

MARTIN CODEL'S

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

Television Digest

and FM Reports

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July 6, 1946

NEW FM CALL LETTERS: Among the 115 call letters assigned to new FM stations, only 31 asked for and got four-letter calls. All the other FM stations, operated by AM broadcasters, have just hyphenated "FM" to their AM call signs. Quite a number of the 31 grantees that got brand new signs are also AM broadcasters who apparently prefer to build a new identity for their FM adjuncts and thus did not desire to use their current AM calls. All the grantees listed (Supplement No. 38A herewith) are either CP holders or have received EAs.

TV, A RECAPITULATION: We propose soon to issue a new TV directory to bring up to date our Supplement No. 18, but in the meantime a recapitulation may be in order in view of recent grants and withdrawals of low-band applications. TV hearing schedule has been completed; further grants may be expected momentarily. Both hearing cases and non-hearing cities should be getting TV grants in reasonable numbers during the next few months in view of the apparent plenitude of channels.

As things stand now, there are only 6 commercial TV stations on the air on regular schedule: DuMont's WABD, New York; CBS's WCBW, New York; NBC's WNBT, New York; GE's WRGB, Schenectady; Philco's WPTZ, Philadelphia; Balaban & Katz's (Paramount) WBKB, Chicago.

In addition, there are 3 experimental low-band TV stations operating on more or less regular schedules: Don Lee's W6XAO, Los Angeles; Television Productions' (Paramount) W6XYZ, Los Angeles; DuMont's W3XWT, Washington (also holder of Commercial CP).

Thus, today, only 6 cities in the United States are actually getting any TV service. However, the FCC in recent months has issued construction permits for 21 more commercial TV stations in 14 cities. These went to the following:

Washington, D. C. -- Bamberger Broadcasting Service; Allen B. DuMont Laboratories Inc.; Evening Star Broadcasting Co.; National Broadcasting Co. Chicago -- National Broadcasting Co.; Zenith Radio Corp. Baltimore -- Hearst Radio Inc.; The A. S. Abell Co. (Baltimore Sun); Radio-Television of Baltimore Inc. Detroit -- The Evening News Assn.; King-Trendle Broadcasting Corp. Waltham, Mass. -- Raytheon Mfg. Co. Worcester, Mass. -- Worcester Telegram Publishing Co. Minneapolis-St. Paul -- KSTP Inc. Albuquerque, N.M. -- Albuquerque Broadcasting Co. (KOB). Cleveland -- National Broadcasting Co. Portland, Ore. -- Oregonian Publishing Co. Providence, R. I. -- The Outlet Co. (WJAR). Richmond, Va. -- Havens & Martin Inc. (WMBG). Salt Lake City -- Intermountain Broadcasting Corp. (KDYL). Fort Worth, Tex. -- Carter Publications Inc. (Star-Telegram).

Pending decisions on recent hearings are the applicants from New York and Los Angeles. New York applicants are: Bamberger (WOR); Bremer (WAAT); American Broadcasting Co. (WJZ); New York News; WLIB Inc. (Thackrey); Debs Memorial Radio Fund (WEVD). Los Angeles applicants are: Earle C. Anthony (KFI); Don Lee (KHJ); NBC; ABC (KECA); Los Angeles Times; Television Productions Inc. (Paramount); Dorothy S. Thackrey (KLAC).

From a peak of some 150 applicants for low-band TV, only 41 remain in the pending file -- and it may be anticipated there will be further withdrawals from among them. Last week there was one withdrawal, that of E. Anthony & Sons Inc. (New Bedford Standard-Times) from Boston. This leaves the following applicants still on file:

Riverside, Cal. -- Broadcasting Corp. of America (KPRO). San Francisco -- American Broadcasting Co. (KGO); Associated Broadcasters Inc. (KSFO); Don Lee (KFRC); Hughes Tool Co.; Dorothy S. Thackrey (KYA); San Francisco Chronicle. Stockton, Cal. -- E. F. Peffer (KGDM). Darien, Conn. -- Connecticut Television Co. Jacksonville, Fla. -- Jacksonville Broadcasting Corp. (WPDQ). Chicago -- American Broadcasting Co. (WENR); Raytheon Mfg. Co.; WGN Inc. (Chicago Tribune). Indianapolis -- William H. Block Co. Ames, Ia. -- Iowa State College (WOI). Louisville -- Courier-Journal & Times Co. (WHAS). New Orleans -- Maison Blanche Co. (WSMB). Boston -- New England Theatres Inc. (Paramount); Westinghouse Radio Stations (WBZ). Detroit -- United Detroit Theatres Corp. (Paramount). St. Louis -- Pulitzer Publishing Co. (KSD and Post-Dispatch). Buffalo -- WBEN Inc. (Buffalo News). Cincinnati -- Crosley Corp. (WLW); Allen B. DuMont Laboratories Inc.; Institutum Divi Thomae Foundation. Cleveland -- Allen B. DuMont Laboratories Inc.; Scripps-Howard Radio Inc. Columbus -- Crosley Corp. Dayton -- Crosley Corp. Toledo -- Fort Industry Co. (WSPD); Toledo Blade Co. Johnstown, Pa. -- WJAC Inc. Philadelphia -- William Penn Broadcasting Co. (WPEN-Philadelphia Bulletin); Philadelphia Inquirer (WFIL); Philadelphia Daily News. Pittsburgh -- Allen B. DuMont Laboratories Inc. Wilkes-Barre, Pa. -- Louis G. Baltimore (WBRE). Nashville -- J. W. Birdwell. Dallas -- Interstate Circuit Inc. (Paramount); KRLD Radio Corp. (Times-Herald). Seattle -- Radio Sales Corp. (KRSC).

WE SUGGEST YOU READ: Plenty of good reading matter about radio, in its various facets, if you're inclined that way these summer days. There's Frederic Wakeman's "The Hucksters" which all the radio advertising fraternity seems to be relishing -- a devastating satire on agency-sponsor relationship growing out of the author's experience on the 'Lucky Strike account....well worth reading. Among new books also, there is Fielden Farrington's "The Big Noise," another iconoclastic novel about radio, this one's hero starting his career as announcer on a Terre Haute local, working up by devious and backbiting steps to Radio City, his own agency and all that....we haven't read it yet, but the publisher's blurb calls it "a mature novel about mature people going crazy in a crazy business."

On the periodical side, there's a lot of reading matter of more intimate TV-FM trade interest. If you've read James Shouse's speech, or reports on his speech detracting FM before National Editorial Assn. (Vol. 2, No. 25), by all means read the letter of reply by Maj. Armstrong published in the June 31 Broadcasting; not much more need be said on the subject, except perhaps the comment that Jimmy Shouse, astute business man and chief of the nation's most widely propagated station (WLW), stepped out of his depth that time.

You may find it worth your while to read the talk on "Radio Tomorrow: FM" which the editor of these reports delivered at the Pacific Advertising Assn. convention in Spokane last week. Martin Codel is still laid up with a bad case of blood poisoning contracted while fishing in Puget Sound, but we'll send you a copy of his talk on request. He tells us also to recommend that you TVers write to Ted Smith, TV manager of J. Walter Thompson Co.'s Hollywood office, for a copy of his speech on video program problems given on the same panel. Neither of the talks was very adequately reported in the trade press. On the subject of TV also, we suggest reading John Southwell's article on "Why Should Potential Television Advertisers Start Now?" in the June 28 Printers' Ink which, by the way, now carries more good "how" articles on radio than the radio trade journals.

And for a layman's reaction to TV reception of the Louis-Conn bout, the several columns under Talk of the Town in the June 29 New Yorker are enlightening. There also is an interesting piece by Albert N. Williams in the June 22 Saturday

CALL LETTERS ASSIGNED NEW FM STATIONS

Announced by FCC July 3, 1946

Call Letter assignments should be added to the information about each of these grantees as contained in Supplements Nos. 38 and 38A

<u>City</u>	<u>Call</u>	<u>Grantee</u>	<u>City</u>	<u>Call</u>	<u>Grantee</u>
<u>ALABAMA</u>			<u>ILLINOIS</u>		
Anniston	WHMA-FM	Harry M. Ayers	Carbondale	WCIL	Southern Illinois Bcstg. Partnership
Birmingham	WDXE	Johnsten Bcstg. Co.	Champaign	WDWS-FM	News Gazette
Mobile	WKRG-FM	Giddens & Rester	Evanston	WEAW	North Shore Bcstg.
Mobile	WALA-FM	Pape Bcstg. Co.	Quincy	WTAD-FM	Lee Bcstg., Inc.
Montgomery	WSFA-FM	Montgomery Bcstg. Co.	Quincy	WQDI	Quincy Newspapers
<u>CALIFORNIA</u>			Rock Island	WHBF-FM	Rock Island Bcstg.
Fresno	KARM-FM	KARM, George Harm Station	Springfield	WCBS-FM	WCBS, Inc.
Fresno	KRFM	J. E. Rodman	<u>INDIANA</u>		
Marysville	KSVA	Sacramento Valley Broadcasters	Elkhart	WTRC-FM	Truth Publishing Co.
Ontario	KOCS	The Daily Report	<u>IOWA</u>		
Richmond	KRCC	Contra Costa Bcstg.	Burlington	KBUR-FM	Burlington Bcstg. Co.
S. Bernardino	KFXM-FM	Lee Bros. Bcstg. Co.	Des Moines	WHO-FM	Central Bcstg. Co.
Santa Maria	KRJM	Daily Times	Dubuque	KDTH-FM	Telegraph Herald
<u>CONNECTICUT</u>			<u>KANSAS</u>		
New Haven	WNHC-FM	Elm City Bcstg. Corp.	Wichita	KFH-FM	Radio Station KFH
New London	WNLC-FM	Thames Bcstg. Corp.	<u>KENTUCKY</u>		
<u>FLORIDA</u>			Louisville	WCJT	Courier-Journal and Louisville Times Co.
Jacksonville	WJAX-FM	City of Jacksonville	Louisville	WTNT	Northside Bcstg.
Jacksonville	WMBR-FM	Florida Bcstg. Co.	<u>MAINE</u>		
Jacksonville	WPDQ-FM	Jacksonville Bcstg.	Bangor	WARY	Portland Bcstg. System
Miami	WIOD-FM	Isle of Dreams Broadcasting Co.	<u>MARYLAND</u>		
Miami Beach	WKAT-FM	A. Frank Katzentine	Frederick	WFMD-FM	Monocacy Bcstg.
St. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	Hagerstown	WJEJ-FM	Hagerstown Bcstg.
<u>GEORGIA</u>			<u>MASSACHUSETTS</u>		
Augusta	WRDW-FM	Augusta Bcstg. Co.	Fitchburg	WEIM-FM	Mitchell G. Meyers, et al
Columbus	WJWW	Columbus Bcstg. Co.	Holyoke	WHYN-FM	Hampden-Hampshire Corp
Columbus	WGBA	Georgia-Ala. Bcstg.	New Bedford	WFMR	E. Anthony & Sons
Macon	WMGL	Middle Georgia Bcstg.	Salem	WESX-FM	North Shore Bcstg.
Macon	WMAZ-FM	Southeastern Bcstg.	<u>MINNESOTA</u>		
Moultrie	WMGA-FM	John F. Pidcock	Mankato	KYSM-FM	F. B. Clements & Co.
Rome	WRGA-FM	Rome Bcstg. Corp.	Minneapolis	WLOL-FM	Ind. Merchants Bcstg. Co.
<u>IDAHO</u>					
Boise	KIDO-FM	Boise Bcst. Station			
Pocatello	KSEI-FM	Radio Service Corp.			

