

JANUARY 17, 1949

TELECASTING



FORMAL dedication of AT&T's Atlantic-to-Mississippi telecasting network facilities last Tuesday marked a triumph for the engineers who conceived, developed and put into operation the coaxial cables and radio relays circuits. By means of these cables and relays, television programs can now be broadcast simultaneously in 15 cities across the northeastern part of the country.

But the 90-minute ceremonial pooled program, broadcast simultaneously by more than 30 TV stations from Boston to St. Louis, won no laurels for television's program planners and producers.

Instead of combining forces to put on a single program that would live up to the midwestern TV set-owner's dreams of the video fare that New York can offer him now that connections have been completed, each network individually programmed its own time segment, apparently with no consideration of what the others were doing.

The result was a melange of good, bad and indifferent video entertainment which in total was less pleasing and impressive than an average evening's viewing in New York.

Early Part Best

Best part of the dedicatory telecast, by far, was the opening half-hour, which encompassed brief messages from FCC Chairman Wayne Coy, the presidents of AT&T and of the four networks, and the Mayor of Chicago and the acting Mayor of New York, as well as a ten-minute Bell System film

explaining the way in which a program produced on a stage in New York is transmitted to viewers as far away as Waukesha, Wis., and points between.

Likening the new "electronic

On hand for the "golden spike" ceremonies Tuesday (l to r); NBC President Trammell, AT&T President Wilson and CBS President Stanton.

ABC President Mark Woods before the camera Tuesday night.

television highway" to such earlier "waves of progress" as the overland trails and roads, canals, the railroads, the telegraph, the telephone, the airplane, and the radio networks, Chairman Coy declared: "Tonight's linking of the East with the Midwest instantly opens up a vast new area of program resources for the television set-owners in each section—programs in the field of education, the arts and sciences, news and entertainment—programs that can deepen our understanding of democracy."

Leroy A. Wilson, AT&T president, congratulated "the people of the Bell System and those in the television industry whose enterprising know-how has advanced this new art to this significant stage. It is a fine example of effective team-work."



Dr. Allen B. DuMont, president of the DuMont TV Network, after congratulating AT&T for its achievement and the other TV networks for their contributions to (Continued on page 51)

WDTV STARTS

OVER 5,000 persons jammed Pittsburgh's Syria Mosque last Tuesday night for the inaugural of the DuMont station WDTV, Pittsburgh's first TV station. The station operates on Channel 3.

It also marked the inaugural of DuMont's new \$75,000 mobile studio on wheels, TV's modern counterpart of the Buck Rogers space ship.

The inaugural program featured a variety show produced by James L. Caddigan, DuMont's director of network programming, with brief introductory remarks by Dr. Allen

DuMont Outlet Debuts In Pittsburgh

B. DuMont, president, who announced that the station would operate from 6 a.m. to 10 in the evening and would carry the DuMont network sponsored shows.

Dr. DuMont presented "Pa Pitt" with a cathode ray tube as "Pitts-

burgh's window to the world." After the local presentation, the station tied in with the joint network coaxial cable opening program (see story this page).

Lawrence Phillips, director of the DuMont network, announced that the station opened with "more than enough business to cover operating expenses." Approximately six hours of local time have been sold.

The largest sponsor is Kaufman's department store, sponsoring the *INS Teleneus Newsreel* a quarter-hour a day five days a week. The Joseph Horne department store is also sponsoring a quarter-hour newsreel three days a week. Other local accounts include Iron City Beer, Fort Pitt Brewery, Duquesne beer and the Fulton Theatre. Bulova watch has placed time signals.

Mr. Phillips also revealed that the station will operate four hours a day with daytime programming telecast off the cable from WABD, originating at WABD New York. This will be continued for a ten-day period on a trial run.

The station is managed by Donald A. Stewart, formerly of the DuMont transmitter sales staff in New York. Larry Israel has been added as publicity director and Ray Rogers as chief engineer. Both were formerly with WFIL Philadelphia.



AT OPENING OF WDTV, DuMont TV Network's Pittsburgh outlet, were (l to r): Lawrence Phillips, director of network; Dr. Allen B. DuMont, DuMont president; Donald A. Stewart, WDTV's general manager; Col. William A. Roberts, network counsel, and James Caddigan, programming and production director for DuMont.