

MARTIN CODEL'S

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

Television Digest

and FM Reports

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February 1, 1947

BACK OF BIG PHILADELPHIA DEAL: Probing what's back of big, rich Philadelphia Bulletin's surprise purchase announced Friday night of J. David Stern's newspaper-radio properties (Philadelphia Record, Camden Courier-Post, WCAU, WCAU-FM), it seems pretty apparent that Mr. Stern had no thought whatsoever of selling at time he made \$6,000,000 deal to purchase WCAU last May (Vol. 2, No. 19). It was at about the time FCC approved transfer (Vol. 2, No. 42) that he ran into his strike with Newspaper Guild. Highly emotional man that he is, this embittered him to point of deciding to sell out to his evening rival. He retires from the deal with several million dollars net, will probably forsake newspaper field.

Deal with Bulletin involves between \$10 and \$11 million, with radio properties going for just about what Stern paid for them (approximately \$3,000,000 net). It's a foregone certainty Bulletin will now dispose of its 5 kw WPEN and WPEN-FM (non-network), retaining the 50 kw WCAU (CBS). Radio-wise Bulletin also intends to go ahead with plans for TV station authorized last September (Supplement No. 18-B). In newspaper field, it is merely going into Sunday field for first time, keeping Record features, but otherwise expresses frank hope suspended Record and Courier-Post "will be resumed under independent ownership." This means those properties will be sold or leased. If not, morning field is left entirely to Walter Annenberg's powerful Inquirer, evening field largely to Bulletin since tabloid Daily News is relatively weak sister, also reported to be on the block.

AS COLOR SHOWDOWN NEARS: They threw everything but the kitchen sink at CBS's color-TV-in-action this week. And if, up to then, the 5 sitting members of the FCC had not made up their minds, by now they probably have -- though, naturally, they aren't saying what many onlookers at 3-day demonstration sessions in New York and Princeton are freely predicting: that CBS's proposed uhf color standards will be turned down.

CBS fought the good fight's latest rounds by itself -- neither Federal, Bendix, Westinghouse nor Zenith standing at its side this time to repel the vigorous attacks launched on its system. CBS's next, and final, chance comes at cross-examination hearing in Washington Feb. 10; then FCC decision may be expected quickly.

Attack on CBS system followed pretty much the pattern of December's week-long hearing in Washington (Vol. 2, No. 50). It was technicians' field day--keen and sometimes acrimonious debate centering around such subjects as brightness, flicker, contrast, resolution, fringing, breakup, frame-rate, ambient light, field testing. But this time the FCC (Durr alone absent) could actually see demonstrations of what the engineers were talking about.

Monday was CBS demonstration day, but it turned into an "inquisition" of CBS's Dr. Peter Goldmark at the often-unkind hands of DuMont's Allen DuMont and T. T. Goldsmith, Philco's David Smith, NBC's R. E. Shelby, RCA's E. W. Engstrom -- aided and abetted by Donald Fink for RTPB and Paul J. Larsen for Society of Motion Picture Engineers. Tuesday's comparative demonstration -- CBS's color vs. DuMont's black-and-white, side-by-side -- continued the anti-color forces' attack. As nearly

as we could gauge it, opinion of audience (some 350 of video's top technicians and leaders, 100 other spectators) was overwhelmingly that black-and-white images were superior to color when you consider resolution, brightness, contrast, as criteria.

On the other hand, there's no doubt that color adds much to the acceptability of TV. All are agreed it's the next step -- but there's plenty of doubt whether the next step has as yet been firmly taken by anyone.

Wednesday's runoff at Princeton of RCA's system was designed, in Dr. Engstrom's words, to prove that RCA's simultaneous system of color (as contrasted with CBS's sequential system) is all-electronic, has no inherent limitations, is compatible with black-and-white. A simple converter to permit black-and-white reception of color transmissions (Vol. 2, No. 44) was actually demonstrated. Not only was RCA's simultaneous system shown to have potentials the engineers said are required in a color system, but it also has the added attraction of using less bandwidth (14.5 mc vs. 16 mc) -- an important consideration to FCC, which always has the job of conserving spectrum space. Possibility of even narrower channel (12.5 mc) was also discussed. Highlights of hearings may be summarized thusly:

1. Black-and-white retains relatively bright images in full room illumination, whereas color pictures (both CBS and RCA) largely "washed out".
2. Field speed of black-and-white system (60 per second) permitted 9 times highlight brightness of CBS color system (48 per second).
3. Color picture resolution suffered heavy drop on return from 450-mile coaxial transmission, whereas black-and-white suffered less loss.
4. There was unsatisfactory effect from magnifying lenses CBS used on its own and Bendix receivers to bring 10-inch tubes up to 12-inch picture size. Reflections from room lights and light from windows interfered with clear pictures.
5. Black-and-white film run through CBS system showed sepia tint; was entirely satisfactory over RCA simultaneous color system.
6. CBS admitted color pictures larger than 6x8 inches would have to be projected images, whereas present DuMont black-and-white direct-viewing screen frames 13x17 inches on 20-inch tube.
7. CBS technicians had to extend themselves to keep both their receivers operative during demonstrations. During first session, Bendix machine broke down entirely, worked erratically in afternoon. But in second day's demonstrations, Bendix set operated entirely satisfactorily.
8. RCA's uhf pickups of live subjects were poor, excused by spokesman on grounds company had accomplished transmissions for first time the day before. Nor did it have color monitor at laboratory where uhf telecasts originated. CBS was unable to show its outdoor pickup due to dismantled state of image orthicon, Dr. Goldmark explained.
9. RCA presented prototype of commercial, 3-tube simultaneous receiver, much more suitable for home use than giants used for demonstrations. But picture would only be 8x10½ inches as compared with 18x24 inch demonstration picture.

During first 2 days of hearing, Dr. Goldmark was on defensive mainly, sweating out toughest kind of inquiries. Acrimony developed occasionally, as when DuMont, Philco and RCA demanded further field tests of CBS system. Dr. Goldmark got his chance to turn to the offensive, however, at Princeton where he had opportunity to punch holes in RCA system's pictures.

Interesting facts brought out at hearing: That the 50 color receivers custom-made for CBS by Bendix cost \$1,820 apiece, these being additional to sets previously made by GE whose number and price were undisclosed (rumored cost \$7,000 each); that AT&T is at work on method of increasing coaxial band-width from present 2.7 mc to 7 mc width by adding repeaters; that DuMont reception was accomplished by wide-band antenna, set up in courtroom, which contains "ears" to bring up gain of upper portion of TV band; that CBS's table model color set, shown for first time (with picture size equivalent of 7-inch black-and-white sets), uses "butterfly" antenna only 6 inches high and attached by suction cap to inside of window frame.

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

February 1, 1947

SCOTUS, AFM AND AFRA: Uncle Sam appears to be pulling no punches in appealing case of U.S. vs. Petrillo (Vol. 2, No. 49), which went to Supreme Court Monday. So by April or May the radio industry, more particularly its AFM-hamstrung FM and TV segments, ought to know exactly where it stands. Next step is printing of jurisdictional statement, record and briefs; then, in about 2 months, come arguments before full court. Said Acting Solicitor General George T. Washington, in filing appeal from Chicago Judge LaBuy's decision declaring Lea Act unconstitutional: "The act represented the deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system of the nation...very fact that the decision nullifies an act which Congress deemed necessary for the welfare of the nation in itself establishes the substantiality of the question involved." Meanwhile, networks were negotiating new wage contracts with AFM locals, revising them upward for most part, while Petrillo says he will await Supreme Court decision before considering FM duplication ban (Vol. 3, No. 4). And on the other big labor front, all 4 national networks signed new contract with AFRA Wednesday providing 20-30% pay rate hike; contract is retroactive to Nov. 1, runs to Oct. 31, 1948.

NEWSPAPER ISSUE FLOPS AGAIN: Variety's ace Washington correspondent, Dorothy Holloway, let a rather harmless cat out of the bag Wednesday -- latest move by FCC Comr. Durr. It's the old newspaper-radio ownership issue again, as if abortive Roosevelt-Fly crackdown of a few years ago (when Democrats really were in power) had taught no lessons at all. Fact that none of Durr's fellow commissioners even seconded his motion, which failed at Jan. 23 closed session, would seem to belie Variety's conclusion it indicated "sign of revived FCC interest in the penetration of newspapers into radio since dismissal of the newspaper-radio investigation in Jan. 1944."

Inquiry develops that Durr himself held slight hope of getting any sort of fiat to halt admitted fact newspapers are more dominant than ever as recipients of new AM, FM and TV grants, as multiple station owners, and as purchasers of existing stations. This is exact wording of his motion, which he intended as "basis for study" of problem since he says his own mind isn't made up on question: "That the Commission issue notice of proposed rule-making providing that not more than one AM, one FM or one TV station (that is, not more than one each) shall be granted to any individual corporation, or association, owned by or under the common control of newspaper interests."

CHASTISING THE BROADCASTERS: Broadcasters get a thorough raking over -- for excessive profits, over-commercialism, failure to live up to public service responsibilities -- in "Radio Listeners Be Damned" in February Kiplinger Magazine. Even the set makers are chastised for failing to live up to promises, for producing no better receivers than pre-war yet at higher prices. Now publisher of an adless, monthly magazine, Newsletterman Kiplinger, who ordinarily writes from businessman's viewpoint but likes to administer spanking every now and then (see article in Jan. 25 Satevepost) might as well have passed this article for publication to one of the hyper-critical "liberal" papers -- New Republic or Nation, perhaps. Ray of hope on horizon, as his magazine sees it:

"The arrival of television and FM threatens the broadcasters with the thing they fear most: competition. And these new developments can spell an end to the dictatorship of the advertisers, too. Television does not lend itself to cheap use of the spoken commercials; FM means thousands of lusty new stations, anxious to win public respect and approval. So the monopoly now enjoyed by the broadcasters may be ripe for smashing. As they have to get out and scratch for listeners, the broadcasters will have to offer more than they have in the past."

