

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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NEW TV DIRECTORY SOON: We're working on a revised edition of our TV Directory (Supp. 18-C), hope to have it for you soon. Meanwhile, 18-C for all practical purposes is up-to-date if you note: (1) NBC's Washington WNBW as a CP holder now and on the air. (2) WFIL-TV, Philadelphia, same, as of Sept. 13. (3) Newark and 3 New York City proposed grants as final grants of CPs. (4) These additional CPs (number in brackets refers to our issue of Vol. 3 with full details): Elm City Bcstg. Corp., for New Haven, Conn. [35]; WDEL Inc., Wilmington, Dela. [35]; Sarkes Tarzian, Bloomington, Ind. [19]. (6) These additional applications pending: Empire Coil Co., Hartford, Conn. [35]; A. Frank Katzentine, Miami Beach, Fla. [34]; CBS Inc., Chicago [31]; Johnson-Kennedy Radio Corp., Chicago [26]; Yankee Network, Boston [23]; Penn Bcstg. Corp.-Gimbels' WIP [18]; Lacy-Potter Television Bcstg. Co. [32].

WHO'S TO BLAME FOR FM'S FIX? If networks fail to beat down Jimmy Petrillo's AM-FM duplication ban at their Chicago parley next Monday, Sept. 8 (Vol. 3, No. 34-35), they'll probably become whipping boys for FMA and its more zealous cohorts, who make up in publicity effort what they lack in funds (viz., FMA's widespread distribution this week of New York Timesman Jack Gould's indictment of chains' attitude toward FM in Aug. 31 article). Fact is, their verbal understanding with union czar to construe present contracts as applying to AM only, has already made networks the FM fraternity's bete noir -- their repeated avowals of fealty to FM notwithstanding.

FMA's hopes now rest mainly with House Labor subcommittee, which has Petrillo under subpoena for reappearance when it reconvenes in a few weeks. It also hopes to find someone now duplicating who's willing to go to bat in test case. No one expects anything to come of appeal to Justice Dept., not soon anyhow, but FMA is filing complaint statement there next week. Meanwhile, replies to its questionnaires to all FM grantees and applicants are coming in, most of them indicating (1) that most FMers who are also in AM think their network agreements neither permit nor forbid duplication, (2) that some are actually duplicating live network shows, but without any to-do about it, (3) that virtually all think AM-FM duplication is a "must" if FM is to progress.

BATTLE OF THE FM SETS: Now comes Olympic Radio & Television Inc., Long Island City, N. Y., which thinks it has the set FM has been waiting for. Momentarily, Olympic's Mr. Schoenen may be right -- we say "momentarily" because intensity of FM set competition is slowly but surely driving down prices. Olympic's is a \$39.95 table model AM-FM scheduled for delivery after Sept. 15. It's \$17 under suggested retail price of Airadio's FM-only Combinette (Vol. 3, No. 33), only \$10 more than Pilotuner (Vol. 3, No. 31), just double Meck tuner (Vol. 3, No. 33). Set is 14 $\frac{3}{4}$ x9x7 $\frac{1}{2}$ -in., uses modified Hazeltine circuit, has 5 tubes and rectifier, 6-in. speaker, bakelite cabinet. Production is reported at 1,200-1,500 weekly, with potential of 1,000 daily. So it seems Bendix has been beaten to the draw; it had planned production of same sort of set at same price in January (Vol. 3, No. 35). Olympic is also said to have \$30 set in works; and a half dozen other small companies are supposed to be preparing to offer AM-FMs in that price range in October.

OFF TO THE BROADCAST FAIRS: TV and FM forecast a complete metamorphosis of broadcasting, sooner or later, yet they're only sideshows at NAB's convention in Atlantic City, Monday-Thursday, Sept. 15-18. But some of the sideshows may dominate thinking and future planning of many who come to hear and see. One in particular is pretty sure to cause a lot of soul-searching among certain broadcasters -- a straight-from-the-shoulder discussion of what TV really means to broadcasting and broadcasters by David Sarnoff. He meets Saturday, Sept. 13, with NBC affiliates in Claridge Hotel.

Probably TV's most persistent and consistent believer and promoter, Gen. Sarnoff's aim is to persuade as many as possible to get into it while the getting's good. NBC and affiliates already account for 5 of the 12 TV stations now operating, 22 of the 55 CPs now outstanding. It's our guess that many more NBC affiliates who can stand the financial pull, will be "sold" on TV by RCA-NBC's chairman.

FM problems are being left largely to FMA's convention in New York's Hotel Roosevelt the Friday-Saturday preceding NAB's. That zealous little organization says it expects 400 delegates, most of whom will thence go to Atlantic City (where big Convention Hall had to be hired to handle 2,000 or more anticipated delegates and the exhibits). FMA will talk up commercial side of FM, discuss Petrillo ban, FM audience measurement and other problems, exhibit latest in FM receivers, tuners, etc., sit in (during Friday night banquet) on commercial debut of new Continental Network (Vol. 3, No. 32, 34).

TV at Atlantic City, aside from RCA's planned demonstration of large-screen theatre TV, will concentrate largely on exhibits of TV sets and transmitting equipment, telecasts relayed from Philadelphia's newly inaugurated WFIL-TV over 60-mile radio relay link, and RCA exhibition crew doing same job of closed loop telecasting of convention sessions and speakers it did so effectively at last year's Chicago convention. Exhibits will include GE and DuMont TV equipment as well as first showing of RCA's new image orthicon studio camera. WFIL also plans facsimile demonstration, with complete newsroom operation.

Main NAB agenda quite naturally concentrates on immediate topics such as new code of commercial practices ("tough one" is promised, with teeth in it but with no enforcement machinery yet); labor relations (with Petrillo ban considered as part of over-all picture); legislation (reviewing White-Wolverton bills and what's been done about them); radio advertising (several clinics on its various aspects); engineering problems (including papers on recent TV developments by NBC's O. B. Hanson, on FM transmitters and construction by Consulting Engineer Paul deMars).

THEATRE TV EXCITES FILM FOLK: Lots of to-do about movie industry's concern with TV, necessity of reserving channels for theatre TV, and all that. But not a single firm has yet asked FCC for any such channels, despite fact they're available on experimental basis in 1000-13000 mc bands. Movie bigwigs have endorsed -- but have done nothing else about -- SMPE's request for setting aside theatre TV channels, made at FCC hearing last spring (Vol. 3, No. 6). Endorsement took form of virtually identical letters to FCC from Spyros Skouras, 20th Century-Fox; Paul Raibourn, Paramount; Peter Rathvon, RKO; John J. O'Connor, Universal; Nicholas Schenck, Loew's. But FCC says they must take initiative, apply for specific channels; it's not up to Commission to guess their wants.

Yet there's no doubt about heightening Hollywood interest in TV. Both 20th Century and RKO are negotiating with RCA for same kind of deal covering large-screen TV as made recently with Warners (Vol. 3, No. 29). Paramount's interest is well-known; it controls WBKB, Chicago, and KTLA, Los Angeles, and has tieups with DuMont, Scophony. Universal is associated with J. Arthur Rank (British) interests, which own Baird patents, have arrangement with Rauland, are currently battling with BBC over projected London TV-into-theatre experiments (Vol. 3, No. 33). From Hollywood Scripps-Howard staffman Kaspar Monahan reported (in N. Y. World-Telegram and other newspapers) that TV has moviemen "speculating, theorizing, guessing -- and reaching for an aspirin." He said TV is "hush hush topic around the movie studios." He indicated the ulcer colony is beset with phobias about possible impact of TV -- but no one seems to know just what he fears, for no one seems to know anything about TV.

NETWORK PROSPECTS HASTEN TV: You can expect some new TV applications during ensuing weeks, if only because of promise of intercity TV links -- both AT&T's coaxial and Western Union's microwave (Vol. 3, No. 24, 35). There weren't any this week, but we're informed that Hartford's WTIC (Travelers Insurance Co.) has reinstatement of its old application in the works, doubtless hastened by Empire Coil Co. application for same area last week (Vol. 3, No. 35). Also, our information is that St. Louis' KXOK (Star-Times) will reapply shortly.

Hot after TV network carrier business, Western Union this week was revealed as having asked FCC for authority to construct microwave TV hookup between WCBS-TV, New York, and Philadelphia's WCAU (soon to be transferred to Bulletin, a CP holder for TV). Western Union and WCAU would each pay half of development and construction costs. Proviso Commission didn't like -- and on which it turned scheme down -- was that WCAU for 4 years would have first call on all TV programs emanating from New York end of link. FCC suggested WU go ahead on own as common carrier. Meanwhile, AT&T reports coaxial cable spreading apace -- reported Wednesday that construction has started on New York-Albany link of coaxial to Buffalo-Cleveland-Chicago.

IS FM SMALL BUSINESS? Now in hands of FCC, probably for early release, are results of its economics division's survey of postwar station costs and revenues. It will contain slim data on FM, inasmuch as only 5 FM stations have been licensed since the war (Supp. 53-C), hence are only ones with final cost figures. But AM figures may prove valuable, certainly will be interesting. All we can learn as yet is that they show radio is still a pretty nice business.

Past experience has shown you usually can't place too much credence in government reports on radio's business side (witness the Blue Book), even though they bear the authoritative imprimatur of Uncle Sam. We aren't passing judgment yet on FCC report, though some such in past haven't been much to brag about. But consider the roseate case for FM as small business published in the widely distributed, oft-quoted Senate Small Business Committee Report of April 10, 1946 (Vol. 2, No. 15). Many an FM builder is literally appalled, toting up costs, wondering how he could have gone so cockeyed in early estimates. So he points accusing finger at report.

