

MARTIN CODEL'S

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

Television Digest

and FBI Report

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 40

C-THQ-WB

October 2, 1948

NEW TV FACTBOOK OFF THE PRESS: Epitomizing TV's steady growth, our new 48-page TV Directory No. 5: Television Rates & Factbook of Oct. 1, now in mails to all full subscribers, lists rates, facilities, personnel and other data of the networks and of 37 TV stations now operating, plus 4 more due to begin commercial operation during October. Also, it lists 83 CPs (plus foregoing 4) and 303 applications pending as of Oct. 1. TV Addenda 5-A will start new series of weekly reports (blue sheets) designed to keep your logs of actual and prospective TV stations up-to-date by listing latest FCC grants, applications, changes, etc.

What's particularly interesting about foregoing figures is comparison with box-score of our 32-p. TV Directory No. 4 of last July 1, which No. 5 supersedes: Then we listed 31 stations operating, 78 CPs, 285 applications. New directory's 9 sections also include present and proposed channel allocation tables, maps of present and proposed coaxial-microwave networks, Directory of TV Program Sources (some 300 listings of firms syndicating live-film-special services to TV stations) and Directory of TV Manufacturers & Receivers -- latter 2 directories revised to Oct 1 from previously published special supplements. Extra copies of TV Directory No. 5 are available to subscribers at \$2.50; non-subscribers, \$5.

THE 'INS' ARE IN, 'CUTS' MUST WAIT: This week FCC said officially what has been known informally (Vol. 4:39) -- that all TV applications are shelved pending determination of new troposphere-dictated standards and allocations. And it cleared up any uncertainty of CP holders: They can build without fear. There's very little new to add to our Special Report of last week (captioned "Blueprinting TV's Technical Future"), but widely headlined freeze action of Sept. 30 merits analysis of its impact. Consequences -- though annoying to some, eager for early CPs or for quick sales of equipment and program material and whatnot to new stations -- aren't nearly so dire as many news catchlines might forebode.

Aside from the areas which will now have to wait longer for TV stations, main impact of FCC's stoppage of all new TV grants will be psychological. Anti-TV forces may seize upon new situation to talk down TV again. Inevitable promises of uhf, like color, may impel some prospective buyers to wait. But we repeat, echoing the flat assurances of FCC Chairman Wayne Coy: There is no thought of abandoning the present 12 vhf channels, so that there is no present danger of obsoleting existing transmitters or receivers. Low band remains the basic system.

What FCC seeks to do during freeze period is improve service potential on present bands -- re-space and lengthen the roadways, as it were, so they will permit clearer traffic. Meanwhile, traffic is limited to those already operating, building or holding authorizations to build. In sum, the FCC:

(1) Assures the 37 existing stations and 87 CP holders (TV Directory No. 5) that their present operations won't be disturbed by any allocation changes -- but tells them their requests for modifications will be considered case-by-case, probably will be denied if they would adversely affect expected new allocations.

(2) Tells the 300-odd applicants, a few of whom have gone through expensive hearings, that their applications are shelved until roadways are deemed in order.

(3) Calls off some 47 competitive local hearings, and holds in abeyance decisions on hearings already held -- including the long, costly San Francisco case.

(4) Promises more conferences to begin shortly, probably in early November, to consider troposphere, protection contours, standards revisions, reallocations.

Though FCC talks of 6 months, final determinations certainly will take more time than that, maybe year. And, it says quite candidly, fewer rather than more allocations may be expected on vhf, which means expansion inevitably must come on uhf.

It's clear that the longer the freeze continues, the more surely the vhf problem dovetails into uhf. By the time present channels are reallocated, it may be deemed feasible to interlace uhf with vhf assignments for best local distribution -- provided, as seems likely, adequate uhf data and equipment are available within reasonable time. And the prospect of a new Administration in Washington in January brings up inescapable local political considerations (how many and what kind of channels to particular communities).

In a word, the "ins" are in, the "outs" out for awhile -- but the "ins" offer enough service now and in immediate prospect to keep TV factories and merchandisers humming. Today's 37 stations serve 21 areas (TV Directory No. 5). About 20 more stations are in various stages of construction, their starts promised by year's end. These will provide added service in present TV areas (the more stations, invariably, the better the set market) plus initial service in such areas as Louisville, Pittsburgh, Indianapolis, Memphis, San Francisco, Seattle, Providence, Houston, Albuquerque, Bloomington, Ind., perhaps a few others.

Of the 87 CP holders (actually 86, but one CP for now-withdrawn Channel No. 1 has never been erased from the official records), our guess is that several dozen will continue to stall, deliberately, against the day the channel problem clears. Of the 304 applicants, perhaps half will eventually drop out -- will either decide telecasting is too expensive or choose to sweat out uhf or lose out after hearings.

Crux is the simple question put by reporters to Mr. Coy at Thursday press conference: "Shall we tell our readers to stop buying TV sets?" Answer is same as before: Certainly next year's cars and next year's roads are going to be improved and expanded. Certainly you will get a better if not cheaper car (or washing machine or refrigerator) the longer you wait. Applying the analogy to TV, look what you're missing in the meantime, if you live in a TV area: the World Series, football, boxing, vaudeville, public events, movies -- an amazingly increasing and improving variety of local and network sight-with-sound programs.

'PROBLEMS OF TV 'LINES' AND RATES: It looks like tough going for TV if FCC upholds T&T ban against interconnecting its microwave-coaxial links with other TV relay systems. That was quite apparent during this week's resumption of FCC's June 15 V "line" rate hearing (Vol. 4:25), devoted mainly to that subject. Western Union ade clear what happens if FCC sustains phone company's regulation: It will have to drop its plans for common carrier TV intercity microwave links. TBA, DuMont, Philco aid AT&T-only costs would be too great for telecasters. Hearing resumes Tuesday, may be postponed again to permit time for study of voluminous AT&T cost data.

Telecasters want to use own pickup systems -- for remotes and for some intercity links. Philco wants to sell microwave equipment to potential private intercity networks; in fact, went to court last week when AT&T refused to carry program from New York to Boston because it came up from Philadelphia via Philco's own relay system. Court said issue must be decided by FCC. AT&T's adamancy was explained by At. v.p. John Hanselman: "Private competitors would skim cream from the television network business" and leave AT&T to carry the unprofitable loads. Hanselman conceded that Bell System would interconnect with other systems if it had no facilities.

AT&T justifications of rates adduced some interesting figures, eloquent of high cost of TV hookups. Here's what networks and others paid out during June, July, August: NBC, \$69,652; ABC, \$41,616; CBS, \$36,386; DuMont, \$29,427; WPIX, New York, \$813; Paramount, \$1,616; Yankee, \$1,560; WATV, \$1,429. Connections for TV pool coverage of June-July political conventions cost \$14,659.

FM VERY MUCH ALIVE AND KICKING: FM's dogged and doughty enterprisers got quite a lift at FMA's Chicago convention this week. It was attributable to: (1) Nice turnout of some 375 (FMA membership, 268). (2) Big hike in FM set production during August (Vol. 4:39), good outlook for next year's output. (3) High hopes placed in new FM-only services: transit, storecasting, facsimile, and a novel threat to Muzak. FMA's next big objective was clearly outlined: Continue building circulation and break down resistance of ad agencies. Survey of big agencies by AAAA's Kenneth Godfrey made it obvious FM hasn't yet penetrated their consciousness -- only 3 of 48 top ones saying they're buying time, only 4 saying they expect to. Many operators, FM-only in particular, are irked because so many AM stations throw in FM for free.

As for spectre of TV, few FMers make any bones about their fears. They wish it had never happened. FCC Chairman Coy said it for them, put their concern into words, but gave them much the same pitch he gave theatremen last week (Vol. 4:39), viz., TV is a mighty force; only way to compete with it is to do a better job.

Receiver prospects look good, Stromberg-Carlson's Lee McCanne forecasting: Tube shortage will restrict TV production; saturation will restrict AM production; FM can employ much of remaining capacity; industry could produce 500,000 monthly in 1949. Zenith, apparently, has jump in low-priced field. One broadcaster after another got up and complained to Zenith's J. E. Brown, saying their listeners want Zeniths, can't get them. Said Brown: "We're running at capacity. I don't know why others can't make a good set; there's no secret to it."

To us, one of the loudest noises at convention was inaudible -- a supersonic pulse. Most of the new systems (transit, etc.) are more or less predicated on its use. Receivers are equipped with a supersonic device which turns sets on or off at push of a button at the station. Thus, station can cut out commercials, talks, etc., from specific receivers. Significant, also, is fact that a single station can run several systems by use of gadget. Here's latest on new systems and services:

Transit FM. Very hot. Cincinnati's WCTS has 46 accounts, is in black with annual billings of \$175,000, yet with only 20% of available time sold. St. Louis' KXOK, with only 20 vehicles in test operation, is reported taking in \$850 weekly from advertisers who want to preempt choice time. WJJD is said to be working on Chicago deal. Two very well known broadcasters will shortly head up Transit Radio Inc.'s New York and Chicago offices. GE and REL showed their transit receivers at convention; several other large outfits will soon come out with sets.

Storecasting. Impressive. Stanley Joseloff's Storecasting Corp. of America has so far latched up with American Stores, First National Stores, National Tea -- nation's 4th, 5th, 6th largest grocery chains. WEHS, Chicago, will be feeding 100 National Food Stores in about 2 weeks. New York, Philadelphia, Connecticut stations will start in "near future." Another outfit, Store Broadcasting Service, 131 S. Wabash, Chicago (R. E. Lindgren), is working with WEAW, Evanston, equipping Chicago IGA stores with systems made by Electronic Sound Engineering Co., 4344 W. Armitage, Chicago (Bernard J. Sullivan). Seems everyone has some kind of deal in the works.

Facsimile. Fascinating. Radio Inventions, Smith Davis, Stewart-Warner team had strong sales talk. Radio Inventions' Elliott Crooks said you can make money out of FX now. Equipment, including 15 recorders, runs about \$20,000. Installed in public places, he said, ad sales and rents can bring in \$1,800 weekly; operating cost, \$1,035. Many FMers were excited about FX but wondered whether Crooks' economics were too enthusiastic. Jack Hogan kind of riled the boys by telling them that printed advertising has greater impact than sound.

The Muzak-like affair is brain-child of the aforementioned Mr. Lindgren, an ex-Muzak man. It's simply this: A single-frequency receiver with supersonic gadget is sold to factories, doctors, etc., who now use Muzak (for about \$385 plus \$50 installation). Station involved cuts out commercials by merely pushing button. Station retains ownership of supersonic device, charges rent at fraction of Muzak cost.

FMA's new officers: Bill Ware, KFMX, Council Bluffs, president; E. Z. Jones, WBBB-FM, Burlington, N. C., v.p.; E. J. Hodel, WCFC, Beckley, W. Va., secy; Tom McNulty, WMCP, Baltimore, treas.

It's a long chance, but Westinghouse this weekend is probing possibility of using Stratovision plan to link East-Midwest networks for at least part of World Series. Idea was broached by FCC Chairman Coy and everyone is working like mad on it. Plane would fly over western Pennsylvania, use Channel 6, be far enough away not to hurt stations on that channel in New Haven, Philadelphia, Richmond. FCC is confident of AT&T cooperation. Plane is now getting 300-hour overhaul. Westinghouse, though eager to show off Stratovision, feels it daren't risk a flop. Two possibilities: linking Buffalo and Schenectady, or Philadelphia-Cleveland. Use of plane as only a relay, employing uhf or microwave beams, would do the trick, but equipment isn't available.

RMA's biggest transmitter customer, the Government, is bigger buyer than ever, absorbing 71% of second quarter dollar volume, principally radar purchases. TV is largest civilian buyer: \$3,277,307 second quarter, \$4,959,922 first half. FM accounted for \$1,385,598 second quarter, \$3,000,802 first half. AM was \$716,707 second quarter, \$1,384,142 first half. AM-FM studio and antenna equipment sold for \$1,666,823, export \$616,328, miscellaneous \$437,017. Total sales jumped from \$30,028,815 first quarter to \$50,318,006 during second.

Hallowed Boston Commons will be setting for 100 RCA TV sets during World Series, beginning Oct. 6, by arrangement between Gillette and Boston's Mayor Curley. It's expected 10,000 Bostonians will be able to see and root for Bosox each game. RCA is sending 20 specialists to handle first outdoor TV installation of its kind, Dick Hooper handling promotion. Dept. store installations for series are also in works; Philadelphia's Gimbel's plans 20 sets in as many windows.

Los Angeles-San Francisco will have 2 TV coaxial channels in 1949; Milwaukee-Madison will have single coaxial channel same year; and New York-Chicago will open with 2 microwave circuits in 1950, according to AT&T exhibit at TV rate hearing this week. Report also lists additional New York-Washington circuit for 1949, 3 more New York-Boston microwave channels in 1950.

Rumors that Bing Crosby is going to apply for 3 Pacific Northwest TV stations (Spokane, Tacoma, Yakima) as regional net had FCC and Washington radio attorneys agog this weekend. Reports were carried by news wire services, Hollywood trade papers. As of Friday night there were no applications from "Der Bingle."

Though it has never been political post, looks like FCC chief engineering may stay vacant until after November elections. One commissioner broached Donald G. Fink appointment (Vol. 4:39), without asking him whether he'd accept, but colleagues are loathe to go outside ranks, for present at least.

CBS has signed Pasadena Rose Bowl rights for next 3 years, TV as well as AM, and New Year game is planned as inaugural feature of CBS-Los Angeles Times' KTTV, now building.

Record makers and Petrillo are scheduled to meet next Tuesday to iron out details of AFM plan for collection of royalties (Vol. 4:38). Big question still is whether plan violates Taft-Hartley law.

NBC has made same tieup with *Time-Life* for Nov. 2 election returns coverage via TV it had during recent political conventions.

NBC will simulcast "Take It or Leave It" as test Sun., Oct. 10, 10-10:30 p.m.

Two chapters of NAB's TV report, compiled by Charles Batton, are now being sent to members. Chapter I, *Getting a Focus*, says uhf almost certain but 5-10 years off, warns prospective telecasters must be prepared to bear costs of possible switch. Chapter II, *Basic Economics . . . Construction Costs*, sets up "2-by-4" formula to estimate costs. The "2" means choice of community or metropolitan station; "4" means choice of program facilities (network, film, studio, remote). "Average minimum" transmitting plant costs: community, \$85,000; metropolitan, \$180,000; STL (for either), \$11,000. Average minimum for each programming facility: network (control equipment), \$12,000; film, \$32,000; studio, \$80,000; remote, \$65,000.

Broadcasting industry business will increase 1948 time sales gross to \$383 million, up 7% over 1947's \$357 million. Expenses will go up, however—from last year's \$212,200,000 to \$233 million this year. Spot will be up 10%—from \$90 million to \$99 million; local up 6%—from \$136 million to \$144,800,000; network up 6.5%—from \$125,800,000 to \$134 million; station revenues up 3%—from \$277,200,000 to \$286,800,000. Profits before taxes for industry as a whole will be less than 20% for first time since 1939. Estimates are by NAB Research Dept., headed by Dr. Kenneth Baker.

NBC has leased 35 of Bill Boyd's "Hopalong Cassidy" Westerns, will release them to its own TV affiliates first, also syndicate to other stations. Reported to have guaranteed \$100,000 against 60% of gross. Over its WJZ-TV, ABC is trying interesting film experiment: Starting Oct. 3, it is offering series of Sunday night (9 p.m.) old-time silent films, such as Rudolf Valentino in "Son of the Sheik," Elmo Lincoln in "Tarzan of the Apes" and H. B. Warner in "The Crusaders"—will continue with more if they click.

Apropos TV set merchandising, *American Magazine* promotional survey shows 10% of its readers owning sets as of April, 28% expecting to buy (if telecasts available), 71% not expecting to buy. Percentage owning each brand was: 32.4% RCA, 20.6% Philco, 8.8% GE, 5.9% DuMont, 32.3% unidentified. But potential buyers naming brand desired (47.6% expressed preferences) breaks down to (major choices): 36.3% Philco, 28.8% RCA, 11.5% GE, 5.9% Zenith, 4.5% DuMont, 3.8% Stromberg-Carlson, 2% Westinghouse.

Upsurge in network TV sponsorship continues. New ones this week: Nash Motors to sponsor Nov. 2 election returns on CBS, which also has signed Camels to sponsor 40 of 70 basketball, track, rodeo events for which it holds exclusive Madison Square Garden rights. And Wrigley will sponsor 5 rodeos. GE signs on ABC for 52 weekly showings of "Stop Me If You've Heard This One," starting in January. Admiral Radio Oct. 3 starts "Welcome Aboard," variety with bandleader Russ Morgan, on NBC, Sun., 7:30-8 p.m. General Foods reported ready to sponsor Theatre Guild plays on NBC. Newly reported station sponsorships: WBAP-TV, Fort Worth: Humble Oil, TCU football; Leonards Dept. Store, high school football; W. C. Stripling Co., Korda films; Nicolson-Jones Motor Co., news; Dallas-Fort Worth Brewing Co., NBC newscast; Wm. Cameron Lumber Co., NBC newscast; Fort Worth & Denver R. R., newscasts; and spots by Day & Night Hot Water Heater Co., Bulova, Stuart Nursery, Chesterfield, Motorola, Waleo lens, Equitable Building & Loan, Ryan Motor, U. S. Foothill Army.

