% said picture good, 16% said fairly good, 2% said poor, 22% had difficulty in getting stations; (f) 60% expressed "some disappointment" in TV, 19% complaining of poor programming, 15% specifically mentioning antique movies; (g) most common complaint was delay in getting sets and delay in installation; (h) 68% said sets required some servicing, mostly minor, but 84% said final installation satisfactory.

MARTIN CODEL'S

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

Television Digest

28 29
C 29 T 28 W L Q

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 26

June 26, 1948

INTEREST HIGH IN TV ALLOCATIONS: Importance FCC attaches to June 29 hearings on TV channel reallocations (Vol. 4, No. 19-24), and big attendance expected, are indicated in choice of huge Dept. of Commerce auditorium (seating capacity: 800) for en banc proceeding. Hard-pressed Commission engineers this week worked overtime collating more than 100 engineering exhibits which poured in at June 18 deadline. Some 50 appearances, in addition to the 81 listed in our Special Supplement of June 5, were filed up to this weekend. They have been reported in TV Addenda 3-K, 3-L and this week's 3-M. All interested parties may arise to make points, so hearing may run full week -- certainly will if, as expected, contests like Boston, Chicago, Washington, Cleveland wax hot and heavy. Major interest will be directed toward directional antenna suggestions by CBS's engineering v.p. Bill Lodge; wide-coverage "Stratovision" proposals by Westinghouse's C. E. (Chili) Nobles; overall allocation "squeezes" for additional frequencies by DuMont's Dr. T. T. Goldsmith. In a last-minute move, FCC knocked out 9 late filers Thursday on grounds their appearances constituted new proposals after May 28 deadline (see TV Addenda 3-M).

SWAPPING SHOWS AND SAVING MONEY: Here's an instance of a couple of telecasters using ingenuity to do an excellent job of sister-city networking and at the same time saving money. Without recourse to coaxial, Baltimore Sun's WMAR-TV and Washington Star's WMAL-TV, 37 mi. apart, have been swapping several hours of programs weekly by simply picking one another's signals out of the air and rebroadcasting them -- same as in FM rebroadcast networking. Says ex-FCC commissioner Jack Jett, WMAR-TV's chief: "Our out-of-the-air pickup is much better than coaxial, even in lightning storms. This also proves feasibility of small-town satellite operation." WMAR-TV uses simple dipole and RCA 630TS receiver atop downtown O'Sullivan Bldg.; WMAL-TV has antenna on its American U Campus tower, uses Philco 1000. Link isn't used for network shows coming from north, except when Baltimore-to-Washington section of coaxial is not functioning satisfactorily. There seems to be little to hinder expansion of this type of networking; FCC has no objection as long as stations give permission. Naturally, stations must be close enough together. Too, as more stations go on air, they're liable to cramp system somewhat.

FOX'S BIG-SCREEN TV SCORES HIT: For whatever it portends for the future relationship of TV and the theater, Friday night's big-screen showing of telecast of the Louis-Walcott fight at Philadelphia's Fox Theater was an enormous success. That is, the regular audience (who paid to see a movie, got this windfall) and the several hundred VIPs, movie and radio trade folk present so proclaimed it.

Pictures, to be sure, weren't as clear as modern movies, long shots were fuzzy, magnification of TV's inherent lack of depth of focus particularly apparent. But the closeup shots were extraordinarily good -- so good you could see the wrinkles in battlers' trunks. The medium shots were called "good" and the whole performance's success was reflected in the enthusiasm of the audience, the exclamations of wonderment, the good-natured laughter during Gillette commercials.

