

MARTIN CODEL'S

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ARTS AND INDUSTRY

# Television Digest

and FM Reports

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**SWISS TV SYSTEM:** A theater TV system that is exciting much talk in video circles is that developed by Dr. Fritz Fischer and staff at the Swiss Institute of Technology at Zurich. It is known as Eidophore. Its major improvement over existing large-screen systems is said to be the effective light on the screen. It's "of a magnitude greater than any known today," according to Andrew G. Haley, Washington attorney, who spent three days with Dr. Fischer in Zurich last week. He tells us that, although the new system is still in the laboratory stage, Swiss technicians feel confident of its commercial practicality soon. The magnitude of the light, Haley feels, will permit higher monochrome definition and should be of great importance in the development of color TV. Haley represented clients who are interested in securing the North and South American rights to the development.

**COMEUPPANCE FOR PETRILLO?:** Wheels of Congress grind exceeding slow, but they're grinding. Latest bill, aimed at curbing James Caesar Petrillo's dictatorial powers over radio, was introduced this week by Rep. Clarence F. Lea, chairman of the powerful House Interstate & Foreign Commerce Committee.

Lea's bill provides a penalty of \$5,000 and/or 2 years imprisonment for the "use of coercion to force the hiring of a greater number of employees than wanted by a broadcaster or the exaction of tribute from non-compensated performers participating in a non-commercial, educational program or from broadcasters for the use of transcriptions."

It was called for, Lea said, by the recent Petrillo action in banning the duplication of AM programs on FM bands without hiring a second set of musicians. It also was called forth by the AFM's ban last year on the broadcasting of the National Music Camp at Interlochen, Mich.

The Lea Bill combines in its provisions the substances of the Vandenburg Bill, which was passed by the Senate early this year, and the Dondero Bill, introduced in the House -- both of which were concerned with the Interlochen situation.

**THE TV ALLOCATIONS:** In issuing its final TV allocation table (Part I, Supplement No. 16 herewith) along with a preliminary report on Rules and Standards (full texts of which are yet to come) the FCC this week definitely gives vhf television the go-ahead. And its allocations accomplish, without requiring directional antennas, essentially what TBA recommended be done with directionals.

Moreover, significantly enough, the Commission's report takes no note of CBS's claim that uhf high-definition color TV is ready -- which that network proposes to demonstrate to the press sometime during December.

The go-ahead proponents apparently are quite satisfied, if not elated. Jack Poppele, TBA president, summed up their attitude: "We know what to do now. We're all set to go."

Next step, of course, will be channel assignments to those of the 140-odd

applications for new TV stations now on file. These should be coming along soon.

The non-directional setup was worked out, the Commission stated, "by providing for Community Stations in the smaller communities where the TBA plan had proposed high-power stations with directional antennas. In addition, television stations have been located somewhat closer together in the eastern part of the United States than was done in the original Commission proposals."

Commission's allocations provide for 389 Metropolitan TV stations and 17 Community outlets. New York City gets 7 channels, as proposed by TBA, as do Chicago and Los Angeles. San Francisco is down for 6 channels; Boston, Detroit, Cleveland, 5; Philadelphia, Pittsburgh, Washington, 4. Little Lancaster is assigned 1 Community channel.

Under the new allocations, only Channel No. 1 is reserved for Community Stations. All other channels are available for either Metropolitan or Rural stations; in smaller cities, however, Community Stations can also be assigned on these channels. Protection to the 5,000 uv/m contour is provided.

A minimum operating schedule of 28 hours a week, at least 2 hours a day, is prescribed. Ownership is limited to 1 station in a service area, with a maximum of 5 throughout the country to any single entity. Suitable antenna sites must be available to all TV licensees.

One reason the FCC frowned on directionals, its report stated, is "the great increase of Civil Aviation (which will) make it increasingly difficult to find suitable antenna sites that do not constitute a hazard to air navigation. If directional antennas are used, there is much less flexibility in choosing antenna sites..." The Commission also pointed out that unidirectional antennas have to be located away from cities, with their attendant shadow problems and multipath distortion. It also objected to what it called "highly artificial service areas" resulting from directional antenna patterns. And, finally, it found that service area of a Metropolitan Station, using a directional, would be no larger than a Community Station.

Chain network regulations were made applicable to TV broadcasting, and announcements of mechanical reproduction are required at the beginning and end of a program, unless used for background or incidental effects. Station identification, both aural and visual, is required at the opening and closing of station day, plus at least once each hour on the hour. The latter may be by either aural or video means.