WNBT, New York: Whitehall Pharmacal Co. (Anacin, Kolynos), "Mary Kay & Johnnie" serial, Sun., 7-7:20 p.m.; Kuppenheimer & Co. (men's clothing), "Football Sports Album," 5-min. film preceding Sat. grid games.

WPIX, New York: Stuart Clothes, spots before Rangers hockey games; Trans-Mirra (TV image definers), spots on "Record Rendezvous"; Kroger Beer, Sat. night wrestling.

WAYZ-TV, Detroit: Oct. 9 inaugural will include variety show sponsored by Philco, Notre Dame-Michigan State grid game by Admiral; Oct. 10, Detroit Lions-Pittsburgh Steelers pro game by Goebel Beer.

WJZ-TV, New York: Modern Industrial Bank, "America's Town Meeting," starts Oct. 5, Tues., 7:30-9:30 p.m., saleable cooperatively on ABC.

WWJ-TV, Detroit: Oldsmobile, all 5 home games of U of Michigan.

NEW ZENITH TV 'GEARED' FOR UHF: Zenith will be out with 2 TV receivers Nov. 1, breaking first ads Oct. 15. They will cover present 12 vhf channels, will also be "geared" to embrace uhf without converters as well as Phonevision. Promotion pitch won't play up uhf feature, inasmuch as uhf is still experimental and allocations and standards aren't worked out yet (Vol. 4:39). But it's an open secret Zenith's Comdr. McDonald places great store by uhf for future of TV, both monochrome and color.

Beyond foregoing, we can learn nothing about Zenith's very hush-hush receivers, though talk is rife combination vhf-uhf set is in Zenith works. Zenith executives are sworn to secrecy, yet at last week's FCC hearing on uhf its chief engineer J. E. Brown stated:

"We have designed and are now producing for sale to the public, television receivers which can be made to operate both in the 54-216 mc band and the 475-890 mc band. These receivers are strictly competitive in price with the television receivers on today's market...we have no hesitancy in saying that black and white receivers for the 475-890 mc band are entirely practical and their design can be economical enough to be competitive with current black and white receiver production..." When Comdr. Sterling asked him to elucidate, he hesitated, was excused from replying on plea of "competitive trade secret."

WATCH NEXT FOR 'ULTRAFAX': Next big sensation of radio: "Ultrafax" -- offshoot of TV (Vol. 3:26). It's due for Washington demonstrations Oct. 21, via special microwave installation in transmitter of NBC's WNBW. It promises to revolutionize communications, can transmit as many as million words per minute. Each page of printed matter (letter, check, picture, newspaper page) is treated like frame of TV picture, TV camera scans message, it's transmitted, then photographed at terminal directly off face of receiver tube, then put through high-speed development process that permits instant facsimile. Same microwaves can handle AM, FM, TV, telegraphy, telephony. RCA says principle is also adaptable for home use.

NEW RCA LINE AND OTHER TRADE NEWS: RCA isn't telling the world yet, but leaks from its distributors divulge fact it's about to launch new line of table, console TVs as replacements of some present models. Tentatively fixed prices are about same as current counterparts, but officials aren't certain they can "hold the price line" in face of rising costs. New circuits and cabinet styling are featured. Sets are projection or 10-in. direct-view, the 16-in. metal-coned tube line not coming out until January or February. Full line and prices will be disclosed in week or so.

TV trade news of week, otherwise, is featured by big boost in set sales stimulated by World Series, football, better programs, more staying at home. Only fly in ointment is possible psychological effect of FCC's order stopping new TV grants. But this is offset by (1) assurances FCC has no intention of abandoning present channels; (2) fact that present and prospective markets are absorbing all TV output -- in fact, the brand-name boys still say demand will soon outrun supply.

Admiral, Philco and GE are going on TV networks as sponsors to promote TVs and radios, buying lots of local TV time, too -- Philco even paying \$50,000 for rights to 11 USC-UCLA grid games on KLAC-TV, Los Angeles (for which station paid \$75,000)...Packard-Bell buys AM-TV simulcasts of "Talent Tests" on KFI-TV, auguring that little as well as big radio manufacturers will devote big hunks of budgets to TV advertising...Westinghouse ad manager J. H. Stickle tells convention of Associated Chain Drug Stores that, as radio dealers look more and more to TV as staple, radio makers must look to new outlets to sell ordinary sets -- and druggists have proved to be good merchandisers...Westinghouse announces its TV line will be called "Stratovision", promises more models soon...Aldens, Chicago mail order house, offers 2 Hallicrafter table sets (7-in., \$169.50; 10-in., \$295) in Xmas catalogs.

Bendix offers novel warranty-installation deal: In high field strength areas, where antennas aren't needed, warranty alone is \$30 a year; with antenna, it's \$65. Bendix introduced its first TVs in home Baltimore market this week, upped table model \$20 to \$349.95; console remains \$599.95...Zenith raises prices of table radios, including AM-FM Triumph, up \$10 to \$69.95...Retailing Daily says new Stew-

art-Warner TVs are 10-in. table at \$325, 10-in. AM-FM-phono console at \$650, October deliveries, but sales manager Samuel Insull Jr. advises us final engineering details aren't decided, therefore prices not set...Newly announced producer of TV "duplicators" for multiple installations, attachable to any TV sets, no details yet: Taybern Equipment Co., 120 Greenwich St., New York City.

NEXT TVs—NBC MAKING HASTE SLOWLY: Atlanta's WSB-TV and Fort Worth's WBAP-TV got off to good starts this week, as scheduled -- former reporting its Sept. 30-Oct. 7 sponsors include Davison Paxton dept. store, GE, Motorola, Philco, King Hardware, Brock Candy, Walso Sporting Goods, Disney Hats, Austin Co. Next starters, as presently scheduled: Detroit's WXYZ-TV, Oct. 9; Detroit's WJBK-TV, Oct. 24; Baltimore's WAAM, on or about Oct. 15 (tests delayed); Louisville's WAVE-TV, Oct. 31. Then there are the 3 now-testing NBC outlets: WNBK, Cleveland, commercial debut tentatively set for mid-November; KNBH, Los Angeles, about Jan. 1 (no studio space yet); WNBQ, Chicago, not till March 1 (also awaiting studios). Asked why the delays, NBC's Sid Strotz said, "They've got to be in perfect operating order because the industry expects that of NBC." So even though Cleveland tests have started, NBC won't carry World Series there -- not unless, by time "play ball" is called, WNBK is turning out an absolutely "pure signal." Note: Strotz arrived at NBC New York from Hollywood Thursday, is staying until about Xmas, will decide by then whether he can run network's TV by commuting between coasts.

NEWS NOTES OF TELECASTING FIELD: Big radio station deals involving TV: (1) Avco (Crosley) buying Louisville Courier-Journal's WHAS for \$1,925,000, including its TV grant. Crosley operates WLWT, Cincinnati, is building TVs in Columbus and Dayton, has applied for Indianapolis, so pattern of regional network is plain. Reason for selling, as given by newspaper's publisher Barry Bingham: TV is changing nature of radio, and "we would rather invest our money and devote our energies to newspapers." (2) Denver theatremen Huffman and Ricketson, applicants for TV as Aladdin Television Inc., buying KLZ for rumored \$1,000,000, may be joined in project by Daniels & Fisher dept. store people (also TV applicant). Thus, 3 applications could be combined into one -- except that now everything's frozen under FCC order.

Bamberger's WOIC, Washington, due for December or January start, becomes CBS outlet under 2-year contract, CBS pulling away from WMAL-TV (ABC). This means at least 2 years before MBS network TV plans can take form, for Washington outlet, with New York's WOR-TV and Boston's WNAC-TV, are down as nucleus. CBS says it still hopes to get own capital TV along with deal for sale of WTOP to Washington Post (Vol. 4:21)...CBS announces Houston's KLEE-TV as an affiliate when it gets started about Jan. 1...DuMont has added Don Lee's KSTL for its commercial Tele-transcription network...Boston's WNAC-TV makes "official bow" Oct. 3, though it actually has been operating commercially since last June. It's hooked up with CBS, ABC, DuMont. Shindig provided occasion for special TV sections in Sunday Herald-Traveler, Globe, Post... Yankee Network's executive v.p. Linus Travers, who master-minded WNAC-TV, quits Nov. 1 to become special v.p. for programs and sales of MBS, which is 20% owned by Yankee ...Add special newspaper sections on TV: Atlanta Journal, 30-p. Sept. 28 to kick off WSB-TV; St. Louis Post-Dispatch, 22-p. Sept. 22, featuring KSD-TV and Midwest Network...Indianapolis Star, Sept. 26 ran layout with story on WFBM's projected new 230-ft TV-FM tower atop Merchants Bank Bldg., manager Harry Bitner Jr. saying he hopes to get TV started by next March 1; tower site lease was signed for 10 years.

ONE APPLICANT, ONE EXPERIMENTAL: Only TV application this week was for El Paso -- Claude H. Craig, Los Angeles auto dealer, seeking Channel 5. So we're not issuing TV Addenda this week, will include data on Craig application in next week's. FCC granted unusual experimental TV relay -- to Comerford Publix Theaters Inc., Scranton, Pa., half owned by Paramount, authorized to pick up and relay New York and Philadelphia (both 125 mi.) telecasts for private showings to company officials, not for public viewing. Authority runs Oct. 2-11 (World Series time). May be an augury that more theatre folk really mean to get into TV act per FCC chairman Wayne Coy's talk before Theater Owners of America convention (Vol. 4:39).

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October 9, 1948

WHO'S WHO AMONG TV ENTERPRISEERS: Analyzing the structure of TV as of the Sept. 30 "freeze," using our Oct. 1 TV Directory No. 5 as source, it's interesting to note:

1. That AM interests are represented in 28 of the 41 stations listed as being "on the air" (though 4 of these are really scheduled for October debuts); in 45 of the 84 CPs; in 142 of the 303 applications. In other words, though there are more than 2,000 AM stations operating or authorized for construction, only around 200 are in or seeking to get into TV.

2. That newspaper ownership is represented in 14 of the on-the-air stations, 29 CPs, 74 applications. Movie interests are identified with only 2 stations now on air (Paramount's), though are involved in 2 CPs, 13 applications (see story, p. 3).

3. That AM network identity breaks down as follows: 18 on-the-air TV stations AM-affiliated with NBC, 5 ABC, 3 MBS, 2 CBS. Among CP holders, 22 are AM-affiliated with NBC, 16 CBS, 13 ABC, 8 MBS. Among applicants, score is 49 CBS, 40 ABC, 37 MBS, 36 NBC.

Note: Foregoing recapitulations do not take into account this week's post-freeze applicants (TV Addenda 5-A), refer only to those in latest TV Directory.

WHAT THEY THINK ABOUT TV FREEZE: TV industry at large doesn't seem to be a bit fazed by FCC's stoppage of new grants, freeze of pending applications (Vol. 4:40). TBA praised the move, and RMA's biggest guns are out in favor of it. The major set makers like RCA, Philco, Admiral, DuMont all agree move was healthy (a) because it is designed to revamp standards and allocations in the interest of better reception, and (b) because it enables them to concentrate on still-undersupplied markets rather than scatter their efforts.

Among CP holders, some confusion was evident, but we have yet to hear a squawk from a single applicant. Most are perfectly willing to let the "ins" do the pioneering in so heavy a deficit operation as telecasting. They count each day's delay so much money saved.

It's obvious the public is still confused, apparently will remain so until it gets better lay explanation of what it's all about (preferably via TV). First effort to that end is Commentator Dick Harkness' interview with ~~FCC~~ Chairman Coy scheduled on NBC-TV next Wed., Oct. 13 (8:45 p.m., EST).

So far, set sales haven't been affected -- demand is still ahead of supply, at least for name brands. But it remains to be seen whether this will continue after current flush of baseball and football. Fact is, burden falls largely on distributors and dealers to reassure public present 12 channels are here to stay, will be improved by FCC's overhaul, aren't going to be superseded by uhf or color.

Curiously enough, Eastern metropolitan press handled freeze story better than did radio, for most part set forth facts clearly and unsensationally if readers troubled to go beyond headlines. This was tribute to splendid job of explanation by Chairman Coy at his heavily attended press conference -- attendance itself evidence of hot interest in TV. Ironical was fact that broadcast news reports, necessarily very abbreviated, tended to be superficial and thus scary. It was a complex story

that couldn't be handled adequately in brief bulletins. Juxtaposition of vhf problems with uhf proposals, too, wasn't easy to explain in a few words.

Already cropping up are many questions from CP holders, seeking to learn exactly where they now stand. Chief question still unanswered: Will FCC grant modifications of CPs, changes in powers and antenna heights, without concerning itself with interaction on potential assignments? Since just about every other station undergoes such changes before getting on the air, denials might determine whether and when a grantee can actually begin operating.

Just how FCC will handle extensions of completion dates by CP holders, some possibly based on nothing more than desire to await new allocations and standards, also is problematical. Stalling has been tolerated so far, but will it continue to be? Chairman Coy told press he couldn't see how FCC can force grantees onto the air if they prefer to wait for standards revisions. But not all his colleagues or staff believe laggards should be allowed to retain CPs. In any case, enough transmitters are already delivered, enough on firm order, enough actual building has started (see Vol. 4:32, 36-41) to assure that perhaps half of present 85 CP holders can and very likely will get going within next 6 months or so.

'RED INK' AND OTHER TV NEWS NOTES: Rumors crop up regularly about this or that TV station "turning the corner" -- but investigation invariably disprove them. Milwaukee Journal publisher J. D. Ferguson was reported saying WTMJ-TV was in the black, but it turns out this is true of combined AM-FM-TV operations -- not of TV per se, which is still very much in the red. Then there was report that New Haven's community outlet WNHC-TV (only 1,820 watts visual) was showing profit already, which drew this reply from manager Jim Milne: "I wish it were true...Although we may not be losing as much as the other fellow, we're still using a lot of red ink. Right now we are losing about \$1,000 per week; however, with the new business already signed and the new prospects for next month [I] am sure that will be reduced very much." Other news notes about telecasters:

NBC cancelled Oct. 10 simulcast of "Take It or Leave It" which was to have been its third such experiment -- others having been Toscanini and NBC Symphony (twice), Voice of Firestone (once); no explanation but reportedly star Garry Moore objected. CBS is showing steady improvement simulcasting Gulf Oil's "We the People," keeping scripts well out of sight...CBS's Frank Stanton, NBC's Niles Trammell, TBA's Jack Poppele are scheduled to tell national advertisers why they should and how they can use TV, during special ANA convention session Oct. 26, 8:15 p.m. in CBS Studio Theater No. 4...Proving again there's no such thing as an exclusive network affiliation in TV: GE's WRGB, Schenectady, is tying up with ABC, CBS, DuMont while remaining an NBC "basic"; WNHC-TV, New Haven, now CBS as well as DuMont outlet. First-come-first-served (commercial) basis is order of network alliances... All-day schedules of DuMont's WABD (Vol. 4:39) are tentatively set to begin week of Oct. 18...ABC will move New York TV operations in about month to spacious new studio building (onetime New York Riding Academy) off Central Park West on 66th St.

38th & 39th TVs START THIS WEEK: Put down NBC's Chicago WNBQ as an "on the air" station, too, for it got commercial STA from FCC this week, effective Oct. 9, carried World Series games, will carry Midwest network programs -- though it won't make "formal debut" until around Jan. 1 and may not issue local rate card until then. Plans to delay opening until March 1 due to lack of studios, as reported here last week, were suddenly changed by management. Also being pushed ahead is NBC's Cleveland WNBK, now slated for Oct. 17 start -- topside having decided to divert technical manpower there so as to get it going as key of NBC's Midwest Network. Both WNBQ and WNBK got FCC to waive 12-hour-per-week rule for 90 days. As for NBC's Los Angeles KNBH, it's still testing, still slated for "around Jan. 1."

This week end, also, ABC's Detroit WXYZ-TV was scheduled to get going -- its Oct. 9 premiere sponsored throughout, starting around noon with Chevrolet Glee Club, then filling up successively with World Series (Gillette), Notre Dame-Michigan State game (Admiral), film feature (Motorola), variety show (Philco), sports movies (Cun-

BING WANTS A HUNK OF THAT TV, TOO: Eight new applications for TV were filed this week, probably prepared before FCC freeze order was made official. Bing Crosby filed for Channel No. 7 in Spokane, his home town, No. 9 in Tacoma, No. 6 in Yakima. Applications stated Bing proposed to spend \$592,011 on combined construction, \$340,-000 per year on operation, listed his net worth as \$1,649,117, showed 1947 income after taxes as \$269,000, disclosed he owns 3,885 out of 200,000 shares in Dick Richards' KMPC, Hollywood.