As you reread it, you can't avoid conclusion it was guilty of a seriously misleading sin of omission; you almost go along with remark of one old radio hand, "The Committee ought to be investigated by the Federal Trade Commission." For example, in estimating construction costs, report gave figures only for major technical items. These costs have spiraled, and no one can blame committee for fog in that particular crystal ball. But hearken to these words of wisdom in report: "Other items, such as real estate and construction, will be included in the cost of an FM station, but these figures make it abundantly clear that FM broadcasting is well within the reach of small-business enterprise."

True, these "other items" are highly variable, but the Senators (who probably merely signed their names to unread stuff their bright researchers dug up) gave the ardent entrepreneur no hint that 9 times out of 10 the cost of "other items" made prices of "principal transmitting equipment" look like peanuts. For example, we know of one Class A whose tower alone cost \$13,000; whereas median estimate on "major transmitting" equipment for this class of station (1 kw) was given as \$14,758. Another broadcaster we know started to spend up to \$50,000 for FM addition to his AM plant, ended up with \$110,000 investment. And those FMers without existing AM plants, most particularly the low-budgeted little fellows (many of them veterans) who started out with so much zeal and ardor, soon found their estimates knocked even more cockeyed when they were impelled to file additionally for AM as a means of supporting FM until it could stand on its own fiscal legs.

FARNSWORTH TV SETS NEXT: Next big-name TV set manufacturer breaking forth with sets is Farnsworth. Its table model (GV220) goes into New York, Philadelphia market in quantity next Monday, accompanied by advertising splurges. Its a TV-only set, 10-in. tube, selling for \$349.50 plus \$45 for installation and warranty, cheapest

of its class yet. Washington gets next consignments, other TV cities to follow on indefinite schedule which President E. A. Nicholas tells us he hopes will include all TV cities by year's end. Next Farnsworth model, including AM-FM with 10-in. tube, is due in mid-November, priced at \$497.50. Another with phono is due later.

RCA's first projection model (648PTK), now on production line at Indianapolis plant, is being shown dealers by New York, Philadelphia, Washington distributors, will soon be available to public. It frames 15x20-in. images, contains 41 tubes plus 7 rectifiers, includes push-button AM-FM and shortwave. Suggested retail price is \$1,195 plus \$95. To our lists of companies reporting actual or prospective TV set manufacture (Vol. 3, No. 30, 35), add Preston Television Mfg. Co., 38-25 Bell Blvd., Bayside, N. Y. It reports 12-in. table model now in production, to sell for \$375 and to make New York debut Sept. 12.

SIGHT AND SOUND

This was first grantless week in FM for 3 months, hence none reported in Supp. 53-J herewith. On the other hand, and more important, is fact that 8 stations were told they can start programming with STAs. Only other FM action from FCC involved Paul Porter's first appearance before Commission since he left. Ex-chairman picked complicated FM overlap case of Steinman brothers who've been granted Lancaster, Bethlehem, Wilmington, and want York, Harrisburg, Reading. Results, since Attorney George Sutton called him in on case: petition for grants without hearing denied, but continuance to Oct. 13 obtained.

Fate of Washington's WQQW (Vol. 3, No. 34) was still undecided as we went to press Friday, just before third meeting of stockholders was to be held. Tuesday meeting brought forth resignation of Manager Brecher and other top men; vague offer but not in writing from "an official of Lofts Inc." of \$126,000; offer of \$25,000 cash, \$37,500 long-term notes, \$37,500 preferred stock from local cooperative; offer from one director of \$75,000 for controlling interest; solicitation among stockholders for 25% increase in stock purchases, resulting in \$5,000 pledged (enough with money on hand to keep going perhaps 2 more months); insistence by some that \$10 subscription fees solicited from audience can support station. Meanwhile, FCC this week granted Washington area's 14th AM (1220 kc, 250-watts daytime) in Falls Church, Va., to ex-FCC field engineer Lamar A. Newcomb.

True, New York area TV sets number about 40,000—but that's no justification for outlandish \$100,000 fee demanded by "Happy" Chandler office for World Series TV rights. Up to press time, there were no sponsor takers. CBS, DuMont, NBC had agreed to pool station resources for telecasts. MBS as vehicle for Gillette sponsorship of regular broadcasts is entirely agreeable to telecasts but says Gillette won't pay such price, goes along with others that it's too high, sets bad precedent.

FM's Continental Network is growing nicely (Vol. 3, No. 32, 33, 35), this week adding WABX, Harrisburg, Pa., and WXNJ, Greenbrook Twp., N. J. (Plainfield). This makes 26 stations to date. CN's heads continue to protest heatedly over fact telephone company won't provide 15,000 cycle lines on same no-charge, experimental basis that TV gets coaxial. They complain, too, that they wouldn't get service in less than a year even if they ordered it.

FM tuner business continues to attract more manufacturers. Latest units are an 8-tube, \$52.50 tuner of Peerless Radio Distributors Inc., 92 Merrick Rd., Jamaica, N. Y., and an 11-tube (price undisclosed) unit of Collins Audio Products Co. Inc., 126 Park St., Westfield, N. J. In the "build your own" field, Brooks Radio Distributing Corp., 80 Vesey St., New York City, offers tuner nucleus of FM variable condenser and set of matched coils for \$4.95.

Radio in politics this week: Robert Franklin Jones, Ohio Republican, resigned Congress seat Thursday, was sworn in as seventh FCC member by Supreme Court Justice Burton Friday in presence of all FCC members except Hyde who is out west. Comr. Jones is GOP's hope for FCC chairmanship should next elections go that way (Vol. 3, No. 25, 28) . . . Washington radio lawyer Paul D. P. Spearman, one-time candidate for lieut. gov. of his native Mississippi, is considering running against Rep. Rankin for U. S. Senate seat vacated by death of Senator Bilbo . . . Both *Time* and *Variety* report (with certain justification, our information indicates) that presidential radio advisor Leonard Reinsch is in White House doghouse because of press stories that he'll be next FCC chairman. Mr. Truman said to believe he planted stories himself, so scratched him from Rio entourage.

First objection to FCC's TV plan to overcome interference to TV from mobile services sharing frequencies, by eliminating Channel 1 and abolishing sharing (Vol. 3, No. 33, 34, 35), comes from Fred M. Link Co., communications equipment manufacturers. In long telegram to FCC Thursday, Link Co. objects strenuously to proposed tightening up of fixed engineering circuits, elimination of mobile services in 72-76 mc band (between TV Channels 4 & 5). TBA attorneys this week were drawing up objections for submission to Commission along lines agreed upon at special committee meeting (Vol. 3, No. 35). RCA-NBC will also object, partially on plea TV receiver industry must have stability.

FM studio-transmitter links, frequently vital for mountain-top installations, have been slow in coming from manufacturers. However, RCA is now testing a 950 mc setup with 5-watt transmitter. Others understood working on STLs are Bendix, Federal, GE, Collins. In absence of uhf equipment, FCC has given some stations temporary authority to use lower TV bands for STLs.

FCC Chairman Denny, scheduled to speak at Sept. 17 NAB convention luncheon, begged off from similar chore at FMA convention banquet coming Friday night, pleading tieup in plenary sessions of Atlantic City International Telecommunications Conference. Comr. Walker, instead, will handle FMA job, talking on "FM—A New Deal for the Radio Listener."

Collins goes into FM antenna business with a "ring" antenna somewhat reminiscent of GE's "doughnut." Claims: simplicity, high gain (8.5 for 8 bays), ease of impedance matching, wide tuning range (10-15 mc for any antenna).

Actual measurements of GE's 2½ watt FM transmitter at Syracuse U (Vol. 3, No. 19) shows adequate, if highly variable, coverage to calculated 50 uv/m contour 7 miles out. Antenna is 100 ft. above ground, ERP is merely one watt.

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September 13, 1947

AMs STILL DOMINANT IN FM: There's little comfort to old-line broadcast operators in fact that AM station roster has just about doubled since V-J Day (total to date: 1,865, of which 513 are CPs). Nor does it look like FCC's policy of encouraging and hastening FM means any letup in AM grants. Actually, more than half (1,031) of the country's AM licensees and CP holders are apparently still leary of FM or unconcerned about it. At least, they haven't applied. But the 834 AMers who are in FM (as against 289 non-AMers) do constitute the lion's share of the 53 FM licensees, 923 grantees, 147 applicants (total: 1,123) who constitute today's FM setup. As for newcomers to radio, AM is still the big attraction -- 106 new applications since July 1 (average: about 10 weekly). Only 33 newcomers have declared themselves for FM since July 1 (about 3 weekly).

WHAT'S PETRILLO'S QUID PRO QUO? Jimmy Petrillo's ultimate intentions toward FM remain shadowed in doubt, even after last Monday's conference of networks with his executive board. All had nothing much to report: Petrillo and board listened, promised to deliberate again, then on Thursday said look for decision in about a week. Strategy may be to await NAB and FMA convention discussions, then perhaps offer "deal" along lines intimated by Congressman Kearns in FMA speech (see story below).

Networks certainly extended themselves -- FMers' suspicions to contrary notwithstanding -- to get ban lifted. But they're frankly thinking in terms of overall labor situation, especially in light of gains they may have won under new labor laws when time comes (before Jan. 31 expirations) to negotiate new AFM contracts. Petrillo knows that to permit duplication makes sense, doesn't increase total radio audience but does promise better radio and eventually wider opportunities for his men. He's doubtless angling for some sort of quid pro quo. As FM-operating New York Times stated editorially: "In radio circles Mr. Petrillo has been known as a thoroughgoing realist and, when the chips were down, not lacking in a sense of the practical. Surely, he and his colleagues...will recognize that before they can strike a bargain...the new industry should have a chance to come into being."