(over)

<u>City</u>	<u>Call</u>	<u>Grantee</u>	<u>City</u>	<u>Call</u>	<u>Grantee</u>
<u>MINNESOTA (Cont.)</u>			<u>PENNSYLVANIA</u>		
Minneapolis	WTCN-FM	Minnesota Bcstg. Corp.	Altoona	WFBG-FM	Gable Bcstg. Co.
St. Paul	KSTP-FM	KSTP, Inc.	Bradford	WPLI	Bradford Publication.
<u>MISSOURI</u>			Harrisburg	WHPC	The Patriot Co.
Joplin	WMBH-FM	Joplin Bcstg. Co.	Reading	WHBP	Hawley Bcstg. Co.
Kansas City	WDAF-FM	Kansas City Star Co.	Scranton	WGBI-FM	Scranton Bcstrs.
St. Louis	WIL-FM	Missouri Bcstg. Corp.	Sunbury	WKOK-FM	Sunbury Bcstg. Corp.
St. Louis	KWK-FM	Thomas Patrick, Inc.	Wilkes-Barre	WBRE-FM	Louis G. Baltimore
St. Louis	KSD-FM	The Pulitzer Pub. Co.	Williamsport	WRAK-FM	WRAK, Inc.
St. Louis	WEW-FM	St. Louis University	York	WCYA	Susquehanna Bcstg. Co.
<u>NEBRASKA</u>			<u>SO. CAROLINA</u>		
Omaha	KOWH-FM	World Publishing Co.	Charleston	WTMA-FM	Atlantic Coast Bcstg.
<u>NEVADA</u>			Greenville	WFBC-FM	Greenville News-Piedmont Co.
Las Vegas	KENO-FM	Nevada Bcstg. Co.	Greenville	WMRC-FM	Textile Bcstg. Co.
Reno	KWRN	Reno Newspapers, Inc.	<u>TENNESSEE</u>		
<u>NEW YORK</u>			Chattanooga	WDOD-FM	WDOD Bcstg. Corp.
Buffalo	WBNY-FM	Roy L. Albertson	Chattanooga	WFQV	Mark K. Wilson
Jamestown	WJTH-FM	James Bcstg. Co.	Johnson City	WJHL-FM	WJHL, Inc.
Syracuse	WSYR-FM	Central N.Y. Bcstg.	<u>TEXAS</u>		
Syracuse	WFBL-FM	Onondaga Radio Bcstg.	Harlingen	KGBS-FM	Harbenito Bcstg. Co.
Troy	WTNY	The Troy Record Co.	Houston	KPRC-FM	Houston Printing
Watertown	WWNY-FM	The Brockway Co.	Houston	KTRH-FM	KTRH Bcstg. Co.
<u>NO. CAROLINA</u>			Wichita Fls.	KTRN	Times Publishing Co.
Salisbury	WSPP-FM	Piedmont Bcstg. Corp.	<u>UTAH</u>		
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	Salt Lake C.	KDYL-FM	Intermountain Bcstg.
<u>OHIO</u>			<u>VIRGINIA</u>		
Ashland	WATG	Beer and Koehl	Lynchburg	WLVA-FM	Lynchburg Bcstg.
Athens	WAMS	Messenger Pub. Co.	Richmond	WCOD	Havens & Martin
Cincinnati	WKRC-FM	Cinc. Times Star	Winchester	WINC-FM	Richard F. Lewis, Jr.
Columbus	WCOL-FM	The Pixleys	<u>WASHINGTON</u>		
<u>OKLAHOMA</u>			Seattle	KEVR-FM	Evergreen Bcstg.
Okla. City	KOMA-FM	KOMA, Inc.	Seattle	KOMO-FM	Fisher's Blend Sta.
Okla. City	KOCY-FM	Plaza Court Bcstg.	Seattle	KIRO-FM	Queen City Bcstg.
Okla. City	WKY-FM	WKY Radiophone Co.	Seattle	KRSC-FM	Radio Sales Corp.
<u>OREGON</u>			<u>WEST VIRGINIA</u>		
Portland	KPFM	Broadcasters Oregon	Beckley	WCFC	Beckley Newspapers
Portland	KOIN-FM	KOIN, Inc.	Beckley	WJLS-FM	Joe L. Smith, Jr.
Portland	KXL-FM	KXL Broadcasters	Bluefield	WHIS-FM	Daily Telegraph Prtg.
Portland	KGW-FM	Oregonian Publishing	<u>WISCONSIN</u>		
Portland	KPRA	Pacific Radio Advertising Service	Green Bay	WJPG	Green Bay Newspapers
			LaCrosse	WKBH-FM	WKBH, Inc.

Review of Literature on ABC, its top personalities and its problems -- first, it is said, of a series designed to "distill the Columbianness of CBS, the Nationalness of NBC, and the Mutuality of MBS."

* * * *

Must reading, if the rampages of the ineffable James Caesar Petrillo affect you in any way, is New York Post's Victor Riesel on "Petrillo of the Musicians Union" in the July American Mercury. It will help you understand the mental complexes of labor's thickest skinned, most arbitrary and most powerful boss (he can change the AFM constitution at his personal will or whim). Some excerpts worth quoting:

"At Toots Shor's celebrity-packed restaurant, a paunchy, petulant gentleman was grouching to a local night club editor. Between long swigs of beer, the chubby customer was complaining bitterly over the then current elevator strike: 'I hadda walk down thirty-four flights. It's hard on an old man like me. Those gahdamn unions! They'll ruin this country.'"

"Was this a Wall Street playboy speaking? No, the lament came from America's highest-priced labor leader -- James Caesar Petrillo, president (some call him boss, czar and dictator) of the American Federation of Musicians. He was the leader of 180,000 musicians -- from the fiddler at Polish weddings to Jose Iturbi and even Tommy Dorsey, the hep-cat's delight. His union had provided him with sufficient power to defy successfully Franklin D. Roosevelt, the State Department, the OWI, Elmer Davis, Congress, the Army and Navy, and to ban production of musical records in the United States for two years, to order Army and Navy bands off the air, to cancel broadcasts scheduled by Presidents and Vice-Presidents, to prevent child orchestras from being used by the radio chains. He was all of this, yet he was slamming the unions....because to little Caesar Petrillo only one union counts -- the AFM which pays him \$49,000 a year including expenses."

PARAMOUNT'S SECOND TV STUDIO: In anticipation of a commercial TV license, Paramount will open a second video studio shortly on company lot in Hollywood to accommodate projected stepup in programming for its experimental outlet W6XYZ. The new studio, measuring 59x75 ft., will be followed by an announcing-type studio for interviews. With the present small studio using 4 cameras, equipment will be increased accordingly. Film pickups will be put into operation for both 16mm and 35mm projection. An additional mobile unit -- company now has one -- is also scheduled.

BIGGEST FM HEARING YET: New York FM hearing, starting there Monday with largest roster of competing applicants yet, will doubtless last several weeks, winds up FCC's schedule of hearings to date. At end of Federal work week last Wednesday, there were 18 applicants docketed out of original 24, slated to compete for 9 channels -- possibly only 5 if FCC goes through with its proposed "reservation plan" (Vol. 2, No. 23). New York FCC legal staffman Al Guest, who also conducted New York TV hearing, is slated to sit as examiner in Room 110, Federal Bldg., Foley Sq. On one point rival applicants were reported preparing to stick together: in petitioning FCC to make New York City an exception to reservation plan under which 4 of city's 20 allocated channels would be "frozen" for one year.

Withdrawal of Atlantic Broadcasting Co. (WHOM, Newark), which Cowles brothers have sold to Generoso Pope, publisher of New York Italo-American, leaves these applicants for the area's remaining FM channels:

WBNX Broadcasting Co. Inc.; News Syndicate Co. Inc.; WMCA Inc.; Debs Memorial Radio Fund Inc. (WEVD); Frequency Broadcasting Corp.; American Broadcasting Co. (WJZ); Hearst Radio Inc. (WINS); Bernard Fein, WLIB Inc.; Peoples Radio Foundation Inc.; Metropolitan Broadcasting Service; NMU Broadcasting Co. Inc.; Amalgamated Broadcasting System Inc.; Unity Broadcasting Corp. of New York (ILGWU); North Jersey Radio Inc. (WBYN); Radio Projects Inc. (Newhouse Newspapers); North Jersey

Broadcasting Co. Inc. (WPAT); Board of Missions and Church Extension of the Methodist Church.

FM's second round of hearings has not been scheduled yet, but 7 cities have been designated, probably will be calendared for September. Designated for hearings are all applicants for Bridgeport, Conn., including Stamford and Danbury; Greensboro, N.C.; St. Louis; Atlanta; Mansfield, O.; Toledo; Philadelphia.

HOLDING THE LINE: What has been hinted as consumer discrimination in the purchase of radio sets -- people aren't buying unknown brands -- may be a good thing for FM. For, if enough people become shopper-wise about radio receivers, there may be a boom in the sale of AM-FM combinations that will result in putting FM over despite threat of a glut of cheap AM table models. That's the consensus of many sharp observers in the industry.

Whether OPA is reinstated or not, radio set manufacturers are generally anxious to see one pricing policy continued. That is the maintenance of markups to the level put into effect by OPA and with few exceptions agreed upon as fair by the industry. Should 100% markups become prevalent again, industry leaders fear that the so-called consumer balk may actually turn into a buyers' strike. Industry leaders are also anxious not to provoke public by too sudden or drastic price rise.

RMA President R. C. Cosgrove, in a public statement 2 days after OPA's demise, called on the industry "to continue very reasonable prices, as near present prices as possible, on radio sets and parts."

TV FILTER TRAPS OUT FM: FM interference, which has been harrying TV reception because of the upward shift in FM frequencies, is being trapped out of video sets in metropolitan New York by RCA's new rejection band filter. This FM wave-trap attachment, designed to eliminate such interference within reasonable limits, is being furnished free to owners of TV sets converted by RCA. When sufficient quantities are produced, the service is expected to be extended to all video receivers for a \$10 charge. Already installed in New York are some 50 to 75 of these traps, principle of which may be incorporated in new TV sets.

SIGHT AND SOUND: Radio-keen Philadelphia Inquirer (WFIL-FM), which like rich Los Angeles Times, San Francisco Chronicle, Detroit News, is preparing to spend millions on TV, got knockout pictures of Louis-Conn prizefight on street full hour ahead of wirephoto; simply photographed them off TV screen in Philco's WPTZ; New York Mirror did same thing, using its own Viewtone model for pickup, had page spread out in 90 minutes....GE announced this week that consoles incorporating both FM bands, plus AM and phonograph players would begin reaching dealers in August, with FM table models scheduled for production that month; company is also filling orders for more than 125 FM transmitters, and is also making 2-way taxi FM with "selective calling," says system keeps all cabs off air except one called.... United States Television Mfg. Corp., New York, says it plans to begin TV deliveries in August or September, with prices ranging from \$195 to \$2,500; company indicates large screen (16x21-inch) projection models will account for 75% of production.... Farnsworth research chief B. Ray Cummings, at Fort Wayne FM hearing last week, reported his company expects to produce some 60,000 FM combinations by year's end, though none have yet been shipped....Bell Labs announced Saturday a new vacuum tube that has extremely wide band coverage (800 mc), with an amplification factor that is higher than ever before accomplished (10,000); known as a "traveling-wave" tube, it is said to have important potentials for TV networks....W. W. Watts, RCA-Victor General Sales Manager, has been appointed v.p. in charge of engineering products, RCA-Victor, it was announced Friday; he succeeds Meade Brunet, who has been named managing director of RCA International Division, vice Edwin N. Clark, resigned....Joining law firm of Hayes & Hayes is Eugene L. Burke, resigning as senior FCC broadcast attorney Aug. 1....Featherbed observation of the week: New Yorker cartoon showing pet shop salesman telling customer: "You have to buy two canaries, ma'am. It's Petrillo."