Los Angeles used car dealer Leland Holzer, advertising as "Honest John," plopped in 4 applications: For Tucson, Ariz., No. 6; Boise, Ida., No. 6; Albuquerque, N.M., No. 5; Wichita Falls, Tex., No. 10. Previously an applicant for San Francisco and San Diego, Holzer withdrew on eve of those hearings.

Eighth applicant of week (310th now pending) was Clyde Weatherby, for No. 7 in El Paso, Tex.; he's owner of daytime local KCLW, Hamilton, Tex. Two applications were withdrawn: From San Jose, Cal., by Video Broadcasting Co., Hollywood group holding CP for Portland, Ore., still applicant for San Diego. From Harlingen, Tex., by KGBS interests. [For details about foregoing applicants and withdrawees, see TV Directory No. 5 and Addenda 5-A.]

Lots of talk about rush of uhf applications, but all just talk yet. It's obvious, though, that the "outs" will soon seek to get foot in door, even before uhf is standardized, allocated and commercialized. So far, 15 uhf experimenters are on the lists (out of 24 experimental TV grants; see Part IV, TV Directory No. 5) -- but all these were in pre-freeze. Rumors and reports of prospective uhf applications mention Loew's (M-G-M); Paramount, Warners, Richards stations, New York City's WNYC, et al.

SIGHT AND SOUND

Why some FM operators and manufacturers are worked up about transit FM is pretty obvious to anyone perusing *1948 Transit Fact Book*, published by American Transit Assn., 292 Madison Ave., New York City. For example: (1) Transit industry carried 22.54 billion passengers in 1947, of which 20 billion were in cities over 50,000 population. (2) Average person in cities over 2,500 population took 269 rides in 1947. (3) Average large city transit company carries approximately city's population per day, e.g., Washington's Capital Transit carried 380,711,000 in 1947; city's population is 898,000, metropolitan area is 1,205,220. (4) There are 92,330 transit vehicles in use, 77,258 of them in cities over 50,000; this means perhaps \$10-\$15 million market for receivers.

It's too early to tell whether it's a trend, but FCC staffmen detect some increased interest in FM: (a) A number of ex-holders of CPs want to get back in. (b) Some laggard grantees are shaking a leg to get on the air. (c) Applications, though few, continue to arrive. One factor which may make decision for some waverers: New standards, taking into account tropospheric interference, may soak up unused channels in important markets, undermining "we can get into FM anytime we want to" theory.

Transit Radio Inc.'s New York and Chicago sales offices will be headed up by William H. Ensign and Frank E. Pellegrin, respectively (Vol. 4:40). Former, onetime asst. sales manager of CBS, more recently sales manager of Rural Radio Network, is setting up shop in Postum Bldg., 250 Park Ave. Latter, ex-NAB director of advertising, resigns presidency of KSTL, St. Louis, Oct. 25, hasn't yet chosen office.

TV furnished another cover girl for Oct. 11 *Life Magazine* (first, Kyle McDonnell). Story tells how Hal Wallis Productions scout discovered Rita Colton through her appearance on ABC-TV's "Hollywood Screen Test." And Ollee Stacy received offers from 20th Century, Warners, Columbia pictures after being seen in Theatre Guild's "Our Town" over NBC-TV.

World Series via Stratovision definitely is in works (Vol. 4:40), if 6th and 7th games are played (in Boston) —FCC granting Westinghouse STA to broadcast direct to viewers within 250-mi. radius of Pittsburgh from Stratoplane flying 25,000 ft over that city. It will pick up Baltimore's WMAR-TV (Channel 2) and rebroadcast on Channel 6. Meanwhile, plane was sent up to 25,000 ft over Providence Thursday night, feeding WCBS-TV shows to New England in connection with Hartford show sponsored by *Hartford Times* and Connecticut State Militia; reports are it worked fairly well.

Depreciation of TV earned mild rebuff for railroad attorney at this week's en banc FCC hearing on mobile service allocations. Attorney objected to loss of some railroad channels, stressed they occupied only half spectrum space of one TV channel, observed railroads ought to come ahead of "luxury" and "amusement" services. Whereupon Chairman Coy stopped him, said TV helps inform public, added "I don't know of anything that takes precedence over an informed public." TV spokesmen joined broadcasters in asking retention of 152-162 mc for remote pickups and cue channels, approved FCC proposals to keep 26 mc, add 450-462 mc band for those purposes.

TV gained concession at this week's FCC rate hearings when AT&T agreed that video exchange area probably should embrace entire market area of a telecaster's city—not be confined just to limited area of that city's telephone exchange. When tariff is clarified on this point, it will permit TV stations to use own pickup and STL facilities instead of having to use Bell company's, as regulations now provide, thus saving considerable charges. Counsel for DuMont, Phileo, TBA continued to hammer at interconnection ban (Vol. 4:40). Hearings halted Friday, resume Nov. 3.

Zenith has raised price of its FM-AM "Triumph" table model \$10 to \$59.95—not \$69.95, as we erroneously reported last week.

Predictions from GE's spokesman on TV, Dr. W. R. G. Baker, speaking to distributors at Syracuse confab last week: "TV will not kill radio and the motion picture, any more than radio killed the phonograph record or motion picture business. Adjustments . . . will be necessary. The broadcast networks will not give up to TV without a battle. We may expect better broadcast programs in order to hold the attention of the listening public." He thought impact of TV will probably be mainly on radio-phonograph sales, but foresaw increased demand for table model radios, portables, clock sets, etc.

One TV use with dubious prospects: AP Wirephoto picture this week showed one Robert Wright, Milwaukee, with 7-in. receiver installed next to steering column of his car. Installation had city safety officials aghast; they don't mind if set is in back seat where driver can't see it. R. W. Durst, Hallicrafters executive v.p., said his company is working on set that cuts off automatically when car is in motion, plus regular receiver for back seat.

Four baseball games, 3 boxing matches dominated top 10 TV shows in New York area for Sept., reports The Pulse Inc.; but first and second places were held, as in August, by CBS "Toast of the Town" (40.7) and NBC's "Texaco Star Theatre" (38.7). For Philadelphia, top ratings went to sports also, with Texaco show rating fourth (34) and Toast of the Town seventh (30).

About 10% drop in moviegoing among TV-owning public has been found by latest probe, George Gallup's Audience Research Inc. It was first Gallup TV survey and as reported by Sept. 30 *Hollywood Reporter*, comprised 14 national samples over 4-month period. It showed average moviegoer over 5 years old attends .52 times weekly, whereas those with TV sets attend .47 times. Gallup plans further TV surveys, including one of people who don't own sets but have access to them.

Boston had its biggest TV day during first 2 games of World Series; more than 200,000 people saw parts of games on 100 RCA receivers installed on historic Boston Commons (Vol. 4:40). To overcome daylight reflections, RCA installers put shadow boxes over screens, used 3 miles of coaxial cable to connect up receivers to central antenna. City cooperated by putting in special AC line (normal current for Commons lighting is DC). Newspapers gave event big play, with pictures.

"Mimo" (miniature image orthicon), developed by RCA for military use, has stirred interest of commercial telecasters who hope it will make possible less bulky cameras, greater flexibility. RCA says performance had to suffer to achieve smaller size, but tube "undoubtedly has possibilities for future commercial developments."

TV's first libel suit, based on Elizabeth Bentley's charges William Remington was a Communist, during "Meet the Press" show on NBC, may set precedent. Sponsor General Foods and NBC, as well as Miss Bentley, are named defendants.

For dear old Yale: Because AT&T had no facilities, NBC put in 2-hop microwave relay from Yale Bowl in New Haven to Empire State Bldg. transmitter in New York, to feed its East Coast network with Yale football games Oct. 9 and 23, Nov. 13.

New WABD rate card brings DuMont flagship in line with other New York City TV stations—\$1,000 basic one-hour time charge. DuMont's Washington outlet, WTTG, now has \$300 basic rate.

NAB-TBA liaison committee meeting seems pretty well set for week of Oct. 18, although exact date not set. Meanwhile, TBA arranged annual meeting and clinic Dec. 8 at New York's Wallerf Astoria Hotel, with MBS v.p. E. P. H. James as general chairman.

"Unauthorized Uses of Television Broadcasts," by attorney David M. Solinger in September *Columbia Law Review*, is good roundup of situation to date. Solinger, who is on board of Gimbel's, makes clear that broadcasters have absolute property rights in most of their programs (Vol. 4:26). But he says success of any action against an unauthorized user "may depend on whether he is making a profit from his unauthorized use." He notes that "interested parties have thus far been squirmish about seeking a court test." He's also aware that receivers in bars, hotels, etc., currently have valuable promotional effect, which telecasters don't want to lose. Conclusion: Courts have adequate tools to protect both telecasters and public.

TV reception on B&O train traveling from Washington to Jersey City Thursday was generally regarded as pretty good by party of press and other guests. Bendix set, with "ram's horn" (omnidirectional) high and low band antennas, was used. Bendix engineer Frank R. Norton says good picture can be expected within 25 miles of transmitter. Only blackouts were near Wilmington and Trenton. B&O says it's thinking of making permanent installations on run.

Cashing in nicely on TV now, set manufacturers are showing healthy attitude in spending money for all-important programming. *Variety* this week tabulated manufacturers' current TV sponsorship, showing 9½ hours sponsored weekly by Admiral, DuMont, Emerson, GE, Motorola, Philco, RCA, as well as tube-maker Sylvania, filter-maker Polaroid, and more in the works.

"Rest Cure" is typically *Time Magazine* head for TV freeze story in Oct. 11 issue. Soothing story quotes "soothing words" of FCC Chairman Coy: ". . . will not affect present receivers at all."

No laggard, San Francisco's KPIX had 5-section TV superturnstile and FM Pylon (3 tons total) air-expressed across continent via C-54 plane this week, aims to be on air by Christmas.

Latest comer in radio trade paper field, already bible of commercial side of radio, 2-year-old *Sponsor Magazine* goes from monthly to twice-a-month after Jan. 1, will devote increasing space to business side of TV.

Avco has upped Jim Shouse to chairman of board of Crosley Broadcasting Corp., which probably means v.p. and gen. mgr. Bob Dunville will step into presidency. Shouse also sits on Avco board.

Toscanini returns from Italy Oct. 12, will then tell how many of his 16 NBC Symphony Orchestra concerts he will consent to have on TV.

Election returns on network TV will all be sponsored, NBC this week signing RCA Victor for Midwest network. Previously, ABC-TV signed Kaiser-Frazer for both its networks, CBS-TV Nash Motors for East. CBS-TV this week signed A. C. Gilbert Co. (electric trains) for "Roar of Rails" series dramatizing historical railroading events, starting Oct. 26, 7-7:15 p.m. And NBC contracted Gillette to sponsor Monday night boxing from St. Nicholas Arena, starting Oct. 11; Gillette also sponsors Friday night boxing from Madison Square Garden. Noteworthy new TV station sponsorships:

WLWT, Cincinnati: Kelvinator dealers, "Kitchen Klub" participations, Mon. thru Fri., 4:30-5 p.m. each of 28 dealers getting individual spotlights 6 times during 6-mo. contract.

WCBS-TV, New York: Arman Inc. (Keepsake Plastics), Grinn Watch Co., Ladies Home Journal, 15-min. film spots.

WABD, New York: Nurserytine Products (baby mattresses), partie. in Mon. "Downway to Fame"; Great Gadgets Co. partie. in Mon. "Swing Into Shape."

WTTG, Washington: National Brewing Co., 30 home pages of Washington Capitals pro basketball team; Ross Jewelry Co., M.L. wrestling.

WBAP-TV, Fort Worth: Interstate Theatres, 5-min. nightly movie trailers, 52 weeks.

WWJ-TV, Detroit: Cunningham Drug Stores, 15-min. "Cunningham Sports Ace" preceding 9 of Michigan grid games.

ningham Drug Co.), Detroit Lions-Boston Yanks night grid game (Gehel Brewing Co.), all interspersed with fanfare, local celebrities, etc., some piped to ABC Midwest Network. Detroit's WJBK-TV, testing for Oct. 24 debut, also gave city World Series under special FCC authorization. Reports on other prospective TV stations:

FCC denied request of CP holder WTVJ, Miami, for commercial SIA pending probe into alleged hidden ownership (Vol. 4:31). Commission ordered hearing on revocation Oct. 25 in Miami, designated Comr. Walker to conduct it. Local distributors-dealers are pressuring hard to get TV into city, regardless who owns or operates the station, which is built and nearly ready to go.

WDSU-TV, New Orleans, optioned for sale by Fred Weber group to prominent Edgar B. Stern family (Vol. 4:24), now reports it's shooting for Nov. 15 test patterns, Dec. 18 commercial start. And our forecast about Indianapolis' WUTV by year's end appears to have been premature: Big Block dept. store, holding CP, testing composite equipment without very good results yet, now says it hopes to get test patterns on air in November but won't go commercial until early 1949. Internal dissent over TV policy is contributing to delay. Meanwhile, though RCA has a receiver factory in Indianapolis, it refuses to market its sets there. A few Stromberg, Hallcrafters, Motorola, Fada, UST sets have been sold in city for such sporadic reception as Chicago and Cincinnati stations afford.

SET MAKERS WOULD PUSH TV ON UHF: RMA moved on 4 fronts to improve TV at board meetings this week: (1) Set up committee to wait on FCC Chairman Coy, offer aid in expediting decision on opening up uhf for TV; it's generally conceded uhf channels are needed, but time factor is indeterminate. (2) Urged transmitter, tube, set makers to promote American TV standards abroad, so they can enjoy export markets when domestic demand eases; British are now moving in, particularly in Canada and Latin America, and are geared for power supply differing from ours. (3) Authorized counsel to join TBA in testing constitutionality of \$25 Pennsylvania state tax on tavern TVs, contending TV is interstate commerce; such sets were held taxable same as movie houses in court decisions so far. (4) Authorized joint sponsorship with TBA over TV stations of 2-minute films to educate consumers about their TV sets, thus obviating nuisance service calls.

Meetings took no stand on freeze order, but individual members showed little concern, in fact, generally approved. Idea of speedup of uhf was somewhat surprising since RMA is represented on JTAC, whose attitude is that haste be made slowly. RMA stand is that uhf has been entirely an engineering consideration thus far, management ought have say too, so will approach Coy with "cooperative attitude." Committee comprises: Max Balcom, Sylvania; W. R. G. Baker, GE; H. C. Bonfig, Zenith; Allen B. DuMont; Larry F. Hardy, Philco; Paul Galvin, Motorola.

FILM FOLK CAST SERIOUS EYES ON TV: Current TV freeze and prospect of more TV channels later via uhf (Vol. 4:39-40) has movie topkicks casting about for ways and means of becoming telecasters. Hence insistent trade talk, unverified, about M-G-M and lesser interests finding their belated way into TV. But fact that TVs are limited to 5-to-a-customer doesn't augur for chain operation, a la theater groups, so ownership must largely devolve on local exhibitors. Recognizing this, Theatre Owners of America has appointed Washington radio attorney Marcus Cohn as special counsel on TV. TOA's president Arthur Lockwood, himself owner of chain of 18 New England movie houses, was chairman of TOA committee which at Chicago convention last week recommended that exhibitors urge producers not to lease or sell film features to TV. Committee also suggested moviemen use TV as an advertising medium, buying time for trailers. But, most significant, it urged theater owners themselves get into TV. TOA's executive secy is Gael Sullivan, ex-Democratic National Committee.

This week, Des Moines TV applicant Tri-States Meredith was disclosed as 100% owned by Tri-States movie chain, half-owned by Paramount. Meredith Publishing Co. sold its 50% back to corporation. Tri-States is one of few local theater outfits in for TV as yet, others being: Aladdin (Huffman-Ricketson), for Denver; Southern Railo (Wolfson-Meyer), Miami; Gulf Theaters (50% Paramount), Tampa; Patroon (Schine), Al-

bany; Copper City (Kallett), Rome, N.Y.; Lufkin Amusement (Kurth), Beaumont, Tex. In addition, 20th Century-Fox seeks outlets in Boston, St. Louis, Kansas City, San Francisco, Seattle; and Paramount, already operating 2 TV stations, seeks others in Boston, Detroit, San Francisco.

* * * *

As film folk buzz and chatter about TV, it's interesting to note that topic of second simulcast of "America's Town Meeting" on ABC-TV next Tuesday (8:30 p.m., EST) will be "How Will Television Affect the Motion Pictures?" Participants: Mark Woods, ABC president; James Carmine, Philco executive v.p.; Paul Raibourn, Paramount v.p.; Rouben Mamoulian, producer-director; Walter Abel, TV chairman of Screen Actors Guild. Other current goings-on in TV-movie fields worthy of special note:

Big, powerful United Artists Corp., with 33 exchanges, is setting up TV Dept. under John H. Mitchell, ex-MBS, to act as distributor for TV film producers, servicing stations and advertisers -- first of top film companies to go into this field on any substantial scale...ABC has bought old Vitagraph lot in Hollywood from Warners, getting 200x175 and 175x100-ft sound stages and plenty of space for other buildings to house its now-building KECA-TV and serve as Pacific Coast headquarters of network; price reported to be \$350,000...London dispatch to "Variety" reports Alexander Korda, who has already sold many of his old feature films to TV, supporting J. Arthur Rank in attack on U.S. film companies for allegedly closing doors to British films, and threatening to turn over their current films to TV if they can't get better theater bookings...Lucky Strike is buying 26 thirty-minute film dramatizations (at \$8,500 each) of historical subjects based on stories in public domain, first to be released to TV in mid-January. Options call for one-a-week for 5 years. Deal is with R. & B. Productions, 6331 Hollywood Blvd., Los Angeles (owned by attorney Ronald Button and P&G's Gil Ralston), Marshall Grant producer.