TV STARTS IN ST. LOUIS: St. Louis Post-Dispatch's KSD-TV is copping honor of being first newspaper-owned telecaster on the air commercially, beating out Detroit News' hard-luck WWDT whose scheduled Jan. 15 opening has been delayed (Vol. 3, No. 3). Pulitzer station got STA from FCC Wednesday for commercial operation, using only 2 kw video, 1 kw audio power from 185 ft height atop newspaper building. Manufacturers are already channeling sets into St. Louis (200-300 already reported in town) and into Detroit to take advantage of markets new stations are opening up.

KSD-TV signs on this Saturday, Feb. 8; then it goes on daily 12:30-4 p.m. schedule during city's Edison Centennial Week, Feb. 10-16, when dozen or more advertisers will sponsor shows -- among them Shell Oil, Southwestern Bell, Monsanto Chemical, Ralston-Purina, Trim-Foot Shoes, Hyde Park Beer, 3 big dept. stores (which will show sets in use). Some of these will become regular sponsors after Feb. 17 when rate card goes into effect, with daily schedules planned thereafter at 1-4 p.m. and 2 hours nightly. To help with "know how" during inaugural week, KSD-TV has imported TV crew headed by Ardien Rodner, recently TV promotion director for Commonwealth Edison, Chicago, now heading his own Television Advertising Productions. With him are Lorraine Larson and Jack Gibney, from Chicago's WBKB, and Don Faust, from WGN. Latest on Detroit News' plans for WWDT is that it's now on equipment tests, hopes to begin commercial operation March 1.

MORE FM CHANNEL SWAPPING: No one gets particularly excited any more over FM channel reallocations, 3 more of which the FCC ordered this week (see Supplement No. 47-D herewith); these, of course, should be noted in your allocation table (Supplement No. 43).

On the other hand, proposals of Baltimore's 3 remaining applicants, that FCC employ switching to supply that city with enough channels to go around, got reaction from Harrisburg and York, Pa. applicants whose cities may lose channels. But they filed appearances too late to get into the act, said FCC, since hearing is Monday. Ycrk's mayor is expected to protest. In Baltimore case, though Hearst's WBAL is an applicant, there will be no examination of qualifications, since other 2 have already been queried in AM hearings and are willing to let Pearson-Allen do work in WBAL renewal hearing Feb. 24.

First instance of FM applications to go directly from pending to CP class, by-passing conditional stage, occurred this week when 3 in Charlotte (N. C.) found themselves with enough channels after a fourth dropped out. Another dropout was Lincoln-Belmont, in Chicago, leaving 11 for 10 in decision now awaited.

Among new applications (8 this week) was unusual Class A of Airtone Co., Long Beach, Cal., whose principals (mostly veterans) are jukebox operators. They plan to program their station along jukebox lines -- playing music only, at least at start. FM promotion, they say, will include putting FM sets in public places.

PARAMOUNT-DuMONT SNAFU: Comedy of errors and legal gobbledygook developed around "dismissal" of 5 remaining Paramount-DuMont TV station applications (Supplement No. 18-B), announced in FCC press release Jan. 31 -- as an action of Jan. 16! Announcement said applicants had 20 days to appeal dismissal, based on interlocking ownership (Vol. 3, No. 3, 4). But then Commission attorneys told principals, both vitally concerned with outcome of color TV hearings, they could wait that result before they need take action. In other words, it seems Commission hasn't really dismissed, but in effect has simply put parties "on notice" their applications are due for dismissal. Actually, the FCC, avowedly so eager to get TV going in as many places as possible, simply is blocking TV service by two willing and able (among all-too-few) entrepreneurs.

So Paramount's Boston, Detroit, Dallas and DuMont's Cincinnati, Cleveland applications are still pending. After color TV situation is resolved, Paramount and DuMont will determine their courses: whether to ask for change in 5-limit rule (unlikely), drop applications (likely should uhf color band be authorized), or Paramount dispose of DuMont stockholdings (likely if it can find suitable customer in market at present virtually frozen).

Additions to Log of

FM LICENSEES, GRANTEEES AND APPLICANTS

(Addenda to Supplements No. 47, 47-A, 47-B and 47-C with Changes)

Cumulative logs are published quarterly. Detailed data on most grantees and applicants will be found in Supplements No. 14-A to 14-R inclusive.

Supplement in which data is carried is listed for each grantee.

FCC file numbers, if assigned, are indicated. Asterisk (*)

denotes Class A station; all others are Class B.

Construction Permits Granted Jan. 30, 1947

(Total to date: 487)

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
San Francisco, Cal.....	Pacific Agricultural Foundation Ltd. Channel, 94.9 mc (No. 235). Power, 44 kw. Antenna, 1,265 ft. B-PH-399. (14-A).	KQW
Stamford, Conn.....	*Western Connecticut Broadcasting Co. Channel, 104.7 mc (No. 284). Power, 500 watts Antenna, 340 ft. B-PH-607. (14-A).	WSTC
New Bedford, Mass.....	*Southeastern Mass. Broadcasting Corp. Channel, 105.5 mc (No. 288). Power, 880 watts Antenna, 250 ft. B-PH-927. (14-J).	--
Royal Oak, Mich.....	Royal Oak Broadcasting Co. Channel, 92.1 mc (No. 221). Power, 13.4 kw. Antenna, 430 ft. B-PH-773. (14-A).	WEXL
Massena, N. Y.....	The Brockway Co. Channel, 93.1 mc (No. 226). Power, 5 kw. Antenna, 385 ft. B-PH-907. (14-H).	WMSA
Charlotte, N. C.....	Inter-City Advertising Co. Channel, 102.9 mc (No. 275). Power, 20 kw. Antenna, 435 ft. B-PH-1045. (14-N).	WAYS
Charlotte, N. C.....	Radio Station WSOC Inc. Channel, 100.7 mc (No. 264). Power, 34 kw. Antenna, 435 ft. B-PH-1021. (14-M).	WSOC
Charlotte, N. C.....	Surety Broadcasting Co. (WIS, Columbia, S. C.) Channel, 101.1 mc (No. 266). Power, 50 kw. Antenna, 400 ft. B-PH-978. (14-K).	
Lakewood, O.....	*United Garage & Service Corp. Channel, 104.3 mc (No. 282). Power, 250 watts Antenna, 360 ft. B-PH-562. (14-B).	--
Tulsa, Okla.....	Fred Jones Broadcasting Co. Channel, 93.3 mc (No. 227). Power, 34 kw. Antenna, 500 ft. B-PH-220. (14-B).	KFMJ-CP

(Over)

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Grants Pass, Ore.....	Southern Oregon Broadcasting Co. Channel, 102.3 mc (No. 272). Power, 2.2 kw. Antenna, 1,690 ft. B-PH-825. (14-D).	KUIN
Fort Worth, Tex.....	Lone Star Broadcasting Co. Channel, 103.7 mc (No. 279). Power, 15 kw. Antenna, 290 ft. B-PH-1007. (14-H).	--
Seattle, Wash.....	Western Waves Inc. Channel, 94.7 mc (No. 234). Power, 48 kw. Antenna, 1,530 ft. B-PH-1032. (14-M).	--
Madison, Wis.....	Badger Broadcasting Co. Channel, 103.9 mc (No. 280). Power, 310 kw. Antenna, 960 ft. B-PH-302. (14-B).	WIBA
Milwaukee, Wis.....	Milwaukee Broadcasting Co. Channel, 96.3 mc (No. 242). Power, 35 kw. Antenna, 410 ft. B-PH-332. (14-B).	WEMP
Wausau, Wis.....	The Journal Co. Channel, 96.1 mc (No. 241). Power, 20 kw. Antenna, 800 ft, B-PH-843. (14-F).	(WTMJ, Milwaukee)

Conditional Grant Jan. 30, 1947
(Total to date: 177)

Front Royal, Va.....	Hoyle Barton Long. B-PH-1128. (14-Q).	--
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STAs Issued Week Ending Feb. 1, 1947

Richmond, Cal.....	*Contra Costa Bcstg. Co. <u>KRCC</u> - Part II, Supp. No. 47	
Longview, Wash.....	*Twin City Bcstg. Corp. <u>KWLK</u> - Part II, Supp. No. 47.	