Projection system was RCA's, sister to one used by Warner Brothers in Hollywood during last month's SMPE meeting (Vol. 4, No. 22). RCA put link atop Fox Theater building for direct pickup of microwave from Philco's Wyndmoor relay.

pecial 15x20-ft screen developed by 20th Century-Fox's Earl Sponable was used, though system is capable of 16x24. Projection was from balcony 42 ft from screen. Job was done under auspices of Fox hierarchy, with blessing of TV-keen Spyros Kouras. It was originally planned for Wednesday night unpaid showing to GOP convention bigwigs, but called off when fight was postponed. Thursday night WPTZ telecast of convention session was shown but picture was pretty poor.

Fight also was shown regular Paramount Theater audience in New York, utilizing Paramount's 66-second intermediate film process (Vol. 4, No. 16). Like Fox, Paramount paid for special rights.

Note -- For theater-owners' thinking about TV's potential impact on theater, read interesting survey in June 23 "Variety," quoting 21 of them, quite aptly headlined, "If you can't lick 'em, join 'em."

* * * *

RCA's new forward-projection (6x8-ft) TV receiver (TLS86) went on public display this week, was to be used for conventions and Louis-Walcott fight in Time-Life offices, RCA Exhibition Hall and Raymond Rosen Co. (RCA distributors) in New York City; Eastern Co. (RCA distributors), Boston; Taft headquarters, Philadelphia; National Press Club, Washington; WBRE, Wilkes-Barre, Pa. RCA dubs it "Life-Size Television." Set uses 5-in. tube and Schmidt-type optical system. It's expected to sell for around \$3,000, mainly to clubs, lounges, recreation centers, etc. -- same market as Colonial's "Vision-Master" (Vol. 4, No. 6).

PROPERTY RIGHTS IN TV SHOWS: First court tests of property rights in telecasts resulted in findings that telecasters, sponsors, program producers and performers have vested interest in programs even after put out over ether. In 3 cities this week, NBC, Gillette, 20th Century Sporting Club, Joe Louis and Joe Walcott got injunctions against pickups and showings of Louis-Walcott fight to paid audiences without permission. In Philadelphia, Commons Pleas Judge McDevitt, issuing injunctions against Lawndale Theater and Broadwood Hotel, called such reproductions "theft of a property from the person who bought the broadcast rights." In Boston, court similarly enjoined Mechanics Hall and Ford Theater Agency. In New York City Audubon Ballroom Inc., 166th & Broadway after advertising "Victory Dance" and paid admissions with TV attraction, were temporarily restrained by Supreme Court order. NBC is carrying legal burden, feels precedents are important, expects to battle through on appeals. In most cases, it was planned to show fight on big screen projections such as were stopped once before in New York (Vol. 4, No. 7, 12). Fact that both Paramount and Fox paid fees to fight promoters for TV projection rights is seen as tacit admission of such rights.

SEEK TV IN SMALL PA. TOWNS: Still more TV applications from secondary markets marked this week's batch of 8 -- 4 from Pennsylvania, one of them new-to-radio Central Pennsylvania Corp. filing for Channel No. 9 in Altoona and No. 13 in Williamsport. Proposing to install plants for \$97,000 and \$84,000, respectively, company is sparked by Penn State College's engineering dean George L. Haller. It includes 17 area business men, among them the publishers of "Grit." Also filing for No. 13 in Williamsport is Gazette & Bulletin's WRAK. And for Meadville, Pa., J. H. C. Winslow's WMGW has applied for No. 13. Other applications this week:

For Portland, Me., WCSH, No. 11 -- now 3 for 2. For Tulsa, Okla., KTUL, No. 8 -- now 3 for 3. For Kansas City, 20th Century-Fox, No. 9 -- now 6 for 3. For Salt Lake City, KALL, No. 7. [For details about foregoing applicants, see TV Addenda 3-M herewith.]

Examples of deals in progress for footholds in TV via AM, or vice versa: Washington State broadcaster J. Elroy McCaw, head of company applying for new 50 kw on 810 kc in Denver, in proposed tieup with Denver TV applicant Aladdin Television Inc. (TV Addenda 3-D). Meredith-Champlain Television Corp., capitalized at \$500,000, newly formed to pursue Meredith Publishing Co. (Better Homes & Gardens) application for Albany, N.Y. (TV Addenda 3-C), will assume control of veteran radio man Steve Rintoul's new 10 kw WXXW there, Rintoul to be president. Similar deal in works with Rochester's WVET.