**COLLEGE, LIBRARY TIEUP:** Farnsworth Television & Radio Corp. has agreed to lend its \$110,000 mobile television unit to New York's City College for research and closed-circuit use in a course on television programming. Equipment is to be installed in December at the Yorkville branch of the New York Public Library, where the 16-week course will be conducted, beginning in mid-January. Lectures are planned to be repeated two afternoons and two evenings a week.

New York Library is reported negotiating with Farnsworth, DuMont and RCA for installation of television sets in its branches after Jan. 1, seeking loan of receivers by the companies, which would get benefit of public reaction. Another plan under consideration by the Library system is a telecast program either under its own auspices or those of the American Library Assn.

**LEADERS AND LAGGARDS:** States leading all the rest in number of FM applications: California 64, Ohio 60, New York 51, Pennsylvania 48, Illinois 44. States without a single application yet on file: Montana, New Mexico, North Dakota, South Dakota, Vermont. There are none in yet from Alaska, Hawaii, Porto Rico -- and we wonder whether the Philippines, in building its broadcast structure anew under the liberation, will go to FM.

**JOINING UP FOR TV:** Newspapers and theater interests continue to dominate the new entries into the TV race. We'll have a complete new log of television applicants for you shortly, bringing our Supplement No. 8 up to date. Meanwhile, in compiling it, we find such additional newspapers seeking TV as: Louisville Courier-Journal & Times, Worcester Telegram & Gazette, Buffalo News, Harrisburg Telegraph, Philadelphia Bulletin. And such theatrical interests as: Walt Disney Productions, for a station in Burbank, Calif.; Television Productions Inc. (Paramount), for San Francisco in addition to the experimental it already has in Los Angeles; Comerford Publix Theatres Corp., half owned by Paramount, for Scranton, Pa. Then there are two more sought by DuMont -- Cincinnati and Cleveland. Earle Anthony (KFI) asks for Los Angeles; American for San Francisco; Sherron Metallic Corp. for Huntington, Long Island, suburban to New York City; O'Neil interests (Yankee) for Cleveland; Unity Corp. for Erie, Pa.; Kaufman Dept. Stores for Pittsburgh; and Institutum Divi Thomae Foundation (Sperti pharmaceutical, cosmetic interests) for Cincinnati -- this latter listing Mary Pickford as its "program consultant."

**MORE FM TRANSMITTER PRICES:** We've been checking further into FM transmitter prices (see Vol. I, No. 11) and we procured some additional data. Gates Radio Co., Quincy, Ill., informs us that tentative prices are as follows: 250 w, \$3,500; 1 kw, \$6,000; 3 kw, \$8,000; 10 kw, \$17,000. Armstrong royalties to be paid by purchaser.

New in the field is the Transmitter Equipment Manufacturing Co., New York City. It reports a 250 w transmitter ready in limited quantities in January, with full production in February. Prices have not yet been set. Also to be manufactured are 1, 3 and 10 kw transmitters.

Farnsworth states that its plans for the production of FM transmitters have not as yet crystalized to the point where even tentative prices can be quoted.

**GE's STREAMLINED FM:** Due to be demonstrated Dec. 6 is General Electric's new FM transmitter that utilizes a driver tube responsible for the elimination of 8 other tubes and 10 circuits. The driver tube also increases crystal stability, according to what we can find out about it. GE isn't talking -- yet. But, advertising of the new FM transmitter broke early this week. Copy is headed "A Revolutionary New Circuit for FM Broadcast Transmitter," and adds that this is "the most significant news in broadcasting since the introduction of crystal control." It is understood patent problems are holding up full disclosure of new circuit.

**BRITAIN'S TV PLANS:** First to broadcast TV programs to public some 10 years ago, using RCA system while it was still kept under wraps here, England's BBC expects shortly to get back Alexandra Palace transmitter site from military and resume programs by next spring. That famed plant went thru blitz unscathed. Lord Morrison promised Commons last month there will be minimum delay in resuming TV in London, then expanding it to provinces. By 1939 there were 20,000 sets in use in England (against 10,000 sold here up to war's outbreak). Chief obstacle right now is persuading military to release much-needed technicians, whose pre-war TV work helped greatly Britain's magnificent radar contributions.

British TV set owners pay a 10 shilling (\$2) fee each year, same as for regular radios, but talk of raising this to £1 (\$4) is prevalent. TV sets in Britain, prewar, ran from about \$100 to \$375.