But Petrillo's phobia of "technological unemployment" -- even though not borne out by facts and figures -- was manifested again this week when his board repeated threat to prohibit AFM members from making new phonograph records after Dec. (Vol. 3, No. 28). Board meets in Chicago Oct. 13 to take this matter up. They're irked over Taft-Hartley restrictions on disposal of royalties collected on records (now amounting to about \$1,000,000 a year).

SIZING UP FM AT FMA CONVENTION: Any lingering doubts that most established broadcasters look upon FM as part and parcel of their own domain -- regard it as their rightful heritage, though with varying degrees of enthusiasm -- are dispelled not only by our AM-FM statistics in this issue but also by current events. As for doing anything to push it along, their relatively meager attendance at FMA's New York convention this week-end may or may not be symptomatic.

The fact is that, whereas next week's NAB convention in Atlantic City has an

indicated attendance of around 3,000, only about 300 attended the FMA sessions. Even these were largely from non-AM stations, sometimes looked upon as the industry's "poor relations." Busy with pre-NAB conventions and meetings of their own, networks hardly turned out at all -- only 2 CBS men spotted at Friday's session.

Up to our Friday press time, FMA had heard words of praise and encouragement from speakers like Rep. Carroll Kearns, House labor subcommittee chairman; Max Balcom, RMA president; Paul Walker, FCC vice chairman. What they said, and what transpired at convention's first day, sums up about like this:

PETRILLO AND AM-FM DUPLICATION: This was theme of Congressman Kearns' address. He called Petrillo "a pretty good guy," suggested FMA meet with him and with Petrillo to work something out (which suggestion was immediately pounced upon). Said Kearns, "You're really not too far from what you want." Petrillo, he added, drives a hard bargain but once he gives word lives up to it. He thought Petrillo might be amenable to "deal" to permit free duplication for one or 2 years, then scale of payments; he was sure Petrillo won't permit blanket duplication.

Fresh from Hollywood hearings, Kearns predicted movie-TV situation will soon right itself -- that Petrillo will come to terms "when the TV people really need and want movies." He saw no great rush now.

FM RECEIVING SET SITUATION: Mr. Balcom concerned himself largely with size-up of RMA's production figures (as reported in these pages), analyzed them to show they were pretty favorable, showed growing number of table model FMs, constantly increasing proportion of consoles with FM. "Together with TV," he said, "FM offers the greatest incentive to radio set production today." Predicting 2,000,000 FM sets this year, he felt the manufacturers were measuring up. But reaction of his set-hungry audience was one of disagreement. At receiver exhibit, conventioners saw:

Hazeltine's FM circuit, called "FreModyne," incorporated in 5 table FM-AM sets and Meck \$19.95 tuner (Vol. 3, No. 33). The sets: Olympic's \$39.95 (Vol. 3, No. 36); Gilfillan's \$49.50; and 3 unpriced models by Regal, Signal, Nobel. Not shown but announced was Howard's new \$39.95 set. And Hazeltine reported 30 licensees would have its super-regenerative circuit (reported requiring 300 uv/m for good performance) in sets coming out this fall. Pilot's joy in its \$29.95 Pilotuner bubbled over as it revealed production to date of 51,000, delivery of 48,000, announced discontinuance of table AM-FM, gave out plans for a \$135-\$150 table AM-FM-phono and an FM-only portable. But Hazeltine's exhibit was easily No. 1 attraction.

Ever alert to promote TV, RCA showed its 641TV console containing AM-FM. Conventional AM-FM table models displayed: Arvin, \$74.50; Espey, chassis only, \$140; RCA, \$79.95 to \$95; Stromberg-Carlson (now high-band only), \$74.95 to \$89; Zenith, \$59.95 to \$99.95; Meck, \$79.95; Approved Electronics' \$59.50 FM-only and Electronic Inc.'s \$56.95 FM-only Combinette. There were some consoles, too. Surprising was absence of many others now on market.

FM STATION AND NETWORK PROGRESS: Comr. Walker repeated FCC's many blessings on FM, predicted that "one year from today the number of FM stations on the air should be upwards of 1,000...about equal the growth [of AM] in a whole quarter century." As Chairman Denny did last year, he warned: "There are some AM broadcasters well able to do so who have not yet applied for FM. To these I say, in many communities all the Class B wide coverage channels are already gone. Move with the times. Don't stall yourself into oblivion."

The all-FM Continental Network got going Friday night with first sponsor, Stromberg-Carlson (Vol. 3, No. 34), while banqueters listened in. Its promoters say they're now preparing for extensions to Chicago and down to the Gulf, perhaps doubling in size in one sweep. Backbone of extensions will be 8,000 cps telephone lines, same as present eastern hookup from Washington to Niagara Falls (Vol. 3, No. 32), making possible feeding scores of stations in rib-like radiations. Pending big jump, Jersey City's WFMO this week became 27th affiliate. Handling details of CN, including 62 pending requests for affiliation, has become fulltime job for

Everett Dillard's business manager, Hudson Eldridge. Commercial potentialities are also shaping up, with another sponsor in works and financial people even nosing around with idea of buying into project.

MORE APPLY, TV ROSTER SWELLS: Add this week's new TV grant (Dallas), two new applicants (Harrisburg and Hartford), and today's TV boxscore amounts to: 12 stations on the air commercially, 56 CPs granted, 16 applications pending. In addition, there are several dozen experimentals -- a few (like Don Lee's pioneer W6XAO in Los Angeles, Farnsworth's W9XFT in Fort Wayne) in position to go commercial overnight. All these are detailed in Supp. 18-D herewith, bringing up to date our TV Directory.

Dallas grant to millionaire Lacy-Potter interests (Vol. 3, No. 32) proved again FCC's eagerness to get TV rolling, for it came exactly one month after application to erect station in conjunction with plans for big new hotel with TV in every room. Assigned was Channel No. 3 (180-186 mc), 35 kw visual power, 18.5 kw aural, 489-ft antenna. Grant also came as Philadelphia Inquirer's WFIL-TV was preparing for big formal debut Sept. 13 with 8 sponsors signed and more due soon. Next to take air probably will be Washington Star's WMAL-TV, shooting for Oct. 1 opening to take advantage (as WFIL-TV has) of extensive sports sponsorship.

Harrisburg application is from WHP Inc. (Stackpole-Telegraph interests), and stipulates Channel 8, with 30.9 kw visual and aural powers, transmitter atop nearby Blue Mtn., RCA equipment, \$190,065 construction cost. Hartford application is from Travelers (WTIC), stipulates Channel 10 (192-198 mc), 15 kw visual power, 13.6 kw aural, transmitter at Avon, RCA equipment, \$302,723 construction cost.

Hartford filing follows by only few weeks that of Empire Coil Co., asking for same channel (Vol. 3, No. 35). Both Yankee Network (WONS) and Doolittle's WDRC are preparing applications for Hartford also, so hearing is indicated since area is assigned only 2 channels. Nor can Gannett's WTHT be counted out. Hartford situation points up obvious development: Someone new applies in a city with limited channels, so existing stations quickly hop in. You'll see more of this henceforth. There's also eagerness to gain priority rights, as in case of Trenton's WTTM, preparing to file for city's sole channel threatened with extinction (Vol. 3, No. 33).

FCC's INVITATION TO LEARNING: That "freedom to editorialize" hearing, opening before full FCC next Jan. 12, promises to be epochal in radio history. It will evoke the most impressive brain-trusting ever to focus on any radio problem. In effect, Commission admits doubts about its famous 1941 Mayflower decision forbidding licensees "freedom to advocate" via their own facilities -- enough doubt, at least, to seek advice from outside. Sessions will not only hear those who by Dec. 1 ask to appear; FCC is inviting some of nation's leading minds on the subject of freedoms secured by First Amendment -- men like Roscoe Pound and Zechariah Chafee of Harvard, Robert Hutchins of Chicago U, other members of recent Commission on Freedom of Press.

You can certainly count on NAB's appearance, probably President Justin Miller himself, let alone spokesmen for networks, stations, publishers, unions, perhaps even evangelists and atheists -- and, doubtless, the inevitable Morris Ernst. Fact is, Judge Miller's constant harping on subject, demanding same unlimited freedom for radio as press enjoys, admittedly prodded FCC to latest action. He even carried issue to Senate committee (though not very successfully), certainly will play upon it (as well as related code) at NAB convention. Those broadcasters who still don't go all the way with his thinking, preferring defined limits on their responsibility, should welcome exhaustive airing of subject by best available academic as well as practical thinkers.

First inkling FCC was open to argument was discerned when leftish Comr. Durr confessed to a Columbia U conference, just after the Blue Book's promulgation, that he wasn't completely convinced that "a broadcaster cannot be an advocate" via his own facilities. Chairman Denny echoed Durr's mood at last year's NAB convention (Vol. 2, No. 43). Therefore, FCC proposes discussion of these issues: (1) whether expression of editorial opinions by licensees on matters of public interest and con-

troversty is consistent with their obligation to operate stations in public interest, (2) relationship between any such editorial expression and obligation of licensees to insure fair and equal presentation of all sides of controversial issues.

Meanwhile, hot code issue got hotter Friday after NBC's Niles Trammell, at fully-attended NBC affiliates' convention in Atlantic City, Friday, sounded call for "a new code -- and a new code now." He received strong support from Young & Rubicam's Sigurd Larmon and General Food's Charles Mortimer, who decried excessive commercial time and poorly balanced programming.