SPORTS BOOM AND OTHER TRADE TOPICS: RCA Victor is out with its new TV line, 7 models, only one a holdover. Prices don't vary much from retiring line, consignments of some models start to distributors immediately. Rest of RCA's new radio line includes score of models, mostly table, 7 being AM-FM units priced from \$49.95 to \$65. Of new TV sets, 3 are table models employing new 24-tube circuit, numbered and priced as follows: 8T241, \$325; 8T243, \$349.50; 8T244 (with stand and doors), \$395 -- each in walnut but available in blonde at \$20 extra. Combination consoles are 8TV321, \$550; 8TV323, \$595 -- plus \$25 and \$30 in blonde. TV-only projection model is continued at \$898.40. New projection is 648TV (with AM-FM-phono) at \$1,550.

Looking at TV trade at large, new Midwest networks, world series, football have pepped up sales enormously in hitherto slow areas. Distributors who enviously eyed their boom-laden brethren in multi-station, well-programmed eastern TV areas are now clamoring for larger consignments. Philco's Buffalo distributor (one-station town) reported to us, after a cleanout of last batch of 500 TVs on eve of series: "The 2 nets, with boxing, football and now the Cleveland end of the world series have done the trick as we hoped. Since yesterday's playoff, our phone hasn't stopped...dealers who wouldn't consider one [set] a month ago now want several. The temptation is great to say 'I told you so' but we just take back orders cheerfully. We're in; TV has arrived here." Other TV trade notes of the week:

Admiral's building expansion is completed; it's currently turning out 750 sets per day, geared for 1,000, looks like strong third in unit output (behind Philco, RCA, possibly ahead of DuMont, GE), says rate of 15,000 per month can be maintained with present tube supply...GE sales chief Walter Skillman told distributors 70% of GE's radio dollar volume next year will come from TV. GE marketing manager Ernest Vogel forecast industry-wide TV set business in 1949 will be \$330,000,-000 at factory, output 1,600,000 units -- possibly 2,000,000 if tubes available...Westinghouse reduced TV-only console H-181 from \$485 to \$399.95; raised 10-in. table H-196 from \$319.95 to \$325; hiked installation on both \$10 to \$65; reports H-207 combination console now in production but price not yet set...Advertisements by Federal, seeking TV engineers, revive talk that IT&T subsidiary is really going into TV transmitter and/or receiver fields.

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OF THE
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and F.M. Results

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 42

October 16, 1948

BREAKING THE TV TUBE BOTTLENECK: Sylvania and GE aren't talking about it, but their expanding TV picture tube production promises to rival RCA's (now estimated to be 60% of industry output). Theirs, plus upcoming smaller tube processors, plus outlook for blanks, would seem to indicate tube bottlenecks are being overcome. Even during rest of this year, production of tube blanks will be adequate to take care of present tube-processing capacity, though there may be scarcities in some sizes. As for next year, Owens-Illinois' S. J. McGiveran (president, Kimble Division) tells us "there will be enough to meet all needs, even though demand tends to skyrocket."

Mr. McGiveran forecast at least 3,200,000 bulbs of all sizes will be made available during 1949 -- plenty to supply expected production of 1,600,000 receivers plus replacements and inventory needs. He bears out Corning president William Decker's promise for next year of "more blanks than we think the industry can use" (Vol. 4:29). Corning tells its stockholders in current report: "...glass melting capacity for television picture tubes [at Corning Pressware and Charleroi plants] has been enlarged 10 times -- from one million pounds of glass every 4 weeks at the beginning of 1947 to 10 million pounds every 4 weeks today."

TV BULL MARKET'S MILLION SETS: Looks like 75,000-set month will be reported by RMA for September, judging from early returns from TV manufacturers -- and the best months, seasonally, come in third quarter. Not only is nice upswing from August's record of nearly 65,000 in view, but steadily ascending output curve pretty well assures 1,000,000 cumulative output by end of year -- based on our estimate of 650,000 to Sept. 1 (Vol. 4:39). Indeed, TV production prospects loom so bright (short of war or depression) that financial houses, brokers, advisory services are going overboard on its speculative appeal. For example: United Business Service, Boston, reporting on TV's "rapid strides," this week tells its clients to "buy Philco on any nearby weakness," RCA for its "long pull appreciation possibilities," Admiral, DuMont, Emerson, Magnavox, Sylvania for their TV potentials.

By and large, news of the trade continues to add up to bullish proportions. Crosley Division (radios, refrigerators, home appliances) already has become most important subsidiary of Avco, in words of its executive v.p. R. C. Cosgrove. He said Crosley accounts for nearly half Avco's net sales, next year will turn out 175,000 TV sets with dollar volume of \$57,000,000 -- "almost double conventional radios produced during our current fiscal year." During 9 months ended Aug. 31, sales of all Avco subsidiaries ran \$98,957,138, net income after taxes and charges \$5,323,078 vs. \$76,395,205 and \$4,622,313 for same 1947 period. (No breakdowns by individual companies reported, so separate Crosley Division and Crosley Broadcasting Corp. figures aren't available.) So don't be surprised to see Avco, already seeking to purchase Louisville Courier-Journal's WHAS and WHAS-TV (Vol. 4:40), buying up other radio (perhaps several newspaper) properties soon.

Bandied about during debate on TV vs. movies on ABC's "Town Meeting" Tuesday night was that "\$6 billion industry" figure first projected by Frank Mullen, ex-NBC (Vol. 3:48). He forecast then that TV "within a short span of time" will run to that amount in the American economy, employing 250,000 persons. He was thinking in terms of over-all manufacturing, telecasting, shows and showmen, etc. Be that as it may,

fact is that Philco's executive v.p. James Carmine, never one to sell his market short, predicted during the debate that TV set production will reach 2,000,000 next year, rise to 3,000,000 in 1950. Which compares with 1949 estimate of 1,600,000 by RCA's Frank Folsom, GE's Arthur Brandt (Vol. 4:12,32).

TV's 40th AND OTHER NEW STATIONS: Only one TV applicant this week, for few are to be expected during freeze. It's for Channel No. 5 in Albuquerque, N.M., filed by William J. Baker, Hoboken attorney reporting net worth as \$350,000 -- his application being filed by I. E. (Ike) Lambert, onetime RCA asst. general counsel, now dividing residence between Albuquerque and Washington. [For further details, see TV Addenda 5-B herewith.] You can expect freeze to slow up applications to snail's pace, but plenty of activity among CP holders; for example:

Fortieth commercial telecaster takes the air sometime this week -- NBC's Cleveland WNBK, which was to start Monday (Oct. 17) but blew a diplexer so will be delayed "for only a few days." It will key NBC's Midwest Network.

Then come George Storer's 2 new stations -- WJBK-TV, Detroit, and WAGA-TV, Atlanta -- both now scheduled for commercial debuts Sunday, Oct. 24. After these comes Baltimore's WAAM, set to begin testing about Oct. 20, holding STA for commercial operation starting Oct. 25, planning fanfare opening Nov. 2 when it joins ABC to carry election returns. News notes from other prospective TV stations:

Scheduled opening of Louisville's WAVE-TV Oct. 31 has been postponed. Tower was completed Thursday, antenna will be raised next week, tests now set to start Nov. 10...San Francisco's KPIX is installing transmitter, completes antenna next week, has studio ready, starts tests Nov. 15, commercial start Dec. 5, already has signed \$1,500 per month local business, reports town at "fever pitch" in anticipation of first TV service...WTCN-TV, Minneapolis, can't make Nov. 30 start, now says Jan. 30...Washington's WOIC (Bamberger) had FCC chairman Coy at Friday cornerstone laying, said its official debut would be Presidential inauguration Jan. 20, 1949...Rochester's WHTM (Stromberg-Carlson) broke ground last week on suburban Pinnacle Hill for its TV and FM tower, expects it ready by June 1.

THEATER OWNERS WOULD MOVE IN ON TV: Plenty hot and bothered about TV now, Theatre Owners of America (Vol. 4:41) is even probing possibility of seeking up to limit of 5 TV stations itself -- probably uhf, when opened up, and presumably for "test tube" purposes. TOA executive director Gael Sullivan, former Democratic Party bigwig, is to confer with FCC and other Federal officials on this and such subjects as: exclusive channels for theater TV or for relaying special events into theaters for tele-screening; how individual exhibitors can get stations; whether exhibitors should buy up rights to special events for theater newsreel showings as well as telecasts. New chairman of TOA's committee is Mitchell Wolfson, Florida theatreman, one of pending purchasers of Miami's WTVJ, facing FCC revocation proceedings (Vol. 4:17,41).

Meanwhile, Eric Johnston's Motion Picture Assn is doing nothing about TV, despite oft-promised starts. Big producers are obviously more concerned with their foreign market problems, to say nothing of Federal proceedings against their ownership of movie houses. But if they don't fear TV, neither do most exhibitors, according to Oct. 11 article by New York Herald Tribune's Joseph Kaselow. His point is that theater owners don't fear TV yet because there are still only 40 stations in 21 cities with 650,000 sets (vs. 16,880 movie houses with 11,300,000 seats). More dope on what happens to moviegoing when TV set comes into home will be subject of Ralph Austrian's talk before Society of Motion Picture Engineers convention Oct. 25 in Washington's Hotel Statler.

Elsewhere on movie-TV front: ABC has bought TV film rights to Gen. Eisenhower's forthcoming book "Crusade in Europe," plans series of 2-reelers to be made by 20th Century-Fox...RCA now has improved version of its big theatre-sized TV projection set (20x15-ft), which it showed recently before Theatrical Equipment & Supply Assn convention in St. Louis, will show again before Detroit Automotive Society Oct. 20. It's smaller, lighter, has 7-in. instead of 12-in. tube, uses smaller optical system...James Lawrence Fly, ex-FCC chairman, now counsel to newly formed Television Producers Assn, largely film people, organized by Martin Gosch.

Sorry, we can't fulfill deluge of requests for JTAC Report on uhf (Vol. 4:39)—only 20 copies were allowed us, and they went to first who asked for them. But JTAC's chairman, Philip F. Siling, says if demand from bona fide sources is great enough, 149-p. book will be reprinted. Write him to be placed on his list: Commonwealth Bldg., Washington, D. C.

"Television is here now, and nothing can stop it." Thus FCC Chairman Wayne Coy, interviewed by Dick Harkness on NBC-TV Wednesday, again offering reassurances current channel "freeze" won't affect present set owners (Vol. 4:39-41). "As with automobiles . . . 30 years from now there will still be new models. My advice is to buy a set now, if you can get one, and enjoy the pictures. They won't change."

NAB-TBA liaison committees meet Tuesday, Oct. 19, in New York's Waldorf-Astoria to decide respective "areas of identity and diversity" (Vol. 4:30 et seq). Outcome of meeting will probably determine basis on which NAB board (meeting Nov. 17-19) will be asked to authorize setting up own TV Dept.

Thorny Paramount-DuMont interlocking ownership question may be answered once and for all in early December. That's best guess of date by those who ought to know, following FCC's order this week that Examiner Jack Blume prepare proposed findings on those issues of San Francisco TV hearing. Commission felt it best to get 2-year-old problem out of way, not let it drag till after lifting of freeze on application processing—possibly a year hence.

DuMont Network has named Rodney D. Chipp as chief engineer, transferring Scott Helt to research division of DuMont Laboratories at request of engineering v.p. T. T. Goldsmith . . . Another top engineer just promoted, with TV building job his next big project, is Dick Evans, KSL, Salt Lake City, upped to station manager.

Cincinnati's WLWT isn't making profit yet, but Avco v.p. R. C. Cosgrove told New York Society of Security Analysts the other day that that "it is losing less money proportionately than any other major telecasting station on which we have been able to get operating figures."

Baltimore's WBAL-TV is now operating more than 60 hours weekly, this week added Mon.-Fri. simulcasts of *Hi-Jinks* variety 12:15 p.m. and *Television Matinee* 4-5 p.m., plus other afternoon features. TV sets reported moving so fast in Baltimore area, that 22,020 reported at Sept. 30 should reach 34,000 by Dec. 31.

DuMont Network has tied up, as at political conventions, with *Newsweek Magazine* for coverage and commentaries Election Day, Nov. 2, magazine again detailing top pundits Ernest Lindley and Kenneth Crawford to job. NBC says *Life Magazine* election tieup is on sponsor basis.

WBKB's plans to microwave Purdue and Illinois U football games into Chicago, as projected by ex-manager Bill Eddy (Vol. 4:29), have been dropped by new station director John Balaban.

The architecture of TV structures features current issue of *RCA News*, which features plans for 3 TV buildings designed by Architect Rene Brugoni and consulting engineer Ben Adler—with projections and designs. Also article by CBS chief engineer A. B. Chamberlain, with illustrations, on plans for CBS's Grand Central TV studios.

All-day schedule of New York's WABD now set by DuMont to start Nov. 1, station operating 5 days weekly 7 a.m. to 11 p.m. (Vol. 4:39).

Stratovised linking of East and Midwest TV network Monday (Vol. 4:40,41) didn't pan out, signal received at Cleveland's WEWS being inadequate for feeding Midwest stations. WEWS, however, went off air and told its viewers to try plane's Channel 6 and got number of calls reporting reception. Westinghouse said viewers reported good to excellent reception in such diverse areas as Beckley, Fairmont, Clarksburg, W. Va.; Mansfield, Zanesville, Newark, Canton, O.; Buffalo, Niagara Falls, N. Y.; Waynesboro, Front Royal, Va.; Wilkes-Barre, Latrobe, Indiana, Pa. (crowd of 2,500 watching in rain in latter town).

"Rather pessimistic outlook" on uhf TV, at present, is being borne out by 500 and 850 mc Washington experiments (Vol. 4:37,38), RCA's Dr. George Brown reported to some 250 attendees of Washington IRE section Monday. He said only 4% of converter installations receive signal comparable with that of WNBW's Channel 4 reception; that 1,000 kw would be needed for 50%. Ray Kell reported color TV in good shape at transmitting and receiving ends, but stymied by uhf propagation problems. More measurements are planned for December when leaves are off trees. RCA Laboratories, incidentally, has just published Vol. II (1940-47) of 485-p. *Radio at Ultra-High Frequencies*.

TV novelty doesn't wear off. Arguments to the contrary got another resounding wallop this week from Young & Rubicam's research chief, Dr. Peter Langhoff, speaking before AAAA's Pacific Council at Arrowhead Springs, Cal. He cited Hooper survey of three 500-family groups during 6-evening period, showing that 60% of group owning TV sets 3 months or less were using sets; same for second group (3-12 months); 54% for third group (over a year). Consistently, sets-in-use figure was about double that of radio. As for sponsor identification: "Texaco Star Theatre" had 95% during Aug.-Sept., whereas radio version got 33%; "We The People" had over 80% on TV vs. 33% on radio.

Raytheon has informed FCC that New Bedford WNBH interests have withdrawn from deal to acquire 49% of stymied WRTB, Waltham (Vol. 4:25), so Raytheon is now negotiating with New York investment counsel Edwin Norman Clark, 32 E. 57th St., who has group willing to invest \$600,000 in station, final deal to be worked out by Oct. 27. If deal doesn't pan out, Raytheon says it will drop CP, on which it claims to have spent \$184,051 up to Aug. 15 but which FCC hasn't yet given requested extension. If Raytheon drops, it will give Boston 3 available channels (7 applying) unless freeze changes things and unless FCC accedes to proposals Channel 13 be moved to Fall River-New Bedford or Providence.

Booming Admiral's third quarter sales of \$15,128,165 and net of \$804,189 (vs. same period 1947's \$11,120,436 and \$330,993) brought its sales for first 9 months of this year to \$42,514,509, up 30% from \$32,669,223 for same period last year; earnings to \$2,037,786, up 71% from \$1,185,449 same period last year.

TV in another war could link ring of radar stations around United States to central fire control office, giving immediate picture of approaching danger. Such is glimpse into future by RMA mobilization committee chairman Fred Lack, who beat drums for RMA's plan of spreading government contracts (Vol. 4:34) in speech Thursday before officers attending economic mobilization course at Navy Supply Corps School, Bayonne, N. J.

RCA's 1949 tube reference notebook is out, includes considerable TV service data prepared by specialist John Meagher.