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July 13, 1946

BIGGEST BATCH OF CPs FOR FM: FCC really got to work on FM grants this week and cleaned up huge pile accumulated during 2 weeks of no grants. With addition of 61 CPs (Supplement No. 38C herewith), total is now 171; in addition, 5 conditionals and 2 EAs came out. At other end of the hopper, new applications have shown a slight lift, with an unusually high proportion for Class A.

FM RESERVATION, PRO AND CON: Abundantly clear at Friday's FCC oral argument on reservation of FM channels was Commission's opinion that 88-108 band was here to stay, that if additional frequencies were desired to accommodate latecomers, the old frequency argument would have to be reopened and that FCC didn't welcome it. Thus ruled out of argument was the very controversial proposal to carve new channels from other services--notably TV. CBS's proposal to expand FM into TV channels 5 and 6 wasn't heard; NBC, TBA and DuMont were spared necessity of low-band defense.

Surprising to us was fact that few of the passionate arguers, either pro or con, seemed to realize that proposal to reserve every fifth Class B channel didn't mean 1/5 of some 1500 but only total of 90-odd, since plan contemplates holding channels only in areas where 5 or more are assigned. Our impression was that even most of those against plan thought it fair and just, but wanted specific exceptions made.

Principal development, therefore, was question of FCC's legal right to withhold available channels. Attorney Ted Pierson, representing Yankee Network, WWDC and others, contended intention of Congress in Communication Act was that FCC grant all channels to qualified applicants, but if better qualified people came along after 3 years, transfer licenses to latter. Commission pointed out that practice hadn't worked out in AM, implied that power to allocate channels carried corollary power to withhold.

FCC seemed quite impressed with testimony of Attorney Bill Roberts, who, coming originally to protect low-band TV and finding it unnecessary, drew interesting parallel describing action of CAA regarding newcomers and veterans in aviation. CAA, faced with mighty clamor for air-line service from almost every community, adopted policy of caution rather than granting franchises left and right.

Senator Glenn Taylor of Small Business Committee, tied up on Senate floor, sent statement over for record. Well-known proponent of reservation, he felt FCC should reserve even more than proposed one-out-of-five, hoped set production would make unnecessary reservation beyond a year, that small business men could then afford to step right in. He also couldn't resist crack at AMers "who come to FM merely to establish squatters rights" -- and he referred specifically to public utterances of WLW's James Shouse (Vol. 2, No. 25).

Farmers' groups and cooperatives strongly favored reservation, pointing out increased interest in FM, but slowness of democratic process, in their organizations. They were worried, too, about dragging FM set production. Said C. Maurice

Weiting of National Council of Farmer Cooperatives, "If manufacturers don't seem interested in making FM combinations, we'll have to think of making them ourselves." He added co-op was constantly urging its millions of members not to buy AM alone.

While FM hearing waxed hot in New York, where reservation would be felt most keenly, representatives of 3 New York applicants came to Washington for argument. Hoyt S. Haddock, NMU, was against withholding, claiming legal obligation of FCC to grant all 9 available channels in New York. Unity Broadcasting Corp. (ILGWU) favored reservation, except for New York, saying applicants there were already sufficiently diverse. Peoples Radio Foundation was for plan, attacked pre-war grants to New York AMS.

Raymond Kohn, president of Penn-Allen Broadcasting Co., fighting veterans' outfit from Allentown, Pa., said his group was just lucky enough to get out of service in time to apply, might otherwise have been left out in the cold. He also lashed bitterly at NAB and others for "legalistic double-talk" instead of FM promotion, accused set manufacturers of bare-faced insincerity, of giving FM the run-around.

ST. LOUIS TV GRANT; MORE COMING: You can expect up to a dozen more TV grants, in non-competitive situations, in reasonably short order. For the FCC's staff has processed about that many still-pending applications for Commission approval, while 28 await further data requested from applicants -- largely incomplete engineering or accounting details. FCC staffers say whole pending TV file, including hearing cases, should be cleaned up by August, though date is still to be set on hearing for Toledo's 2 applicants (Fort Industry and Toledo Blade) for that city's one allotted channel.

This week the Commission granted its 22nd postwar TV application (for grantees, see Vol. 2, No. 27). To St. Louis' sole remaining applicant, Pulitzer Publishing Co. (Post-Dispatch), it granted Channel No. 5 (76-82 mc), with 18.15 kw visual power; aural power to be determined; 524-ft antenna height. Post-Dispatch officials advise us that they already have full RCA equipment on order, with delivery promised by end of year. They expect to be telecasting from tower atop Post-Dispatch building by early March.

On Friday also, the Commission made final its conditional TV grants of last April 10 (Vol. 2, No. 15) to the Detroit News and to King-Trendle. The Detroit News was given Channel No. 4 (66-72 mc), with 17.1 kw visual power; 7.7 kw aural power; 588-ft antenna height. King-Trendle was granted Channel No. 5, with 16 kw visual power; 14 kw aural power; 379-ft antenna height.

The spectacle of a TV grantee surrendering its CP occurred this week. The Worcester Telegram & Gazette, granted Channel No. 5 on May 16 (Vol. 2, No. 20), asked the FCC to vacate its CP. Its AM station WTAG being a CBS affiliate, and its manager Ed Hill having signed the CBS station advisory committee manifest, in favor of uhf color as against low-band monochrome TV, the withdrawal was not unexpected. The newspaper company said it prefers to wait for uhf but, like most others who have said the same thing in dropping out, it has not yet applied for experimental uhf frequencies nor indicated when it will apply. Real reason for this, like most other TV dropouts, is high cost.

FIVE YEARS OF FM: First fulltime independent commercial FM station in the country, Leonard Asch's WBCA, Schenectady, celebrates fifth anniversary next Wednesday, July 17. Without any AM affiliation, it has operated on 16-hour-per-day schedule since 1941, steadily building up a faithful audience in the Albany-Schenectady-Troy area. One of best engineered FMs in the business, a real pioneer, WBCA has been a veritable "shrine" for prospective FM broadcasters and technicians, always welcomed by Manager Asch and his staff. They probably know more about actual operating problems of FM than anyone else in the field.

Current

CPs, CONDITIONAL GRANTS AND EAs ISSUED FOR NEW FM STATIONS

Grants issued since our last Cumulative Log (Supplement No. 38)

Cumulative logs are issued periodically; meanwhile, add these to Supplement No. 38 & 38A

Full Data on These Applicants Can Be Found in Supplements 14A to 14L Inclusive

Dagger (†) Class B Station. Asterisk (*) Class A Station

Construction Permits Granted July 11, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Eureka, Cal.....	† Redwood Broadcasting Co. Inc. Granted construction permit 7/11/46. Antenna, -40 ft. Channel, 93.9 mc (No. 230). Power 2 kw.	KIEM
Palo Alto, Cal.....	* Peninsula Newspapers, Inc. Granted construction permit 7/11/46. Antenna, -435 ft. Channel, 104.3 mc (No. 282). Power, 770 watts.	--
San Bernardino, Cal.....	† The Sun Co. of San Bernardino Granted construction permit 7/11/46. Antenna, 2,225 ft. Channel, 103.7 mc (No. 279). Power 6.4 kw.	--
Meriden, Conn.....	† Silver City Crystal Co. Granted construction permit 7/11/46. Antenna, 740 ft. Channel, 92.7 mc (No. 224). Power, 7 kw.	--
New Britain, Conn.....	† New Britain Broadcasting Co. Granted construction permit 7/11/46. Antenna, 500 ft. Channel, 95.1 mc (No. 236). Power, 20 kw.	AM-CP
Waterbury, Conn.....	† American Republican Inc. Granted construction permit 7/11/46. Antenna, 323 ft. Channel, 100.1 mc (No. 261). Power, 10.2 kw.	WBRY
Miami, Fla.....	† Miami Broadcasting Co. Granted construction permit 7/11/46. Antenna, 350 ft. Channel, 95.5 mc (No. 238). Power, 49 kw.	WQAM
Pensacola, Fla.....	† Pensacola Broadcasting Co. Granted construction permit 7/11/46. Antenna, 260 ft. Channel, 92.9 mc (No. 225). Power, 5.5 kw.	WCOA

(over)

Construction Permits Granted 7/11/46 (Cont'd.):

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Atlanta, Ga.....	+ The Constitution Publishing Co. Granted construction permit 7/11/46. Antenna, 500 ft. Channel, 98.1 mc (No. 251). Power, 20 kw.	--
Savannah, Ga.....	+ WSAV, Inc. Granted construction permit 7/11/46. Antenna, 240 ft. Channel, 98.9 mc (No. 255). Power, 11 kw.	WSAV
Nampa, Idaho	+ Frank E. Hurt & Son Granted construction permit 7/11/46. Antenna, 380 ft. Channel, 101.3 mc, (No. 267). Power, 2 kw.	KFXD
Bloomington, Ill.....	+ Radio Station WJBC Granted construction permit 7/11/46. Antenna, 265 ft. Channel, 93.9 mc (No. 230). Power, 6kw.	WJBC
Mt. Vernon, Ill.....	+ Mt. Vernon Radio & Television Co. Granted construction permit 7/11/46. Antenna, 500 ft. Channel, 103.7 mc (No. 279). Power, 9.5 kw.	--
Muncie, Ind.....	+ Donald A. Burton Granted construction permit 7/11/46. Antenna, 235 ft. Channel, 103.7 mc (No. 279). Power, 6.2 kw.	WLBC
Hutchinson, Kans.....	+ Hutchinson Publishing Co. Granted construction permit 7/11/46. Antenna, 520 ft. Channel, 95.3 mc (No. 237). Power, 60 kw.	--
Paducah, Ky.....	+ Paducah Newspapers, Inc. Granted construction permit 7/11/46. Antenna, 490 ft. Channel, 97.3 mc (No. 247). Power, 32 kw.	AM-CP
New Orleans, La.....	+ Supreme Broadcasting System, Inc. Granted construction permit 7/11/46. Antenna, 465 ft. Channel, 95.3 mc (No. 237). Power, 61 kw.	--
New Orleans, La.....	+ WSMB, Inc. Granted construction permit 7/11/46. Antenna, 510 ft. Channel, 95.7 mc (No. 239). Power, 158 kw.	WSMB
Portland, Me.....	+ Portland Broadcasting System, Inc. Granted construction permit 7/11/46. Antenna, 415 ft. Channel, 100.1 mc (No. 261). Power, 3.6 kw.	WGAN

(over)

Construction Permits Granted 7/11/46 (Cont'd.):

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Silver Spring, Md.....	* Tri-Suburban Broadcasting Corp. Granted construction permit 7/11/46. Antenna, 370 ft. Channel, 104.3 mc (No. 282). Power, 240 watts.	--
Brockton, Mass.....	* Cur-Nan Company Granted construction permit 7/11/46. Antenna, 270 ft. Channel, 105.1 mc (No. 286). Power, 290 watts.	--
Lawrence, Mass.....	† Hildreth & Rogers Co. Granted construction permit 7/11/46. Antenna, 530 ft. Channel, 95.7 mc (No. 239). Power, 17 kw.	WLAW
New Bedford, Mass.....	† Bay State Broadcasting Co. Granted construction permit 7/11/46. Antenna, 500 ft. Channel, 96.9 mc (No. 245). Power, 20 kw.	--
Detroit, Mich.....	† WJR, The Goodwill Station, Inc. Granted construction permit 7/11/46. Antenna, 440 ft. Channel, 94.9 mc (No. 235). Power, 28 kw.	WJR
Owosso, Mich.....	* The Argus-Press Co. Granted construction permit 7/11/46. Antenna, 140 ft. Channel, 104.7 mc (No. 284). Power, 260 watts.	--
Kansas City, Mo.....	† KCMO Broadcasting Co. Granted construction permit 7/11/46. Antenna, 510 ft. Channel, 98.3 mc (No. 252). Power, 20 kw.	KCMO
Kansas City, Mo.....	† WHB Broadcasting Co. Granted construction permit 7/11/46. Antenna, 510 ft. Channel, 98.7 mc (No. 254). Power, 20 kw.	WHB
St. Louis, Mo.....	† Star-Times Publishing Co. Granted construction permit 7/11/46. Antenna, 500 ft. Channel, 93.7 mc (No. 229). Power, 40 kw.	KXOK
Asbury Park, N.J.....	* Asbury Park Press, Inc. Granted construction permit 7/11/46. Antenna, 130 ft. Channel, 104.7 mc (No. 284). Power, 1 kw.	--
Bridgeton, N.J.....	† Eastern States Broadcasting Corp. Granted construction permit 7/11/46. Antenna, 520 ft. Channel, 101.5 mc (No. 268). Power, 18 kw.	WSNJ