Applications Filed Week Ending Feb. 1, 1947

Long Beach, Cal.....	*Airtone Co., 4145 Marwick Ave.	--
Santa Monica, Cal....	*California Bcstg. Co., 12182 Laurel Terrace Dr.	--
Shreveport, La.....	Radio Station KTBS, Box 1121	KTBS
Bethesda, Md.....	*Broadcast Management Inc., 5 Wilson Lane	WBCC-CP
Cumberland, Md.....	Cumberland Broadcasting Co., 31 Frederick St.	WTBO
Austin, Minn.....	*Radio Austin Inc., 1302 S. Kenwood Ave.	--
New Rochelle, N. Y....	*Radio New Rochelle, 49 Clove Pd.	--
Wilkes-Barre, Pa.....	Wyoming Valley Bcstg. Co., 88 N. Franklin St.	WIIK-CP

Supplement No. 47-D, Feb. 1, 1947

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
<u>Applications Withdrawn Week Ending Feb. 1, 1947</u>		
Chicago, Ill.....	Lincoln-Belmont Publishing Co.	--
Charlotte, N. C.....	Capital Broadcasting Co.	WRAL (Raleigh)

Modifications of CPs Authorized Jan. 30, 1947
(Changes in listings in Part II, Supp. No. 47)

Anniston, Ala.....	Harry M. Ayers Change antenna to 730 ft., power to 19 kw.	WHMA
Fort Smith, Ark.....	Donald W. Reynolds Change antenna to 780 ft., power to 140 kw.	KSFA-CP
Atlanta, Ga.....	Constitution Publishing Co. Change channel to 98.9 mc (No. 255).	WCON-CP
Savannah, Ga.....	Savannah Broadcasting Co. Change power to 43 kw.	WTOC
Springfield, Ill.....	WCBS Inc. Change antenna to 415 ft., power to 25 kw.	WCVS
Joplin, Mo.....	Joplin Broadcasting Co. Change antenna to 445 ft., power to 140 kw.	WMBH
Omaha, Neb.....	World Publishing Co. Change antenna to 560 ft., power to 380 kw.	KOWH
Troy, N. Y.....	Troy Broadcasting Co. Inc. Change antenna to 970 ft., power to 3.5 kw.	WTRY
Seattle, Wash.....	Fisher's Blend Station Inc. Change antenna to 435 ft., power to 4.5 kw.	KOMO

Changes in Channel Allocation (Supp. No. 43)

Delete 221 from Washington, D. C.; add it to Front Royal, Va.
Delete 246 from Richmond, Va.; add it to Washington, D. C.

Delete 280 from Fond du Lac, Wis.; add it to Madison, Wis.
Delete 252 from Madison, Wis.; add it to Fond du Lac, Wis.
Delete 279 from Clinton, Iowa; replace it with 254.

SNEAK PEEK AT PHILCO'S TV: First look-see by outsiders at Philco's still "top secret" TV receiver (Vol. 2, No. 48) aroused such keen enthusiasm that it is being hailed as one of video's significant developments. Hand-made model, not yet on production line, was unveiled at tag end of color TV hearing in Princeton Wednesday (on RCA's home ground!). Philco refused to let anyone look at set's innards, audience being allowed merely to view received images.

TV-only console, no larger than an ordinary radio floor model, shows images 15x20 inches on projection screen. What's different is that images are so brilliant --4 times as bright as the 10 ft. lamberts obtained on other projection units. Contrast also is remarkably good. Key to high brightness level is arrangement of newly developed tube (35-40 ft lamberts) and reflecting mirror. Latter is highly directional in forward plane, thus concentrating light horizontally rather than permitting diffusion toward ceiling or floor. Arrangement of tube and mirror was not shown, but it was evident new magnification principle is used.

Not a word yet, however, about production plans, prices, etc., except for hint that a planned table model (with direct viewing tube) may be priced under others now available (our RCA set cost us \$350, has gone up since to \$375; plus, of course, \$50 installation and servicing charge).

Our survey of prospective TV set manufacturers (Vol. 2, No. 49, 50; Vol. 3, No. 1, 2, 3, 4) brought more replies this week. Freed Radio said it does not plan to produce any in 1947. But Sentinel, Packard-Bell (Los Angeles), Radio Development & Research Corp. (Jersey City), said they would have sets before year is out. Sentinel hasn't decided kind, size tube, prices, etc. Packard-Bell plans consoles and table models, with AM, FM, phonograph, but size tube, prices, are undecided. RDR plans table models and consoles with and without AM, FM, phonograph, prices to run from \$350 to \$2,500; its president, S. Irving Weiss, expresses preference for CBS color system, however.

WHAT IS MULTIPLE OWNERSHIP? Some hot and heavy going can be expected in Feb. 24 (postponed from Feb. 7) oral argument on multiple ownership in FM and TV (Vol. 3, No. 2, 3). Until recently, FCC hasn't been too hard pressed to set up a rule of thumb defining overlap, common ownership, etc. But it's apparent from Friday's pre-hearing conference that stations want to know where they stand -- and soon.

FCC practice so far has been to grant commonly owned stations with overlap of 50 uv/m but not to touch applications involving 1000 uv/m overlap. People with latter are beginning to chafe at delay, arguing that overlap is an unimportant by-product of doing a good job of service for outlying trade areas of cities that happen to be close together. FCC won't get too much squawk about that in the wide open space of Area II, but frequency-starved applicants of Area I who've sweated out hearings don't intend to twiddle their thumbs and let the Commission decide in favor of their opponents with 1000 uv/m overlap.

Further, what is common ownership: 100% of overlapping stations by one person? 50% of one station, 1% of another? Commission has never said. Another thing some applicants may bring up: Why only (or as much as) 6 FMs or 5 TVs to one outfit? And how about a situation like this: Should Copley Press be allowed Class A's in Aurora, Joliet and Elgin (Illinois) with some overlap, or one Class B covering the whole area?

Indicative of interest brewing is fact that 19 appearances have already been filed, mainly FMers. Included are such interests as Yankee Network, Copley Press, Steinmans, McClatchy, Capper stations. In TV field, overlap issue has drawn appearances of TBA (which wants TV satellites) and Crosley (concerned over Dayton application, held up because of overlap from already-granted Cincinnati and Columbus outlets).

Meanwhile, FCC has distributed 125-page mimeographed study with maps (Mimeo. 4337), showing all 62 groups involved. And applicants' counsel are getting together before next pre-hearing conference (no date set) to outline plans of argument.

SIGHT AND SOUND: Analysis of our latest TV Directory (Supplement No. 18-B) discloses that 6 communities are already getting TV service, and 32 more will get it under CPs thus far granted, thus serving approximately one-third the population of the United States.

Those new AM interference standards (Vol. 2, No. 52) proposed by FCC were subject of pretty strong debate during conference of engineering consultants Thursday. Most changes were generally acceptable, but proposal to relax 40 kc separation between stations in same city precipitated bitter argument. Now Commission has to make up mind, issue new standards.

ABC and MBS can't (because they don't keep such records), so CBS and NBC probably won't be required to submit lists of stations accepting or rejecting their sustainers as requested by FCC (Vol. 2, No. 51) in pursuance of Blue Book policy. Comrs. Denny and Wakefield lunched with network executives in New York last week, got their point of view—unwillingness to act as “police agents” for FCC, which should get data on “typical” program week (Nov. 17-23) from stations themselves. So Jan. 31 deadline passed, with FCC indicating it was revising its request but not telling how.

Theater man William Goldman is buying WDAS, Philadelphia (with its FM application) for reported price of \$600,000, plans new 2,500-seat theater to replace present Keith's which he owns, proposes to install TV setup in new structure (possibly filing for single TV channel still available to Philadelphia area, since it's unlikely Philadelphia News will press its application).

North Dakota's Rep. Lemke again raked FCC over coals, in asking House Interstate & Foreign Commerce Committee Monday to hold hearing on his proposal (H.J. Res. 78) that FCC be told to move FM back to 50 mc band. Reaction of committee members queried is epitomized by remark of one: “That's pretty technical for me to have any opinion on.” They just don't seem excited.

Signs of the times: New York retailer, Bagdad Television Corp., has “TV theater” in its 42nd St. store, demonstrates sets in comfortable room 20x30 ft. In Long Beach, Cal., Fox-West Coast Theatres has erected “TV tower” more than 100 ft. high on new theater building, installed against day when it picks up video shows for reproduction on its screen.

Need for FM receiving antennas, accentuated by inadequacy of built-ins and still low transmitting powers, impelled Manager William R. Hutchins of *New Bedford* (Mass.) *Standard-Times'* WFMR to launch campaign to promote general use of external antennas. He plugs these often in daily question-and-answer column in newspaper, titled “FM Question Box,” and he sent instruction sheets for making folded dipole to readers and to some 200 radio dealers.

How big broadcast transmitter equipment market has been enhanced by plethora of AM grants and by multitudinous FM-TV grants last year, is indicated by sales figures for first 9 months of 1946 just released by RMA. Out of \$15,227,173 worth of transmitting equipment sold, AM accounted for \$8,811,484; FM, \$3,200,766; TV, \$3,214,658; STL's \$265. In addition, \$6,518,717 was spent for power tubes, \$1,487,077 for cathode ray tubes, \$247,728 for crystals.

Merrill, Lynch, Pierce, Fenner & Beane, big brokerage house, bought Thursday night period on CBS's WCBS-TV to telecast film titled “Money at Work,” explain operations of Stock Exchange, etc. Partner C. E. Merrill is part owner of independent FM station WGYN, New York.

Chicago's next TV station will be Chicago Tribune's WGNA, now in plans stage, scheduled for completion by midsummer or early fall. City now has nearly 1,000 TV sets, reports Capt. Bill Eddy, manager of Balaban & Katz's WBKB, only outlet now operating there (Supplement No. 18-B). WBKB's Rate Card No. 1, effective last Sept. 1, is predicated on number-of-sets in area; base live-show rate is \$100 per hour, becomes \$200 with 1,000-5,000 sets; \$375, 5,000-15,000; \$500, 15,000-25,000; \$800, 25,000-35,000; \$1,000, over 35,000. Rate is halved for films. In matter of rates, it's also significant that NBC has just announced \$250-per-hour facilities rate for hookup of its WNBT, with WPTZ, Philadelphia, first rate card for a TV “network.”