SIGHT AND SOUND

No one believes World Series won't be telecast—it would be stupid public relations for baseball to bar it—but Commissioner Chandler turned down firm \$100,000 offer (asking price) from Rheingold Beer. He frowned on beer because of kid interest, ignoring fact beer sponsors TV of big league games throughout season in Detroit, St. Louis, etc. No other sponsor in sight yet, Chandler also turning down Ford offer of \$1,000,000 for 10-year rights. Rheingold offer still stands, says Foote, Cone & Belding's new TV v.p., Ralph Austrian, who's handling this as first agency chore since quitting RKO Television.

FCC hearing on TV Channel 1 deletion and elimination of sharing is certain, but date has not yet been set. Sept. 15 deadline for appearances found these companies had filed in addition to Fred M. Link Co. (Vol. 3 No. 36): RCA-NBC, objecting to loss of TV channel, requesting assurance of TV allocation stability; National Bus Communications Inc., approving deletion of TV Channel 1, but asking assignments in 44-50 mc band be held up till after General Mobile Service hearing scheduled for Oct. 27; Motorola, endorsing proposal. Major Armstrong asked for extension until Oct. 1 so he can file data, believed to be in favor of using all, or portion, of 44-50 mc for FM. TBA will object along lines previously indicated (Vol. 3, No. 35, 36).

Lowest cost figure for equipping TV station ever cited is DuMont's. This week it offered, for \$89,000, this full outfit: 500-watt visual and 250-watt aural transmitters, antenna, 2 cameras, 16mm film projector, slide projector, sound equipment, light banks. GE's bedrock price is \$123,373, but this includes 5 kw transmitter. Figures, of course, are entirely apart from real estate, tower, buildings, etc., which still add up to blue chip status for TV.

NAB higher-ups were much perturbed this week when *Broadcasting* published summary of purported Standards of Practices Code due to be presented at convention. Summary was based on initial draft, which was said to be far cry from final—especially so far as touchy ratio-of-commercial-time provisions are concerned. So President Miller, irked, wired board members disclosure was not only unauthorized but "substantially incorrect."

RCA reports deliveries of TV transmitter TT-5A thus far to WNBW, Washington; KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WLWT, Cincinnati; WBZ-TV, Boston; KOB-TV, Albuquerque. First two are already operating. WTMJ-TV reports Dec. 1 start, is promoting TV heavily by exhibiting and demonstrating equipment.

KFI-TV, Los Angeles, decided debate between it and NBC as to who should get TV Channel No. 4 wouldn't serve any good purpose, asked FCC this week to cancel argument scheduled for Oct. 3. KFI-TV was assigned Channel 9 at original Los Angeles hearings last year.

Jack Dempsey, quoted in Aug. 25 *Sports-Week*, says TV, just like movies, radio, etc., will help build audiences for sports; that drop in attendance at sports events due to poor programs, not stay-at-homes viewing via TV, etc.

TV's powerful non-broadcasting potential got a big boost this week when great number of doctors attending American College of Surgeons Congress at Waldorf-Astoria watched operations being performed at New York Hospital. Daily demonstrations, set up by RCA and using microwave relay, moved Dr. Arthur W. Allen, president, to say, "This is a teaching medium that surpasses anything we have had in the past." This was second such demonstration, first being done (by wire) at Johns Hopkins last February. And, in Washington, when CBS's Ed Scovill told teachers conference Tuesday about advantages of TV, he addressed them from WTTG-DuMont, 2 miles away, while they heard and saw him on sets in meeting room.

"The Terrible Tempered Mr. Damm" is subject of series of 3 from-the-scene articles on *Milwaukee Journal's* well known radio chief by able John Crosby, New York Herald Tribune syndicated columnist. Theme: [Walter] "Damm is one of the few broadcasters, possibly the only one, who tells advertisers where they can go and what they can do when they get there." He's called a "ruthlessly efficient" and "dictatorial personality" made to tick by "ferocious egotism, pertinacity and blind bullheadedness"—but WTMJ is described as "one of the richest and most successful, possibly the most individual and easily the most independent station in the United States today."

Western Union says newspaper group apparently misconstrued immediacy of its New York-Chicago microwave relay system (Vol. 3, No. 35). Correct Western Union position is this: Buildings and towers are already up on New York - Philadelphia - Washington - Pittsburgh system. Equipment deliveries and installation will take 6 months, maybe longer. First leg available will be New York-Philadelphia, then Washington, then Pittsburgh. When other circuits are completed, telegraph company hopes to make them available for TV relay immediately.

20th Century-Fox's experiments with large-screen theatre TV, for which it has just contracted with RCA for equipment, will be centered in Movietone Newsreel studios in mid-Manhattan, with Earl I. Sponable supervising. Warner Brothers, first to order RCA setup (Vol. 3, No. 29), is centering its work at Burbank studios. Deal with RKO is expected to be announced next (Vol. 3, No. 36).

In spite of more FM equipment and relaxed building restrictions, stations are still very slow in reaching ultimate facilities. FCC, last week alone, granted extensions of completion dates to 62 CP-holders. But Commission isn't as liberal as it used to be, granting 3 months where it once granted 6.

Installment buying is seen boosting TV set sales, and lots of banks are already handling financing for dealers. Latest to go into field on big scale is Industrial Bank of Commerce (Morris Plan), financing at 4.88%, by arrangement with U. S. Television Mfg. Corp.

Operation of ABC since purchase in 1943 by Ed Noble is subject of business section story in Sept. 15 *Newsweek*.

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

Television Digest

and FM Reports

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September 20, 1947

THREE MORE APPLICANTS FOR TV: At least a dozen new TV applications are in the making, should be filed within next few weeks — that's our cumulative information from Washington radio lawyers and engineers who prefer not to disclose identities of principals as yet. This week 3 more went into FCC hopper, bringing total pending applications to 19 (Supp. 18-D). Hartford's WDRC applied for Channel No. 10 (192-198 mc), stipulated GE equipment, transmitter on West Peak, Meriden Mt. It's Hartford's third application for 2 available channels (Vol. 3, No. 37); Yankee's is on way (also one more from area is known to be in the works), so competitive hearing is inevitable. Trenton's WTTM applied for Channel No. 1 (44-50 mc), RCA equipment, transmitter in station's present downtown site; this is planned as move to "protect" that community class channel, which FCC threatens to take away (Vol. 3, No. 33), and attorneys are proceeding despite fact WTTM is about to be sold to Philadelphia's big Albert M. Greenfield interests (for F. Carl Mark, son-in-law). And Chicago Times has filed for Channel 13 (210-216 mc), RCA equipment, transmitter in Carbon-Carbide Bldg.; this makes third applicant for city's 3 remaining channels (Supp. 18-D).

LET'S LOOK AT THE FM RECORD: There was so much "talking down" of FM at Atlantic City, that it almost seemed someone had started a whispering campaign. Deprecatory talk came mostly from well placed AMers, smug in their present profitable positions, fearful of change or simply reluctant to risk new investment. One of their main new arguments was that FM is going to be by-passed by TV. What's the real score?

First, admittedly, there are retarding, sometimes discouraging factors — Petrillo, poor demonstration signals from too many low power STAs, slow receiver production, plenty of AM program choice in most areas. As for TV, it's obviously a different breed of cat; to argue it's going to by-pass FM is to argue that sound broadcasting as such will disappear entirely. Nobody can blink away these factors:

(1) FM offers a superior system of broadcasting. Most engineers and such successful and eager toilers in the radio vineyard as Shepard, Damm, Nafzger, Dillard, Jansky, Manson, Baker, to mention only a few also deep in various phases of AM, aren't jeopardizing their businesses and reputations by backing a chimera. (2) FCC is solidly and unequivocally behind FM. Witness Chairman Denny's speeches at NAB and Walker's at FMA (Vol. 3, No. 37). (3) Receiver manufacturers, by and large, look to FM as a major merchandise appeal. Despite slow start, many more are getting going. Even RCA, deep in TV, is also now deep in FM despite Maj. Armstrong's lambasts against his hated rival for allegedly holding the art back. (4) Equipment makers are turning out ever-improving facilities. Armstrong-Jansky demonstration of relay and pickup system, same previously shown ITC foreign delegates (Vol. 3, No. 31, 33), so impressed some 500 NAB auditors Thursday that they burst into spontaneous applause.

Inescapable also is fact AM band is becoming so congested, due to plethora of new stations [AM total to date: 1,873], that Comr. Durr's remark of year ago becomes a truism. We're making such a "mess" of AM, he said, that only FM can save

broadcasting (Vol. 2, No. 33). As for Federal policy, it's plainly aimed at day when most, if not all, local and regional broadcasting will be via FM; and when AM channels will be confined to superpower for longer distance coverage. Denny's all-out endorsement of FM wasn't quite so detailed as at last year's NAB convention (Vol. 2, No. 43), but he did say Wednesday: "I urge AM broadcasters who have not applied for FM [there are more than 1,000 of them; Vol. 3, No. 37] to re-examine their position."

PETRILLO TIGHTENS THE SCREWS: Everybody seems nonplussed by Petrillo's latest maneuver -- his own locals no less than a radio industry that at first was flabbergasted, then roused to fighting fever. In barring live music from FM's Continental Network, on which Stromberg-Carlson sponsored 50-piece Rochester Symphony at full union network pay scale, music czar cuts off newly created work for AFM cardholders. His arbitrary attitude also apparently glims prospect of any immediate lifting of AM-FM duplication ban.