FAST VANISHING TV CHANNELS—IV: Last time we analyzed TV channel availabilities in top 50 markets of U.S. (Vol. 4, No. 18), we reported only 11 ungranted or unasked for. Today, still using old allocation table (TV Directory No. 3, p. 16), there are exactly two -- one each in Columbus, O. and San Antonio, Tex. And if you turn an analytical eye on proposed new revised allocations (Supp. 58), availabilities in same top markets would appear to be: Columbus, O., none; Louisville and Birmingham, 1 each; San Antonio and Norfolk-Portsmouth-Newport News, 2 each. It must be remembered, though, that the revised allocations are subject to June 29 hearing, object of many objections, so can't be accepted yet for purposes of this kind of analysis. Total channel assignments to top 50 areas under old allocation is 182 (including now-withdrawn Channel No. 1), whereas it's 184 under new allocations.

Point is that channels are going fast, soon will all be assigned; indeed, in many cities there are far more askers than channels, necessitating many local hearings as soon as June 29 issues are resolved. Even in many of the second 50 markets, under old allocations, supply is rapidly diminishing -- in fact, demand equals or exceeds supply (as of today) in such set-for-hearing cities as Sacramento, 5 for 3; Fall River-New Bedford, 3 for 1; Des Moines, 5 for 3; Tampa-St. Petersburg, 4 for 3; Flint, 2 for 1; Harrisburg, 2 for 1; Reading, 2 for 1; San Jose, 3 for 1; Fresno, 5 for 4; Atlantic City, 5 for 1; Waterbury, 2 for 1; Charlotte, 3 for 2; Portland, Me., 3 for 2.

In second 50 cities, these have this many channels as yet unassigned or unasked for -- but applications from many may be expected soon: Spokane, 5; Duluth-Superior, Chattanooga, Wichita, Knoxville, Beaumont-Port Arthur, 4 each; Little Rock, 3; Saginaw-Bay City, Phoenix, Evansville, Nashville, Salt Lake City, Fort Wayne, Charleston, W. Va., 2 each; Fort Worth, Davenport-Moline-Rock Island, Racine-Kenosha, Peoria, 1 each. Under proposed revision, these changes would be effected: Knoxville 5; Phoenix, Nashville, Charleston, 3 each; Binghamton, South Bend, Huntington-Ashland, Shreveport, 1 each.

DEWEY'S SHOW WAS TV'S, TOO: Next to the nominations, big story of the GOP convention was TV -- whether you were actually there or in your home watching. Telecast operations at the convention itself, plus the vast number of receivers placed at vantage points throughout Philadelphia, so intrigued delegates and politicians that they will return to their homes proclaiming the virtues of TV. Indeed, milling around convention hall, candidate headquarters, hotel reception rooms, etc., we frequently heard wearers of the badges say: "Guess I'll have to get me a television set."

For the TV industry as a whole, the big Republican show, the Louis-Walcott fight, the Democratic convention starting July 12, all add up to promotion well worth the half million dollars or so the broadcasters spent (including cancelled commercials) -- really a windfall for the set makers and sellers. That they will create new demands for local TV service, stimulate TV trade where service already exists, goes without saying.

By next quadrennial convention time we'll look on TV's coverage of 1948 as horse-and-buggy stuff -- as indeed it was, in some aspects. On the whole, though, the telecasters did a remarkable job. Chief shortcomings were self-consciousness of reporters and principals, occasional transmitter and line failures -- attributable to inexperience, sure to be improved. Four years hence, too, instead of this week's mere 30 TV stations (18 on the various eastern seaboard hookups, remainder via films), hundreds of stations will be telecasting, networks will be integrated, techniques will be licked. And instead of today's 450,000 or so receivers, there will be millions.