Add remote control oracles: “Behind the current GOP drive to name Marion Martin [to FCC] is the Republican Party's yen to induce the Commission to abandon its public-service standards and return to the political-fix mode of operation, with all the plunderbund overtones characteristic of the technique. For the last ten years [sic] the FCC has ignored the political angles and made its decisions on social, economic and technical grounds. But the Republicans want an FCC that will bow to political exigencies. Of course the Democrats wanted much the same thing. But they couldn't get it during the life of F.D.R. because the late President recognized the social and propaganda importance of broadcasting and gave it strong chairmen.” —Lou Frankel, in *The Nation*, Jan. 25.

NBC's Cleveland TV got 6 months extension this week though it had asked for 18 months. Its Washington TV outlet, towers now up, got slight visual power boost to 20.8 kw (correct Supplement 18-B accordingly); pending its inaugural (in April) and while DuMont's WABD in New York is silent (Vol. 3, No. 2), NBC is permitting DuMont's WTTG, Washington, to take NBC programs off coaxial Thursday and Friday evenings, and has so notified all Washington TV set owners.

Battle of giants over patent rights in radio manufacture is further forecast with disclosure Zenith has engaged ex-Senator Wheeler as counsel, along with Samuel Darby Jr., to handle its suit against RCA, GE and Western Electric, filed in Federal district court, Wilmington, Del., in mid-December (Vol. 2, No. 52).

Big buildup for TV is being conducted by Omaha's WOW, in collaboration with Creighton U, with recent delivery of 2 Image Orthicons and chain setups for “wired” TV, for which station reports it spent \$40,000. WOW withdrew its TV application last year, but plans to reinstate it later, according to Manager John Gillin.

Philadelphia Bulletin's “1946 Consumer Analysis of the Philadelphia Market” shows 492,947 (97.2%) of city's families have radios—66.5% of these consoles, 50% table models, 11.1% radio-phonographs. Study covering country's third largest city is regarded one of best of kind.

High-band FM coverage got boost from KOCY-FM, Oklahoma City, which reports its signal being heard regularly in Tulsa, 100 miles away. KOCY-FM's transmission (3 kw ERP under an STA) is from a 1-bay GE antenna, 210 ft. above average terrain.

NBC's John Royal heads up TBA committee to formulate code of practices, urged by President Jack Popele at last annual meeting (Vol. 3, No. 2). TBA engineering committee meets Feb. 14 to discuss standardization of multiple dwelling TV antenna systems.

To Maj. Armstrong this week: Army's Medal for Merit, for influencing Army to adopt FM for mobile communications, for making his patents available to military production during war at \$1-a-year royalty.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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February 15, 1947

FM GOADS THE SET MAKERS: Lagging sales of AM-only sets, notably table models, is now being blamed on zealous FM promotion. FMers are accused of (1) pushing FM sales via their AM stations, (2) warning public in newspaper advertising not to buy radios without FM, as did combined Washington FM broadcasters recently (Vol. 3, No. 2). Feeling among some manufacturers and some dealers is so intense ("they're ruining our business") that RMA board is taking up subject Feb. 19 at Chicago.

Meanwhile, FMA appropriated \$50,000 for national FM promotion at executive committee meeting Friday. Campaign to "sell FM to public" will be conducted through regional groups, first of which (New England, New York, Pennsylvania) was formed this week, with Schenectady's Leonard Asch (WBCA) as temporary chairman.

Meanwhile also, another manufacturer, Pilot Radio Corp., Long Island City, N. Y., emerged this week with an AM-FM table model (T-521). It is circularizing FMers that set is ready for market (to retail at \$107.50), offering some to stations at dealers price (\$64.50). Merchandising twist is offer of an outside antenna if buyer gets too poor signals from still dominantly low-power stations.

THE SUMMING UP ON COLOR: Best official estimate is that it should take no longer than 5 weeks, possibly only 3, for FCC to reach meeting of minds and write up formal decision on color TV. As 11½ days of highly technical, often acrimonious testimony closed Thursday, best guess as to outcome remains same as we reported after New York hearings (Vol. 3, No. 5): that CBS's proposed uhf color standards will be turned down.

Feeling prevails in some quarters that commissioners will be divided, may even render an equivocal decision giving TV a two-way commercial street. This grows out of provocative questions asked this week by heretofore silent Comrs. Walker and Hyde, which tended to imply possible compromise action. Dominant anti-CBS faction insists color now, or even a compromise decision, would continue confusion in public's mind, let alone discourage new TV enterprisers.

Though big boys (RCA, Philco, et al.) are opposed, and though several commissioners are congenitally anti-bigness, they don't exactly look on CBS as David facing Goliath. It's apparent, from close reading of their questions, that both Walker and Hyde were merely "provoking" discussion in suggesting uhf standards might be adopted now, changes made later, and in asking why color TV need be integrated with today's monochrome.

Absent from all this week's sessions in Washington, as from all recent New York sessions, was Comr. Durr. Notably present throughout hearing this week were 2 engineers of Soviet Purchasing Commission, one a woman, who told us their country is planning revival of Moscow's pre-war TV but has no color plans. Also attending during final hearing days were several British observers.

In general, this week saw pro and con forces summing up, though engineering cross-examination got pretty bitter at times. CBS introduced Dr. Selig Hecht,

Columbia U biophysicist, who gave his academic blessing to brightness of its color images. Anti-CBS forces were joined by Paramount's Paul Raibourn, who recited woes of movies with color.

Dominant manufacturing antagonism to CBS's sequential system was accentuated by report of GE's Dr. W. R. G. Baker for RMA Engineering Dept., covering equipment availabilities and receiver cost comparisons. Report estimated 3-4 years before sequential color equipment would be available on same scale as for monochrome now; 4-5 years for RCA's simultaneous system. It also said receivers for both sequential and simultaneous methods would cost twice what comparable monochrome would cost -- not 15%-20% estimated by CBS.

CBS's Goldmark and Lodge bore brunt of last-stand fight. What many considered body blow to CBS position were results of field tests in New York area last week by CBS, DuMont, Philco, RCA. Tests showed negative color reception in 7 out of 8 locations. This was admitted by Lodge, whose rebuttal was based largely on fact uhf color coverage in New York area included more people than indicated in DuMont charts, which showed 80% of land in "shadow" areas. Experts freely remarked afterward that if tests were correct there was question whether 480-920 mc band was good for any type of video broadcasting.

NEXT IN LINE FOR TV: Some observers of the TV scene are inclined to believe about half the 70-odd original applicants for TV (Supplement No. 18) who dropped out will soon re-file, once color issue is resolved. In short-term view, that's pretty optimistic, for most withdrew (regardless of their avowed reasons) for the good and sufficient reason of expense -- and it's still a blue chip business. On the other hand, it's reasonably certain -- in several instances they've said so definitely -- that such well-heeled companies as the St. Louis Globe-Democrat, Cleveland Plain Dealer, Atlanta Constitution, will be in the TV swim as soon as atmosphere clears.

Meanwhile, St. Louis Post-Dispatch's KSD-TV, first newspaper-owned, got going as scheduled this week (Vol. 3, No. 5), carried 51 telecasts, including 27 studio productions, many sponsored. Hotel lobbies, department stores, other places with sets were jam-packed by intrigued observers. It was big civic event, advertisers playing it up big, tying in with Edison Centennial Week. Promotion-wise, it apparently was well worth newspaper's strenuous effort to rig up temporary equipment and beat out Detroit News' WWDT for "first" honor. WWDT's oft-delayed program tests are now set for Feb. 25; it has been running unpublicized signal test patterns since Jan. 27. St. Louis and Detroit, neither with any appreciable TV set population as yet, are obvious "nexts" for manufacturers' distribution plans.

M-G-M GOES INTO RECORDING: Metro-Goldwyn-Mayer's plunge into multi-million dollar recording business has broadcasters (as well as general public) hopeful increased competition will mean cheaper, and perhaps better, recordings and transcriptions. Petrillo-stymied in matter of live music, FMers are particularly interested. M-G-M debut March 1 with complete library (popular, classical, narrative). It's going into direct competition with Big Names -- RCA Victor, Columbia, Decca -- and has scheduled 40 million platters first year, about 10% of last year's estimated market. It has tied up with big Zenith radio dealer organization as distributor, in deal similar to Majestic with Sonora, "Signatures" with GE.

Meanwhile, big-hearted Jimmy Petrillo got expansive this week, showing first symptoms of becoming public relations conscious. He disclosed what he's going to do with \$2 million fund accumulated during 3 years of exacting royalties on records and transcriptions. It will be spent, he announced, to promote "musical culture" via payments to AFM locals for giving concerts in parks, auditoriums, schools, entertaining veterans, etc. Obviously publicity gesture seemed offset Wednesday when Canadian Press carried dispatch relating how "long fingers of James Caesar Petrillo . . . extracted \$60 from Canadian Government," as revealed in House of Commons report showing how Ottawa AFM required stand-by organist during making of a Government film that included non-professional church choir and organist.

SUPPLEMENTS are included regularly with the weekly newsletter and are designed to provide both current data of immediate utility and reference material of permanent value. All are printed in standard size and convenient form and are punch-holed for filing in standard binders; special binder with any name embossed may be procured by regular subscribers at our cost price of \$2.10. Extra copies of all

Supplements are available to *old or new clients only* at \$1 each as long as supply lasts, with the exception of the set of 13 TV Maps (Supplement No. 24) and the set of 60 FM Maps (Supplement No. 21A) which are \$5 each.