TV set in airliner is latest angle, now that we've had them in autos, trains (Vol. 4:41). Philco installed console in Capital Airlines' Washington-Chicago non-stop "President," picked up World Series game. Airline says continuous, excellent signal from Washington, Cleveland, Toledo, Chicago stations was received throughout flight at 6-8,000 ft. Four speakers were used, weren't totally satisfactory. Capital reports considerable passenger enthusiasm, particularly among men; but it wonders how much to attribute to ball game. Inter-station interference apparently wasn't bothersome. Vibration is a problem, but Philco engineers say it can be licked. *Life Magazine* was due to take shots of installation this week.

TV installations aboard yachts promise to open another avenue of specialized business. Latest, reported by Philco distributor W. Bergman Co., Buffalo, is Model 1001 with nondirectional turnstile antenna aboard 57-ft yacht of William J. Connors III, publisher of *Buffalo Courier Express* (WEBR). Another model installation is on Dr. Allen B. DuMont's new yacht. Both are reported working very well.

Latest for your radio library: *Television Production Problems*, by John F. Royal, NBC v.p. and its first chief of TV (McGraw-Hill, \$2.50), symposium by 11 experts on producing studio and outside shows. *Radio Station Management*, by Leonard Reinsch, chief of Cox newspapers' radio (WHIO, WIOD, WSB, WSB-TV), ex-radio advisor to White House (Harper's, \$3.50), textbook for radio newcomers as well as handbook for station executives. *The Advertising and Business Side of Radio*, by C. E. Midgeley, CBS sales service manager (Prentice-Hall, \$5.25, due out Oct. 27), telling how to sell and buy radio time on networks and stations.

Home decorators are faced with schizophrenia says Time Inc.'s *Architectural Forum* in smart alecky article in September issue, which foresees "decline of conversation, luminescent silverware for dining, whole new pattern of living." In more serious vein, article points out that fireplace has always been center of living room attraction; now TV has come into picture and "the living room can't have two main focuses of attention." Author also sees "theatre-style" furniture arrangement, other innovations to make TV-viewing comfortable.

Gov. Harold Stassen had hardly warmed his chair on taking over presidency of University of Pennsylvania before WCAU-TV's Dr. Leon Levy had persuaded him to add TV course to curriculum. It will include class lectures and instruction with practical work in WCAU-TV studios. Crying need for TV manpower, opportunities opening up for youth in big new field, have educators elsewhere also interested in instituting college courses.

Washington radio attorney Sutherland G. Taylor, with Ward M. French, has opened Washington offices in Dupont Circle Bldg. for Philadelphia law firm of Saul, Ewing, Remick & Saul. Taylor was formerly with Foote, Taylor & Cutler, now Foote & Cutler. Ex-partner Samuel E. Ewing Jr. has just been appointed general attorney for RCA Victor.

Pitch for advertising from TV set makers is purpose of 55-p. report, *The Television Industry*, prepared by Curtis Publishing Co. (*Saturday Evening Post*, *Ladies Home Journal*, *Holiday*). It's a general roundup concluding TV is here and going places.

Investigation of FCC by Harness Committee (Vol. 4:36) is tentatively scheduled to resume next month with public hearings on Blue Book, grants to alleged Communists, FCC staff.

Rorabaugh Report on TV Advertising shows 239 advertisers using 278 hours of time on 32 TV stations week of Sept. 5—and it's obvious these are increasing as sales efforts intensify and more stations take air. See NBC's Sid Strotz's remark before AAAA central council Oct. 8 is particularly pertinent: "The entry of leading advertisers into TV is not primarily due to the glamour of the medium. [They] are too sophisticated and pressed for productive work for that. Nor can their entry be based purely on the craving for experience or the old 'get in on the ground floor' bromide. [TV] has been around too long in New York, Philadelphia and other cities for that appeal . . . strength of TV lies in the fact that it is an effective advertising and, more important, a selling medium."

TV set-owners are best set salesmen, according to survey by House Organs Associates, as reported in Oct. 11 *Retailing Daily*. Analysis of interviews with residents of small part of Long Island showed: 65% decided to buy after viewing at homes of friends, relatives; 20% were swayed by viewing in public places; 15% were sold by ads, news stories, etc. Some 51% bought at first store visited; 45% shopped through at least 3 stores; 4% visited 2.

Jimmy Petrillo frightened record-makers into calling off further conferences this week on resumption of royalty payments, when he insisted they pony up fees on all disks sold since beginning of year. Petrillo's point was that records sold since Jan. 1 (when AFM ban went into effect) were made from masters cut while contract with union was still in existence. He also demanded royalties be paid on foreign recordings and on non-musical pressings—choral groups, vocalists, etc. Situation said to be at impasse.

Add FM "storecasters": KSBS, Kansas City, has signed 11 supermarkets, plans commercial operation by Jan. 1. Receiving equipment, including speaker and timer to increase volume during peak shopping periods, is built by Electronic Sound Engineering Co., 4344 W. Armitage Ave., Chicago, costs \$275 (\$15 more for roof antenna).

TBA has named ABC's executive v.p. Bob Kintner chairman of its 1948 awards committee, which will announce awards of merit for contributions to commercial TV at TBA Clinic in New York's Waldorf-Astoria, Dec. 8.

New network TV business this week features first sponsored TV political time—for Gov. Dewey's appearance at Chicago Stadium Oct. 26, 10 p.m. Dewey-Warren Clubs of America (thru BBD&O) will sponsor on 7-station Midwest ABC-TV hookup. Started this week was Bigelow-Sanford Carpet Co. weekly variety show on NBC East Coast, Thu., 9:30-10 p.m., featuring mentalist Dunninger and ventriloquist Paul Winchell. Also, E. L. Cournand Co. (Walco Tele-Vue lens) on Oct. 15 started films of "Greatest Fights of the Century" on NBC, to continue Fridays following Madison Square Garden Boxing. Lionel Corp. (toy trains) on Oct. 22 starts "Tales of the Red Caboose" on ABC, Fri., 7:30-7:45 p.m. Reported preparing for ABC-TV shows are Philco, Paul Whiteman series; Kaiser-Frazer, possible simulcasts of Walter Winchell, Sun., 9 p.m.; Lee Hats, possible simulcasts of Drew Pearson, Sun., 6 p.m.—all unsigned yet, all would start after Jan. 1. Among new TV station sponsors:

WPTZ, Philadelphia: Corn Exchange National Bank, "Corn Exchange Open House," half hour Wed., starting Oct. 6; Snellenberg's Dept. Store, 15-min. before Penn home grid games; also spots by George Gorson (auto dealer), Irwin Schaffer (antiques), Yankee Maid Frankfurters, Philadelphia Electric Co.

WCAU-TV, Philadelphia: Peirce-Peterson Inc. (home appliances), "Homemakers Matinee," Mon. thru Fri., 2-3 p.m., starting Oct. 18; Philco with Mort Parr (Upper Darby radio dealer), "Wit's End," kid show, Sun., 12:30-1 p.m.

WTMJ-TV, Milwaukee: Pabst Blue Ribbon Beer Co., "Sports Roundup" 10-min. following all college and pro grid games; Ed S. Jr. & Co. dept. store, 20-min. film "Philco Football Highlights."

KITV, Los Angeles: Gillette signed by CBS to sponsor Rose Bowl game Jan. 1, which will inaugurate this new station.

THAT COMPLEX TV FREEZE, NEXT STAGE: One thing you can be sure of, after studying FCC's rule-making notice issued Friday: There's vastly more than troposphere involved in projected standards revisions. Commission's specifications are so extensive -- including FM as well as TV -- that they amount to a general overhaul of propagation and allocation standards based on most recent data, including availability and performance of equipment. What FCC has done is this:

Announced that on or about Oct. 20, further general information on troposphere, terrain factors, etc., will be issued. On Nov. 15, effects of such variables on TV (and FM) will be reported upon. On Nov. 30, first of series of engineering conferences in Washington will discuss entire vhf propagation matter. On Dec. 1, conference will consider how these factors affect TV; on Dec. 2, how they affect FM.

There are so many topics, we've decided to reprint salient parts of Notice of Further Proposed Rule Making (Public Notice 27297) as Supplement No. 62 herewith. Thus you can know in detail just what the items are. You can also judge for yourself whether Commission can possibly finish job within 6-9 months mentioned.

Meanwhile, equanimity seems to be the word for attitude in TV circles this second week of channel freeze (Vol. 4:40-41). Queries to Washington attorneys and engineers from CP-holding clients whether they should go ahead or let up, evoke this rather uniform response: By all means don't stop. Nothing the Commission may do will radically affect you. And from the business standpoint, here's your opportunity to take lead in your area with possibly a whole year's head start on new competition. To which they might well add: Hang onto your vhf channel, for the whole motive of FCC overhaul is to protect your coverage areas; indeed, they're the "clear channels" of TV inasmuch as uhf, if and when opened up, promises comparatively restricted coverage at best.

One prospective TV applicant, unsure whether to file now, was urged by counsel to do so -- even though he might have to wait a year for grant (or hearing). He was told psychological value of having application on file outweighs any changes he may have to make if FCC does anything to allocation in his area.

The foregoing about sums up top level thinking at FCC, too. Next week, FCC is expected to determine exactly what to do about modifications of CPs, requests for extensions (Vol. 4:41). Staff sentiment leans toward extreme caution in granting modifications for fear of effect on later allocations. Also, to no coddling so far as CP extensions are concerned. Undoubtedly, each case will be decided individually.

NEWS NOTES ABOUT TV SETS AND MAKERS: RCA has made optional its installation-service warranty, in effect reversing its former position that only factory-trained servicemen were capable of installing and taking care of TV sets. RCA Service Co. Inc., which continues in being but which parent company says hasn't turned profit yet, will continue selling Television Owner Contract if customer wants it, but it's now conceded other trained servicemen with adequate equipment are available. Company's initial policy led Philadelphia servicemen's association to sue it in Federal court on monopoly grounds (Vol. 4:34). Other TV trade news of the week:

Telecoin Corp., originator of Launderette self-service laundries, is going into TV production via newly established Tele-Video Corp., 241 Fairfield Ave., Upper Darby, Pa. (formerly Lynn Television Co.), will specialize in multiple-unit systems for hotels, schools, etc., using master monitor with sub-receivers, some coin-operated. Paul Weathers, ex-RCA, is president...Olympic now has 10-in. combination at \$595, is also offering, for home use, 10-in. "duplicators", multiple screen units adapted from its "Hotelvision", at \$249.50 each...Zenith has advised its distributors their meeting is postponed until November sometime, so presumably its 2 new and still very hush-hush TV receivers (Vol. 4:40) won't be unveiled or advertised before then...Industrial Television Inc., Clifton, N.J., heretofore specializing in public installations, announces entry soon into home receiver field, no details yet.

Stromberg-Carlson has raised prices on all radios \$10 to \$30; of TV line, only Dorchester 12-in. console is upped \$20 to \$645, Chinese Classic combination console \$40 to \$1,025...New RCA line of TVs (Vol. 4:41) won't really be plugged until next month, allowing dealers to dispose of present stocks; only sample models

presently being shipped. On Nov. 5, in TV cities, series of six 1,000-line weekly dealer newspaper ads will break, then Nov. 22 color splurge in Life Magazine... Sightmaster Corp., with line of 11 models (TV Directory No. 5), plans public stock issue of 99,000 shares common at \$3 thru Willis E. Burnside & Co., will use proceeds for expansion... "Retailing Daily" reports: John Meek out with 7-in. 23-tube receiver at \$139 (cheapest ever for that size), 28-tube at \$179; Packard-Bell out with new 10-in. console with AM and recorder at \$595, without recorder at \$545; biggest kit-maker Transvision has upped 12-in. kits \$14, plans big new cooperative advertising campaign... New kit is Model P-30, at dealers' price of \$169.50, by new kitmaker Philmore Mfg. Co., 113 University Place, New York City; it's similar to RCA's 630TS, has 10-in. screen, 22 tubes plus 3 rectifiers... "Tide" reports Baird Television of England introducing 10-in. set in U.S. market to sell at \$289; it's said to be operable without aerial, exclusive U.S. distribution rights in hands of Garrett & Buckley Radio & Television Corp., new to us but listed in Chicago telephone directory at 20 No. Wacker Drive.

STATISTICAL STORY OF TV TRADE: Draw your own conclusions from analysis of TV receiver prices we've made, based on figures cited before FCC's recent uhf hearings by RCA research v.p. E. W. Engstrom. But one thing is definite: Prices both at factory and to consumer are inching upward -- another argument why there's no sense waiting for cheaper TVs.

Dr. Engstrom cited the 5,100 sets produced in 1946 at manufacturer price of \$975,000, consumer price of \$1,800,000 including installation. We calculate average factory price then of \$191 per set, consumer price \$353. For 1947 and first 6 months of 1948 Dr. Engstrom used RMA figures: 1947 total production 178,571 sets, factory price \$46,800,000 (average \$262), consumer price \$87,000,000 (average \$487). First 6 months of 1948 production 278,896 sets, factory price, \$74,600,000 (average \$267.50), consumer price \$140,000,000 (average \$502).

FM SET PRODUCTION AND RISING HOPES: Emerson came forth with its \$29.95 FM-only table model this week (Vol. 4:30), accompanied it with heavy advertising and publicity splurge -- thus contributing to upsurge in FM broadcasters' spirits detectable since FMA convention (Vol. 4:40). Set is ratio-detector, AC-DC, with built-in antenna, "genuine FM, not a makeshift or 'super-regen' FM receiver." Emerson is first big gun of industry to announce FM only; you can be sure eagle eyes of competitors will watch how they catch on. Indeed, rumors already have it that Zenith and Stewart-Warner have such sets under wraps.

FMA is still prodding manufacturers for breakdown of TV sets to show how many include FM. Stromberg-Carlson's Lee McCanne told FMA convention that FM in TV sets so far might hike FM total by about one-twelfth. Novel new \$29.95 FM tuner, designed specifically for use with TV set by Vision Research Labs., Richmond Hill, N.Y., might catch on, help along.

NAB's FM Executive Committee met this week, recommended life be breathed into NAB's moribund FM Dept., paralleling expected hike in set production. Specific plans for resuscitation weren't indicated, but suggested were measurements of listenership and advertising (present and potential), dissemination of success stories. Chairman Leonard Asch said meeting had "greater enthusiasm than...ever before."

FMA petitioned FCC Friday to penalize grantees who surrender permits by forbidding them to file for reinstatement for 2 years. Meanwhile, 4 CPs were dropped this week (FM Addenda 2-C, herewith), even as FCC is preparing to reinstate several others. And Commission will shortly announce dropping of 3 by Unity Broadcasting (ILGWU) in Boston, Philadelphia, St. Louis; garment workers' union made it clear, however, that surrenders are due to vexatious local problems and heavy costs, not waning FM enthusiasm; that it's going ahead in New York, Chattanooga, Los Angeles.

Happiest FM report of the week comes from pioneer Ira Hirschmann, whose WABF, New York City, is now operating in the black under system of selling 6-hour blocks of classical music to Stromberg, DuMont, Philco, Columbia Masterworks, Admiral, GE, et al.

MARTIN CODEL'S

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

Television Digest

31, 1948 and FCC Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE KNOX 2320 • VOL. 4, NO. 43

October 23, 1948

FCC ACTING ON TVs DESPITE FREEZE: FCC actions this week indicate that, despite freeze, it intends (a) to require CP holders to pursue their TV projects with reasonable diligence, and (b) to authorize modifications of CPs necessary for improved operation or for getting on the air. In first instance, it ordered hearing on third extension request of WRTV, New Orleans (Maison Blanche), holder of CP since Jan. 16, 1947. This is second laggard now on carpet for inactivity, other being Raytheon's WRTB, Waltham (Vol. 4:42).

That normal modifications will probably be granted, was indicated when FCC authorized DuMont's Washington WTTG to move across Potomac to Arlington, Va., Philadelphia Inquirer's WFIL-TV to move to suburban Roxborough -- both moves away from downtown areas, requiring more powers, causing changed coverage patterns. Dozen more modifications still pending may clarify policy.

No applications this week, but FCC authorized sale to Stern family of WDSU, New Orleans, carrying with it TV-FM grants (Vol. 4:24), on condition Sterns dismiss their Mississippi Valley company application, which was done forthwith. Also authorized was sale of San Diego's KSDJ to Charles Salik, TV applicant (Vol. 4:33). And CBS purchase of full ownership of San Francisco's KQW and sale of 55% control of WTOP to Washington Post (Vol. 4:21) were approved; in San Francisco, CBS is TV applicant, in Washington WTOP will file for TV if and when FCC puts another channel in city. WTOP deal is conditioned on Washington Post getting rid of WINX, now being offered by Smith Davis Corp., brokers.

CBS SHOWS 6 mc COLOR, ISN'T PUSHING IT: "There's absolutely no intention on our part to revive the color issue, nor have we anything up our sleeves." Thus, CBS's Frank Stanton, asked why FCC and 15 staffmen were asked to New York Friday to witness demonstration of its electronic and mechanical color sequential systems, transmitted on closed circuit over 6 and 12 mc bandwidths. Actually, we're told, FCC itself asked for demonstration -- for it's virtually a brand new Commission since the one which rejected CBS's color system in March, 1947 (Vol. 3:12). However, only Comrs. Coy, Hyde, Webster and Hennock went -- Jones being ill, Sterling in Mexico City, Walker remaining in Washington.