No need here to describe convention TV setups or report the rival "scoops" and many "firsts" -- all subject of plenty of trade paper and newspaper reports. Noteworthy, though, were the observations of some of the columnists: Fred Othman's concern over TV "turning beautiful Republican ladies into witches" (he must have looked at some pretty poor receivers). AP's notation that TV's "merciless lights" distort features (actually, the hot lights were for newsreels, not TV). Robert

Ruark's supercilious discourse on how politicians of future must be able to "perform for video." Marquis Childs' philosophical comments on this "new dimension in reporting." John Crosby's rather specious first-day opinion that TV "brings you the babble, the heat, the crowds, the chaos without...much information." And British authoress Rebecca West's viewing of all such mechanical contraptions with trepidation: "I hate this thing in my own country, and I grieve to see it here."

Cream of the jest, from our viewpoint -- and we've covered these conventions since 1928: Spectacle of so many newsmen spending their time in headquarters suites, lounges and hotel rooms equipped with TV receivers, and actually "covering" their beats from the comfort of cushy armchairs!

MAKING A CASE FOR STRATOVISION: Westinghouse's strategy for Tuesday's TV allocation hearing became apparent during its expensive, precision-like Stratovision public relations junket for newsmen Wednesday and Thursday. Some 40 reporters from top radio publications and news services were flown to Zanesville, O. to be shown how TV can be brought to the back country. Though postponement of Louis-Walcott fight nearly ruined show, due to unusual series of technical circumstances, Westinghouse people did pretty good job of explaining away undeniably bad reception of GOP convention. Experiment was again dogged by bad luck when fight finally went on Friday night; antenna iced up so badly that transmission was no good. But Westinghouse men say they anticipated that problem and have solution for it.

Company's principal purpose was to build up case to show FCC why it should get Channel 8 in Pittsburgh (for regular ground station and Stratovision) and why no other Channel 8 station be permitted within 200 mi. of city. Main pitch is that Stratovision promises rural and small town coverage in areas where TV service can't otherwise be expected for years. Thus, pro and con arguments before FCC will considerably parallel those induced by 750 kw AM proposal of clear channel people. FCC's proposed allocation would put community station on Channel 8 in York, Pa., only channel 8 allocation within 200 mi. of Pittsburgh. So far, TV applicant WNOW, York, has objected to Westinghouse plans; WSBA, York, hasn't. In addition, Pittsburgh's WWSW, WCAE and WJAS oppose system. Westinghouse could have used locations for plane and viewing party which would have virtually guaranteed excellent demonstration, but Zanesville was good place to make rural showing.

Westinghouse and Glenn H. Martin Co. (they stress joint nature of operations) freely admit that system is still quite unpolished, that it would take 1-1½ years to start limited regular service over Pittsburgh, "years" for national network, that B-29 isn't right plane (Martin's new, neat 202 would be adapted). But plans for Pittsburgh, should FCC approve, seemed to make sense: KDKA-TV would be conventional ground station. It would operate several hours daily, then go off air, then microwave programs to plane which would spray Channel 8 signal over 200-250 mi. radius. As Stratovision became perfected, more and more of schedule would be "Stratovised." Networking capabilities are not currently prime objective, though company emphasizes economy over coaxial and microwave.