NOTE: Separation Index Sheets for loose-leaf binders, titled according to these subjects, are available to subscribers for proper filing of these Supplements.

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to

Supplements

That Should Be in
Your Permanent Files

February 15, 1947

TV DIRECTORIES

- #18-B—Commercial Television Grantees and Applicants. [For fuller data, refer to Supplement No. 18]
- #18—Television Directory as of Dec. 1, 1945. [Listing full data on all early TV Licensees, CP holders, Applicants, Experimental Stations, etc., with Table Showing Allocation of TV Channels to Cities]

TV RULES — TEXT

- #17—Text of Rules Governing Television. [Includes Channel Allocation Table]
- #19—Television Allocation Plan. [Chart showing cities, population, sales rank, channels assigned]

TV ENGINEERING STANDARDS

- #23—Complete Text of Standards of Good Engineering Practice Concerning TV Broadcast Stations.

TELEVISION ALLOCATION MAPS

- #24—Set of 13 TV Channel Maps. [Showing geographical distribution of each channel]

FM DIRECTORY (As of Jan. 6, 1947—revised quarterly)

- #47—Part I—Licensed Commercial FM Stations.
 - Part II—Construction Permits for New FM Stations.
 - Part III—Conditional Grants for New FM Stations.
 - Part IV—Applications for New FM Stations. [Abridged listing; full data in Supplements 14A, 14B, et seq]
 - Part V—Educational FM Stations and Applicants.
 - Part VI—Developmental Broadcast Stations.

FM LICENSEES

- #32—Commercial FM Licensees and CP Holders as of March 15, 1946. [With detailed data about ownership, frequencies, executives, etc. of each]

FM CONDITIONALS AND CPs

- #47A, 47B et seq.—Weekly Reports on New Grants, Applications and Changes [Addenda to Supplement No. 47]

FM APPLICATIONS

- #14A, 14B, et seq.—Applications for New FM Stations, with Additions, Amendments and Changes. [Listing names, addresses, principals, studio and transmitter locations, antenna data, costs, attorneys, consulting engineers]

FM RULES — TEXT

- #7—Text of Rules Governing FM Broadcasting.
- #39, 39A—Amendments to FM Rules.

(OVER)

SUPPLEMENTS
PERTAINING TO **TV**

SUPPLEMENTS
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FM ENGINEERING STANDARDS

- #9—Standards of Good Engineering Practice Concerning FM Broadcast Stations.
- #40, 40A—Amendments to FM Standards.

FM CHANNEL ALLOCATIONS

- #43—Allocation Plan for FM Broadcasting Stations
- #43A—Changes in FM Allocation Plan, Sept. 3, 1946-Feb. 8, 1947.

FM ALLOCATION MAPS

- #21A—Set of 60 FM Channel Maps, with 10 extra blanks. Bound separately.

FCC DIRECTORY

- #46—1947 Personnel Directory of the FCC. [Listing Major Department Heads, Staff, Field Offices]

ATTORNEYS

- #11A—Attorneys Practicing Before the Federal Communications Commission.

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- #12A—Consulting Engineers Specializing in Radio Practice.

OTHERS

- #35—Petrillo Bill. [Full text of Lea Act—Public Law 344, 79th Congress, Chapter 138, S. 63]
- #35A—Full Text of Opinion in Case of U. S. vs. James C. Petrillo (No. 46 CR. 357)
- #34—Report on FM of Senate Small Business Committee. [Full text of FCC statement of policy]
- #31—Proposed Decision on Washington TV Hearing [full text].
- #26—Multiple Applicants for TV and FM Stations. [as of January, 1946]
- #29—Bibliography of Literature on TV and FM.

MISCELLANEOUS
SUPPLEMENTS

'FREEZE' ON — BUT NOT FOR FM: Impression around FCC is that some people think FM applications are subject to same "freeze" as AM (Vol. 3, No. 6). Nothing is further from the truth, since FM personnel at FCC are ready to whip applications into shape for Commission action about as fast as they arrive. FCC issued no grants this week, being preoccupied with color TV hearing. But 3 more stations were allowed on the air under STAs: WJEJ-FM, Hagerstown, Md.; KFXM-FM, San Bernardino, Cal.; KAMT, College Station, Tex. (A. & M. College). And Publisher Guy Gannett dropped FM application for Augusta, Me. (Supplement No. 14-A), due to overlap with Portland.

Saturday work at FCC evidences earnestness of "expediting procedure" for AM applications under Feb 7-May 1 "freeze." Conferences on 5 channels per day are being held currently (10 a.m. daily in Room 7454), with engineers and attorneys for applicants volunteering advice. FCC warns that only applicants attending will be allowed to amend -- but only to reduce interference. These amendments must be other than for change of frequency or increase in power or hours; requests for such changes throw applications back into "frozen" file.

NOT SO SECRET TV SETS: There's not much secret any more about Philco's vaunted TV receiver -- not since projection screen model was unveiled at FCC's New York color hearing a few weeks ago (Vol. 3, No. 5). That it's a whiz, providing best lighting yet in black-and-white, is pretty well agreed among the experts. Even CBS's Dr. Goldmark, testifying at uhf color hearing windup in Washington this week, offered this accolade: "When the Philco set goes on the market, the public won't buy any other projection machine."

Further technical details came out during sometimes barbed exchanges Wednesday between Goldmark and Philco's engineering v.p., David B. Smith. Projection set uses 4-inch tube, with 20,000 volts input. Through system of mirrors and lenses (a la Schmidt optical system, differently arranged from RCA's) it reproduces, on curved 15x20-inch mirror-screen, images of 35-40 ft lamberts brightness. A 5-inch tube, with 30,000 volts input, is under development, said Smith. Projection set (no AM-FM) is now in production, will sell between \$600-\$700, will be offered in plentiful quantities in April or May only in cities with TV program service regarded by Philco as adequate to attract purchasers (viz., New York, Philadelphia). Other models, including table model with 10-inch tube for direct-viewing, to compete with RCA in lower price categories, are also on the Philco line.

Like most other manufacturers planning to make TV sets, Philco is holding all distribution and merchandizing plans in abeyance pending FCC decision on color -- which its spokesmen have steadfastly maintained isn't ready yet. Right now, market only has 4 brands actually offered: DuMont, RCA, U.S. Television, Viewtone.

FCC reports 23 companies say they plan production of aggregate of some 500,000 sets this year. GE's Dr. W. R. G. Baker, reporting at color hearing, said RMA study indicated between 2 and 2.3 million sets in next 3 years -- if black-and-white is given green light (that is, if CBS petition for color-now is turned down).

Recapitulating our own survey, as reported piecemeal during last few months, these are the companies advising us they definitely plan black-and-white TV sets this year: Admiral, Andrea, Belmont (Raytheon), Bendix (for field tests only), Crosley, Emerson, Fada, Farnsworth, Federal, Garod, General Electric, Motorola, Packard-Bell, Philco, Sentinel, Sparks-Withington, Stewart-Warner, Stromberg-Carlson, Westinghouse. In addition, several lesser known equipment companies have indicated intention to get into TV set and parts production: Bowers Battery & Spark Plug Co., Reading, Pa.; Radio Development & Research Corp., Jersey City; Telequip Radio Co., Chicago (which says it intends to go in heavily for test equipment); General Instrument Corp., Elizabeth, N. J. (through its subsidiary F. W. Sickles Co., Chicopee, Mass.). And don't be surprised, if FCC votes against color TV now and if monochrome market continues to look good, to see Zenith jump into TV set field; its executives have been observing and testing on sets of their own make in their homes -- and Comdr. McDonald, despite his vehemence on subject (Vol. 3, No. 2) is too shrewd to overlook any good market opportunities.

SNAGS IN PENDING FM: Maybe they're deliberately dilatory or maybe they're just plain ignorant, but 35 FM applicants are liable to find themselves outside looking in if they don't file their program analyses soon. Sentiment around FCC seems to favor tossing applications back in laps of those who've been told of discrepancy yet haven't done anything about it. FCC attorneys say that some applicants, and even their attorneys, actually seem unaware that Commission won't make grants without program plans before it. AM grantees, in particular, are bound to suffer unnecessarily by delaying their FM grants--losing the economies of simultaneous AM-FM equipment buying and construction.

Next to those in hearing (112) and brand new applications (60-70) which are processed at fairly rapid rate as soon as they arrive, those lacking program plans comprise largest group of pending applications (280-plus). Remaining categories: involved in overlap, 26; pending decision on AM renewals and other related hearings, 15; awaiting miscellaneous data (change of class, moving of AM affiliate, etc.), 14; pending approval of transfers of control, 6; presumed awaiting end of Class B reservation (CBS Washington and Matta Broadcasting, Pittsburgh), 2.

SIGHT AND SOUND

Broadcasters gained 7% in net time sales last year over 1945's \$266,560,580, according to FCC's estimate based on preliminary station reports. Generally speaking, bigger the station, smaller the increase. The 4 national networks and their 10 key stations (in New York, Chicago, Los Angeles, San Francisco) increased 2% to \$70,008,962. Other gains: 41 clears with 50 kw, 3.3%; 22 clears with 5-20 kw, 5.9%; 251 regional unlimited time, 7.7%; 49 regional part-time, 9.7%; 371 local unlimited time, 19.4%; 13 local day and part-time, 27%.