Best guess seems to be Petrillo purposely timed this tactic with NAB convention, and on eve of new contract negotiations with networks, to demonstrate defiance of new labor laws — also as an object lesson that he can pull plug on AM as easily as he has stifled FM. Indeed, crackdown on big networks may be next move in Petrillo's open attitude of "Congress be damned" and "public be damned."

Union locals in Washington and Rochester, CN key cities, got unexpected instructions by phone Wednesday, but let that night's show go on, putting edict into effect Thursday. As one union head put it, "Ours not to reason why." As for Congressman Kearns, who last week saw settlement of FM duplication in sight (Vol. 3, No. 37), he frankly told us, when reached at his Pennsylvania summer home, "I can't understand it. It baffles me. It doesn't make sense." He said he hopes to see Petrillo in Chicago Monday, still expects to get him together with FMA committee named last week to confer on duplication issue. If this effort flops, if Petrillo persists in arbitrary course, you can expect real fireworks when he is called back before Kearns' House Labor subcommittee. Kearns certainly has tried hard to be friendly — almost too much so, some think.

It's pretty well agreed Petrillo is now, more than ever, an over-all industry problem and time has come for showdown. NAB convention passed resolution -- pressed by Shepard, Asch, Damm -- declaring duplication ban unjustified, urging broadcasters to insist on right to duplicate. But even more important, stunning news brought NAB, FMA, network topkicks into huddle at Atlantic City, with all agreeing industry must stand together. They decided to call in TBA and transcription companies (threatened with stoppage of all recording) for united front in Congress and perhaps courts. Also, John Shepard let it be known Yankee Network is duplicating MBS programs on its 2 FM outlets. In another city, independent stations are duplicating, ignoring union invoices for standby fees (obvious enough featherbedding to invite court test). Many other stations, network and independent, are also reported duplicating. And scrappy FMA, leaving no stone unturned, has asked FCC to rule networks cannot forbid affiliates from duplicating, or at least to hold hearing on whether it should issue such a rule.

SET PRODUCTION CONVALESCING: TV and FM set production has been hypoed, but RMA's official figures won't reflect hiked production until next month. August tabulations show both on way up after traditional summer slump, but nothing noteworthy yet. TV for month was 12,283, up 2,276 from July; total for year so far: 68,679. FM was 72,014, up 1,365; total for year: 588,226. Tuner makers still aren't reporting figures, although Pilot alone says it has made 51,000.

Breakdown of TV types: 7,984 table models, 2,273 consoles without phono, 2,026 consoles with phono (of consoles, 110 were projection). FM breakdown: 8,653 table models, 63,361 consoles. Total sets of all kinds: 1,265,835. Production first 8 months of 1947: 11,031,935. [For July figures, see Vol. 3, No. 34.]

September 20, 1947

If your binder is getting jam-packed, we can furnish you more (at cost price, \$2.10)—in fact, we recommend you keep separate files of Newsletters and Supplements rather than try to cram them all into same binder.

Stromberg's Continental Network Friday night program banned by Petrillo (see story in this issue) is being replaced by sponsor with dramatic show about New York State Police. CN had to cut out Thursday night program, having insufficient time to rig good substitute. Army Band continues Wednesday nights.

Newly elected NAB directors: Paul Morency, WTIC, Hartford, and Howard Lane, WJJD, Chicago, for large stations; T. A. M. Craven, WOL, Washington, and G. Richard Shafto, WIS, Columbia, S. C., medium stations; Clair McCollough, WGAL, Lancaster, Pa., and Robert Mason, WMRN, Marion O., small stations; Willard Egolf, WBCC-FM, Bethesda, Md. (Washington), ex-NAB staffman, FM Class As; John Shepard 3rd, WNAC-FM, Boston (call to be changed from WGTR), FM Class Bs.

Quite a few more resignations from FCC legal and engineering staffs, some due to high cost of living, may be expected shortly. Veteran attorney Abe L. Stein resigned last week to hang out shingle in Washington (Earle Bldg.) and Chicago (1 No. La Salle St.). FM section attorney A. M. Hall quit to go into practice in hometown of Marion, Ind. To Washington Merry-Go-Round column's report he will soon quit to accept teaching post or college presidency, FCC Comr. Durr tells us, "I have no present intention of leaving the Commission."

Survey of 1,900 TV set owners in Los Angeles area (by Television Research, 1022 Fair Oaks Ave., So. Pasadena) shows, among other things: 5 viewers per set; 73% of set owners willing to pay 30-80 cents per show for more costly productions, such as first-run movies, stage shows, etc. (a fillip to Zenith's Phone Vision idea); 55% saying they go to sports events less often; 46% go to movies less often; 77% listen to radio less often. Survey estimates additional 1,100 sets in area's public places, such as taverns.

FM enthusiast Leonard Asch, operator of Schenectady's WBCA, head of Patroon Bestg. Co., holding CP for 10 kw on 1540 kc in Albany, reports J. Myer Schine, theatre chain operator, also owner of Miami's Roney Plaza, Atlantic City's Ritz and other big hotels, has become associated with Patroon and other Asch radio projects.

Some old-time FM operators at NAB convention (WELD's Les Nefzger, for one) were hepped up about FM networks, but don't want to rely on long chain of out-of-the-air pickups, preferring high-fidelity lines. You can expect more and more demand for such lines, accompanied by protestations of current inability to pay tariffs phone company asks.

Ace radio columnist John Crosby, *New York Herald Tribune Syndicate*, followed up series on Walter Damm and WTMJ, Milwaukee (Vol. 3, No. 37) with four articles this week or Col. McCormick and WGN, Chicago, is reported planning similar sketches on other stations. They're good reading, whether you like what he says or not.

TV interference hearing, involving fate of Channel No. 1, is due in early October, with 3-way lineup. Among appearances filed, TVers (TBA, Philco, RCA-NBC) object to FCC's proposed deletion of channel, say sharing impossible, TV can't afford losing any bands, in fact needs more. FMers (FMA, Zenith, Armstrong, Yankee, Asch) want 44-50 mc retained for FM. NAB says broadcasting can't afford any loss of frequencies, so 44-50 should either be kept by TV or allotted FM. Communications services all agree on deletion, but have varying ideas about disposal of 6 mc band.

Warning of a "day of reckoning," consulting engineer Paul deMars told NAB conferees in Atlantic City that very few FM stations now on the air could meet FCC standards. He pointed out that FM standards were much more exacting than AM and that high power and high gain antennas made job of compliance much more ticklish. He also said that FCC's coverage predictions are frequently found "grossly in error" when applied to broken terrain, that losses due to shadow effects behind hills and buildings can be very heavy.

Facsimile exhibits and demonstrations at Atlantic City drew considerable interest, but many broadcasters said they felt FX is still raw and experimental, mechanically awkward. Nonetheless, John V. L. Hogan's Newspaper Publishers' Faximile Service reported 25 subscribers, including Publisher John Knight, who plans to lease recorders out around town in Miami at \$65 and \$85 per month; lessee owns recorder when it's paid for. Milton Alden's people reported some half dozen broadcasters ordering equipment. Surprising was absence of Finch, also an FX pioneer. FX newsroom and page-make-up demonstrations by WFIL and WAAT showed operations not too difficult.

Newly elected officers of FMA: Everett Dillard, WASH, Washington, and KOZY, Kansas City, president; William Ware, KSWI-FM, Council Bluffs, v.p.; E. J. Hodel, WCFC, Beckley, W. Va., secy; Thomas F. McNulty, WMCP, Baltimore, treas.; Bill Bailey, reelected executive director. Board of directors now consists of officers and: David G. Taft, WCTS, Cincinnati; E. Z. Jones, WBBE-FM, Burlington, N. C.; Ben Strouse, WWDC-FM, Washington; C. M. Jansky Jr., Jansky & Bailey; Morris Novik, Unity Broadcasting of New York (ILGWU); W. R. David, GE; Roy Hofheinz, KOPY, Houston, retiring president; Leonard Asch, WBCA, Schenectady; Frank Gunther, REL; Stanley M. Ray Jr., WRCM, New Orleans; Raymond Kohn, WFMZ, Allentown, Pa. Officers and first 4 directors listed comprise executive committee.

Crosley's experimental TV station W8XCT, Cincinnati, started test patterns this week, utilizing film, stills, views from Carew Tower, interviews. Sidney Fox's WGXIS, Salt Lake City, plans starting on same basis Oct. 1. Both hold CPs for commercial (Supp. 18-D), but Fox says he intends to wait for coaxial before being bound by rules, minimum schedule, etc.

Committee of 18 stockholders, new manager to be chosen, will attempt to continue operation of Washington's WQQW (Vol. 3, No. 34, 36), for time being at least; committee also vested with authority to sell, if bona fide customer can be found.

TV sets at NAB convention included GE's new Model 901, with 15x20-in. screen, plus 2 FM bands, AM-SW-phono, to sell for about \$2,200. Other display set was Stewart-Warner's console with 10-in. direct view tube, plus AM-FM-SW-phono. Outside convention hall, Bowers Battery Co., Reading, Pa., in own permanent exhibition quarters showed 2 massive breakfronts with 10-in. direct view TV and AM-FM-SW-phono. One sells for \$3,000, other \$2,500. Also on display was Bowers table model TV-only (with 10-in. picture), \$375.

Significant sidelight on TV portion of FCC Chairman Denny's convention speech: National advertising and publicity is giving TV so much attention that "soon the good people of Memphis, Birmingham, Kansas City, Denver, Atlantic City and a hundred other cities are going to start asking—"When do we get television?" Note that these cities, though cited merely as examples, are among quite a few big ones which so far haven't any takers for their wide-open TV channels (see Allocation Table, Supp. 18-D).