Engineer-in-charge "Chili" Nobles was frankly disappointed. His setup had been geared for Louis-Walcott fight. He had Channel 4 receiving antenna ready to pick up WNBW signal while flying at 25,000 ft some 10-15 mi. south of Pittsburgh (191 mi. from Washington, 113 mi. from Zanesville); Midwest stations on Channel 4 (WBEN-TV, WWJ-TV, WLWT) were to go off air to give plane clear WNBW signal. But he had to use inexplicably poor (10% modulation) Channel 2 picture from WMAR-TV (197 mi.), since Midwest stations remained on. Plane's electronic equipment is truly remarkable: 5 kw video transmitter is size of average ice-box; 1 kw audio is much larger, but Nobles plans to put it in same rack with video -- whole affair to be size of large refrigerator. Transmitting mast, 25 ft long, has 2 bays, radiated 8 kw on Channel 6, lowers from bomb-bay. Receiving mast (8 ft) sticks up from tail fin, tends to balance transmitting mast drag.

Ultimate system would employ 4 planes at each station. Two would be in air 4 hours at a time (one of them standing by), 2 being serviced on ground. Martin engineers see no problems of weather, pilot fatigue, aerodynamics they can't lick.

STORY THE TV OUTPUT FIGURES TELL: Add month of May's 50,177 RMA-reported TV set output to its cumulative post-war production figures, and total number of TVs as of June 1, 1948 was 399,590. Then add another 10% or thereabouts to embrace kits, pre-war sets and non-RMA production -- and it's reasonable to assume very nearly 450,000 TV receivers already in hands of public and dealers. And if RMA's currently reported rate of production is maintained (12,544 per week during May), there will be another 400,000 or more to report for the remainder of this year. So oft-estimated 850,000 for end of this year is conservative indeed; our own guess is it will be closer to 1,000,000, and this is why:

Current TV boom shows no sign of letting up -- quite the contrary. Factory and wholesaler inventories are negligible. With better programs available and more stations in more TV cities opening up, demand by end of summer looks like it will outrun supply. This despite fact 25 more set makers have announced production since those listed in our Supp. No. 57 last January. Moreover, Philco reports it's now producing at rate of 3,750-4,000 sets per week, will double this by end of year. RCA won't divulge its figures, but has claimed it's producing more than all others combined (including Philco) and it's obviously not decelerating. Non-RMA member Admiral put out some 25,000 TVs up to June 1, is now running about 2,000 per week, promises 150,000 total by end of year. Magnavox, just getting under way, says it will produce 10,000 per month by fall, Stromberg-Carlson 2,000 per month.

Taking even such scattered data into account, those "educated guesses" of GE's electronics sales chief A. A. Brandt last spring (Vol. 4, No. 12) now loom conservative: number of receivers at end of 1948, 870,000; end of 1949, 2,470,000; 1950, 5,270,000; 1951, 9,000,000; 1952, 13,500,000. Before music merchants' convention last week RCA Victor TV sales chief Dan Halpin forecast 600,000-750,000 output this year (possibly even 8-900,000, he said) at retail value of \$243,000,000 (\$350 average per set). Halpin also predicted 4,000,000 or more output in 1951 ("resulting in a billion dollar volume at retail"), added that by 1953 total sets in use may be well over 10,000,000.

* * * *

Analyzing May production figures released by RMA, TV's 50,177 compares with 46,339 in April, is down a bit from record 52,137 in 5-week March. May breakdown: 37,642 table models, 9,541 consoles with radio-phono (8 projection type), 2,994 consoles without phono (1,113 projection type). Weekly production rate in May ran 8% ahead of April, 22% greater than average for first 4 months.

May FM production was 76,435 units, down from April's 90,635 -- reflecting seasonal decline in all radios except TV. All radios totaled 1,096,780 vs. 1,182,473 in April. FM breakdown for May: 23,952 AM-FM table models (950 with phono), 45,606 consoles (1,105 without phono), 6,877 FM-only and tuners.