Publisher J. David Stern's dramatic testimony before House Labor Committee Tuesday, frontpaging his woes with American Newspaper Guild which led him to sell out to *Philadelphia Bulletin* (Vol. 2, No. 5, 6), did not conduce to hoped-for quick sale of properties involved. Union problem may discourage some bidders for newspapers (*Philadelphia Record*, *Camden Courier* and *Post*). Up to end of week, no bids had been made public. WCAU transfer to *Bulletin* must await sale of WPEN.

Extension of AT&T's Boston-New York TV radio relay link is seen in approval this week by FCC of 5 more microwave relay stations (2 terminals and 3 intermediate installations) between New York and Philadelphia. Grants were made "to further test practicability of television program transmission, multi-channel telephone communications and other long distance services."

U.S. Television Mfg. Corp., New York, marketing 21x16 inch projection TV receiver at \$2,350, mainly to clubs, restaurants, etc., is now producing direct-view 10-inch tube set with AM-FM-shortwave-record changer which retails at \$895, plus tax and installation charge.

Reflecting "growing acceptance of commercial TV" (words are CBS's), Radio Sales, spot sales subsidiary of CBS, became sales rep for its TV station WCBS-TV—indicating plans to push TV time sales no matter how color hearing turns out. WCBS-TV's present sponsors are listed in Vol. 3, No. 6.

WBAL-Pearson & Allen hearing is now set to start Tuesday, Feb. 25, at Baltimore, with Comr. Rosel Hyde sitting. FCC meanwhile turned down Pearson-Allen request to subpoena William Randolph Hearst, but said it could be made again at hearing.

E. C. Page Consulting Engineering, Washington, has added to its staff Joseph Waldaschmidt, former FM and TV development engineer of WOR-WBAM, and H. Underwood Graham, ex-FCC.

CAA may ask FCC to change frequencies of a very few FM stations due to interference with aircraft instrument-landing system (ILS). Issue was pointed up by air crash at Jones Beach, N. Y., in January, after which some blamed FCC and WGYN, New York, rather than plane receiver. FMA this week took up defense of stations to counteract misinterpretation being placed on *New York Herald-Tribune* and *Wall Street Journal* stories. Interference occurs only in war surplus equipment, which CAA says was never designed for commercial use and is rapidly being replaced. CAA says: "Problem is largely ours, not FCC's; we may ask a few minor changes in frequencies, but we're still working it out with FCC engineers."

Apartment TV-FM reception may persist bad in spots if this week's actions by two New York realty groups is symptomatic. Wood, Dolson Co., big apartment operators, told occupants of over 100 buildings that individual antennas would not be permitted—master system necessary. And Greater New York Taxpayers Assn., representing some 18,000 owners, urged members not to permit individual antennas unless set owners guaranteed against possible mishaps. DuMont's Ernest Marx heads TBA engineering committee to seek solution (possibly standardizing multiple-dwelling TV antennas); meanwhile, TBA President Poppele has asked landlords to relax ban.

FM-enthusiasts Jay E. Tapp and Raymond B. Torian applicants for Class A in Long Beach, Cal. (Supplement No. 14-Q) have bought out Hollywood branch of Everett Dillard's Commercial Radio Equipment Co., 1577 Cross-Roads-of-the-World, now call it T & T Radio Measurements Co., offering frequency measuring as well as consulting engineering service. Tapp is also operations manager of KGER.

Results of Westinghouse "Stratovision" propagation tests (on 1,000 kc, 100 mc, 500 mc) are in hands of FCC engineers, but unavailable to public until passed by armed services. Tests are reported to show feasibility of sky-hook for broadcasting and relaying AM, FM, TV.

Booklet describing advantages of FM from listener's viewpoint, 8 pages, with space for an imprint, is available in quantities at cost from GE Electronics Dept., Syracuse, N. Y.; write Roy Jordan, transmitter division ad manager.

BMI is not holding open proffered presidency to Paul Porter, now on Government mission to Greece that may take until May. That's latest information from inside.

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February 22, 1947

REPORT ON STRATOVISION: Not much doubt about it in the minds of Westinghouse officials and engineers -- Stratovision works! Actual measurements of experiments to date are presented in still-restricted, 475-page report, replete with graphs, monitoring logs, etc. The FCC, Navy and few others have copies, and data largely substantiates expectations of wide-area coverage on AM, FM, TV, uhf frequencies (Vol. 2, No. 37, 21; Vol. 1, No. 1).

"Skyhook" transmission experiments thus far indicate feasibility of this kind of coverage: 1 kw AM at 30,000 ft (1020 kc) -- satisfactory (500 uv/m) service over radius of about 110 miles, with fading wall pushed back to about 200 miles; 250-watt FM at 20,000 ft (107.5 mc) -- satisfactory reception over radius of 180-200 miles; 5 kw pulse transmission simulating TV at 20,000 ft (514 mc) -- good reception over radius of 140-200 miles. Receiving antenna for uhf is critical factor, height being important. No low-band TV tests have yet been attempted, but coverage is assumed about same as for FM.

Young "Chili" Nobles, Stratovision's unflagging protagonist, admits there are still bugs in the system -- but he's sure none is unsurmountable. On technical side, for example, there's problem of getting plane to make very small circle without banking, so as to avoid fluctuations in signal strength. On economic side, there's question whether "sky stations" can be operated cheaply enough in comparison with conventional "land stations."

Next step in continuing experiments will be broadcasts with FM and TV transmitters from a 4-motor plane at 30,000-plus feet. Tests should start in late summer or early fall. Plane will fly from Boston to Washington and reception charted at widely separate points. TV viewers will also be asked to report on reception.

FM's INROADS IRK AND PERK: Cooler heads among radio set makers are agreed FM will be "merchandising" salvation of their industry, already feeling pinch of reduced demand -- as reflected in lowering prices and (for first time since 1941) in willingness to take trade-ins. But some manufacturers, irked by FM promotion while their own FM production lags (Vol. 3, No. 7), are cautioning against an excess of zeal on part of FMers to get sets into hands of public and thus gain audiences.

Chicago meeting of perturbed RMA board Wednesday brought general reaction that present "hard" selling of FM ("a set without FM is obsolete") is not a good idea. Even some of FM's staunchest boosters among manufacturers agreed. For one thing, shortage of components (right now, 2-gang condensers) still prevails to thwart quantity production. For another, some claimed FM still faces problems of receiver design and engineering. On the other hand, Zenith plumped hard in dealer trade press this week with big displays of its \$59.95 table model with AM and 2 FM bands; and last week Pilot offered table model, too (Vol. 3, No. 7).

Besides arguing there are still "bugs" in FM receivers, some none-too-happy manufacturers took position FM should be soft-pedaled for time being because (a) stations are still too low powered, (b) high calibre programs are still lacking,

(c) dealers are becoming anti-FM because of promotion claims while sets are unobtainable. Each of these arguments has obvious answers (shall FM wait, for example, on Petrillo's pleasure for high calibre programs?) -- and FMA's Bill Bailey says FMA isn't going to let up a whit in its campaign to "educate public to FM."

Indeed, even while RMA board was meeting, FMA called on set makers to "meet the crying needs of the public by producing low-cost FM sets." President Roy Hofheinz pointed out that Zenith, Stromberg-Carlson, GE, RCA and Pilot have announced low-cost AM-FM combinations. He urged FM especially for markets in static-ridden gulf storm areas. FMA hierarchy offers to cooperate with RMA, but obviously is chortling over discomfiture of some recalcitrant big boys who discounted FM and now face demands they cannot blink -- one of biggest even cutting his \$50 portables to \$40 this week. Meanwhile, committees of FMA and RMA have been named to iron out differences: For FMA -- Arthur Freed, Freed Radio; Ray Manson, Stromberg-Carlson; Roy Hofheinz, FMA president; Bill Bailey, FMA executive director. For RMA -- Larry F. Hardy, Philco; Ben Abrams, Emerson; H. C. Bonfig, Zenith; E. A. Nicholas, Farnsworth; Sam P. Taylor, Western Electric.

CATCHING UP WITH DICK TRACY: Maybe you've been tossing off miniature radio transmitters and receivers as mere gadgets, but they've been engaging the attention of serious scientists, they have considerable possibilities and they work. Fantastic work on miniatures at Bureau of Standards under young Dr. Cleo Brunetti (Vol. 2, No. 46), has already resulted in excellent communications from lipstick-size 1/2-watt transmitter with circuit printed directly on tube shell. And a receiver the size of an ordinary calling card is in the works. Commercially, RCA is already reaching for luxury trade with its gold-plated, battery operated "Solitaire" measuring 6 1/2 x 4 1/4 inches and retailing around \$75. Sentinel, too, has a new miniature out -- 4x4x8 inches, 5 tubes, operating on AC, DC or battery.

Biggest future for miniatures is seen in Citizens Radio Communication Service (individual communications). Bureau of Standards' transmitter, demonstrated at Columbus (O.) IRE meeting last week, used 140 mc, but Dr. Brunetti sees no difficulty in going to 460-470 mc assigned Citizens Service. He'll demonstrate latest equipment March 5 at New York IRE meeting. First experimental CP for Citizens Service, incidentally, was granted last week to Engineer John M. Mulligan, Elmira, N.Y., who plans to use 50 watts, study propagation, etc.

TV HOLDERS MAKE HASTE SLOWLY: Pending its decision on color TV, FCC is inclined to be lenient toward low-band CP holders not yet on the air (Supplement No. 18-B). This week, 5 more got extensions of completion dates -- asked for because of lagging equipment deliveries or construction delays. Commission also has indicated it is amenable to "suggestions" regarding the 28-hour rule, suspended until March 31, and TBA will get sympathetic ear when it decides just what it wants Commission to do about minimum programming hours.