Actually, CBS isn't at all inclined to throw monkey-wrench into today's swiftly and smoothly moving TV art and industry, but FCC is probing every facet of uhf and wanted to see what CBS has. CBS gave no publicity to demonstration, but those who saw it were deeply impressed by the pictures. Three receivers were used, 2 lab models, one regular monochrome modified to accept uhf and color on 6 mc. It's apparent 6 mc system could be used without obsolescence (but with perhaps expensive modifications) of existing sets. Circuit changes would have to be made for (a) uhf; (b) 441 lines, 48 frames; and (c) if color desired, addition of either color wheel or electronic projection system. Latter is new development which subdivides receiving kinescope into 3 zones (blue, green, red). Picture is projected onto 13½x18-in. screen.

FCC visitors say they were impressed, not only with feasibility of 6 mc color (conserving spectrum space) but also with "good" 441-line pictures. Only de-

gradation noted, as against current 525 monochrome standard, was that of horizontal resolution, discernible mainly on test patterns. It was laboratory demonstration. Network in JTAC Report on this work (page 131) emphasized it does not "offer this information as a proposal...in view of fact information is of restricted scope and there is not sufficient data on which to base a choice between alternatives involved." CBS v.p. Adrian Murphy, at Sept. 20 uhf hearing (Vol. 4:39), told us when asked about CBS's 6 mc system, "We don't know where it fits into the picture." That's still CBS's attitude, and meanwhile it's going forward full speed on vhf plans, will discuss this and whole TV subject as main topic at next Affiliates Advisory Board meeting Nov. 10-11.

LATEST REPORTS ON NEW TV STATIONS: NBC's Cleveland WNBK didn't make it this week, is expected (Vol. 4:42), but its test tribulations should be over by next week -- and now it's supposed to start scheduled operation Sunday, Oct. 31. Its first commercial "feed" to NBC Midwest Network, which it will key, will be kinescope recording of "Philco Playhouse."

Nor will Atlanta's WAGA-TV make it by Sunday, Oct. 24, as announced, though Storer-owned WJBK-TV, Detroit, is still scheduled for that date. Debut of WAGA-TV is now indefinite. As for Baltimore's WAAM, oft-postponed starting date is now set for Nov. 2. Latest reports from other now-building stations:

DuMont's Pittsburgh WDTV has tower and building up, equipment on hand for installation, hopes to begin tests "sometime in November" but isn't likely to begin regular programs until December, reports Lawrence Phillips, DuMont network director; personnel hasn't been chosen yet, either...Seattle's KRSC-TV hopes to begin 12 hours weekly by Thanksgiving Day, has area dealers all hopped up about prospects of new service, this week signed up with CBS-TV...Meredith's WJTV, Syracuse, Capt. Bill Eddy now directing (Don Withycomb resigned), is pushing to get on air by Jan. 1... Memphis' WMCT now reports Nov. 5 tests, programming to start Dec. 11...Cleveland's XEL, because of changes, doesn't expect equipment to arrive before latter January, hopes to test 3-4 weeks thereafter...San Francisco Chronicle's KRON-TV now reports it won't get going before next April.

MEGACYCLES, SCHMEGACYCLES OR THEATER? Survey your heads off -- but the fact remains (1) that TV cuts into radio listening (Vol. 4:7); (2) that TV set owners go to movies less (Vol. 4:24); (3) that neither radio nor theater have felt TV's impact very heavily yet only because there are so relatively few sets in use. Nonetheless, it's idle to say this means end of AM-FM (though it probably means their eventual submergence to secondary roles) or that it means demise of the theater (which survived radio quite successfully despite early-day fears). As for TV's impact on aural broadcasting, read what FCC Chairman Wayne Coy had to say (story on page 3). What TV might do to theater evokes this bit of whimsy (but horse sense) from Showmanilly Rose, culled from his new book "Wine, Women and Words":

"Do I think that television is going to hurt the theatre? I do not. Megacycles, schmegacycles, every so often mama and papa are going to get tired of looking at that parlor settee with the busted spring. They're going to want to put on their No. 1 clothes and step out. Every so often they're going to hanker for the electricity that crowds communicate to each other through their elbows.

"What will the theatre be like when television grabs the country by the yes? About what it is today. Silents, talkies, radio and dust storms haven't been able to knock off this 2,000-year-old darling. A successful show can make a million, and the gent who owns it isn't going to let Coca-Cola show it to the whole country for any ten grand.

"No siree, I'm not selling my theatre. If the Marys you know are anything like the Marys I know, they're going to continue wanting to put a little red paint in the town before they let Johnny take any off their lips. No wire-and-glass ding-dit is going to count out Katherine Cornell and the Lunts. And when it comes to easing Baby, Johnny knows electronics is no substitute for two on the aisle..."

TV MONTHLY OUTPUT REACHING 100,000: It now develops that September's 5 weeks resulted in output of 88,195 TV sets, by all odds the best month ever -- comparing with August's record 64,953 (Vol. 4:39) and far exceeding predicted 75,000 (Vol. 4:42). Since fourth quarter is best production period (we inadvertently said third quarter last week), it won't be surprising if 100,000 per month is reached or exceeded.

RMA's cumulative TV output for first 9 months of this year thus is 488,133; for all postwar it's 673,180. Add about 10% for non-RMA, kits, etc. (very conservative, inasmuch as non-RMA Admiral alone claims 15,000 per month), and total TV units produced up to Oct. 1 runs close to 750,000.

FM also showed spurt, September's 171,753 output being best since last December's 191,974 (Vol. 4:3). All radios totaled 1,280,446, also well up. September TV breakdown: 61,765 table models, 15,703 TV-only consoles (1,031 projection), 10,727 consoles with phono (97 projection). September FM breakdown: 58,832 AM-FM table models (130 with phono), 108,121 consoles (12,290 without phono), 4,800 FM-only and tuners.

NEWS NOTES ON THE TV TRADE: Philco is coming out soon with new 10-in. table model (No. 1002) at \$329.50; it's said to be replacement of \$349.50 Model 1001. Philco is also producing new 1040 at \$349.50; it's 10-in. version of its 12-in. 1240 console (\$439.50)...Cornell Television Inc. reports it will shortly deliver new 12-in. "Videoiset" to list at \$395, lowest price yet for that size; says it's now naming distributors in TV areas...Pilot describes as "sensational" initial sales of its \$99.50 Candid TV, 3-in. portable (Vol. 4:24), promises "very substantial quantities which will be more than a minor contribution to the over-all TV picture"...Hallcrafters has raised price of 7-in. metal table model T-54 from \$169.50 to \$189.50, wooden model 505 to \$199.50, also upped 10-in. plastic table model T-61 from \$279.50 to \$289.95, wooden model T-67 from \$295 to \$299.95...Zenith has fixed Nov. 18 in Chicago as date for distributors meeting, at which it will reveal its first TV models (Vol. 4:40)...Remington Radio Corp. (Rembrandt) which planned to raise price of 12-in. table model 1950 to \$545 decided against move, keeps price at original \$495.

Good reason why FCC freeze order isn't hurting TV merchandising: One-third of U.S. population already within service range of operating TV stations; by end of year, TV areas will embrace about half. So says RCA's v.p. Joe Elliott. In other words, today's 21 TV areas (TV Directory No. 5) embrace nearly 50,000,000 persons. Before year's end, stations are due to start in such present non-TV areas as San Francisco, Pittsburgh, Seattle, New Orleans, Memphis, Louisville.

BRITISH TV MOVING IN VIA CANADA: Only real rival of U.S. in TV development, Britain really plans to move in on the Canadian potential, probably also into American market. Since last week's report that Baird plans to market receiver in this country (Vol. 4:42), Cossor (Canada) Ltd., 621 Craig St. W, Montreal, reports its new electronic plant in Halifax will be ready by mid-November, with priority given to manufacture of TV receivers -- prototypes of which, Cossor's J. D. Root tells us, are already in operation in Toronto, Windsor, Niagara Falls. Then there's a London report that Sir Ernest Fisk, managing director of EMI (Electrical Music Industries) has gone to Ottawa to propose installing nation-wide TV system in Canada, employing Britain's 405-line standard (U.S. is 525). There's also a report Pye Radio Ltd. has purchased an ex-war plant in Ajax, Ont., for TV receiver manufacture.

U.S. radio receivers can't be imported into Canada, but some are assembled there from parts -- and big American firms like RCA, Philco, GE, Admiral, Stromberg-Carlson have plants in that country capable of turning out TV sets if and when market opens up. Foreign radio sets and parts are admissible into U.S. at 15% ad valorem duty, under Para. 353 of Tariff Act of 1930, and Treasury says it can be presumed TV sets will come under heading of radio apparatus. With demand ahead of output in U.S., it's assumed ready market can be found for British-Canadian TV sets here (as in auto field).

Cossor says bulk of Canadian TV audience will be within 25-cycle power areas, so it will make receivers capable of "completely stable pictures of high def-

inition" on either 25 or 60 cycles. Question of standards -- whether to go on own or synchronize them with U.S. -- is one the Canadian Broadcasting Corp. Board of governors must yet determine. Its TV hearings are set for Oct. 27-29 in Ottawa. Biggest question CBC faces is whether it will run whole TV show itself or as in AM) share with private enterprise. It has station applications for Toronto from Famous Players Canadian Corp. (Paramount), ex-broadcaster Al Leary, CFRB and CKEY; for Montreal, from CKAC and CKCF.

SIGHT AND SOUND

TV has been getting good share of political one-shots, locally — but major parties are spending very little on networks. First, and thus far only, TV network time purchases are for Oct. 25, Truman speaking at Chicago Stadium 9:30 p.m. (CST) on all Chicago TV stations and ABC-TV Midwest network, cost \$3,200; on Oct. 30, Dewey speaking from Madison Square Garden 9:30-10 p.m. on CBS Eastern TV network. Next week, too, GOP thru BBDO is placing 9-min. film produced for it by *March of Time* on all TV stations; it's documentary on Dewey's life. Another new TV network show started Friday night — Bristol-Myers' "Break the Bank," simulcast via ABC and ABC-TV.

Aircraft-movie tycoon Howard Hughes definitely has his eyes on electronics manufacturing, hasn't determined what phase of industry to tackle, but TV may well be it. He's feeling out top-flight engineering talent. West Coast is almost virgin territory for TV set-making; with Gilligan devoted to GCA (aircraft navigation) contract, Hoffman and Packard-Bell are virtually alone. Hughes once applied for TV stations in Los Angeles and San Francisco, later pulled out.

Twelve major radio manufacturers' net sales and/or operating revenues for first half of 1948, as reported by SEC (in thousands): RCA \$175,596, Philco \$124,617, Sylvania \$48,211, Zenith \$42,777, Raytheon \$27,933, Admiral \$27,386, Motorola \$25,889, Emerson \$13,573, Magnavox \$11,922, Farnsworth \$6,986, Sparks-Withington \$6,810, Sonotone \$4,774. Total: \$516,474.

Ingenious use of TV to measure contrast characteristics of any lens or image-producing system (including TV, movies, still photography) has been developed by RCA Tube Dept.'s Otto H. Schade. In report prepared for American Optical Society convention in Detroit, Oct. 23, Schade tells of arrangement of specimen and lens mounts, microscope, TV camera and kinescope which simplify job tremendously difficult by any other means.

"Eriscope," new TV pickup tube developed in France by one Henri de France, is described in Oct. 7 *Christian Science Monitor* by Paris correspondent Volney D. Hurd. Hurd says mosaic is made of mica coated with metal on one side, special substance on other for secondary emission. He reports it can handle 1,000 lines, weighs 6 lbs. "Sounds like perfect description of some of our old tubes to me," commented one engineer we queried.

Indifference to FM on part of ad agencies has prompted survey by FMA to gather facts on saleability of FM AAAA's Kenneth Godfrey said were lacking (Vol. 4:40). Copies of Godfrey's speech at FMA convention were included with questionnaires sent all operating FM stations. Results of survey will be passed along to all ad agencies.

Copies of TV architecture article in RCA's current *Broadcast News* (Vol. 4:42) can be obtained from Erwin B. May, Engineering Products Dept., RCA Victor Division, Camden, N. J.

FCC squawked about 510 kc, 150 kw AM station Mexico plans for San Luis Potosi (Vol. 4:17), so now Mexico says it will hold off pending "clarification."

Next big parleys of the men who know what makes TV tick: Convention of Society of Motion Picture Engineers in Washington's Hotel Statler, Oct. 25-29, with TV prominent on agenda. National Electronics Conference in Chicago's Edgewater Beach Hotel, Nov. 4-6, with TV sessions Nov. 5 and large-screen demonstration by RCA.

Reasonableness of AT&T's interconnection ban for intercity TV networking (Vol. 4:40, 41) will be subject of separate decision, FCC decided this week. Commission directed examiner to complete testimony on ban, write recommended decision without waiting for conclusion of whole TV rate hearing. Hearing resumes Nov. 3.

FCC has issued 4 reports on troposphere propagation studies, measurements, terrain data, etc. Limited number of copies printed are available to those participating in Nov. 30, Dec. 1-2 engineering conferences (Vol. 4:42), can be obtained by writing Edward Allen, chief, Technical Information Division, FCC, Washington 25, D. C.

FCC Comr. George Sterling left for Mexico City high frequency conference this week, but will return from time to time to sit in on Commission meetings concerned with basic policy—such as uhf TV, vhf troposphere-allocation, etc. Also in Mexican capital are TV engineers Curt Plummer and Prose Walker.

CBS won't confirm it, but it's pretty certain network and Music Corp. of America have bought into Tournament of Champions, fight-promoting outfit which handled Zale-Graziano and Zale-Cerdan bouts, has lightweight champion Sugar Ray Robinson on tap for title defense. Deal would assure CBS flow of top TV fight fare, tending to nullify growing squeamishness of fight promoters re TV.

Although NBC Research gives Philadelphia area 60,000 TV sets as of Sept. 1 (TV Directory No. 5), Pulse Inc. reports 6.1%, or 54,620 of the 895,420 radio homes in the 8-county metropolitan area, possess TV sets. It found 18% in "prosperous" homes, 29.6% in "comfortable," 40% in "getting by," 12.4% in "poor."

Baltimore's WMAR-TV puffed out its chest in preparation for first anniversary shindig Oct. 27, pointed with pride to year's growth of audience from 1,600 sets to 22,000 plus, getting in 3,700 hours of air time (1,400 test pattern). Sunpapers' station is particularly hepped over its news coverage and documentaries.

Honest, informative, accurate monthly TV bulletin for dealers and servicemen is latest public relations project of Columbus (O.) Dispatch's WBNT, though it doesn't expect to be on air for some months. It serves as progress report on TV in Columbus, in Ohio, in U. S. FM affiliate WELD has been successfully issuing similar bulletin.

Use of TV in schools much talked about but little implemented, is being given try Oct. 27 in experiment by Detroit's WWJ-TV. Theater-sized projection set is being installed in school to carry children's concert by Detroit Symphony.

ABC's third quarter billings rose 39.6%, bringing gross sales for first 9 months of this year to \$81,576,031 (vs. \$31,349,006 for same period last year).

CHARLES COY ON TV VS. AURAL RADIO: Not much doubt in FCC Chairman Wayne Coy's mind about "terrific impact" of TV on aural broadcasting. Here are salient quotes from what he told New York Radio Executives Club Friday:

"Broadcasters dare not bury their heads in the sand and deceive themselves with the notion that TV will get its economic support from advertising dollars heretofore spent in newspapers, magazines and billboards. Broadcasters must reckon with the fact that TV is going to take large portions of their audience and large numbers of the dollars that have heretofore been spent in advertising on sound radio. [Audience and dollars] that TV takes from sound broadcasting will be in direct ratio to the number of TV receivers in any market..."

"I do not think...TV is going to put sound broadcasting out of business. That may happen, to a very large extent, in certain metropolitan areas -- at least to the point where station operators will not be running [TV and sound] stations in competition. The sound broadcasting stations in the future will probably be under the management of broadcasters who are not engaged in [TV]...competition between the two media under a single management today must be of some concern...[It] will become more and more incompatible. Yet [broadcasters] need the financial returns from their aural broadcast operations to carry the losses resulting from [TV], and aural broadcasting will for some time be the main support of their TV operations.

"I do not think anyone can predict when management will make the choice to operate TV as a single system...I am sure you would like to have a profitable business through the operation of both media but the practical problems involved seem to me to indicate clearly that you will eventually be in one business or the other.

"It's a hard world that offers such a choice, but after all, it's one of your own making...It is really a sad thought to contemplate that aural broadcasting should be called upon to pay the post-natal expenses of TV until it is old enough to walk. But I do not think that [aural radio] is destined to die as a result of such service. [It] will continue to perform throughout your lifetime and mine... It is not necessary to have sight to enjoy all sound...sound programming that appeals to special groups will continue to find an eager, if not a mammoth, audience."