NEWS NOTES ABOUT THE TV TRADE: More evidence of inevitable trend toward larger direct-view TV, a trend slowed only by tube availabilities (Vol. 4, No. 23): Philco's new line includes 12-in. TV-only consolette (Model 1240) at probable price of \$425....That rumored TV receiver using AC or DC turns out to be Belmont's 7-in. table model, selling at \$179.95 (Vol. 4, No. 24), due for full production next month, trade name "Raytheon-Belmont"....New 20-in. direct-view set for public places, to be known as "Essex-20", replacing \$1,995 IT-IR, is announced by Industrial Television Inc., new price unstated....San Francisco won't get first TV station until autumn, yet one distributor reports he has already installed 38 receivers in city's pubs -- which probably means many more already in homes and public places in anticipation of service....National Better Business Bureau is asking manufacturers-dealers to stop claims of all-channel coverage for sets that don't, also to clarify to buyers installation-servicing extra costs. BBB is inclined to go easy on youthful TV, says its advertising has generally been on high plane....Next big trade shows where TV will display its wares are American Furniture Mart, Chicago, July 5-17 (where Bendix will disclose new line), and Chicago Electric Assn's National Television & Electrical Living Show in Coliseum, Sept. 18-26....Terman's Stores, Chicago, offers coin meter attachment to TV receivers, so customer can pay for set by feeding quarters into kitty; clock-design meter costs \$15, refundable.

STORY THE TV OUTPUT FIGURES TELL: Add month of May's 50,177 RMA-reported TV set output to its cumulative post-war production figures, and total number of TVs as of June 1, 1948 was 399,590. Then add another 10% or thereabouts to embrace kits, pre-war sets and non-RMA production -- and it's reasonable to assume very nearly 450,000 TV receivers already in hands of public and dealers. And if RMA's currently reported rate of production is maintained (12,544 per week during May), there will be another 400,000 or more to report for the remainder of this year. So oft-estimated 850,000 for end of this year is conservative indeed; our own guess is it will be closer to 1,000,000, and this is why:

Current TV boom shows no sign of letting up -- quite the contrary. Factory and wholesaler inventories are negligible. With better programs available and more stations in more TV cities opening up, demand by end of summer looks like it will outrun supply. This despite fact 25 more set makers have announced production since those listed in our Supp. No. 57 last January. Moreover, Philco reports it's now producing at rate of 3,750-4,000 sets per week, will double this by end of year. RCA won't divulge its figures, but has claimed it's producing more than all others combined (including Philco) and it's obviously not decelerating. Non-RMA member Admiral put out some 25,000 TVs up to June 1, is now running about 2,000 per week, promises 150,000 total by end of year. Magnavox, just getting under way, says it will produce 10,000 per month by fall, Stromberg-Carlson 2,000 per month.

Taking even such scattered data into account, those "educated guesses" of GE's electronics sales chief A. A. Brandt last spring (Vol. 4, No. 12) now loom conservative: number of receivers at end of 1948, 870,000; end of 1949, 2,470,000; 1950, 5,270,000; 1951, 9,000,000; 1952, 13,500,000. Before music merchants' convention last week RCA Victor TV sales chief Dan Halpin forecast 600,000-750,000 output this year (possibly even 8-900,000, he said) at retail value of \$243,000,000 (\$350 average per set). Halpin also predicted 4,000,000 or more output in 1951 ("resulting in a billion dollar volume at retail"), added that by 1953 total sets in use may be well over 10,000,000.

* * * *

Analyzing May production figures released by RMA, TV's 50,177 compares with 46,339 in April, is down a bit from record 52,137 in 5-week March. May breakdown: 37,642 table models, 9,541 consoles with radio-phono (8 projection type), 2,994 consoles without phono (1,113 projection type). Weekly production rate in May ran 8% ahead of April, 22% greater than average for first 4 months.

May FM production was 76,435 units, down from April's 90,635 -- reflecting seasonal decline in all radios except TV. All radios totaled 1,096,780 vs. 1,182,473 in April. FM breakdown for May: 23,952 AM-FM table models (950 with phono), 45,606 consoles (1,105 without phono), 6,877 FM-only and tuners.