TV and FM awards for 1947 promotion by *Billboard* went respectively to NBC's WNBW, Washington, and *New Bedford* (Mass.) *Standard-Times'* WFMR. Second and third place for FM went to WIZZ, Wilkes-Barre, Pa. and WKNB, New Britain, Conn. FMA awards at convention last week went to Rep. Kearns, for arbitration in music situation; *New York Times'* Jack Gould, for consistent and accurate reporting of FM; U of Wisconsin, for establishing first educational FM network; Everett L. Dillard, for establishing first commercial FM network; FCC's Cy Braum, for fast settlement of New York ILS-FM interference problem last March.

RKO Television Corp., part of RKO Pathe Inc., says it will carry on "exactly as planned when formed in 1944 . . . policy then, as now, is to create package film shows for TV stations and for advertisers." Ralph B. Austrian, resigned president, now v.p. of Foote, Cone & Belding, has been retained as TV consultant.

Paramount's TV chief Paul Raibourn told Theater Owners of America (formerly Motion Picture Theater Owners Assn) at Washington convention Friday that New York's Paramount Theater would soon demonstrate its film-for-TV system whereby movies can be shot and within one minute after development can be run off on TV or theater projector.

Add new TV sponsors: BVD Corp., on WNBW, New York, additional weather reports prior to 9 N. Y. Giants pro grid games; Canadian Ace Brewing Co., on WBKB, Chicago, Sept. 20-27 horse races, Chicago Bears home games; Brown & Williamson Tobacco Co., on WBKB, Northwestern and DePaul home games, starting Dec. 13; St. Louis Shoe Manufacturers Assn., on KSD-TV, St. Louis, shoe style show.

Stewart-Warner's TV production for next year will be "maximum" of 5,000 sets, according to radio division manager Samuel Insull Jr. Included is new TV-FM-AM-SW-phono for \$785 plus \$75 installation scheduled for market Oct. 15.

New firm called Clear-Vu Television Corp. was announced in New York Friday as producer of 10-in. screen models at \$399.50, 15-in. at \$750. President and general manager is Irving Kane, who has quit presidency of View-tone.

Full theatre-size screen for TV (20 ft.) should be ready for demonstration "soon," is latest report from RCA—presumably referring to Warner Bros. and 20th Century-Fox experiments (Vol. 3, No. 29, 36, 37).

Signs of the TV times: Philco's WPTZ, Philadelphia, claims it's carrying "far more hours each week than any other [TV] station in the country and that the hours we do broadcast show a respectable percentage of commercial sponsors" . . . citing Aug. 18-24 week's 38 hours, of which 26 hours 7 minutes (68%) were sponsored (18 hours 38 minutes being baseball games). NBC's WNBT, New York, claims some sort of record for 11 days from Aug. 22-Sept. 1 when it was on air 83 hours, which included 30 hours of telecasting American Legion events (for which Petrillo gave musical dispensation) plus Giants games, Davis Cup matches, Madison Square Garden boxing, trotting races. WNBT claimed week-long TV record for Aug. 26-Sept. 1 (60 hours).

Venezuelan Embassy in Washington reports Maracaibo will get South America's first TV station, using U. S. equipment and technicians—but no company here has yet reported receiving order. Among RCA orders for full TV station setup is one from U. S. Army Signal Corps, Fort Monmouth, N. J. RCA also is dickering with India Govt. for TV setup.

Loew's WHN and WMGM (FM adjunct named after Metro-Goldwyn-Mayer) assume occupancy of 3 floors soon after next Jan. 1 of New York's famed 711 Fifth Ave., original home of NBC, space now occupied by World Broadcasting System. Ten-year lease entails rental of \$1,000,000, and \$500,000 will be spent for new equipment, alterations, etc.

Symptomatic of future in higher education: American U, Washington, D. C., now offers courses in radio and TV, in cooperation with *Washington Star* and its WMAL and WTVW, under four-year plan for majoring in radio and winning degree of B. S. in Communications.

Farnsworth's E. A. Nicholas, introducing new TV table model to New York dealers recently (Vol. 3, No. 36), said company's goal is 50,000 production of 3 types of sets in 1948, predicted industry's September TV production at 30,000. He predicated latter figure, apparently, on rolling production lines at RCA, Philco.

Smart positioning puts new WPTZ 552-ft TV antenna tower (at Wyndmoor) with one side facing Philadelphia, other Mt. Rose, N. J., where New York TV signals are relayed. RCA is making heavy pitch for order for new transmitter for authorized higher power. Philco forecasts quadrupled coverage.

Says consumer-conscious Household Finance Corp.: "A [radio] model costing more than \$150 would not be a good buy . . . unless it is adapted for FM reception." Statement is made in latest, revised Better Buymanship booklet on "Radios." Booklet discusses TV as well as FM, has excellent advice for prospective radio buyers.

RCA had 300 kw of FM for post-convention demonstration at Camden Friday. Power, highest yet, is achieved by 50 kw transmitter and 4-section Pylon antenna. Next in line is Eitel-McCullough's 250 kw KSBR, San Bruno, Cal.

DuMont has sold first "Acorn" TV package to Elm City Bestg. Corp., New Haven, Conn. (WNHC), recent CP grantee (Supp. 18-D).

Collins has a 5 kw FM transmitter in the works; FCC has given everyone 6 months notice of fact, as required by FCC engineering standards, since 5 kw is maverick size.

Possibilities of better, cheaper mirrors for projection sets are seen in new machine, developed by National Research Corp., Cambridge, Mass., which coats 2-ft. square surface in one minute. Old processes took 15 to 60 minutes.

SELLING TV TO BROADCASTERS: Out of this week's conventions in Atlantic City may come the biggest impetus yet to TV -- probably taking the form, first, of several dozen more applications for stations before the year is out. Comic Ray Bolger's banquet gag that "radio is TV without pictures" didn't sit well with many, but it helped set them thinking. It was only one small facet of the great attention TV commanded. Here's gist of TV's 1947 convention role:

1. FCC Chairman Denny repeated that "in our [the FCC] judgment, television is destined to become the greatest mass communication medium of them all." He cited 8 cities now getting, 33 cities presently scheduled to get TV service (Supp. 18-D), urged broadcasters to go into it. As one way to meet cost burden, he suggested "spawning" little clusters of low cost, low power satellite transmitters, taking their programs from big central stations. These would eventually link up for nationwide service as coaxial cables and microwave relays reach out. Little stations later could acquire own cameras and local studios, once sufficient economic support was available.

2. RCA's Gen. Sarnoff and NBC's Frank Mullen told packed NBC affiliates convention their future lies in TV, gave them whole afternoon's selling talk on TV. Sarnoff said fusion of sight with sound is as certain in radio as it was in movies, predicted TV programs within range of 40 million people by end of 1947, 750,000 TV sets by end of 1948. He lambasted Zenith's pay-as-you-look Phone-Vision system, said there's no doubt TV will be sponsor-supported, like radio. Sarnoff also suggested local stations start in small way, with minimum facilities, then expand as receivers and sponsors increase. He asserted TV is "destined to become one of the nation's major industries," compared its \$375 million worth of set business in 1947-48 with sound radio's \$100 million worth in 1921-22.

Mullen offered affiliates first refusal of NBC video facilities, said NBC's sponsor income from TV this year will run \$800,000. For programs, he held out promise of new Kinescope Recorder, camera that produces movies direct off face of TV picture tube. Developed with Eastman Kodak, it will make possible syndication of NBC programs via film to other TV stations.

3. Daily demonstrations included direct pickups of new WFIL-TV from Philadelphia, 65 miles away; 2-jump radio relays from WPTZ, Philadelphia; 6-jump radio relays of live shows and movies from WNBT, New York — all with excellent results. Pictures projected on 6x8-ft screen sometimes drew gasps of astonishment from big audiences, not only of broadcast folk but of delegates to International Telecommunications Conference holding sessions in same hotel (Ambassador).

4. TV equipment exhibits occupied about one-third of hall, and were usually quite crowded. Most frequent questions asked, naturally, concerned costs. But exhibitors said they had never noted such keen, serious interest, expressed confidence orders would now begin to flow. DuMont displayed its \$89,000 "Acorn" package (Vol. 3, No. 37), also its film projector with system that eliminates need for special film camera.

GE showed image orthicon studio camera on hydraulic pedestal, claimed it was most compact, lightest yet (about 40 lbs). GE also showed master control desk able to handle 6 studio or 4 remote cameras, including mixing and fading; new film and dual slide projectors; microwave relay equipment. RCA had image orthicon studio camera with electronic view finder (Vol. 3, No. 25); 35mm film projector; TV switching unit able to handle 4 studio cameras and 2 remotes; developmental model of new 3-camera chain program console. Exciting lots of attention at RCA exhibit was fully equipped mobile video truck due for delivery soon to Baltimore's WBAL-TV.

THEY LIKE THE LARGE SCREEN: Popular trend seems to be toward large-screen TV sets in homes as well as public places, if current experience of Washington's Philco distributors is any criterion. They tell us, with obvious surprise, big-screen sets are moving in 1-to-1 ration with cheaper 10-in. direct view models. Simple fact is public likes them. Philco is promoting TV for all its worth in this area, indicat-

ing what may be expected when it goes into other TV cities (Vol. 3, No. 35). Washington newspapers Sept. 12-Oct. 19 will carry 20 full-page ads promoting TV, besides dealer ads; in addition, distributor-dealer timebuying on local AM, FM and TV stations is at high peak. TV set sellers are "naturals" as TV sponsors, so it's not surprising to find Philco also contracting for heavy hunks of time, mainly sports, on Philadelphia's WPTZ, Chicago's WBKB, Los Angeles' KTLA.