As for TV station availabilities: "I doubt very much that you and I will ever see the time when there are as many TV stations as there are aural broadcasting stations today. My imagination permits me to say that a thousand TV stations within the next 7 or 8 years is altogether reasonable. Large areas of the country will be unserved by TV, and particularly many cities and towns will not have, through TV, a medium for local expression. Aural broadcasting stations will have a real field in this regard..."

1844-1948: 'WHAT HATH GOD WROUGHT?' RCA showed off its newest prodigy, Ultrafax, offspring of TV (Vol. 3:26), at Library of Congress Thursday, then said, in effect: "Here's a fabulous new means of communication; let's put it to work." Main pitch was to Government, principally to military and Post Office, since RCA has no present intention of branching into competition with Western Union and other such carriers. It's an electronic system of image-information transmission even more revolutionary than Prof. Samuel F. B. Morse's telegraph, first demonstrated near the same historic site on Capitol Hill 104 years ago.

One fascinating suggestion by RCA chairman-president David Sarnoff during effectively-staged demonstration, carried on NBC-TV, was transoceanic Stratovision-like "airlift" for relaying Ultrafax. He proposed military might easily provide some 30 planes for a continuously-moving transmission belt across Atlantic, even making possible international TV exchanges. RCA has been impressed with Stratovision for some time, once offered to pitch in with Westinghouse. Gen. Sarnoff also foresaw virtually instantaneous distribution of movies, mail, newspapers, pictures, diagrams, etc. Graphic demonstration included uhf transmission from WNBW's Wardman Park tower of 1,000-page "Gone With the Wind" in 2 min., 21 sec. on 5 mc band.

The military were very much in evidence, wartime implications of Ultrafax being obvious. New radio-mail system was suggested as possibility for Post Office

because of its already available vast pickup and delivery services. Though apparatus is complicated and expensive, basic principle of system is simple: Original material or microfilm is scanned and transmitted as TV pictures, then filmed, film developed at receiving end -- all at rate of 15-30 images per second. With 5 mc bandwidth, half million words per minute can be sent; with 10 mc, a million. Photographic processes are reminiscent of wartime V-Mail. Quality of end-product is somewhat less than V-Mail, but RCA emphasized experimentation isn't considered completed -- though Gen. Sarnoff considered it far enough advanced so that "a new national communications policy should be considered and established by Congress."

LIFE EXPECTANCY OF THE KINESCOPE: TV picture tubes are lasting much longer than the 500 hours standard life test once contemplated under RMA specifications -- indeed, far better than the 1,000 hours formerly regarded as acceptable. Dr. Allen B. DuMont tells us average life of his cathode ray tubes is nearer 2,000 than 1,000 hours, and DuMont guarantees them for full year. RCA tube dept. says "life expectancy is steadily increasing" and reports its 10BP4 (10-in.) tube, by far the largest production item yet, is lasting "considerably in excess of 1,000 hours." National Union Radio Corp. reports actual field tests show the tubes "surviving a considerably longer life than the approximate 1,000 hours generally accepted as reasonable."

No one has yet undertaken any actual surveys, so far as we know -- but it's significant that kinescope failures are among the least troublesome TV service problems. One major manufacturers' servicing outfit in Washington area tells us it had only 2 picture tube failures in last year. Implosions (high vacuum tube would burst inward) are virtually unheard of, outside tube-processing plants. RCA guarantees its manufacturer-purchasers one year's service, with full adjustment for first 90 days after installation, and allowances at rate of 10% per month thereafter. RCA warranty holders get tube replacement, if needed, any time within first year; second year renewal (\$36) also entitles them to new tube -- this despite fact 10-in. tube sells to manufacturer at around \$25, costs \$44.50 at retail for replacement.

If average TV receiver is used 3 hours daily, 1,000 hours would be chalked up readily within one year, 2,000 in 2 years -- yet we don't know any 2-year owners, including ourselves, who have yet required replacements.

RCA Victor, incidentally, tells us we erred last week, in reporting on RCA's new optional-installation-warranty policy (Vol. 4:42), when we said company had reversed its former position that only factory-trained service men were capable of installing and servicing TV sets. Writes executive v.p. Frank Folsom: "We have always maintained the position that we would make the Television Owner Contract optional as soon as an adequate number of qualified service agencies should be available to purchasers of our sets..."

NAB AND TBA IN 'WORKING ALLIANCE': There won't be any NAB Television Dept. after all -- result of this week's meeting of NAB and TBA liaison committees (Vol. 4:30 et seq). They agreed on "working alliance" that maintains status quo for time being, while looking eventually to "one big tent" for all radio. Essence of agreement is that TBA continue as godfather and active promoter of TV industry; NAB to act as secretariat on general broadcasting matters such as research, labor, standard contracts, music, etc. Committees meet again next Thursday to spell out details for presentation to respective boards (TBA's meets that afternoon, NAB's Nov. 17-19). Meanwhile, there's talk of getting top figure -- possibly FCC Chairman Wayne Coy, if as expected he resigns in very likely event of GOP victory in November -- as paid president of TBA and spokesman for joint telecaster-manufacturer interests. Original reports had NAB ready to set up TV dept. on competitive basis with TBA if necessary. NAB has 260 members (out of almost 2,000 active and associates) who are in TV as grantees or applicants; they account for some 50% of NAB's income. Liaison committees comprise: For NAB -- Harry Bannister, WWJ-TV (also chairman of NAB's TV Advisory Committee); Clair McCollough, Steinman stations; Jess Willard, NAB. For TBA -- Jack Poppele, WOR-TV; Lawrence Phillips, DuMont; Emerson Markham, WRGB; Vill Baltin, TBA.

MARTIN GODEL'S

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

Television Digest

Oct. 30, 1948 and Bill Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 4, NO. 41

October 30, 1948

SMPE PROPOSES BUT MPA DISPOSES: Constant prodding by the men who make Hollywood's wheels go round, plus simple facts of TV life as they're unfolding daily, may soon impel movie tycoons to bestir themselves, do something about TV. Exactly what, isn't clear -- but Society of Motion Picture Engineers, which in 1946 asked FCC for 6 mc theatre TV channels in the 475-890 and 1,000-13,000 mc regions, has repeatedly proposed combination technical-economic studies of TV. Now, Motion Picture Assn's Eric Johnston tells us TV is very importantly on the agenda of top film executives' meeting sometime next month. Meanwhile, SMPE convention in Washington this week again probed TV extensively after opening-day call by TV committee chairman Donald E. Hyndman (Eastman Kodak) for action to secure theatre TV frequencies. Papers on TV were entirely technical, included statements by 20th Century's H. J. Schlafly that his company is working with RCA to increase large-screen, direct-projection picture brightness from present 3-4 foot lamberts; by Paramount's Richard Hodgson that his company's intermediate or film storage method (Vol. 4:16) now can dry film within 1 second by dielectric heating process; by RCA's Ralph V. Little that NBC uses 5-in. CR tube for its kinescope recordings because it gives higher resolution (Paramount uses 12-in.). Surprisingly good demonstrations of 35mm shorts of popular TV shows were projected, made by filming off face of kinescope; only real degradation in comparison with regular 35mm film was poorer black and white contrast. SMPE chose as 1949 president Earl I. Sponable, research chief, 20th Century-Fox.

ABOUT 50 TV STATIONS BY JAN. 1: Though we've tried to keep you posted on upcoming new TV stations as fast as we received reports from their builders (Vol. 4:32-43), we're so often asked how many stations will be on the air by end of this year that a recapitulation may be in order. Once before, we guessed total will be nearer 50 than 60 -- and that's still our guess. With 42 stations operating commercially (including Cleveland's WNBK, starting Oct. 31; Baltimore's WAAM, now set for Nov. 2), here's the lineup of soon-to-start stations:

November or December commercial starts promised: WAVE-TV, Louisville; WAGA-TV, Atlanta; KOB-TV, Albuquerque; WDSU-TV, New Orleans; WDTV, Pittsburgh; KRSC-TV, Seattle; KPIX, San Francisco; WMCT, Memphis -- possibly WJTV, Syracuse. Note that all but Atlanta will be new TV towns.

January commercial starts promised: KNBH, KTTV and KECA-TV, Los Angeles; KGO-TV, San Francisco; WOIC, Washington; WJAR-TV, Providence; KLEE-TV, Houston; WICU, Erie, Pa.; WTCN-TV, Minneapolis -- and possibly, shortly thereafter, WOR-TV, New York; WHIO-TV, Dayton; WCPO-TV, Cincinnati; WOW-TV, Omaha.

Indeterminate status: WUTV, Indianapolis (testing sporadically, but no starting date set); WTTV, Bloomington, Ind. (oft-reporting itself ready to start, repeatedly postponing); WTVJ, Miami (built, but subject to revocation hearing held this week; see item this issue); WRTB, Waltham, Mass. (see item this issue about proposed purchase by CBS).

Foregoing timetables are as reported to us, subject to change -- so don't count on all of them, for postponements and delays are more frequent than not. If all go on air per schedule, we should have at least 50 by Dec. 31, possibly 10 more

within month or so thereafter, to say nothing of the "indeterminates." We'll continue to report on these and the later starters as fast as we get the dope.

* * * *

Latest reports from CP holders: Baltimore's WAAM turned on Channel 13 juice Wednesday, said responses from lookers-in were good, is confident that with its full 26.1 kw visual, 13.8 kw aural powers it won't run into any such channel difficulties as Newark's WATV (Vol. 4:28-38)...Short of catastrophe, Louisville's WAVE-TV reports it won't miss getting its test pattern on air by Nov. 1, with commercial operation starting Nov. 24...KOB, Albuquerque, this week got STA from FCC for Nov. 14...San Francisco News devoted big portion of Oct. 19 front page pictorializing progress of KPIX antenna installation on top of the Mark Hopkins Hotel; station and local dealers still aiming for mid-December start...Crosley's WLWC, Columbus, and WLWD, Dayton, won't get towers until latter December, so winter delays probably now spell no start until possibly March...San Diego's KFMB-TV won't make earlier reported December debut, hasn't yet broken ground though equipment is on order.

IN A DECADE, 40 MILLION TV SETS! Exuding optimism, born probably of Avco's happy experience with its Crosley radio-TV operations (Vol. 4:42), Avco's executive v.p. Ray Cosgrave, ex-RMA president, told Boston Conference on Distribution Oct. 25: By 1951, annual TV receiver production can be expected to reach 2 million; by 1953, total TV sets in use will be more than 12 million with audience of some 50 million; by 1958, "number of sets can be at least 40 million with the total audience at 100 million." Further forecasts: By 1953, 400 TV stations in 140 major cities; TV as whole providing employment for one million persons and injecting "investment of at least 8 billion dollars into the economic bloodstream of America."

Whatever you think of the figures -- making predictions about TV is providing industry bigwigs with happy field days -- there's no disputing Mr. Cosgrove's assertion that TV "has grown faster than any other major industry ever to appear on the American scene...is practically certain of matching the radio record in considerably less than [radio's] 25 years...in fact, will take up where radio leaves off."

THE MILLS OF MUSIC, LABOR GRIND ON: What ASCAP can get from its own members -- that's salient point in current TV-ASCAP negotiations for music rights. If composers' society can speak for all members on all rights (production and non-production), then deal can be made for general license. But if ASCAP holds only minor rights (background music, vocal, etc.), and major rights have to be negotiated separately with each composer, then TV interests hold there's no need to take out ASCAP license.

There you have nub of next week's deliberations between ASCAP and TV committee headed by NBC's Robert P. Myers and including CBS's Julius Brauner, ABC's Joseph McDonald, DuMont's Edward Crosson, WPIX's Jack Schoemer. ASCAP's rights from members expire Dec. 31, and it's now seeking 2-year extensions. TV can get license from FMP (industry music pool) on same terms as radio, no distinction on TV.

On another music front, year-long recording ban seems on way out. Petrillo and record makers this week agreed to set up separate fund run by outside trustee. AFM demand for back royalties (Vol. 4:42) was compromised by "slightly" higher royalty on records selling for \$1 or more. If approved by Federal officials -- there's still question of legality under Taft-Hartley Act -- arrangement would run 5 years.

On labor front, One Big Union for radio-TV seems in offing, with single-card idea apparently set. This would permit any member of AFL's AAAA unions (American Federation of Radio Artists, Actors Equity, American Guild of Musical Artists, American Guild of Variety Artists) to appear on TV, without jurisdictional problems. AGVA hasn't decided to come in yet, but opening is left for that union to join other 3. Screen Actors Guild recently voted against joining forces with other 4A unions. Talk persists of new union by amalgamation of others -- all because of TV's use of performers from radio, night clubs, concert halls, theatre, Hollywood. Meanwhile, Radio Writers Guild (AFL) this week struck 70 sponsor-agency produced shows, many topflight. Crux of trouble is whether labor contract can be signed with freelance writers considered by sponsors and agencies as independent contractors.

MEN WITH MONEY—AND MESSAGES: Comparing notes, the men who buy and sell TV time had lots to say -- some thought too much -- at Tuesday's TV session of Assn of National Advertisers in New York. Though night meeting in CBS Theatre 4 came near to being a bust -- musical "fantasy" setting was pretty silly and conventioneers simply couldn't stomach heavy statistics after day of conventioning and so soon after dinner -- the keen observations of the later speakers, their prestige and the intense appeal of the subject soon subdued the disturbing claque. Result was worthwhile symposium on commercial aspects of TV that held interest and audience until near midnight. Out of the nearly dozen speeches and speechlets, these seemed to us to be the most pertinent points made:

By General Foods Corp. advertising director, Howard Chapin: Even by end of 1950, with perhaps 4,500,000 sets, TV will be "long way from offering the number of homes available through older methods of reaching masses of people." Though still weighted on side of upper income families, TV permits "selectivity of customers"... choosing the kind of program that will page "your kind of customer." TV's "affordable cost" is still not as determinable as older media. GF has at least dozen nationally advertised products it can sell more economically to more customers through other media, yet has achieved audience cost as low as \$2.30 per 1,000 homes with Sanka weather spots on WABD.

Will TV reduce time family devotes to radio and publications? "I don't know ...but I'd like to remind you that in the last 25 years newspaper, magazine and radio circulations have all grown enormously...TV may also produce new and additional circulation without materially reducing other media...People are continually finding the additional time they need to be informed and entertained. The industrial worker is spending fewer hours on the production line, the housewife fewer hours in the kitchen and the laundry. All of us require less time to earn a living, to move from place to place, or to acquire the things we want...So, while TV may result in some adjustments, I don't believe it [will] squeeze other media out of existence."

All-out for TV as an ad medium, Young & Rubicam's radio v.p. Pat Weaver said: Of 36 clients served by Y&R out of New York, 10 are now in TV, 13 considering it. "One thing we believe about TV commercials: the rewards are great because the conviction-carrying impact, the depth of impression are so great...At the least, the big budget products should take out time franchises on the networks...My advice is: Don't take a chance. It is later than you think. Don't gamble with your company's future. Play safe -- and get into TV now!"

NBC's president Niles Trammell cautioned: Don't forget, there's still radio. TV is a "new opportunity in a new medium...not a replacement for any present advertising." Though big ones are naturally turning to TV, it's also attracting new and smaller advertisers, e.g., Bates Fabrics, Disney Hats, Motorola. Once dominant, sports now comprise only 27% of TV schedule. Audience acceptance of films is declining. TV can produce 5-times-a-week serials, miniature musical comedies, etc.

Costs of programs aren't as out-of-reach as feared, and spread of networks plus syndicated "TV transcriptions" augur a reasonably priced medium as TV "circulation" grows. This was CBS president Frank Stanton's thesis, bulwarked by some astonishing actual cost figures. He cited these as examples of complete TV program costs, including talent, writing, directing, rehearsals, sets and props, agency discounts; only cost of time (facilities as distinct from talent and production) omitted: Winner Take All, \$1,730 per broadcast; Toast of the Town, \$6,975; Author Meets Critics, \$1,850; Tonight on Broadway, \$7,435; Philco Playhouse, \$10,000; Ford Theatre, budgeted for \$20,000; Actors Studio, \$7,020; We The People (simulcast), \$1,800 extra for TV; CBS TV News Strip at 7:30 p.m., \$800 per 15-min.; 7 Brooklyn Dodgers games, \$20,000 for package rights, \$8,000 for production; Belmont races, \$1,200 for rights per race, \$1,200 for pickup, commentator; Louis-Wolcott fight, \$100,000 for rights; Beau Jack-Ike Williams fight, \$6,000; Bivens-Charles, \$3,500.

Stanton concluded: "No other medium in history had a swifter and stronger impact on the American people than TV. Indeed, the most obvious fact about TV is how much the American people want it. And what they want, they get."

SIGHT AND SOUND

RCA reports gross income from all sources for first 9 months of 1948 as \$256,968,537, compared with \$224,982,605 for same period last year. Net income was \$15,128,783 (92¢ per common share) compared with \$12,233,758 (71¢) for same period last year. Third quarter gross was \$80,888,824, net \$4,278,495 (25¢), compared with \$70,648,733 and \$3,407,845 (19¢) for 1947 period.