NEWS NOTES ABOUT THE TV TRADE: More evidence of inevitable trend toward larger direct-view TV, a trend slowed only by tube availabilities (Vol. 4, No. 23): Philco's new line includes 12-in. TV-only consolette (Model 1240) at probable price of \$425....That rumored TV receiver using AC or DC turns out to be Belmont's 7-in. table model, selling at \$179.95 (Vol. 4, No. 24), due for full production next month, trade name "Raytheon-Belmont"....New 20-in. direct-view set for public places, to be known as "Essex-20", replacing \$1,995 IT-IR, is announced by Industrial Television Inc., new price unstated....San Francisco won't get first TV station until autumn, yet one distributor reports he has already installed 38 receivers in city's pubs -- which probably means many more already in homes and public places in anticipation of service....National Better Business Bureau is asking manufacturers-dealers to stop claims of all-channel coverage for sets that don't, also to clarify to buyers installation-servicing extra costs. BBB is inclined to go easy on youthful TV, says its advertising has generally been on high plane....Next big trade shows where TV will display its wares are American Furniture Mart, Chicago, July 5-17 (where Bendix will disclose new line), and Chicago Electric Assn's National Television & Electrical Living Show in Coliseum, Sept. 18-26....Terman's Stores, Chicago, offers coin meter attachment to TV receivers, so customer can pay for set by feeding quarters into kitty; clock-design meter costs \$15, refundable.

Quite properly, FCC's new lady member, Miss Frieda B. Hennock, who was confirmed by Senate a few minutes before it adjourned June 20, may be addressed as "Madame Commissioner." Our authority is State Dept. protocol division, which doesn't profess to know any precedents in govt. departments or bureaus (there aren't any we can find out about) but does know foreign and diplomatic usage. Moreover, Webster's defines "Madame" as "My lady, a French title formerly given to ladies of quality," now applied in France to all married women. Miss Hennock, single, tells us she doesn't care, thought just "Commissioner" would be quite okay. In any case, backed by enormous influence (Vol. 4, No. 25), Miss Hennock takes office, probably next week, with the eyes of Congress still upon the FCC—and her own activities subject to particularly close scrutiny in view of unusual circumstances of her appointment and confirmation as Democrat in presumed GOP year.

So that your TV rules may be kept up-to-date, we're sending you as Supplement No. 17-A the text of amended hours-of-operation rule (Sec. 3.661), as digested in this column last week (Vol. 4, No. 25). We recommend you file it with your copy of Text of Rules Governing Television (Supp. No. 17).

Yankee Network's WNAC-TV, Boston, having obtained STA for commercial operation from FCC, may be counted as nation's 30th outlet, carried convention telecasts this week, but won't actually go on regular schedule (except for baseball and special events) or carry sponsored programs until week of Aug. 15, reports executive v.p. Linus Travers. T-Day begins with meeting of 400 area radio dealers.

New film and film-maker deals: *New York News'* WPIX added another packet of 22 United Artist features, 60 shorts to its 24 Korda features (Vol. 4, No. 18), acquiring rights from Regal Television, is now up to its ears in business of syndicating these films to other TV outlets. . . . Top-hole movie producers John Ford and Merian Cooper (Argosy Pictures) incorporated Argosy Television Inc. in California this week, plan films for TV.

Further appointments and new titles at CBS Television, as announced Friday by Jack Van Volkenburg, v.p. and director of TV operations: Charles M. Underhill, recently with RKO Pathe, director of programs; David Sutton, promoted to TV sales manager; George L. Moskovich, manager of TV sales development; Worthington C. Miner, manager of program development.

New as TV sponsors: Big radio advertiser Proctor & Gamble, week of July 19 starts sponsoring "Fashions" on Parade" on WABD, New York, Fridays 8-8:30 p.m., but time due to be changed to another night; contract is for 49 weeks, Prell and Ivory to be advertised. WABD also reports signing Sheffield Farms Co. for Monday "Small Fry Club", 13 weeks starting June 28, thru N.W. Ayer & Son.