As for BBC going commercial, subject of a lot of loose talk lately, here's the testimony of Prime Minister Clement Atlee, replying to a question put to him by a radio trade paper correspondent when in Washington recently: "Not if I have anything to say about it." Anyhow, that's Britain's own business, and what Britain does isn't going to affect either us or our Canadian cousins who seem to be doing well enough with their combination governmental-private system.

**FM GOES TO BOSTON TOWN:** Prospect for new FM construction goes into high gear with Friday's FCC announcement of a hearing on the 11 applications for new outlets in Greater Boston area, where 10 channels are available (Part I, Supplement No. 13; also Area I Chart, Supplement No. 15). Date of hearing, first for FM, has not yet been set, which will be done after applicants' 15 days grace for filing appearances.

The 11 applicants and their present AM affiliations, if any: Bristol Broadcasting Co. (E. Anthony & Sons Inc., WNBH, New Bedford); Columbia Broadcasting System (WEEI); Fidelity Broadcasting Corp. (Boston Herald-Traveler); Matheson Radio Co. Inc. (whose WHDH sale to Boston Herald-Traveler pends FCC approval); The Northern Corp. (WMEX); Yankee Network Inc. (WNAC); Unity Broadcasting Co. of Mass. (Int'l Ladies Garment Workers Union); Templetone Radio Mfg. Corp.; Massachusetts Broadcasting Co. (WCOP); Harvey Radio Laboratories Inc. (Cambridge); Raytheon Mfg. Co. (Waltham).

Coincidentally, FCC announced third batch of 45 conditional grants for new FM stations (Part II, Supplement No. 16 herewith), 10 of them in Community Station category. This brings total to 174 to date (for previous conditional grants, see Part II, Supplement No. 13 and Part II, Supplement No. 14B).

Significantly, 22 out of this group of 45 are newcomers to radio. Worth noting, too, is fact that 26 of them are newspaper interests.

**THE OLD ORDER CHANGETH:** We've been told, but of course the actual figures are trade secrets, that radio now represents 1/3 of the domestic revenues of UP and 1/6 of AP. With FM coming along, many new client prospects open up for those press associations. So important is radio now that, in making plans to amend its by-laws under recent Supreme Court decree, AP will consider associate memberships for radio stations, now merely customers, at its Nov. 28 meeting in New York. Shades of the late Marlen Pew, who once told us, "This monster (radio) must be crushed!"

**NEWS AND VIEWS:** Philco, demonstrating its new line of 43 radio models in New York this week, announced its Philco Advanced FM Circuit, which it claims as important as the first superhet; it does away with need for limiter tubes, is embraced in 8 models of Philco's 1946 line. Company promises 100,000 to 125,000 radio sets, mostly table models, for the Christmas trade -- many more as soon as OPA price muddle is finally settled .... New York City's famed Museum of Modern Art has made tieup with Metropolitan Television Inc., FM licensee of WABF and licensee of experimental TV station W2XMT whereby closed-circuit television tests are being conducted with home-made equipment. In same field, Metropolitan Museum of Art is reported planning inclusion of audio and TV studios .... RCA's development work on 3-dimensional color TV was discussed at the NBC Station Planning and Advisory Committee meeting last week in New York. A public demonstration is expected soon .... Add new Washington consulting engineering firms: Colton & Foss, Carry Bldg., formed by ex-Chief of Army Signal Corps research and development Maj. Gen. Roger B. Colton and William L. Foss; and Harold B. Rothrock, 301 No. Greenbrier, Arlington, Va., recently with May, Bond & Rothrock which is now known as May & Bond .... Looks now as though DuMont's Wanamaker Store studios won't be ready until about Jan. 15, due to difficulty in obtaining component parts for camera chains, building labor troubles etc. .... Recommended as a must for your reference library -- and good reading too -- is Orrin E. Dunlap Jr.'s latest book, "Radio's 100 Men of Science" -- published by Harper & Brothers (\$3.50) .... In order to provide additional space for navigational aids, TV relay has been moved up the spectrum from 1245-1325 mc to 1295-1375 mc, FCC announced this week .... Since video techniques are still subject to improvement, current and prospective TVers should read Victor Keppler's "An Advertising Photographer Looks at Television," Printers Ink, Nov. 16 .... Newly elected president of Television Producers Assn. is Bob Emery, TV producer for WOR. Other officers elected: William Wallace, DuMont, v.p.; Bob Anthony, WHN, secy; Clarence VanAucken, Biow, treas.