General Electric will be the next out with projection receiver with large screen, fourth producer of this type. (There are also, of course, DuMont's Westminster and Hampshire models, at \$2,495, framing 13x17-in. images, but these are direct view, off 20-in. tube.) Ge's new Model 901, framing projection images and including AM-FM-SW-phono, is due soon. Price will be around \$2,200. Philco's big-screen set is Model 2500, TV-only, sells for \$795 plus \$85 installation-servicing (Vol. 3, No. 26). RCA's Model 648-TPK, with AM-FM-phono, sells for \$1,195 plus \$95 (Vol. 3, No. 36). First to promote big screens, specializing largely on tavern installations, U. S. Television Corp. may possibly be forecasting trend, certainly is seeking to meet big-name competition, with price reductions announced on 4 models: Home console, 21x16-in. picture, with AM-FM-SW-phono, cut from \$2,275 to \$1,795; bar set, 19x25 picture and AM-FM-SW, from \$1,995 to \$1,595; custom-built set, 30x22, from \$2,245 to \$1,795; special set, 21x16, from \$1,795 to \$1,295. It was second reduction this year on first 2 models.

BROADCASTING'S BIG BRITCHES: Fact that the newspapers played up NAB convention news so prominently, sometimes front-paging it, evidences growth and stature of broadcasting industry as it celebrates 25th year of organized activity. They and trade press did such a thorough job (New York Times even published full text of proposed 5,000-word code), that we're going to depart from our FM-TV specialties for only a few particularly pertinent post-convention observations.

Convention itself was superb job of planning and execution, handling more than 2,000 registrants, nearly as many camp followers. Lots of griping, however, about Atlantic City hotels, carnival atmosphere, early fall heat, so West Coast shouldn't have too much trouble getting next one. No question but that President Justin Miller has firm control, enjoys support of rank and file hungry for leadership, also of networks. They like his facility of expression, his fighting attitude, even if they don't all share his academic views.

No question, either, about strength of organization he has built with competent administration of Jess Willard, executive v.p., and Bee Arney, secy-treas. Setup in a nutshell: 1,372 membership as of Aug. 1. Income, Sept. 1, 1946-July 31, 1947, \$658,763. Expenses, \$633,784, of which President's salary, expenses, etc., accounted for \$85,440. Executive staff of 24, secretarial-clerical 44. No question, also, about NAB's ultimate aim: to absorb "rash of competing associations," as Miller put it in his convention speech. Reply of both TBA and FMA to obvious reference is, in effect, "Maybe sometime, but not while we've got our special jobs to do." Miller's speech and NAB's annual report, incidentally, merit close reading; copies available from NAB's publicity dept.

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Biggest issue of convention, the code, led to spirited debate, adoption by board Friday to take effect Feb. 1 subject to existing contracts. But dissidents were invited to submit their suggestions for revisions to November board meeting. Gist of code: no more than 3 minutes of commercial time per 15-minute period. Idea won blessing of FCC chairman, who indicated Commission, unrelenting on Blue Book policy, will also look-see whether stations are adhering to industry's own standards of practice. Other big issue, freedom of radio, didn't evoke much oratory or comment, was put in proper place when Miller disclosed NAB has written proposed substitute for White-Wolverton bills, as requested by Senator McFarlane. It unqualifiedly eliminates FCC from any direct or indirect control over programs; but Miller told press conference he didn't expect bill had chance this Congress, admitted also that "freedom" fight may take 5-15 years to resolve. [Note: NAB also has printed copies of this document to distribute.]

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HOW TO EASE WAY INTO TV: FCC Chairman Denny stirred a simmering cauldron when he made that NAB convention suggestion about "whistling post" TV outlets, as a temporary expedient until TV can surmount its economic barriers (Vol. 3, No. 38). His words, quite naturally, are being construed as basic Commission policy, for he said his speech had been approved by all his colleagues save new incumbent Comr. Jones. Quiet Mr. Jones prefers to say nothing until he learns his way around — indeed, is gaining quite a reputation as a tireless questioner and good listener, non-committal to all who are offering him gratuitous advice and "indoctrination."

That the FCC, in its zeal to "sell" TV to more comers, is inclined to be lenient and helpful during these inceptive stages, was manifested this week by its waiver once again of rule requiring minimum of 28 hours programming weekly, this time until Dec. 31.

Denny's suggestion, in effect, invites many to get into TV, gain foothold on some channels (see allocations, page 4, Supp. 18-D), with little more investment than a transmitter-antenna setup. Since no local programming would be attempted at first, need for camera chains, film units, studios, staff is eliminated. Programs for such "repeaters" would be obtained from either (a) coaxial cable or common carrier microwave relays, if such system runs through or near station location, or (b) private microwave relays, such as now link New York-Schenectady-Philadelphia, or (c) direct pickup, sometimes possible over 100 miles if extremely high receiving antennas are used.

Costs would be surprisingly low, considering future stake and compared to \$250,000 usually estimated for full-scale plant. Basic equipment would be 500-watt transmitter, quoted by all 3 makers (DuMont, GE, RCA) at around \$35,000 with associated audio and monitoring equipment; 3-bay antenna, GE's at \$10,000, RCA's at \$12,200 for Channels 1-6 and \$13,250 for 7-13. There are many variables, of course; a one-leap relay, for example, would cost \$10,000, says RCA. Then there are costs of tower (high FM tower often will do) and, of course, real estate.

Note: We again suggest you read TV portion of Denny's speech closely; ask FCC information office for copy of full text.

SPROUTING FM NETWORKS: Petrillo put a definite crimp in Continental Network's program plans, but he can't stop its physical expansion (Vol. 3, No. 37). WSBA-FM, York, Pa., became 28th affiliate this week, and several more, involving substantial jumps, are due any day. Number of stations asking about chances of hooking up is now around 80. CN has told many of these to hurry up to full power and start stringing regional FM chains first.

Some regional FM networks are coming along nicely, others are still nebulous. In Michigan, WPAG-FM, Ann Arbor, plans to feed at least U of Michigan's home football games to 7, perhaps more, of the State's FM stations, beginning today. Arrowhead FM Network (WDUL, Duluth, Minn., WEAU-FM, Eau Claire, Wis., WJMC-FM, Rice Lake, Wis., to begin with) has set Nov. 1 as beginning date — but Petrillo ban may cramp its musical style. KOZY, Kansas City, and WIBW-FM, Topeka, have been ex-

changing programs for some time. And the following promoters have achieved various stages of progress toward FM hookups in their respective States: E. Z. Jones, WBBB-FM, Burlington, N. C.; Paul Wagner, WCSI, Columbus, Ind.; David Taft, WCTS, Cincinnati; Matthew Bonebrake, KOCY-FM, Oklahoma City; Edward Wheeler, WEAW, Evanston, Ill.; W. E. Ware, KSWI-FM, Council Bluffs, Iowa.

JOINING THE TV PARADE: Washington Star's WMAL-TV is working furiously to meet Oct. 3 starting date, which will make it 13th commercial TV station on the air, give capital third outlet (Supp. 18-D) — just as many as New York. Building on American U campus is completed, transmitter installed, 400-ft tower up, transmission lines being laid. Aim is to meet sponsor commitments, which include Philco distributor's purchase of Georgetown and George Washington U home grid games, Amoco's Redskin pro games. If Manager Kenneth Berkeley and staff make it, they will set some sort of record, for RCA delivered transmitter only last Sept. 10.

This week's new TV applications numbered 3 — and others are in the works. Yankee Network (WONS) filed for Hartford; Balboa Radio Corp. (AM-FM permit holder) for San Diego, Cal.; Louis G. Baltimore (WBRE) for Wilkes-Barre, Pa.

Yankee's advent assures hearing inasmuch as 4 now seek Hartford-New Britain area's 2 channels, and another entry from New Britain may be expected. Yankee asks for Channel No. 8 (180-186 mc), 28.9 kw visual power, 14.45 kw aural, stipulates RCA transmitter located on Deercliff Road, Avon, proposed \$190,552 plant investment would link up with projected Boston outlet also sought (Vol. 3, No. 23). Empire Coil Co. which sparked TV rush in Hartford by being first to apply this week asked to amend for Channel 12 (now assigned Waterbury), offered to move antenna site to cover both Hartford and Waterbury.

San Diego principals are banker Emil Klicka, Consolidated-Vultee executive Charles T. Leigh, attorney J. A. Donnelly, port director J. W. Brennan, radioman Paul L. Dodd. They ask for Channel 6 (82-88 mc), 18.25 kw visual power, 9.125 kw aural, stipulate RCA equipment except for GE antenna, only \$58,250 additional plant investment to projected AM-FM facilities, \$3,000 per month operating cost.

Wilkes-Barre application, from a 250-watt NBC outlet, designates no specific channel, because of uncertainty of Scranton-Wilkes-Barre allocations due to possible deletion of Channel No. 1 (Vol. 3, No. 33-38). Old application had guessed \$83,500 installation cost, which will now need considerable revision. So eager is enthusiastic Mr. Baltimore to show off TV to homefolks, that he has also asked FCC permission to utilize borrowed RCA microwave relay unit to pick up New York telecasts, then beam them down from mountain 2.5 miles from town (planned site of TV transmitter) for exhibit at county's Century of Progress Exposition, Oct. 7-11. Similar stunt is planned by Chicago's WBKB in connection with its Notre Dame home game telecasts via mobile unit from South Bend: it also proposes to beam microwave signals to South Bend auditorium for benefit of overflow crowds.