Gimbels of Philadelphia 19-window display of 19 TV receivers during Fathers Day and convention weeks resulted in "remarkable swing upward" in TV sales, reports store's ad chief David Arons—but he isn't giving out actual figures. Not so much interest was attracted, however, to Commercial Museum's TV displays for GOP convention overflows (Vol. 4, No. 23), at which RCA had 22 receivers, Philco 21, Farnsworth 18, GE 16, Westinghouse 4, Motorola 4. Despite fact it was next door to convention, poor promotion plus bad job of ticket distribution got few people out and several thousand seats in exhibits were empty most of time.

Now it's official, out of rumor-and-denial stage: Warner Brothers have made deal to buy 2 Thackrey West Coast AM stations, including now-building TV (Vol. 4, No. 18-24), for \$1,045,000. Meanwhile, movie firm is backing New York Trust Co. credit of \$500,000 to Mrs. Thackrey (to build TV station), agrees to advance another \$100,000 to meet operating deficits if and when TV station goes on air. Official information is disclosed in voluminous documents filed as report to FCC by Thackrey through New York law firm of Greenbaum, Wolf & Ernst, who say formal application for transfer of ownership (which must go through Aveco procedure) will be filed shortly. Meanwhile, W. L. Gleeson, KPRO, Riverside, Cal., left in cold by deletion of Channel No. 1 granted him in 1946, has changed his mind and now has applied for Los Angeles station using Thackrey's No. 13.

In whirlwind action just before adjournment, House passed H. Res. 691 to investigate FCC, aimed at grants to alleged Communists or fellow travelers, also at quiz of certain FCC lawyers. Five-man committee will be named by Speaker Martin, probably will have bill's author Rep. Harness (R-Ind.) as chairman. On Senate side, retiring Senator White (R-Me.), author of present act, appointed subcommittee comprising himself, Tobey (R-N.H.) and McFarland (D-Ariz.) to study radio during Congress recess—not investigate, he says, though it's hard to see how it will avoid quizzical aspects with crusading Tobey likely to run show again in view of White's frequent illnesses and absences. Nevertheless, White emphasizes he wants study, not witch hunt. Little more than "spadework" is expected out of committee before fall.

San Francisco 5 for 2 TV hearing (Vol. 4, No. 23) droned through hot Washington week, looks like it will go another full week. Film witnesses still dealt in blue chip figures (Paramount estimated \$493,500 for proposed plant, \$600,000 operating cost first year). Fight waxed so keen that question of how much it costs to operate an image orthicon per hour and how long tube lasts became an issue, some applicants not having allowed for such expense in exhibits. Paramount case was completed this week (Paul Raibourn, Klaus Landsberg, Wm. Eddy, witnesses); KROW case finishes Monday (Sheldon Sackett); then follow CBS, Television California (Pauley), 20th Century-Fox.

Problems of interference to TV reception are getting quite a going over these days: (1) FCC lab at Laurel, Md., is studying receiver radiations as trouble source when too many sets are too close to one another. (2) RMA will soon announce results of engineering tests of interference from auto ignition systems. (3) FCC on Aug. 10 will hold informal engineering conference on harmonics and spurious emissions from all transmitting equipment (up to 30,000 mc). This is one of TV's bugbears, being so susceptible. TV Channel No. 2 suffers from second "ham" harmonic of 27 mc, and TV as whole is troubled by harmonics from diathermy and industrial devices.

Continental FM Network fed GOP convention to largest hookup yet: 27 FM stations, 12 AM. Business manager Hudson Eldridge says system, using wire lines and re-broadcast method, functioned beautifully. He was particularly happy about performance during thunderstorms which ruined some AM signals.

Los Angeles' KFI-TV started test patterns June 21, will continue sporadically. Doesn't plan regular schedules for several months, hasn't yet asked FCC for commercial STA.