Latest to get construction extensions, until midyear or fall, are Washington Star, Baltimore Sun, Raytheon-Waltham, Mass., KSTP-St. Paul, Outlet Co.-Providence. Pending also is request from Buffalo News, among others (Vol. 3, No. 4). Extensions were previously granted San Francisco Chronicle, Bamberger-Washington, DuMont-Washington.

This week, San Francisco Chronicle was granted Channel No. 4 (66-72 mc) in lieu of No. 11 originally assigned, but it may have to install directional antenna to cut radiation toward Sacramento. Also asking for lower channel, but not yet acted on, is WMBG, Richmond, seeking No. 6 (82-88 mc) instead of now assigned No. 3 (60-66 mc). And Earle C. Anthony's petition for NBC's Channel No. 4 in Los Angeles, in lieu of No. 9 (186-192 mc) now assigned, remains to be decided by FCC.

New York area TV cases, involving 5 seeking 4 channels, ought to be decided in few weeks -- at least, that's what they say at FCC. Cases were heard last July, got tangled up in probe of N.Y. Daily News' editorial policies, have been delayed

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Additions to Log of
FM LICENSEES, GRANTEEES AND APPLICANTS

(Addenda to Supplements No. 47 to 47-E with Changes)

Cumulative logs are published quarterly. Detailed data on most grantees and applicants will be found in Supplements No. 14-A to 14-S inclusive. Supplement in which data is carried is listed for each grantee. FCC file numbers, if assigned, are indicated. Asterisk (*) denotes Class A station; all others are Class B.

Construction Permits Granted Feb. 14 and Feb. 20, 1947
(Total to date: 503)

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Mobile, Ala.....	Nunn Broadcasting Corp. Channel, 100.7 mc (No. 265). Power, 8.8 kw. Antenna, 390 ft. B-PH-1002. (14-L).	WMOB
Fort Smith, Ark.....	KWHN Broadcasting Co. Inc. Channel, 98.3 mc (No. 252). Power, 43 kw. Antenna, 2,000 ft. B-PH-804. (14-D).	KWHN-CP
Sacramento, Cal.....	Harmco Inc. Channel, 103.7 mc (No. 279). Power, 12.6 kw. Antenna, 325 ft. B-PH-521. (14-A).	KROY
Wilmington, Del.....	Port Frere Broadcasting Co. Channel, 94.3 mc (No. 232). Power, 16 kw. Antenna, 460 ft. B-PH-1088. (14-P).	WTUX-CP
Miami, Fla.....	Everglades Broadcasting Co. Channel, 100.1 mc (No. 261). Power, 11 kw. Antenna, 300 ft. B-PH-1047. (14-N).	--
New Orleans, La.....	Stephens Broadcasting Co. Channel, 93.1 mc (No. 226). Power, 200 kw. Antenna, 420 ft. B-PH-682. (14-A).	WDSU
Baltimore, Md.....	Maryland Broadcasting Co. Channel, 102.5 mc (No. 273). Power, 20 kw. Antenna, 500 ft. B-PH-163. (14-A).	WITH
Atlantic City, N. J..	Neptune Broadcasting Corp. Channel, 103.7 mc (No. 280). Power, 15.5 kw. Antenna, 380 ft. B-PH-657. (14-A).	WFPG
Burlington, N. C.....	*Burlington-Graham Broadcasting Co. Channel, 104.3 mc (No. 282). Power, 1 kw. Antenna, 210 ft. B-PH-853. (14-F).	AM-CP
Spartanburg, S. C....	Spartanburg Broadcasting Co. Channel, 92.5 mc (No. 223). Power, 10 kw. Antenna, 480 ft. B-PH-788. (14-D).	WORD
Dallas, Tex.....	Variety Broadcasting Co. Channel, 93.5 mc (No. 228). Power, 34 kw. Antenna, 470 ft. B-PH-1005. (14-L).	KIXL

(Over)

Logan, W. Va..... Clarence H. Frey and Robert O. Greever WLOG
 Channel, 94.3 mc (No. 232). Power, 2.3 kw.
 Antenna, 660 ft. B-PH-814. (14-D).

Conditional Grants Feb. 14 and Feb. 20, 1947
 (Total to date: 178)

San Mateo, Cal.....*San Mateo Country Broadcasters. B-PH-1029. (14-M). KVSM
 Waterbury, Conn..... The Mattatuck Bcstg. Co. B-PH-730. (14-A). WWHO
 (formerly Mitchel G. Meyers, et al)
 Daytona Beach, Fla... W. Wright Esch. B-PH-1147. (14-R). WMFJ
 Grosse Pointe, Mich..*Grosse Pointe Bcstg. Corp. B-PH-1022. (14-M). --
 Kingston, N. Y..... Kingston Broadcasting Corp. B-PH-725. (14-A). WKNY
 Muskogee, Okla..... Okla. Press Pub. Co. B-PH-1003. (14-D). KBIX
 Erie, Pa..... WLFU Broadcasting Corp. B-PH-834. (14-E). WLEU
 Edinburg, Tex.....*James Cullen Looney. B-PH-1043. (14-N). AM-CF
 Wichita Falls, Tex... Wichtex Broadcasting Co. B-PH-1138. (14-R). --
 Alexandria, Va.....*Potomac Broadcasting Corp. B-PH-1080. (14-O). WPIK

Modifications of CPs Authorized Feb. 14 and Feb. 20, 1947

Champaign, Ill..... The Champaign News Gazette WDWS
 Change antenna to 415 ft., power to 33 kw.
 Cedar Rapids, Ia..... The Gazette Co. KCRG
 Change antenna to 310 ft., power to 48 kw.
 Baltimore, Md..... The A. S. Abell Co. --
 Change antenna to 390 ft.
 Richmond, Va..... Larus & Bro. Co. Inc. WRVA
 Change channel to 95.9 mc (No. 240).

CPs Granted for Change of Licensed Facilities Feb. 14 and Feb. 20, 1947

Evansville, Ind..... WMLL, Evansville on the Air Inc. (WGBF).
 Change antenna to 280 ft.
 Winston-Salem, N. C.. WMIT, Gordon Gray. (WSJS).
 Change antenna to 3,280 ft.

CP Cancelled by Grantee Feb. 14, 1947

Coral Gables, Fla....*Southern Media Corp. --

Applications Filed Feb. 8 to Feb. 22, 1947

Inglewood, Cal.....*Rodgers & McDonald Newspapers --
 2621 W. 54th St., Los Angeles.
 Belle Glade, Fla.....*Seminole Broadcasting Co. --
 Box 355.
 Atlanta, Ga..... Mike Benton tr/as General Broadcasting Co. WBGE-CF
 Georgian Terrace Hotel
 Newnan, Ga..... Newnan Broadcasting Co. AM-CF
 Newnan, Ga.
 Monroe, La..... Liner's Broadcasting Station Inc. KMLB
 Jackson & Harrison Sts.

Supplement No. 47-F, Feb. 22, 1947 (Con't.)

Gulfport, Miss.....	WGCM Broadcasting Co. Hewes-Martin Bldg.	WGCM
Greenbrook Twp., N. J..	Harold O. Bishop 604-A MacLay St., Harrisburg, Pa.	--
New Brunswick, N. J....	*Chanticleer Broadcasting Co. 385 George St.	AM-CP
Watchung, N. J.....	*C. H. Winans Co. 125 Broad St., Elizabeth, N. J.	--
Buffalo, N. Y.....	Greater Erie Broadcasting Co. 6028 Rita St., Huntington Park, Cal.	WWOL-CP
Yonkers, N. Y.....	*American Quartz Laboratories Inc. 75 Corbalies Place	--
Painesville, O.....	*William H. Miller, RFD #1	--
Clinton, Okla.....	Western Oklahoma Broadcasting Co. 300 N. Seventh St.	--
Hazleton, Pa.....	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg.	WAZL
Amarillo, Tex.....	Plains Empire Broadcasting Co. 407 Arch Terrace	--
Tyler, Tex.....	Rose Capital Broadcasting Co. 118 W. Dobbs St.	--
Norfolk, Va.....	Commonwealth Broadcasting Corp. 219 Granby St.	WLOW-CP
Neenah, Wis.....	Neenah-Menasha Broadcasting Co. 101 E. Wisconsin Ave.	AM-CP

Applications Withdrawn Feb. 8 to Feb. 22, 1947

Burbank, Cal.....	*Morris Luskin	--
Tuscola, Ill.....	WDZ Broadcasting Co.	WDZ
Augusta, Me.....	Gannett Publishing Co.	(WGAN, Portland)

STAs Issued Feb. 8 to Feb. 22, 1947

San Bernardino, Cal....	Lee Bros. Bcstg. Co. KFXM-FM - Part II, Supp. No. 47.
Hagerstown, Md.....	Hagerstown Bcstg. Co. WJEJ-FM - Part II, Supp. No. 47.
Buffalo, N. Y.....	Roy L. Albertson. WBNY-FM - Part II, Supp. No. 47.
Tulsa, Okla.....	Public Radio Corp. KAKE-FM - Part III, Supp. No. 47.
College Station, Tex...	A. & M. College. KAMT - Part III, Supp. No. 47.