(Over)

Construction Permits Granted 7/11/46 (Cont'd.):

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Jersey City, N. J.....	* Fidelity Media Broadcasting Corp. Granted construction permit 7/11/46. Antenna, 240 ft. Channel, 106.3 mc (No. 292). Power, 360 watts.	--
Buffalo, N. Y.....	† WEBR, Inc. Granted construction permit 7/11/46. Antenna, 580 ft. Channel, 92.5 mc (No. 223). Power, 15 kw.	WEBR
Coram, N. Y.....	* Suffolk Broadcasting Corp. Granted construction permit 7/11/46. Antenna, 310 ft. Channel, 105.9 mc (No. 290). Power, 285 watts.	--
Poughkeepsie, N. Y.....	† Poughkeepsie Newspapers, Inc. Granted construction permit 7/11/46. Antenna, 1,215 ft. Channel, 103.7 mc (No. 277). Power, 1.7 kw.	WKIP
Utica, N. Y.....	† WIBX, Inc. Granted construction permit 7/11/46. Antenna, 790 ft. Channel, 97.9 mc (No. 250). Power, 6 kw.	WIBX
White Plains, N. Y.....	* Westchester Broadcasting Corp. Granted construction permit 7/11/46. Antenna, 290 ft. Channel, 104.1 mc (No. 281). Power, 220 watts.	WFAS
Charlotte, N. C.....	† Southeastern Broadcasting Co. Granted construction permit 7/11/46. Antenna, 1,090 ft. Channel, 102.5 mc (No. 273). Power, 160 kw.	WBT
Durham, N. C.....	† Durham Radio Corp. Granted construction permit 7/11/46. Antenna, 490 ft. Channel, 99.3 mc (No. 257). Power, 21 kw.	WDNC
Fargo, N. Dak..... (Formerly Moorehead, Minn.)	† KVOX Broadcasting Co. Granted construction permit 7/11/46. Antenna, 235 ft. Channel, 100.1 mc (No. 261). Power, 8.5 kw.	KVOX
Alliance, Ohio	* Review Publishing Co. Granted construction permit 7/11/46. Antenna, 250 ft. Channel, 104.7 mc (No. 284). Power, 330 watts.	--
Cincinnati, Ohio.....	† Buckeye Broadcasting Co. Granted construction permit 7/11/46. Antenna, 520 ft. Channel, 97.3 mc (No. 247). Power, 18 kw.	WSAI

(over)

Construction Permits Granted 7/11/46 (Cont'd.):

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Fremont, Ohio.....	* Robert E. Wolfe Co. Granted construction permit 7/11/46. Antenna, 193 ft. Channel, 104.7 mc (No. 284). Power, 300 watts.	--
Newark, Ohio.....	† The Advocate Printing Co. Granted construction permit 7/11/46. Antenna, 370 ft. Channel, 101.5 mc (No. 268). Power, 8.5 kw.	--
Steubenville, Ohio.....	† The Valley Broadcasting Co. Granted construction permit 7/11/46. Antenna, 485 ft. Channel, 99.7 mc (No. 259). Power, 1 kw.	WSTV
Warren, Ohio.....	* Neid & Stevens Granted construction permit 7/11/46. Antenna, 54 ft. Channel, 104.3 mc (No. 282). Power, 340 watts.	WRRN
Ardmore, Okla.....	† John F. Easley Granted construction permit 7/11/46. Antenna, 790 ft. Channel, 97.1 mc (No. 246). Power, 2.8 kw.	KVSO
Harrisburg, Pa.....	* Harold O. Bishop Granted construction permit 7/11/46. Antenna, 18 ft. Channel, 104.7 mc (No. 284). Power, 107 watts.	--
Harrisburg, Pa.....	† WHP, Inc. Granted construction permit 7/11/46. Antenna, 875 ft. Channel, 97.3 mc (No. 247). Power, 4 kw.	WHP
Lewistown, Pa.....	† Lewistown Broadcasting Co. Granted construction permit 7/11/46. Antenna, 150 ft. Channel, 102.7 mc (No. 274). Power, 2.25 kw.	WMRF
Uniontown, Pa.....	† Fayette Broadcasting Corp. Granted construction permit 7/11/46. Antenna, 1,300 ft. Channel, 96.1 mc (No. 241). Power, 1.5 kw.	WMBS
Washington, Pa.....	† Observer Publishing Co. Granted construction permit 7/11/46. Antenna, 315 ft. Channel, 103.7 mc (No. 279). Power, 9.6 kw.	--
Memphis, Tenn.....	† Herbert Herff Granted construction permit 7/11/46. Antenna, 560 ft. Channel, 92.7 mc (No. 224). Power, 49 kw.	AM-CF

(over)

Construction Permits Granted 7/11/46 (Cont'd):

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Tyler, Texas.....	† East Texas Broadcasting Co. Granted construction permit 7/11/46. Antenna, 270 ft. Channel, 103.9 mc (No. 280). Power, 3.7 kw.	KGKB
Wheeling, W. Va.....	† Community Broadcasting, Inc. Granted construction permit 7/11/46. Antenna, 450 ft. Channel, 100.9 mc (No. 265). Power, 14 kw.	WKWK
Sheboygan, Wis.....	† Press Publishing Co.. Granted construction permit 7/11/46. Antenna, 360 ft. Channel, 98.7 mc (No. 254). Power, 3 kw.	WHBL

The following applicants, which previously received Engineering Approvals (See Supplement No. 38), were granted regular CP's:

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Rock Island, Ill.....	† Rock Island Broadcasting Co.	WHBF
Des Moines, Iowa.....	† Central Broadcasting Co.	WHO
Louisville, Ky.....	† Courier-Journal & Louisville Times Co.	WHAS
Bangor, Maine.....	† Portland Broadcasting System	WGAN (Portland)
Salisbury, N. C.....	† Piedmont Broadcasting Corp.	WSTP
Williamsport, Pa.....	† WRAK, Inc.	WRAK

Engineering Approvals Granted July 11, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Portland, Ore.....	† KALE, Inc. Granted engineering approval 7/11/46. Antenna, 1,140 ft. Channel, 96.1 mc (No. 241). Power, 250 kw.	KALE
Anderson, S. C.....	† Wilton E. Hall Granted engineering approval 7/11/46. Antenna, 400 ft. Channel, 103.5 mc (No. 278). Power, 29 kw.	WAIM

Conditional Grants July 11, 1946

Lanett, Ala.....	* Valley Broadcasting Co.	WGAA
Oneonta, N. Y.....	† Oneonta Star, Inc.	--
Rome, N. Y.....	* Copper City Broadcasting Corp.	--
Allentown, Pa.....	* Fenn-Allen Broadcasting Co.	--
San Antonio, Texas.....	† Express Publishing Co.	--

AUSTRIAN SEES THEATRE TV SOON: A true believer and an unwavering one is Ralph B. Austrian, president of RKO Television Corp., subsidiary of the big film company, formed as a "program manufacturing agency" -- for TV. Said Mr. Austrian to the RKO Radio Pictures sales meeting the other day: "We have seen very few (TV) programs produced by live talent which could be classed as passable entertainment and we are therefore more than ever certain that 70% to 80% of manufactured entertainment, to be acceptable to the public, will have to be done on film in the form of 15 and 30 minute shorts." RKO Pathe's Studios on upper Park Avenue is ready to do that job.

But Mr. Austrian went even further, spoke up about Theatre Television in such positive terms as to leave his hard-headed movie colleagues with something to mull over. He described instantaneous TV in the theatre "capable of projecting large brilliant pictures approximating the size of a motion picture normally shown." Then he described the "delayed method." He said, "This consists of a high quality TV receiver that could be located in any part of the theatre where space is available. Coupled with this receiver and part of it is a motion picture camera which photographs the image upon standard motion picture film as it appears on the TV tube. This film is capable of being developed as a positive print in about 2 minutes....it will be possible to run a newsreel in a theatre or a number of theatres within 3 or 4 minutes after the event takes place...."

"I still believe that practical theatre television is between a year and two years away."

As if to lend emphasis to Austrian's conviction, the big DuPont company this week announced perfection of a new film specially adapted to TV which, it stated, carries a special emulsion to obtain more detail in both highlights and shadows of outdoor scenes where lighting cannot be controlled. NBC cameramen are to use it for first time in Washington Monday, shooting President Truman's review of famed 442nd Infantry Regiment of Nisei soldiers; film will be flown to New York for telecast over WNBT in negative form.

PROCEDURE CHANGES: Since FCC has, in practice, been carrying out most provisions of the Administrative Procedure Act (Public Law No. 404) affecting hearing examiners, etc., law won't radically change procedures; such is opinion of attorneys studying law. Principal change seems to be extension of quasi-judicial function of examiners in some types of cases. Most provisions of act go into effect Sept. 11, others Dec. 11, full act by June 11, 1947.

ABC TELLS PLANS FOR TV-FM: Fifteen years -- that's the length of time ABC President Mark Woods reckons it may take for complete replacement of all AM by FM in the Detroit area. A 60% replacement is likely within 7½ years, he calculates. But, he emphasized, that's for Detroit -- elsewhere, he believes, hard-hitting, promotion-smart FM operators might well build up sufficient audiences to operate in the black within 18 months.

Mr. Wood was testifying before full FCC Tuesday on ABC network's proposed purchase of King-Trendle's WXYZ, Detroit, WOOD, Grand Rapids, and the Michigan State Network for \$3,650,000 (Vol. 2, No. 18) -- of which \$850,000 is to be regained by resale of WOOD. He was pressed, notably by Commr. Durr, why ABC was willing to pay so much for its own Detroit outlet when it could build an FM station for a fraction of that cost. His reply was need for "immediate earning power." Also, he was queried at length about ABC's FM and TV plans, which include a CP for TV which it would inherit in acquiring the King-Trendle interests plus the conditional for an FM in Detroit.

Reaffirming his oft-iterated faith in FM as a better way of broadcasting, Woods said he regarded FM as the only way ABC could possibly match NBC and CBS power-wise and frequency-wise. He urged AM-FM duplication wherever possible in

order to avoid ABC's competing with itself, as did Red and Blue networks under the old NBC setup. He told how ABC has encouraged its affiliates to apply for FM and become part of ABC's projected 243-station FM network. He said 121 have already applied, 87 have yet to apply -- and in 35 markets ABC wants both AM-FM outlets.

Queried about the network's TV plans by Commr. Denny, Woods stated unequivocally, "We expect to make money out of television over a period of time. We don't expect to go broke on it, Mr. Chairman." How long would ABC have to operate its projected 5 TV stations (it has none yet) before breaking even? Three years, probably less. How about the paucity of TV receivers? Just put out the programs and people will clamor for sets, was Woods' reply.

Not only the King-Trendle purchase deal, but also a total proposed expenditure of \$3,255,383 on the TV and FM stations it has applied for (thus far has conditional grant only for FM in San Francisco), are reasons for ABC's proposed new offering of 1,000,000 shares of stock for which it expects to derive around \$14,000,000. Acquisition of WXYZ and grants for TV and FM would give network AM-FM-TV combinations in 5 cities. These and proposed TV-FM construction costs were listed as follows:

New York -- TV, \$922,170; FM, \$29,825. Chicago -- TV, \$486,000; FM, \$76,100. Los Angeles -- TV, \$923,838; FM, \$98,750. San Francisco -- TV, \$386,500; FM, \$98,750. Detroit -- TV, \$200,000; FM, \$33,460.