Philco sales and earnings hit new highs during first 9 months of 1948—total sales \$194,156,000 vs. \$157,209,000 for same period last year, up 23%; earnings after all charges \$6,631,000 (\$4.23 per common share) vs. \$5,632,000 (\$3.90). Third-quarter sales totaled \$69,539,000 and earnings \$2,416,000 vs. \$49,267,000 and \$1,597,000 for same period last year.

Sylvania, now building new tube-making plant (10, 12, 16-in.) at Ottawa, O., near raw materials sources, reports 9 mo. gross sales of \$71,735,033, net income \$2,724,375 (\$2.32 per share) vs. \$69,394,419 and \$1,907,375 (\$1.60 per share) same period last year. Third quarter sales were \$23,524,962, net income \$613,415 (46¢) vs. \$21,638,054 and \$368,398 (27¢). New plant will be in full production by mid-summer 1949, will double current output.

Lots of publicity has been harvested by one Charles A. Birch-Field, Hamden, Conn., who claims development of single tube that will adapt any AM receiver to TV. Transmitting equipment is supposed to be equally simple. What's more, he says gizmo takes only AM bandwidth. Birch-Field hasn't answered our query, and FCC engineers say he hasn't come to them, though he's reported saying FCC approval is expected in 2 months.

Electronic device enabling blind to read was shown by RCA to New York Electrical Society Tuesday. System uses 8 vertically-arranged spots of light which scan individual letters when moved across line of type. Each letter produces characteristic number of impulses, which are counted electronically, activating magnetic tape with voice recording of letter. Device is still in laboratory stage, handles only alphabet and a few common words.

Warner Brothers' Col. Nathan Levinson, technical father of talking pictures, received SMPE's Samuel L. Warner Memorial Award at Wednesday convention banquet. Citation included mention of his extremely important current role in "the development of TV for theatre use and as a tool for the production of motion pictures." Among newly elected fellows of SMPE was DuMont's Dr. T. T. Goldsmith.

ABC on Monday begins moving part of its operations to ABC Television Center, 7 W. 66th St., New York 23, N. Y., phone Trafalgar 3-7000. Murray Grabhorn, station's v.p., and Ted Oberfelder, adv. mgr., are first to move away from 33 W. 42nd St. sub-quarters, along with several other departments.

Westinghouse Radio Stations Inc. is currently moving headquarters engineering (Ralph Harmon) and legal (John Steen) activities to Washington quarters at 1625 K St. NW, will later move broadcast laboratory facilities away from Philadelphia and Baltimore into Washington.

Anderson & Merryman consulting engineering partnership has been dissolved. Verne Anderson's new address is 134 Clarence St., Lake Charles, La.; phone 7277. Phil Merryman has opened offices on Heatherdell Road, Ardsley, N. Y., phone Dobbs Ferry 3-2373.

Gracious—and rare—gesture to a competitor: WWJ-TV, Detroit, put on half-hour variety show last Sunday as salute to new WJBK-TV. WWJ-TV manager Harry Bannister appeared on program with Fort Industry Co.'s president George Storer and general manager Lee Wailes.

Transit FM continues to cook. Topeka's WIBW-FM has equipped all of city's 51 buses with Link receivers (\$361, installed), finds passengers 90% favorable, is preparing to sell time, expects to be in black within 60 days. Los Angeles is getting hot, with reports that California Transit Ad Corp. has secured FM franchise on lines with which it has car-card contracts—involving several thousand vehicles. Rumors have KMGM on inside track. In Cincinnati, WCTS has equipped 400 vehicles, finds public likes idea better than ever. Several other stations in large cities have transit companies sewed up but aren't publicizing fact, largely because of slow receiver deliveries.

Reaction to Emerson's \$29.95 FM-only set (Vol. 4:42) seems to be good, in Washington at least. Check among dealers, distributor, finds them quite happy with it, pleased with Emerson's heavy promotion. They say it's moving very well, one big dealer asserting: "It looks like it's here to stay, a real beginning for FM and a shot in the arm for the radio business."

Rural Radio (FM) Network gets enthusiastic treatment in Nov. 1 *Time*, which concludes New York state hookup is giving farmers programs with true home-grown country flavor: hot market reports, soapless operas, local-color news, "subtleties" of home economics, etc. RRN is reported garnering 2 sponsors—Zenith and New Haven Clock & Watch Co.

Philadelphia's WCAU-TV beat New York's WABD to the draw on daytime programming (Vol. 4:39), as TV stations experiment with means of extracting revenue from blank hours. Station started weekly 85-hr. schedule last week, achieving most of daytime hours with assistance of "Flying Spot Scanner," device which can show time and news tapes moving across test pattern, without use of camera or camera crew. Music serves as background. Ringing of bells calls attention to important news. Station is now preparing rate card for daytime service. WABD is due to start all-day (7 a.m.-11 p.m.) schedules Monday, says time sold already more than covers cost.

Top echelon personnel shifts: Tom McFadden named manager of "integrated" operations of NBC's WNBC, WNBT, New York; John H. Reber named program manager of WNBT . . . Arthur Hull Hayes, WCBS manager since 1940, named v.p. of CBS San Francisco operations following acquisition of KQW (Vol. 4:43) . . . Haan J. Tyler now manager of KFI-TV, Los Angeles . . . William Murdock, sales manager of Washington's WOL, on Nov. 15 joins now-building, WOR-owned WOIC, Washington, as sales chief . . . Hugh Higgins, asst. director of NAB Broadcast Adv. Dept., quits to run WMOA, Marietta, O.

TV engineering shifts: Neal McNaughten returns to NAB as asst. engineering director, after only few weeks as technical chief of WFIL-TV, Philadelphia (Vol. 4:37) . . . Raymond W. Rodgers, ex-WFIL-TV, appointed acting chief engineer of DuMont's new WDTV, Pittsburgh, now building for December start . . . Gene Crow, ex-WBKB, Chicago, named chief engineer of Meredith's now-building WJTV, Syracuse, under director Bill Eddy.

Asked to describe TV's "code" for youth programs, G. Emerson Markham, manger of WRGB, Schenectady, told General Federation of Women's Clubs in Washington Friday that TV has no code yet, but hopes to develop one. He suggested parental policing meanwhile: "... television codes, like personal codes, should originate in the home."

If you don't have JTAC Report on uhf TV (Vol. 4:39), or don't have time to read it, read succinct summary of conclusions in November *Electronics*, written by editor Donald G. Fink, committee's vice chairman.

WEAL AND WOE OF TV ENTERPRISES: CBS has made deal to buy up Raytheon's Waltham (Mass.) TV setup for around \$250,000 -- sum Raytheon claims it spent on CP since May, 1946 grant. And Raytheon has petitioned FCC again for extension of completion date, previously ordered to hearing for alleged lack of diligence (Vol. 4:25,42). Raytheon petition says it will go ahead on own, if FCC refuses transfer. Not much question but that other applicants for Boston channels (7 for 2 pre-freeze, one of them CBS) will raise objections.

FCC this week denied Ed Pauley petition to require breakdown of prices of separate properties in Thackrey-Warner Brothers deal (Vol. 4:33), Jones dissenting, and extended Avco-rule period 30 days so others can bid. Looks now like way will soon be clear for Warner to take over Los Angeles KLAC-TV and AM stations. On Monday, FCC will get proposal for purchase of KLZ, Denver (Vol. 4:40) plus KVOR, Colorado Springs, from Aladdin Radio & Television Co. Price being paid Gaylord-Oklahoman interests is \$550,000 for KLZ, \$100,000 for KVOR, plus net quick assets -- total nearly \$1 million. Besides theatremen Huffman and Ricketson (23% each), purchasing firm includes theatremen Ted Gamble (25%), broadcaster Elroy McCaw (25%), attorney Albert Gould (2%), manager Hugh Terry (2%). Deal means either KLZ or Aladdin TV application for Denver will be dropped, leaving 7 for 5.

No TV applications this week again, but there was one withdrawal: Central Valleys Broadcasting Co. (KCRA), for Sacramento, Cal., which leaves 3 for 3.

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Curious spectacle of a TV CP-holder whose backer backed out, whose promoter spent months seeking new backing, finally got wealthy chain theatremen to take over -- then was charged by FCC with hidden ownership -- was focus of interest at Miami WTVJ hearing (Vol. 4:41) conducted there by FCC Comr. Walker this week. Promoter Robert Venn testified he carried ex-backer E. N. Claughton's \$213,000 uncashed checks around for nearly year after Claughton had withdrawn. He told how he finally interested Wolfson-Meyer theatremen to put up \$300,000, take virtually complete control, build station (Vol. 4:17). Both Venn and Wolfson-Meyer claim FCC was advised of change in control as soon as negotiations were completed. Comr. Walker remarked, as hearing closed Wednesday: "The matter of those checks being passed back and forth is giving me some concern." He promised decision in few weeks. Meanwhile, station is about ready to go, and Miami distributor-dealer spokesman Harry Friedman testified that more than \$1 million is tied up in equipment and personnel training in anticipation of service. "Miami has TV fever," said Friedman. But other Miami applicants (5 for 4) want channel thrown back into now-frozen competitive pool.

WHAT NEXT FROM GE, ZENITH, ET AL: GE's expanding TV production line at Syracuse, abetted no doubt by increased kinescope output at its Schenectady tube works, includes 12-in. table set at \$389.50 (Model 814), lowest price for that size yet quoted. Limited deliveries have begun, and in about 3 weeks deliveries will begin of new 12-in. console at \$995 (No. 840) including AM-FM-LP phono. Next week, GE's new 10-in. consolette at \$359.95 will be ready, and another undisclosed model (No. 820) will shortly be announced. Models 814 and 811 have 18 tubes, 3 rectifiers.

Piecing together what little information we can get on Zenith's new TV sets (Vol. 4:40), indications are at least one model will contain both vhf-uhf bands with universal (but locked) tuning -- circuit for the still-experimental uhf 475-890 mc band engineered to same 6 mc standards as present 54-216 mc. Also included will be "outlet" for Phonevision. Various tube sizes will be offered, with claims for larger viewing surfaces (possibly Rauland's semi-flat faced tube). Zenith family, meanwhile, is sworn to utter secrecy until Nov. 18 distributors' meeting, though several sets have been placed in homes of VIPs (including FCC's Wayne Coy) and company officials obviously are relishing curiosity and publicity they've evoked. Secret is wearing pretty thin, though, with so many of its distributors' service managers taking Chicago factory courses.

Los Angeles now looks like one of hottest TV markets. Service companies and set makers' representatives meeting there Tuesday reported current sales and installations are running 350-500 per day, some claiming 30,000 sets accredited area as

of Sept. 1 really should be 50,000 now. Other multi-station cities uniformly report continuing good sales.

Other news notes about TV trade: Bendix plans to double its present 100-per-day TV output; has begun shipping to New York, Philadelphia, Washington, after concentrating first on home Baltimore and contiguous area. Claims some 25% of its Baltimore installations, most within 12 mi. of transmitters, have no outdoor aerials ... Westinghouse is beginning to move faster into TV, plans 1949 production of at least 100,000 from Sunbury plant... Tele-Coin Corp.'s new Tele-Video Corp., Upper Darby, Pa. (Vol. 4:42) has acquired Electronic Controls Inc., E. Orange, N.J., and Airdesign Inc., Upper Darby, announces these will supply others as well as parent set maker with TV parts and subassemblies. Tele-Video's executive v.p. is Fred P. Robin, ex-Lynn Television Co... New U.S. Television models are 12-in. home console with FM, 20 tubes plus 2 rectifiers, for \$524.95; 19x25-in. projection console with FM, 35 tubes plus 6 rectifiers, \$1,595; 22½x30-in. projection console with FM, 35 tubes plus 6 rectifiers, \$1,795 -- latter two commercial models... Financial writer Robert H. McFetridge, in New York Times article Oct. 24 on how Allen B. DuMont built up present flourishing business out of his tube-making know-how and a \$1,000 investment, calls him "the Henry Ford of television."

SIGHT AND SOUND

New concept of what constitutes networks and network affiliations is growing out of TV and FM. ABC this week announced signing Atlanta's WSB-TV, also NBC, although coaxial-microwave are still far away, and "feeds" must come via kinescope recordings. CBS headlines TV "network sponsorship" (by Gillette) of Rose Bowl game Jan. 1 over KTTV, Los Angeles, but press release explains film will be rushed to its other affiliates. Continental FM network, linking Eastern stations via off-the-air pickups, announces "first West Coast affiliate," which will be San Bruno's KSBR—getting programs via tape recordings. Not so long ago the "live networks" bridled whenever transcription companies referred to their outlets as "networks."

Survey of 1,000 Cleveland set owners, by Ohio Advertising Agency, shows 73% doing less radio listening since TV. Performance of sets satisfied 98%. Screen size satisfied 85%. Addition of magnifier satisfied 10% more. Price ranges: 26% owned \$4-500 sets; 19%, \$3-400; 19%, \$5-600; 11%, \$2-300; 8%, \$6-700; 5%, under \$200; 5%, \$7-800; 7%, over \$800. No servicing was needed by 47%; 44% needed one checkup; 5% had two; 4% had more.

Phone survey during second week of afternoon programming by Baltimore's WBAL-TV disclosed 52.4% of taverns, 15.4% of TV homes had their sets tuned in 12 noon-5 p.m. Owners not tuned in gave as reasons: too busy with chores, didn't know programs on, want more children's shows, more films, more domestic science. Station is backing up new afternoon schedules (Vol. 4:42) with radio, newspaper, direct mail advertising.

"You and Television" titles Lyman Bryson interview with CBS's president Frank Stanton Nov. 8, 6:15 p.m. As it did with recent "You and Radio" series, CBS again takes lead in utilizing medium of radio itself to explain to laymen what TV's all about.

Big-screen showing of telecast reports election night is plan of New York's Paramount Theatre. WPIX coverage will be received from station via coaxial and phone lines, recorded on film, edited, projected at opportune times.

Chicago's WNBQ (NBC) begins its first live programming with election reports Nov. 2; it can receive but can't yet feed NBC's Midwest Network.

Seems to be season of novel TV angles: Newark furniture store throws 7-in. set in with 3-room suites at \$595. Detroit builder tosses one in with each new house.

Researcher's role in TV was very ably described by CBS research director Oscar Katz at Pulse Inc. luncheon Thursday. Pointing out how researchers should be leary of predictions, he told of 1928 survey showing afternoon broadcasting unproductive, but an evening sets-in-use figure of 95%. Organ recitals were most popular program going; comedy shows weren't even listed in top 10 types. He made good point of fact that TV is first medium to arrive with full-blown research facilities waiting for it. And he put his finger on the impact of TV advertising: "If we use print when we can present the real event or activity or article, we are introducing unnecessary brain work for the viewer. He has to convert the printed symbols into word symbols, and then convert the word symbols into his conception of the real thing... We can achieve [in TV] a degree of independence from symbols never before approached in a mass advertising medium."

Unlike radio, which kept election returns unsponsored until this year, TV is starting off with sponsorships, these being network sponsors for Nov. 2: Kaiser-Frazer, ABC East and Midwest; Nash Motors, CBS East; NBC, *Time-Life* East, RCA Victor Midwest. DuMont has tied up with *Newsweek*. Other TV network sponsorship news: Procter & Gamble (Ivory Soap, Duz, Crisco) Nov. 5 starts first TV on NBC East; show titled *I'd Like to See*, featuring movies of memorable events of past, Fri., 9-9:30 p.m. Elgin-American has bought 7:30-9:30 p.m. Thanksgiving Night, Nov. 25, on ABC East, with repeat via films on Midwest Nov. 29; variety show titled *Holiday Star Revue*. Arrow Shirts starts Phil Silvers variety revue on NBC Nov. 24, Wed., 8:30-9 p.m. New station sponsorships:

WABD, New York: E. L. Cournand Co. (Walco Tele-Vue Lens), "Greatest Fights of the Century," Sun., 8-8:05 p.m., repeats via Teletranscriptions on other stations; Pioneer Scientific Filters (Polaroid filters), half hour of Thu. wrestling matches from Park Arena; Colonial Airlines, partic. in "Swing Into Sports," Mon., 8:30-9 p.m., starting Nov. 29; Andrea Radio Corp., "Camera Headlines," starting Nov. 1, Mon. thru Fri., 1:30-1:40 p.m.

WAAM, Baltimore: Johnson Brothers (TV dealers), all spots and local election returns Nov. 2; plus ABC-TV reports sponsored by Kaiser-Frazer.

WTTG, Washington: National Brewing Co., 29 home games of Washington Capitols pro basketball team; Gates Contracting Co., spots following all Capitols' games; Ross Jewelry Co., wrestling matches.

KFI-TV, Los Angeles: Hoffman Radio Corp., Tom Harmon in "Hoffman Huddle" Wed., 13 weeks.

WMAR-TV, Baltimore: National Brewing Co., polo and wrestling, in addition to Baltimore Colts pro grid games.

WCBS-TV, New York: General Electric Lamp Dept., "Dennis James Carnival," midway background, starting Oct. 31, Sun., 8:30-9 p.m.

WPIX, New York: Ehlers Coffee, Nov. 2 election returns.