Changes in Channel Allocation (California, Supplement No. 43)

<u>Delete</u>	<u>Add</u>	<u>Delete</u>	<u>Add</u>
Monterey.....271, 273.....	---	Fresno...272, 274.....	228, 240,
Salinas.....277, 279.....	---	276, 278.....	242, 244
Watsonville..275.....	---	Tulare...242, 244.....	248, 250
Salinas.....	272, 274	Visalia..240.....	246
(including Monterey,	276, 278		
Santa Cruz and	280		
Watsonville)			

by pressure of other business. Rival applicants are Bremer, Newark; ABC, Bamberger, Debs Memorial, Daily News. As for remaining applications elsewhere, FCC is working on engineering aspects of Fort Industry's for Detroit, Southern Radio & Television's for Miami, Daily News for Philadelphia. It's our guess last-named won't be pushed.

With St. Louis Post-Dispatch's KSD-TV on air with temporary equipment, Detroit News' WWDT about to start (Vol. 3, No. 7), Scripps-Howard Radio's WEWS, Cleveland, announced this week it has leased two top floors (35,000 ft.) of old Women's City Club on East 13th St., has let studio contract to Austin Co., hopes to be first to get TV going in that city.

MORE FM CHANNEL SHIFTS: FM channel-shuffling, which goes on constantly, can become an awful headache unless you keep track of changes as they're ordered. Presuming you made the several dozen changes we reported a few weeks ago in Supplement No. 43-A, we suggest you enter this week's changes (as listed in Supplement No. 47-F herewith) in your Allocation List (Supplement No. 43). Later we'll recapitulate, and reissue the allocation tables in revised up-to-date form.

Next act on FM regulatory stage comes Monday -- oral arguments on multiple ownership and overlap. The dozen or more participants can naturally be expected to justify their overlapping coverage. While FCC is considering FM overlap, WADC, Akron, will charge it with inconsistency in permitting AM overlap between commonly-owned WGAR, Cleveland, and WJR, Detroit, in proposing to give WGAR 50 kw (Vol. 2, No. 47).

Commission announced 12 CPs, 10 conditionals this week, bringing CP count to 503, conditionals to 178 (Supplement No. 47-F). Note also new STAs taking air each week, and slow but steady influx of new FM applicants.

COMEBACK OF THE KITS: Reminiscent of radio's early days, "make it yourself" ads are proclaiming advent of the TV kit. Latest is a \$159 affair, with tube capable of framing 5½x4¼ inch image, advertised the other day in New York Times by Transvision Inc., 383 North Ave., New Rochelle, N.Y., subsidiary of Lectrovision Inc., makers of cathode ray tubes. Gimbels offered same kit recently. In recent issue of Radio News, New York Technical Institute of N.J. offered students chance to build own sets. Prewar, Meissner Mfg. Co., Chicago, put out TV kit.

Engineers are inclined to smile dubiously at ad claims (simplicity of construction), calling attention to such things as delicacy of alignment. But kits may become increasingly popular as TV captures public fancy, especially while sets continue scarce and expensive. We know only a few radiomen -- some FCC and Naval Research Lab technicians, and Electronic Magazine's Don Fink -- who have built their own TV sets.

THE PUNDITS LOOK AT RADIO: Curiously enough, there's less carping criticism of journalism's favorite whipping boy, commercial radio, in the conservative N. Y. Herald Tribune than in radio-owning N. Y. Times (WQXR-WQXQ). Latter's radio editor, Jack Gould, is constantly hammering away at radio's ills, has transformed even his Sunday page (which under ex-editor Orrin Dunlap was radio industry's Bible on basic trends and developments) into hyper-critical columning. Gould's forays into "social consciousness" also include outside writing; in recent issue of Public Opinion Quarterly he takes TV to task, saying:

"Television represents right now more of a menace to American culture than it does a conceivable boon....[it] is not a new industry but rather an extension of the old one -- radio." He repeats contention "radio's chain of command" goes back to ad agencies, decries product sponsorship being worked into TV productions, declares: "Television will only compound the innocuity of radio today." Without recognizing that TV, scarcely an industry as yet, is all outgo, little or no income, he charges it with "no serious discussion on standards of taste, no consideration of how much advertising copy can be tolerated, no appreciation of the

fact television provides the propitious moment for the radio man to 'save face'."

As for radio industry itself, its concern with "cleansing own house" was indicated in frank speech of CBS Chairman Paley at recent NAB convention (Vol. 2, No. 43), which Pundit Gould in Dec. 29 Times conceded "met the issue of program improvement with reasonable forthrightness." On the other hand, status quo forces don't take too kindly to criticism -- not even when it is good-humored satire, viz., editorial note in recent issue of Broadcasting: "If Fred Allen, during the frayed-cuff days when he was working vaudeville, had poked as much fun at the medium which provided his cakes-and-coffee, as he does today at radio, a long hook would have slithered out from the wings and dragged him to the exit." (Fred Allen's several burlesques of radio commercials have had industry, no less than public, in stitches.) The serious-minded editors of Broadcasting, so far as we know, haven't yet essayed any comment on Henry Morgan's satiric shafts.

SIGHT AND SOUND

Rules for non-commercial educational FM broadcasting (Vol. 2, No. 11) were made final this week, incorporating some changes suggested since rules were first proposed last March. Several sections — dealing with accreditation, mechanical recordings, engineering — have been revised slightly. Commission will entertain comments and suggestions concerning these sections and if necessary will set date for oral argument. But books will be closed March 8. Order (Docket No. 7424) bears Mimeo No. 2921 and we will get a copy for you if requested. For list of non-commercial stations, see Part V, Supplement No. 47.

Some FMers performed prodigies in getting on air with jerry-built, low-power equipment for interim operation—but it's been virtually impossible for stations of any size to comply with full specifications of their CPs within allotted 8 months. Hence, now that older CP-holders' time is running out, they are applying for, and getting, extensions of completion dates. This week, extensions were given to first batch—WCFC and WJLS-FM, Beckley, W. Va.; WDXE, Birmingham; WBML-FM, Macon, plus pioneer licensees WGNB, Chicago, and WGFM, Schenectady.

Dr. Fritz Schroeter's papers on TV, available (in German) from Dept. of Commerce's Office of Technical Services, contain nothing particularly new or startling, in opinion of TV engineers who have seen them—but they may be worth while to some technicians. Ex-Telefunken TV director suggests, among other things, a "neighborhood" relay station to pick up video signals, convert them to lower frequencies, feed them via cable to home sets—thus making possible, he thinks, simpler and cheaper receivers. Other topics are phase modulation, new scanning method, channeling by time division on wide-band carrier.

"Closed circuit" TV demonstrators, using newly delivered orthicons, etc., for promotional buildups against day they operate full-fledged stations for which they hold CPs (Supplement No. 18-B), are becoming more and more numerous. Latest reporting "telecasts" of local events are WBAL, Baltimore, Home Show; KSTP, St. Paul, Winter Carnival; WTMJ, Milwaukee, Home Show; WBEN, Buffalo, Sports & Boat Show. RCA's Joseph A. Jenkins, production chief, helps stage events for mobile TV units.

FCC Bar Assn's newly elected officers, named Tuesday: Reed T. Rollo, president; Carl I. Wheat, 1st v.p.; Guilford Jamieson, 2nd v.p.; John H. Midlen, secy.; Russell Rowell, treas.; Arthur W. Scharfeld and Neville Miller, new members of executive committee—which also includes Ben S. Fisher, Philip J. Hennessey Jr., R. A. Van Orsdal, Eliot C. Lovett.

FM is a new opportunity for the "ordinary man to communicate cheaply and efficiently with vast masses of people." That's what *New Republic's* Thomas Whiteside says Feb. 17 in article titled "Your Radio Is Obsolete." Aside from usual "liberal" approach to the subject—radio today is in grip of monopoly, FM applicants are mostly (80%) standard broadcasters or newspaper publishers—Whiteside treats subject objectively, tells story of Penn-Allen vets (WFMZ, Allentown, Pa.) as example of what can be done by young, inspired small businessmen.

Now celebrated WBAL-Pearson & Allen case is "off again," won't start this Tuesday as scheduled. U. S. District Court Judge T. Alan Goldsborough (of John L. Lewis case fame) issued temporary restraining order Thursday, based on Hearst petition for court order expunging references to Baltimore station from Blue Book. FCC attorneys think they have plenty of precedents to persuade court to throw out petition, but up to week's end hadn't decided course to pursue.

Los Angeles radio dealers will be briefed Feb. 26 and 27, in meetings in Ambassador Hotel, on intricacies and sales aspects of TV sets by RCA crew that did same thing recently in St. Louis, Detroit, Washington. Sometime in March, city will have its "T-Day," for which RCA will ship several carloads of table model receivers. RCA Camden crew going to L.A. is headed by J. B. Elliott, v.p. in charge of Home Instrument Dept.

Silence on wire recorder plans still prevails at Sears Roebuck Chicago office, despite fact Sears' radio salesmen expect it and rumor has St. George Recording Co., Brooklyn, scheduling May delivery of units to go into Sears' FM-AM-phonograph console. Not so shy is Webster-Chicago, which expects volume production of \$150 wire recorder in July.

First STA denial in FM was this week's turndown of Peoria Broadcasting Co. (WMBD). Since only proposed decision is out in Peoria hearing, FCC evidently felt grant of STA, which allows commercial operation, would be jumping the gun.

C. M. Runyon Jr., noted radio amateur who worked with Maj. Armstrong on first FM experiments, has been named president of REL, replacing Charles Srebroff; Frank Gunther, v.p., adds duties of treasurer.

Chicago's TV sets now exceed 1,000, so Balaban & Katz's WBKB went into second rate bracket this week; while sets number 1,000-5,000, basic rate for time and facilities is \$200 per hour. Surveys show average of 11.4 viewers per set, home viewer average being 4.5.