PROBLEM OF TV INTERFERENCE: Growing seriousness of interference, particularly from FM, on TV reception is given technical treatment by DuMont's research chief, Dr. T. T. Goldsmith in July's Electronic Industries. Since much interference is due to use of superheterodyne circuits, FCC engineers say no change in allocation would eliminate problem. Goldsmith indicates careful engineering of receivers can cut interference to minimum.

SIGHT AND SOUND: Authentic set production figures soon will be available monthly from RMA, serving as true guide. RMA spokesman says June figures not yet ready but indications are FM combinations will comprise only small proportion; ensuing months should show substantial rise as FM stations go into operation and distributors channel their sets to markets where FM service is available....Pilot Radio's claim to having first table model with new FM band (\$129) doesn't jibe with Zenith's production of table AM-FM model containing both old and new FM bands (priced around \$60), an excellent set....RCA, one of few non-licensees of Armstrong's FM patents, has been licensed by Philco to use its Advanced FM System and other patents.... Disclosed among contributors to Senator Wheeler's primary campaign is Sol Taishoff, of Broadcasting, down for \$200; Wheeler, chairman of Senate committee handling radio, has as his candidate for FCC vacancy J. Burke Clements, present chairman of Montana Industrial Accident Board....Washington law firm of Cramer & Haley breaks up, with Radio Attorney Andrew Haley alone again, due to Gen. Myron C. Cramer's appointment as judge on Tokyo war crimes tribunal; Gen Cramer is Army's ex-JAG.... Litigation was almost over on Government's TV antitrust suit (Vol. 2, No. 17) this week, when Justice Dept. objected to some basic terms of joint settlement proposed by concerned parties; time to answer American Scophony's cross-complaint was extended for remaining 6 defendants until July 15....FCC made final proposed allocations in 920-960 mc band; 940-952 mc is available for FM studio-transmitter links, with space available in upper portion of 920-940 mc band if more needed. Also issued was proposed allocation for non-government services in 152-162 mc band, which includes police, mobile radiotelephone, railroad, etc....Resigning from FCC to enter private practice are Jeremiah Courtney, Assistant General Counsel in charge of Safety and Special Services, and Norman E. Jorgensen, of Broadcast Division; they're now part of firm of David, Courtney, Krieger & Jorgensen, with offices at 1707 H St., NW., Washington, D. C.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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July 20, 1946

FILLING IN THE SPECTRUM: In making mass allocations Friday for various services (police, aeronautical, forestry, etc.) in high frequency range above 25 mc, FCC announced that FM broadcasters in 42-44 mc band must vacate frequencies by Jan. 1, 1947. Before then, Commission will consider whether to let them shift temporarily to TV Channel No. 1 (44-50 mc) or require them to go to 88-108 mc exclusively. Only a handful of existing FM stations apparently are affected -- Yankee's WMTW, atop Mt. Washington, N. H. (43.9 mc); Maj. Armstrong's WFMN, Alpine, N. J. (43.1 mc); City of New York's WNYC-FM (43.9 mc); plus a few developmentals like Washington Post's W3XO (43.2 mc) and a few others.

Also assigned, subject to oral argument if desired by industry interests, were bands for TV pickup -- 1,295-1,425 mc; TV pickup and TV studio-transmitter link -- 6,800-7,050 mc and 12,000-12,500 mc. For complete details "revision of its table of frequency allocations between 25,000 kc and 30,000,000 kc," we suggest you write FCC for its 12-page mimeographed document dated July 19, 1946 and titled Public Notice 95704; or else write us and we'll get it for you.

FM FREEZE PLAN ORDERED: Like it or not, FCC has decided to make its FM Class B channel "freeze plan" stick -- primarily, to mollify those modest, hesitant entrepreneurs who have no AMs to ride until FM pays off; secondarily, to support channels for "satellite" cities not provided for in original tentative allocation plan (Supplement No. 21).

Championed by Senate Small Business Committee, Secretary of War Patterson, veterans' groups, cooperatives and unions, FCC order puts 92 channels in 69 cities on ice until June 30, 1947. Anyone can file for the reserved channels any time until then, assured his application will get equal consideration with any others filed, at hearings, if necessary, after July 1, 1947. Freeze was ordered Wednesday, announced Thursday, less than week after pro and con oral arguments last Friday (Vol. 2, No. 28).

Plan, in essence, means that in those 69 cities allocated 5 or more channels, every fifth channel is frozen for future assignment to applicants in either the principal city of the area concerned or in "satellite" cities. FCC defines satellite cities as those with population of 25,000 or more, falling in area of cities in which channels are reserved. "Falling in area" means within radius of 30 miles of principal city in Area I; within 50 miles in region from Area I to Mississippi River; within 100 miles in region from Mississippi River to West Coast; within 50 miles for Los Angeles and San Francisco.

Order is retroactive, affecting cities where hearings have already been held. Thus, New York City's 18 applicants are currently knocking themselves out over 5 channels, rather than the 9 originally available. Areas like Los Angeles, District of Columbia, Chicago, Boston, Providence, where applicants were holding their breaths because applications equaled channels, now have a scarcity. San Francisco presents unusual situation -- 6 lucky applicants in area got conditionals before freeze, 10 remaining have to compete for 9 channels at hearing there Aug.

12 before Commissioner Wakefield (a Californian). Los Angeles area, where count is now 20 for 16 channels, can be expected to be set for hearing soon.

Order aggravates existing scarcity in following cities already designated for hearings: Philadelphia, St. Louis, Toledo, Mansfield, O., Atlanta, Danbury-Stamford, Greensboro, N. C. Incidentally, late-filing CBS is having rough time in Washington; FCC Friday denied CBS petition to intervene in July 30 oral argument over proposed D.C. grants.

Full provisions of order and effect on specific cities, except for slight changes FCC expects to announce soon, are given in Vol. 2, No. 23 with following changes: one channel to be reserved in Birmingham, Ala.; none in York, Pa., or New Haven, Conn., since each of last two has already lost a channel -- former to Hagerstown, Md., latter to Poughkeepsie, N. Y.

TV GROWS MUSCLES IN CHICAGO: Midwest TV gained a powerful ally this week when Chicago's Electric Assn., sparked by Commonwealth Edison, undertook job of really selling TV in Chicago. A. B. Rodner, of Edison's advertising department, says survey indicates immediate demand for 246,500 receivers in city. Group's intention to whip up intensive promotion campaign adds welcome impetus to accelerating TV activity in city, where Balaban & Katz's WBKB is on the air with expanding program, NBC and Zenith hold CPs, while ABC, WGN and Raytheon have applications pending.

MORE BIG CITIES GET TV: Even as RCA was announcing this week that low-band TV transmission equipment was now in "quantity production," the FCC added 3 more CPs to its growing list of TV grantees (Vol. 2, No. 27 and 28). There are now 24 CPs outstanding, after subtracting the one surrendered by the Worcester Telegram & Gazette (Vol. 2, No. 28). Going after transmitter equipment orders in this field, besides RCA, are chiefly DuMont and GE.

As we stated last week, you can expect more grants in non-competitive situations as quickly as the Commission can process completed applications -- and the relatively few remaining applicants, who really are seriously intent upon getting into TV as now constituted, are one by one bringing their technical and financial files up to date as required. These were the 3 grantees announced Friday and facilities assigned:

The Philadelphia Inquirer, a Division of Triangle Publications Inc., Philadelphia (WFIL and WFIL-FM), granted Channel No. 6 (82-86 mc) with 18.1 kw visual power, 9.3 kw aural power, 500 ft. antenna height.

The Chronicle Publishing Co., San Francisco (San Francisco Chronicle), granted Channel No. 11 (198-204 mc) with 18.24 kw visual power, 19.2 kw aural power, 2,281 ft. antenna height.

Scripps-Howard Radio Inc., Cleveland (Cleveland Press), granted Channel No. 5 (76-82 mc) with 40 kw visual power, 37.4 kw aural power, 540 ft. antenna height.

Philadelphia grant is first to any one of that city's 3 candidates for its 3 remaining channels since FCC called off hearing (Vol. 2, No. 24). Annenberg newspaper proposes to start building immediately, with tower atop its downtown plant, and has several million dollars earmarked for TV development. It hopes to be city's first postwar station, the one prewar being Philco's WPTZ (which, incidentally, was authorized by FCC this week to change its license name to Philco Television Broadcasting Corp).

San Francisco grant is first to any one of that city's 6 applicants for 6 available channels since hearing was called off (Vol. 2, No. 27). Cleveland grant is second to that city, FCC having also granted CP to NBC (Vol. 2, No. 20); only DuMont remains as Cleveland applicant. In all of these cities, you can expect more grants momentarily.

Meanwhile, anti-monochrome forces have been lying low since the enthusi-

Additions, Amendments and Changes in Log of

Applications for New FM Stations Pending Before FCC

June 30, 1946 — July 20, 1946

SEE SUPPLEMENTS NO. 14A TO 14L INCLUSIVE FOR ALL PREVIOUS APPLICATIONS

Note: Data was compiled primarily from FCC License Division files, and is presented as reported by applicant. Since individual requests for channels, power and coverage are dependent on FCC's over-all channeling plan, these have not been included; however, space is left for insertions when individual assignments are granted. Studio locations are not repeated when they are same as applicant's address. Monthly operating costs, where given, are only estimates by applicant—sometimes being all-inclusive and sometimes being mere guess as to cost in addition to present AM operation. Antenna height refers to height above ground. Dagger (†) indicates applicant has no present AM affiliation.

Additions

ARKANSAS

HOT SPRINGS—Radio Broadcasting Inc., 135 Benton St. licensee of AM station KTHS. Principals: John D. Ewing, president; Wilson Ewing, chairman; Mrs. Esther Ewing Brown, v.p.; Robert Ewing Jr., secy-treas. Ewing family also publishes *Shreveport (La.) Times* and owns AM station KWKH, Shreveport. Studio, West Memphis, Ark.; transmitter, 7 miles north of West Memphis. Estimated cost of plant, \$59,000; monthly operating cost, \$1,365. Antenna height, 428 ft.; above sea level, 670 ft. Counsel, Fly, Fitts & Shuebruk, New York. Consulting engineer, A. Earl Cullum Jr., Dallas. Channel and power

CALIFORNIA

BURBANK—†Morris Luskin, 10469 Holman Ave., Los Angeles, attorney. Studio and transmitter, to be determined. No estimate of plant or operating costs separate from projected AM station. Antenna height, 122 ft.; above sea level, 1,372 ft. Washington counsel, Frank Stollenwerck. Washington consulting engineers, Herbert L. Wilson Associates. (Requests Class A Station.)

SAN MATEO—†Edmund Scott, Gordon D. France, Mervyn F. Planting and Hugh H. Smith, a partnership d/b as San Mateo County Broadcasters, 279 Baldwin Ave. Principals: Scott (attorney), 26%; France (radio engineer), 24%; Planting (radio engineer), 24%; Smith (lumber, auto court), 26%. Estimated cost of plant, \$14,028; monthly operating cost, \$1,500. Antenna height, 198 ft.; above sea level, 228 ft. (Requests Class A Station.)

FLORIDA

TALLAHASSEE—Capital City Broadcasting Corp., Thomasville Highway at New County Rd., licensee of AM station WTAL. Principals: John H. Phipps, president, 100% stockholder; Teresa M. Meyers, v.p.; Lester Gross, secy; J. F. Riley, treas. Transmitter, 6 miles SW of Tallahassee. Estimated cost of plant, \$10,875; no estimate of monthly operating cost. Antenna height, 205 ft.; above sea level, 255 ft. Washington counsel, Bingham, Porter, Collins & Kistler. Washington consulting engineers, McKey & Shaw. (Requests Class A Station.)

MICHIGAN

GROSSE POINTE—†Grosse Pointe Broadcasting Corp., a Michigan Corporation, 288 Fisher Rd. Principals: Lorenzo Gentile, president, 25% stockholder; John G. Jefferson, secy, 50%; Lewis M. Cromwell, treas., 25%. Studio, to be determined; transmitter, Macomb Co. Line. Estimated cost of plant, \$18,050; no estimate of monthly operating cost. Antenna,

386 ft.; above sea level, 960 ft. Counsel, Schudlick & Jefferson, Detroit. Washington consulting engineers, Jansky & Bailey. (Requests Class A Station.)

NEBRASKA

KEARNEY—Central Nebraska Broadcasting Corp., Federal Annex Bldg., licensee of AM station KGFV. Principals: Lloyd C. Thomas, president, 96.16% stockholder; E. Anson Thomas, v.p.; Kenneth H. Dryden secy-treas. Studio and transmitter, Kearney, street number undesignated. Estimated cost of plant, \$63,770; monthly operating cost, \$4,300. Antenna height, 485 ft.; above sea level, 2,725 ft. Washington counsel, Dow, Lohnes & Albertson. Channel and power

NORTH CAROLINA

CHARLOTTE—Capital Broadcasting Co. Inc., 130 S. Salisbury, Raleigh, licensee of AM station WRAL. Principals: A. J. Fletcher, president-treas., majority stockholder; L. H. Sorrell, secy. Studio, to be determined; transmitter, Sharon Township. Estimated cost of plant, \$64,800; monthly operating cost, \$1,000. Antenna height, 500 ft.; above sea level, 1,190 ft. Washington counsel, Frank U. Fletcher. Washington consulting engineers, Weldon & Carr. Channel and power

CHARLOTTE—Radio Station WSOC Inc., 1925 N. Tryon St., licensee of AM station WSOC. Principals: E. J. Gluck, president; E. E. Jones (life insurance, automobile assns.), v.p., 31.4% stockholder; Hunter Marshall (attorney), v.p., 16.8%; R. S. Morris, secy-treas., 36.4%; Adelaide M. Marshall, 14.6%. Studio and transmitter, 1925 N. Tryon St. Estimated cost of plant, \$32,100; monthly operating cost, \$2,000. Antenna height, 425 ft.; above sea level, 1,165 ft. Washington counsel, Segal, Smith & Hennessey. Washington consulting engineers, Ring & Clark. Channel and power

HENDERSON—Henderson Radio Corp., 219 S. Williams St., licensee of AM station WHNC. Principals: Sidney S. Stevenson (theatres), president, 20% stockholder; Nathan Frank, v.p.-mgr., 20%; T. W. McCracken (oil, tires), v.p., 20%; W. S. Alston (tobacco), treas., 20%. Transmitter, U. S. Highway No. 1 near Henderson. Estimated cost of plant, \$35,000; monthly operating cost, \$2,000. Antenna height, 318 ft.; above sea level, 827 ft. Washington counsel, Dow, Lohnes & Albertson. Washington consulting engineer, George C. Davis. Channel and power

STATESVILLE—†Statesville Broadcasting Co. Inc., 210 S. Center St. Principals: Dr. J. W. Davis, president; L. A. Parks, v.p.; R. M. Lazenby, secy-treas. Stock widely distributed among local residents, none holding more than 3%. Studio, Vance Hotel; transmitter, Statesville, street number undesignated. Estimated cost of plant, \$15,000; no estimate of monthly operating cost. Antenna height, 300 ft.; above sea level, 1,248 ft. Washington counsel, W. E. McDonald. Washington consulting engineers, Ring & Clark. Channel and power

(OVER)

OREGON

ASHLAND—†Rogue Valley Broadcasting Co. Inc., 1160 Helman Rd. Principals: M. S. Hamaker (logging contractor), president, 25.2%; H. A. Merrill (confectionery); J. S. Billings (restaurant, dairy), secy-treas.; H. H. Hild (logging contractor), 25%. Studio and transmitter, Helman Rd. & Nevada St. Estimated cost of plant, \$10,198; no estimate of monthly operating cost. Antenna height, 221 ft.; above sea level, 1,992 ft. Washington counsel, Fisher & Wayland. Consulting engineers, Singleton & Barnard, Portland. Requests Class A Station.)

OHIO

COSHOCTON—†Coshocton Broadcasting Co., 115 N. Sixth St. Principals: Frederick B. Wallace, president, 25.1% stockholder; Nora B. Hall, v.p., 5.5%; Robert B. Wallace, secy, 25.1%; William C. Wallace, treas., 25.1%. Wallace family also publishes *Coshocton Tribune*. Studio and transmitter, Roscoe, Ohio. Estimated cost of plant, \$25,450; monthly operating cost, \$2,500. Antenna height, 228 ft.; above sea level, 1,168 ft. Washington counsel, Dow, Lohnes & Albertson. Washington consulting engineers, Jansky & Bailey. (Requests Class A Station.)

PENNSYLVANIA

LEBANON—†Thomas C. Holston, 206 E. Walnut St., temporary address Signal Corps Board, Ft. Monmouth, N. J., radio engineer. Associated with Philip S. Davis, attorney. Studio and transmitter, Lebanon, street number undesignated. Estimated cost of plant, \$30,000; monthly operating cost, \$2,600. Antenna height, 200 ft.; above sea level, 800 ft. (Requests Class A Station.)

VIRGINIA

ROANOKE—†Blue Ridge Broadcasting Corp., P. O. Box 1110. Principals: Leo F. Henebry, president, 13 $\frac{1}{3}$ % stockholder; J. Kirk Ring, v.p., 13 $\frac{1}{3}$ %; Ernest W. Mitchell, secy-treas., 13 $\frac{1}{3}$ %; Wallace S. Clement, 13 $\frac{1}{3}$ %. Studio, 300 S. Jefferson St.; transmitter, Ft. Lewis Mountain. Estimated cost of plant, \$28,000; monthly operating cost, \$1,000. Antenna height, 188 ft.; above sea level, 3,288 ft. Washington counsel, Loucks & Scharfeld. Washington consulting engineers, Jansky & Bailey. Channel and power _____.

WASHINGTON

SEATTLE—†Western Waves Inc., 1141 Fourth Ave. Principals: Dorothy S. Bullitt, president, 38 $\frac{1}{3}$ % stockholder; Henry B. Owen (formerly with OPA), v.p.; Raymond G. Wright (attorney), secy; Charles M. Clark, treas, 16 $\frac{2}{3}$ %; Frederick F. Stimson, 10%; Eleanor S. Clark, 16 $\frac{2}{3}$ %. Transmitter, Squak Mt. Estimated cost of plant, \$87,351; monthly operating cost, \$5,000. Antenna height, 262 ft.; above sea level, 2,162 ft. Washington counsel, Cramer & Haley. Washington consulting engineers, Colton & Foss. Channel and power _____.

Amendments and Changes

ARIZONA

TUCSON—Sun Country Broadcasting Co. Transmitter site is 628 N. Stone St. See Supplement No. 14A.

ILLINOIS

CHICAGO—International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO). Change name to UAW-CIO Broadcasting Corporation of Illinois. See Supplement No. 14A.

INDIANA

FORT WAYNE—Farnsworth Radio & Television Corp. Change transmitter to approximately 5 miles SE of downtown Fort Wayne. See Supplement No. 14A.

NEW YORK

BROOKLYN—Brooklyn Broadcasting Service Inc. Studio is 47 Plaza St. See Supplement No. 14L.

NORTH CAROLINA

GREENSBORO—A. J. Fletcher. Change name to Capitol Broadcasting Co. Inc. See Supplement No. 14H.

PENNSYLVANIA

LANCASTER—Peoples Broadcasting Co. Change studio to 248 N. Queen St.; transmitter, Gypsy Hill Rd. See Supplement No. 14B.

RHODE ISLAND

PROVIDENCE—The Yankee Network Inc. Change transmitter to Providence. See Supplement No. 14B.

TENNESSEE

MEMPHIS—Herbert Herff. Change name to Herbert Herff, tr/as WHHM Broadcasting Co. See Supplement No. 14B.

TEXAS

FORT WORTH—Lone Star Broadcasting Co. Change name to Lone Star Broadcasting Co., a co-partnership composed of David H. Rankin and J. Lee Rankin. See Supplement No. 14H.

astic reactions to Louis-Conn telecasts (Vol. 2, No. 25). But with GE's delivery soon of many more custom-built uhf color TV receivers on CBS's order, you can expect CBS to announce, probably during last quarter of year, that it has placed color receivers at vantage points throughout metropolitan New York area for demonstrations.

HEAT'S ON FOR FM SETS: Idaho's Senator Glen Taylor, mainspring of the Senate Small Business Committee's continuing interest in FM, wrote Attorney General Tom Clark this week that he's glad to hear Dept. of Justice is cracking down on variable condenser monopoly. But, said he, that doesn't answer his main question of a few weeks ago -- namely, are radio set manufacturers deliberately "conspiring" to hold up FM receiver production? Clark assured him his boys are looking into that and other questions pertaining to FM raised by Senator Taylor (Vol. 2, No. 25).

Though well-meaning Senator Taylor's cry of "conspiracy" sounds rather silly in view of the well-known problems in the path of mass FM set production, output is still infinitesimal. June production figures, released by RMA Friday, show only 17,272 FM sets built, mere fraction of month's 1,052,579 total radios, of which 750,000 were table models, 60,000 auto. RMA estimates its members make about 90% of U. S. sets; inclusion of non-member figures would run total to around 1,100,000. Output for first half of year is put at 5,500,000.

The variable condenser affair involves 4 companies said to produce over 75% of U. S. output. Complaint filed by Justice alleges monopolistic conspiracy on part of General Instrument Corp., Elizabeth, N.J.; Radio Condenser Co., Camden; Variable Condenser Corp., Brooklyn; Condenser Development Corp., Newark.

Meanwhile, pressure for more FM sets is developing here and there and from grass roots. Manager Fred Fletcher is telling listeners of WRAL, Raleigh, to insist on FM in new sets. What's more, he wants to know what NAB is doing along the same line. NAB exec v.p. Jess Willard assured him FM set promotion will be considered by NAB board when it next meets Aug. 6 at Estes Park, Colo. FCC top-kicks, too, express concern about FM receiver problem, but say they don't know what more they can do, with propriety, besides grant CPs as fast as people bring their applications up to date, and besides encouraging stations to get on air as quickly as practicable. After last week's biggest batch of FM grants to date (61 CPs, 2 EAs, 5 Conditionals), as tabulated in our Supplement 38C, the Commission this week took no action on FM applications other than to grant a few more educational FMs -- to Grant Union High School & Technical College, Sacramento, Cal., and School District No. 4, Eugene, Ore. Influx of new applications is still slow, but steady. Supplement No. 14M herewith lists 15 newcomers since publication of 14L June 29.

SHARING TV SPONSORSHIP COSTS: Current negotiations between New York's big Macy's dept. store and CBS low-band TV station WCBW for development of a commercial video program, point to possible cooperative tieup of sponsorship between retailer and manufacturer, possibly group of manufacturers. Store is owned by same interests as WOR, holding CP for Washington TV station and seeking one in New York also. Last year Macy's finished 6 months of video experimentation over DuMont's WABD with weekly 5-minute commercial of "item presentations." It has been discussing feasibility of cost-sharing sponsorship with Grey Adv. Agency, its rep.

BIG DEALS OKAYED: FCC has approved \$1,700,000 Crosley Corp. (WLW) acquisition of Hearst Radio's WINS, New York (to which WLW will be linked by landline for joint programs); deal means Hearst most likely will drop its N.Y. application for FM.... Commission Thursday also approved \$3,650,000 ABC deal to buy King-Trendle stations WXYZ, Detroit, and WOOD, Grand Rapids, with which go a CP for TV plus an FM conditional for Detroit (Vol. 2, No. 18 and 28); Commrs. Durr and Walker dissented in both Crosley and ABC decisions, but not in decision approving Ed Noble's relinquishment of stock control of ABC, which paves way for \$14,000,000 stock issue. It was good week for ABC, which also got a 50 kw grant for its KGO, San Francisco.

WHAT WHEELER DEFEAT MEANS: There were unconcealed smiles of satisfaction as word trickled through the FCC's perpetual Clear Channel hearing last Tuesday that Senator Wheeler had conceded his defeat for renomination. Reason for the smirks wasn't hard to adduce. It means that, after next Jan. 1, when he is retired, the Montanan's sway over radio, as chairman of the Senate Interstate Commerce Committee which writes radio law, has been broken. It means the end of the potent influence he has exerted over radio and the FCC, often at the instance of fast-moving Ed Craney, owner of Butte's KGIR, his intimate mentor on broadcasting. Even now Senator Wheeler has a Montanan candidate for the FCC vacancy (Vol. 2, No. 28) whom President Truman may or may not appoint.

Irreconcilable isolationist Senator Wheeler, on the prompting of Craney, has been adamant on the subject of high power for broadcasting -- opposed it so vigorously that he fathered a Senate Resolution limiting AM powers to 50 kw maximum. This restraint has hung over the heads of regulators and broadcasters alike for a decade or more -- has thwarted all projects, whether they made engineering sense or not, to utilize higher powers as needed and as radio techniques advanced. It was this resolution that killed off WLW's highly successful 500 kw transmissions, which the Crosley station is now seeking anew. It still stands despite demands from Governors and Senators of Western States for power and more power -- the only way to reach their remote areas. Wyoming's Senator O'Mahoney even asked for 500 kw for his State at current Clear Channel hearings.

Nor has Senator Wheeler evinced any particular interest in FM or TV, for which not a single application has ever been filed from his State.

Question now is, who will succeed Wheeler as chairman of his radio-ruling committee? If Democrats stay in power after November Senatorial elections, job is due to go to Senator Barkley of Kentucky, but he probably won't take it if he remains as majority leader of Senate. Next in line then would be Senator Johnson of Colorado, not particularly versed in radio. If GOP should gain control, a mathematical improbability, chairmanship would go to Senator Wallace White Jr., of Maine.

SIGHT AND SOUND: New York FM hearing is being protracted by interposition of insistent allegations Patterson-McCormick Daily News is anti-Semitic, hence should not get FM station; hearing, which now has 18 applicants seeking 5 channels (4 channels having been "frozen") drags into third week Monday.... Washington Post, for its FM station W3X0, has purchased Philco's 350 ft tower 2 miles east of Falls Church, Va., 5 miles from center of D.C., expects to have it operating on both high and low bands early August; tower is ideally located 740 ft above sea level, was built by Philco with original intention of using it for TV.... Claiming Lea Act unconstitutional, as expected, Petrillo filed motion Monday in WAAF case (Vol. 2, No. 24), claiming violation of 1st, 5th, 10th, 13th Amendments to Constitution; he has until Aug. 5 to file briefs to support motion, Government must answer by Sept. 9, then oral argument can be scheduled.... Fabulous Howard Hughes, critically injured after plane crackup, asks delay only until Aug. 9 in giving his Los Angeles TV application testimony to Commissioner Wakefield; Don Lee's Tommy Lee will go ahead with his deposition on date originally scheduled for both -- July 24 in Los Angeles.... New officers of RTPB (Radio Technical Planning Board) taking over jobs Oct. 1, are: Haraden Pratt, Mackay Radio, chairman; James L. Middlebrooks, NAB, vice chairman; George W. Bailey, ARRL and IRE, secretary; Will Baltin, TBA, treasurer.... DuPont has another try coming to prove merits of its new "Telefilm" (Vol. 2, No. 28), for test telecast on WNBT of Washington parade films shot Monday afternoon compared poorly with positive movie prints; weather or bad camera handling may have been at fault Raytheon, describing new "Cascade Phase Shifter" frequency modulator in its FM transmitters, claims circuit simplicity, easy adjustment, low tube cost, negligible maintenance.... Popular radio sales veteran "Gus" Eaves, recently with Graybar, has become sales chief for Finch Telecommunications Inc., facsimile leader, which has appointed Graybar as distributor of all its products.... Zenith's pioneer FM station WWZR, Chicago, on Aug. 1 changes its call letters to WEFM (E. F. McDonald).

MARTIN CODEL'S

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

Television Digest

and FM Reports

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July 27, 1946

ILGWU WOULD BUY 20,000 FM SETS: "FM must have receivers and, by God, here's what we're doing about it." That was what International Ladies Garment Workers Union's subsidiary, Unity Broadcasting Corp., asserted, in effect, at New York FM hearing in reporting it had arranged with a radio set manufacturer (name unrevealed, but not one of largest) to deliver 20,000 FM-AM table models at cost to union members within 90 days, if and when union got station grant. Project would involve some \$700,000-\$800,000, members to pay for sets on installment plan. Claiming 170,000 members in New York City alone, ILGWU said it would order more sets as demand grew. It is applicant also for FM stations in Boston, Philadelphia, St. Louis, Los Angeles, already holds Conditional for Chattanooga.

Proposal came Thursday, just before Friday's windup of acrimonious three-week-long hearing. While touchy subject of N. Y. Daily News' editorial policy was shelved to simmer for probably a couple of months, speculation boiled as to who of the 17 applicants would get 5 unreserved channels. As expected, Hearst Radio dropped after FCC approval of sale of WINS to Crosley (Vol. 2, No. 29) but Crosley, in turn, was left out in cold when FCC turned down its last minute petition to get in on New York fight.

First fruits of reservation plan (Vol. 2, No. 29) appeared in New York when young Henry Morgenthau III, son of ex-Secretary of Treasury, speaking for predominantly veteran group, indicated intention to apply for one of New York's 4 reserved channels.

FCC HYPOS FM CHANNEL SQUATTERS: Apathetic FM conditional grantees and CP holders, who think they're going to squat idly on their channels, doing nothing while letting "George" build the FM audience, are going to feel the heavy hand of an irked FCC. The Commission thinks many of them can start with interim equipment, as some already have, pending delivery and installation of full equipment. And the commissioners, all of them ardent FM advocates, distinctly do not go along with theory that egg must come before hen -- receivers before transmitters.

Reports of dilatory tactics led FCC Friday to send all grantees a 16-point questionnaire asking, among other things: whether and when orders for transmitter, antenna, supporting structure, have been placed, and promised delivery dates; whether transmitter and studio sites must be purchased or leased; whether construction has begun at either transmitter or studio locations; whether application for building permit has been submitted to local CPA and result; what's being done about interim operation. Replies must be returned within 15 days of date specified in CP as required commencement date for construction (2 months after issuance).

"Delays cannot be permitted," says FCC in sharp accompanying statement. Where Commission has asked for additional engineering data from conditional grantees preliminary to issuing regular CPs, and under old policy was willing to wait 90 days, it now will wait no longer than 30 days. In cases of "undue delay" in furnishing information, it will "review the grant to determine whether the application should be designated for hearing and the grant cancelled." After CPs are

issued, the statement of the Commission says it expects station construction "be carried forward expeditiously." If extensions beyond usual 8-month completion date are asked, it will "review the application with particularity to determine whether such extension application should be granted or designated for hearing." It added: "In acting on requests for extension of time, the Commission will consider the promptness of a permittee's efforts to secure equipment and other materials and his efforts to provide an FM broadcast service promptly with interim equipment. Even though complete equipment may not be immediately available, the Commission expects permittees to use the interim equipment to provide an early FM service and to install remaining equipment as rapidly as it becomes available. Such operation is now being conducted by a number of conditional grantees and permit holders" [under STAs, as reported in this issue and in Vol. 2, No. 26].

* * *

The manager of the broadcast equipment division of one of the larger manufacturing companies tells us something that bodes little good for immediate TV or FM -- something the FCC might well inquire into....something that Idaho's Senator Taylor might better consider than waste his time on prodding the Justice Dept. to witch-hunt for an obviously non-existent "conspiracy" on the part of radio set manufacturers to hold up FM receiver production (Vol. 2, No. 25 and 29).

This chap relates that he has dozens of orders on his books, particularly for FM equipment -- but they are conditional orders. The condition? That he promise if and when they are turned into firm orders (meaning when CPs are granted) he will not deliver the equipment too soon! In fact, some of his accounts want definite commitments that they won't receive their equipment for at least 6 months; others ask him to make sure they don't get delivery for a year.

The orderers, of course, are primarily AM broadcasters who really don't want FM, who are getting it for "insurance only," who want it retarded as long as possible, who would scuttle it if they only could.

We can't tell you what company it is, or who told us about this situation, but you can take our word for it that our report is authentic. It elucidates much of what we learned ourselves during a recent swing around the country, plus what one of our staff members is reporting as he currently tours the country. With a few individual exceptions, there is no great enthusiasm for either TV or FM among what Maj. Armstrong calls the "entrenched interests" (the existing broadcasters), particularly west of the Atlantic seaboard.

BRISK ACTIVITY IN FM: Additional indication FCC doesn't consider as hard and fast its "one-to-a-customer" idea regarding grants to multiple FM applicants, as explained to Senate Small Business Committee (Supplement No. 34 & Vol. 2, No. 16), was conditional grant this week to NBC in San Francisco (Supplement No. 38D herewith). NBC already has pre-war licensed WEAJ-FM, New York, and FCC also had proposed to grant it a CP in Washington (Supplement No. 38).

San Francisco FM setup continues curious. With Scripps-Howard dropping there (but applying at same time for Knoxville, Tenn., where it owns WNOX), contest stood even-Steven at 9 applicants for 9 unreserved channels with hint of a new-comer about to file. FCC thereupon postponed indefinitely Comr. Wakefield's projected Aug. 14 hearing there, conditionally granted 5 this week, including NBC, making 11 conditionals in Bay area thus far (Supplement No. 38 and 38D).

Meanwhile, 17 more CPs were granted this week while FCC was preparing schedule of fall hearings for "tight" areas; dates should be available "in a matter of weeks." Los Angeles hearing, however, should be calendared any day now. In the meantime, also, eagerness of some CP-holders to get on air was recognized and applauded by FCC as it granted STAs, allowing programming from temporary sites or with temporary power, by Loyola U (WWLH), New Orleans; United Broadcasting (W8XUB, developmental), Cleveland; R. G. LeTourneau (no call yet), Toccoa, Ga.; Thomas Patrick (KWK-FM), St. Louis; Central N. Y. Bcstg. Corp. (WSYR-FM), Syracuse.

Current

CPs AND CONDITIONAL GRANTS ISSUED FOR NEW FM STATIONS

Grants issued since our last Cumulative Log (Supplement No. 38)

Cumulative logs are issued periodically; meanwhile, add these to Supplements Nos. 38 to 38C

Full Data on These Applicants Can Be Found in Supplements 14A to 14M Inclusive

Dagger (†) Class B Station. Asterisk (*) Class A Station.

Construction Permits Granted July 25, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Riverside, Cal.....	† Broadcasting Corp. of America Granted construction permit 7/25/46. Antenna, 5,280 ft. Channel, 102.1 mc (No. 271). Power, 340 kw.	KPRO
Toccoa, Ga.....	† R. G. LeTourneau Granted construction permit 7/25/46. Antenna, 910 ft. Channel, 97.7 mc (No. 249). Power, 10 kw.	WRLC
Twin Falls, Idaho.....	† Radio Broadcasting Corp. Granted construction permit 7/25/46. Antenna, 390 ft. Channel, 96.1 mc (No. 241). Power, 2.5 kw.	KTFI
Waukegan, Ill.....	† Keystone Printing Service Inc. Granted construction permit 7/25/46. Antenna, 315 ft. Channel, 98.1 mc (No. 251). Power, 4 kw.	--
Annapolis, Md.....	† Capital Broadcasting Co. Granted construction permit 7/25/46. Antenna, 576 ft. Channel, 100.1 mc (No. 261). Power, 15 kw.	--
Ann Arbor, Mich.....	† Washtenaw Broadcasting Co. Granted construction permit 7/25/46. Antenna, 315 ft. Channel, 103.3 mc (No. 277). Power, 2 kw.	WPAG
New Brunswick, N.J.....	* Home News Publishing Co. Granted construction permit 7/25/46. Antenna, 170 ft. Channel, 104.3 mc (No. 282). Power, 1 kw.	--
Dover, Ohio	* Tuscora Broadcasting Co. Granted construction permit 7/25/46. Antenna, 287 ft. Channel, 105.5 mc (No. 288). Power, 700 watts.	--

(over)

Construction Permits Granted 7/25/46 (Cont'd.):

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Fostoria, Ohio.....	* Laurence W. Harry Granted construction permit 7/25/46. Antenna, 125 ft. Channel, 105.1 mc (No. 286). Power, 370 watts.	--
Durant, Okla.....	† Democrat Printing Co. Granted construction permit 7/25/46. Antenna, 365 ft. Channel, 103.1 mc (No. 276). Power, 2.9 kw.	--
Allentown, Pa.....	† Lehigh Valley Broadcasting Co. Granted construction permit 7/25/46. Antenna, 700 ft. Channel, 95.9 mc (No. 240). Power, 8 kw.	WSAN
Bethlehem, Pa.....	† Bethlehem Globe Publishing Co. Granted construction permit 7/25/46. Antenna, 630 ft. Channel, 94.7 mc (No. 234). Power, 10 kw.	AM-CP
New Castle, Pa.....	† WKST Inc. Granted construction permit 7/25/46. Antenna 390 ft. Channel, 102.5 mc (No. 273). Power, 8.4 kw.	WKST
Reading, Pa.....	† Hawley Broadcasting Co. Granted construction permit 7/25/46. Antenna, 712 ft. Channel, 93.1 mc (No. 226). Power, 9 kw.	--
Uniontown, Pa.....	† Uniontown Newspapers Inc. Granted construction permit 7/25/46. Antenna, 1,140 ft. Channel, 96.5 mc (No. 243). Power, 1.1 kw.	--
Dallas, Texas.....	† A. H. Belo Corp. Granted construction permit 7/25/46. Antenna, 470 ft. Channel, 94.3 mc (No. 232). Power, 37 kw.	WFAA
Green Bay, Wis.....	† WHBY Inc. Granted construction permit 7/25/46. Antenna, 410 ft. Channel, 101.5 mc (No. 268). Power, 9.5 kw.	WTAQ

Modification of CP Granted July 25, 1946

The following CP, previously granted, was modified as follows:

Minneapolis, Minn.....	† Minnesota Broadcasting Corp. Granted modification of construction permit 7/25/46. Antenna, 480 ft. Channel, 97.1 mc (No. 246). Power, 400 kw.	WTCN
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(over)

Conditional Grants July 25, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
San Francisco, Cal.....	† Chronicle Publishing Co.	--
San Francisco, Cal.....	† Hughes Tool Co.	--
San Francisco, Cal.....	† KJES Broadcasters	KJBS
San Francisco, Cal.....	† National Broadcasting Co. Inc.	KPO
San Francisco, Cal.....	† Pacific Agricultural Foundation Ltd.	KQW

PLANNING THEIR TV STATIONS: Among low-band TV's relatively few remaining eager beavers, we find the pioneering Detroit News (WWJ and WENA) signing contract with DuMont for complete transmitter installation, atop 700-ft. Penobscot Bldg., by next Nov. 15, which would make it first post-war and first newspaper-owned TV station to take the air. Just as enthusiastic, just as anxious to get going soon as possible, are St. Louis Post-Dispatch (KSD), Philadelphia Inquirer (WFIL & WFIL-FM), Fort Worth Star-Telegram (WBAP), likewise CP grantees. But they may not make it this year (due to equipment delays, building restrictions), though they hope to get going early next year. Pulitzer's Post-Dispatch, in fact, carried strong editorial July 16, then trade paper ads, affirming faith in low-band TV, asserting it isn't waiting for color -- not after success of Louis-Conn telecast.

Then there's Havens & Martin, Richmond, Va. (WMBG), who no sooner got their TV grant May 17 than they changed their letter-head to superimpose upon it in color type this legend: "Tomorrow Television also programmed by NBC." This company is laying plans to merchandise TV sets locally itself, when it gets its station going, just as it did AM sets in its pioneering days. Writes Wilbur M. Havens: "I feel we are about to enter a period of development not a great deal different than that experienced in the early days of radio broadcasting." In those days, he relates, his company was distributor for Philco batteries, operating a 15-watt broadcast transmitter on the side; then it took on distributorship of Philco socket powers, promoted them on the air, made its profits by selling them. That was in the early Twenties, before broadcasting began to pay its own way.

This week the FCC granted one more CP for TV -- to American Broadcasting Co., in Chicago, assigning Channel No. 7 (174-180 mc), with 30 kw visual power, 15 kw aural power, 615 ft. antenna height. This leaves Chicago Tribune's WGN Inc. only remaining applicant for Chicago, a previous grant having been made to NBC, and Johnson-Kennedy and Raytheon having withdrawn. Assigned 7 channels, with one already occupied (by Balaban & Katz's WKBK) and with 2 CPs now outstanding (NBC and ABC), Chicago has 4 more channels available. ABC grant gives network its second TV, first having been acquired with purchase of WXYZ, Detroit (Vol. 2, No.29).

To date, 25 post-war TVs have been authorized by FCC, leaving only 34 pending applicants in FCC files. Some of these will be granted shortly. Latest to drop application is Louis G. Baltimore (WBRE), for Wilkes-Barre, Pa.

TELEVISION NOTES: To his board Tuesday, Zenith's Comdr. Gene McDonald reiterated his conviction advertisers won't support cost of TV, which he says needs "boxoffice"; he reported Zenith is working on color TV, but said it won't market black-and-white receivers for present frequencies "because such receivers would become obsolete within a year"....On the other hand, ABC's director Paul B. Mowrey told WLW Summer Radio & Television Institute in Cincinnati Friday that "this fall and winter will very likely see a preponderance of commercial support for video that radio did not enjoy until the end of its first decade," citing also "eagerness on part of industry to get its toes wet in the enticing pool of video"....And in August issue of magazine Radio Mirror NBC's v.p. in charge of TV, John Royal, says new TV transmitting equipment is being erected in a dozen cities; also that there are TV sets on market now and that TV is now a "going concern"....Rotating TV sponsorship is involved in 26-week deal being negotiated by ABC with Grey Adv. Agency, which would turn over program every 4 weeks to a different client-sponsor. Proposed for production via DuMont's WABD is video adaption of "Powers Charm School," now heard over ABC....Live-wire WKBK, Chicago (Balaban & Katz-Paramount), reports logging 29 hours of telecasting last week, 16 hours being remotes including Chicago Cubs ball games and boxing-wrestling matches -- believed to be a record in TV....RCA's plans for theatre television indicate big-screen lag may not be as far behind home video projects as has been supposed. Also working on theatre TV are DuMont, GE, Rauland Corp....Dr. Lee DeForest, the inventor, is now living in Chicago, working with his old friend U. A. Sanabria (American Television Laboratories) on problem of larger TV screens.

WAITING TILL WEATHER COOLS: CBS's color TV campaign is expected to be renewed unabated not later than September, whether or not it has by then made formal request of the FCC for hearings on proposed standards for opening up the uhf bands commercially. By October, GE factory at Bridgeport is expected to have delivered all of the custom-built color TV receivers ordered by CBS. Only one has been delivered thus far. Meanwhile, CBS this week concluded tieup with important N. Y. department store, Lord & Taylor, for a window promotional display for tint TV, calculated not only to sell color but to unsell monochrome. Later it is planned to place color TV receivers at strategic points throughout metropolitan area for demonstration.

Coincidentally, DuMont is preparing for September deliveries of its first de luxe black-and-white receivers, so New Yorkers will be subjected then to barrage of claims and counter-claims. As for current negotiations by CBS's own low-band station WCBW with Ford Motor Co., through J. Walter Thompson Co. (also RCA-NBC agency), for sponsorship of Madison Square Garden and other sports events, CBS executives say this is perfectly logical: program techniques are being mastered pending shift to color.

SIGHT AND SOUND: Unless with outgoing Chairman Wheeler's blessing it sneaks through during these closing days of 79th Congress, fire-eating Senator Tobey's sweeping resolution (S. Res. 307) to investigate FCC, introduced Wednesday, would seem to have little chance of passage; among other things, it proposes probe of much-controverted shift of FM to high-band, Tobey being keenly interested because Yankee's rural-covering Mt. Washington station is in his state (N.H.) and because he claims high-band won't serve rural audience. If resolution squeezes through, he would probably head between-sessions Interstate Commerce Committee subcommittee putting FCC on grill....With recent defeat of Senator Wheeler, it's conjectural whether he can now put over appointment of J. Burke Clements, of Montana Industrial Accident Board, to FCC vacancy even though it is apparent now Paul Porter isn't leaving OPA to return to FCC; anti-Wheeler Senator Murray of Montana is understood to oppose Clements....Murray Garsson, one of principals in smelly munitions combine under Senate Meade Committee investigation, was once associated with late FCC Commissioner George Henry Payne in several enterprises when latter was in "public relations" business....Having dropped its FM application for Peoria, Grand Rapids, Ft. Wayne (Vol. 2, No. 25), Midwest FM Network Inc., subsidiary of FM-boosting Chicago Tribune, also dropped its Milwaukee application, which probably spells end of its regional FM network plan....Marshall Field's \$700,000 purchase of KJR, Seattle, if approved as expected, means another application for FM since all Field stations are in FM swim -- with CPs already issued to KOIN, Portland, and WSAI, Cincinnati, while WJJD, Chicago, is one of competitive applicants there; Seattle already has 4 CPs for FM (Supplement No. 38), is entitled to 10 channels....CPA, eager to further Veterans' Educational Program and showing increased leniency in permitting construction of laboratories, shops, etc., indicates it will also ease building problems of Educational FM....Farnsworth showed table TV set at recent Chicago Furniture Mart show, with 7-inch screen, 6 channels only; as part of package, company showed dipole, remotely controlled for orientation but price is in addition to set cost....Trend in TV set marketing is to include installation and 1 year service charge in price of receiver; Sonora, for example, is already working out deals with local service organizations....Despite reported plans by manufacturers to put out converters for present FM sets, only one model is known to be on sale in the New York area, that being a one-tube Hallicrafters job retailing at \$15.Applying for two new portable TV relays, RCA intends to use some mighty high frequencies -- 480-920 mc, 1,295-1,375 mc, 6,950-7,050 mc, 10,500-13,000 mc -- and with only 20 watts....Nice thought, naming DuMont's Washington TV outlet WTTG, for its research chief, Dr. Thomas T. Goldsmith; as it named WABD for Dr. Allen B. DuMont, and as GE named WGRB for video-boosting Dr. W. G. R. Baker....Highest power yet assigned anyone in FM -- 400 kw on 97.1 mc, 480 ft antenna -- went this week to Minneapolis' WTCN, an amendment of previous 192 kw grant; before this, St. Paul's KSTP had the highest power FM assignment, 318 kw.