HERE'S A HOT ONE! Power companies in little Connecticut communities of Norwich (pop. 23,652) and Wallingford (pop. 11,425), within TV tuning range of New York, are actually levying monthly fees (\$1.26 and \$2.50, respectively) on TV set owners on assumption: (a) TV sets draw too much power at peak night drain periods, thus putting heavier than normal load on generating systems; (b) lighting goes up way above normal when sets are on! Fact that customer pays for additional power doesn't seem to cut much ice. Actually, one of country's biggest, Chicago's Consolidated Edison, is engaged in promotion of TV set sales to help build up power loads, has figures showing there's profit in it for utilities (Vol. 2, No. 51). Norwich fee was instituted May 1, was first publicized by Electronics Magazine's Don Fink. RMA set division executive committee (Paul Galvin, chairman), at meeting Oct. 14 in New York's Hotel Roosevelt, will decide what to do about it. Note: Chicago Electric Assn has estimated average TV set (used 3.4 hours per day) consumes 267 kilowatt-hours per year, which at Washington's relatively low household power rates would mean about \$5.50 per year, probably somewhat more in most other cities.

MR. PETRILLO'S BROADER AIMS: It's quite apparent now the unpredictable Mr. Petrillo's basic strategy is not aimed merely at preventing AM-FM duplication, but has much more far-reaching aims: (1) more local employment of musicians by radio, both AM and FM, (2) payment on a per-station basis for network music. Either proposition may precipitate showdowns in courts of law (under new labor acts forbidding featherbedding) or in the court of public opinion (if he should strike the networks). His aversion to technological inroads — especially networks and recordings — is real reason he pulled plug on FM's new-born Continental Network (Vol. 3, No. 38), let alone his ban on AM-FM duplication.

So Petrillo is clearly an all-industry problem — and the sooner NAB implements its "let's-get-together-in-united-front" resolution, the better for all. So far only informal conversations have taken place toward bringing NAB, FMA, TBA and transcription companies into joint committee, as proposed at Atlantic City.

FMA's committee (Dillard, Bailey, Fay, Novik, Claire, Kohn, Lamb) meets Petrillo in New York next Wednesday, under aegis of Congressman Kearns, who says his latest conversation with Petrillo in Chicago last Monday leads him to believe music czar is willing to set national policy on FM. Still optimistic, he feels his own idea of probationary period for FM, allowing it to get on its feet (Vol. 3, No. 37) will be accepted. "Petrillo is not trying to get their [the FMers'] lives," he told us. "He just feels he should start afresh with this new broadcasting service." Kearns also opined the obvious: FM conference will have important bearing on forthcoming AM network negotiations.

Yankee's John Shepard 3rd, who makes no bones about already duplicating MBS music (Vol. 3, No. 38), doesn't seem particularly worried at Petrillo's statement that AFM is investigating. Nor about his added dictum: "If we find this is so, then the contract covering live musicians broadcasting over regular stations has been violated. You know what happens when a contract with the musicians' union is violated. The boys are told not to work and they don't work." On another sector, Petrillo is preparing to stand possible trial under Lea Act for WAAF test strike, which precipitated U.S. Supreme Court edict (Vol. 3, No. 26). Completely new criminal information charges have been written by Justice Dept., sent to U. S. Attorney Otto Kerner Jr. for filing in Judge LaBuy's Chicago court.

NBC GIVING TV THE WORKS: It's hard to believe smart, well-heeled CBS, having taken its defeat on color TV with good grace, is going to be content to play second fiddle in TV's development. Yet the fact is it has only one station, New York's WCBS-TV, which is devoted practically entirely to actuality programs; that it's asking for only one more, in Chicago, where FCC has held up grant because v.p. Leslie Atlass also happens to be stockholder in WIND, another local applicant; that it has been shut out of Los Angeles, Washington because channels there are all spoken for; that only 4 CBS affiliates are as yet CP holders — KGDM, Stockton, Cal.; WHAS, Louisville; KRLD, Dallas; WHP, Harrisburg; and that only one other CBS affiliate has as yet applied — WDRC, Hartford.

Even ABC holds allowable limit of 5 CPs, and MBS's major owners — WOR, WGN, Don Lee — are up to their ears in TV in New York-Washington, Chicago, Los Angeles-San Francisco, respectively. In fact, ABC is represented on CP list 8 times, MBS 3 times with 6 MBS stations on TV applicant list to date.

Whatever its keenest rival's motives for seemingly holding back (only explanation is CBS prefers to step warily, depend on affiliations rather than station ownership, let the manufacturing boys carry today's big operating loss-load), it's plain that RCA-owned NBC is beset by no misgivings. As of this date, NBC has 2 TV stations operating and hooked up — New York's WNBT, Washington's WNBW; holds CPs for 3 more — in Chicago, Cleveland, Los Angeles; plans hooking up 2 more affiliates before year's end — Baltimore's WBAL-TV, Boston's WBZ-TV; is unqualifiedly recommending its affiliates go into TV. Three are already on the air — WGRB, Schenectady (WGY); WWJ-TV, Detroit; KSD-TV, St. Louis. In all, 21 NBC affiliates

hold CPs, 3 more have applications pending. (See TV Directory, Supp. 18-D, plus 6 subsequently added applications, as reported this week and last.)

NBC's real TV topkick is Frank Mullen, executive v.p., who got his early schooling in, absorbed his boundless enthusiasm for, TV from RCA's Gen. Sarnoff, whose aide he was before going to network post. That he's realigned NBC setup with TV uppermost in mind was made manifest this week when he designated TV v.p. John Royal, engineering v.p. O. B. Hanson, promotion chief Charles Hammond as his assistants, and placed whole TV Dept. under Noran Kersta, also reporting directly to him. These new direct lines of contact are avowedly intended to expedite TV activity.

NEW FM LOG ON THE WAY: We're revising and bringing up-to-date our FM Directory (Supp. 53), will have it for you in about a week. We've found our experiment of using symbols to indicate status of grants and applications has pretty well licked job of keeping the log current; it's simply a matter of changing symbols and writing in facilities granted as reported in our weekly pink addenda sheets. For ease in adding new applications and your own notes, each printed page will be faced by a blank page. If log is kept current, you will know exact status of FM at any time — licenses, grants, applications, who's on the air. Extra copies will cost \$2.50.

SIGHT AND SOUND

"Absolutely not true," is Chairman Denny's reply to inquiries on latest rumor he has signed contract with NBC to become its general counsel Jan. 1. But rumor won't down he has given NBC reason to believe he will, when free to do so, accept offer to head legal dept. At moment he's aiming to get International Telecommunications Conference at Atlantic City wound up by Oct. 4 at latest. Everyone involved credits him with doing great job as ITC chairman, so logical deduction is he will return to Washington, wind up FCC job, quit while he's riding highest.

World Series goes on all New York's TV stations, each taking turn at pickup chore, and will be relayed to any others within reach, under Friday agreement whereby Ford and Gillette (latter the regular radio sponsor over MBS) will pay \$65,000 for rights. Baseball's "Happy" Chandler accepted this offer rather than \$100,000 asking price met by Rheingold Beer. Even President Truman told press conference he hoped to get chance to watch games via TV. Series is expected to hypo TV set sales; in New York big Davega chain is offering to rent sets at \$75 to \$215.

Keen, capable Gordon Gray, Winston-Salem (N. C.) broadcaster-publisher, whose pioneer WMIT is one of country's finest installations and who has long been strong protagonist of FM, has been appointed Assistant Secretary of the Army in revamped War Dept. setup under Secretary of Defense Forrestal. He will resign his seat in State Senate, make home in Washington. In World War II, he enlisted as a private, served overseas, came out a captain.

American Television Society's 1947 awards, announced Thursday by President Don McClure, went to: Electric Assn. of Chicago, for outstanding community effort to promote TV; Dramatists Guild, for outstanding programming; WOR's John R. Poppele, TBA president, for leadership in industry problems; Paramount's George Shupert, former ATS president, for unselfish efforts in behalf of TV in general and ATS in particular.

Hearing on deletion of TV Channel No. 1 and abolition of sharing (Vol. 3, No. 33-38) has been set for Oct. 13 before FCC en banc. Hearing will concern only status of 44-50 mc (TV Channel 1) and not which services should get what frequencies within the band.

With Petrillo's dispensation, all stations were permitted to duplicate Community Chest Hollywood extravaganza Friday night over FM adjuncts. Even network-owned FM stations carried show same time as on AM outlets.

"Theater of Tomorrow," was way *Washington Post* described RCA's 6x8-ft. TV projections for theatermen in city for this week's Theatrical Equipment Supply Manufacturers' Assn. convention. Equipment was same shown at NBC's Atlantic City convention (Vol. 3, No. 38), same also that Warners and 20th Century-Fox have ordered for experiments (Vol. 3, No. 36). Reactions of some was they'd soon be showing audiences news in the making. A few said quality is comparable to movies, certainly vastly better than early flickers. Live and film subjects telecast by WNEW, some off coaxial from New York, were excellent, especially NBC's own newsreels, showed vast improvement in program techniques. Keen attentiveness to 2-hour shows each of 3 nights proves large-screen does not tire eyes, makes up in interest what it may still lack in definition and luminosity. Next step promised by RCA: full theater-size screen, 20x16-ft.

Phone Vision patent situation is given as reason why Zenith hasn't pushed pay-as-you-look system through FCC and telephone companies. But that hasn't stopped company from publicizing method, nor of answering attacks on system. Zenith's Gene McDonald last week took RCA's Sarnoff to task for deprecating Phone Vision (Vol. 3, No. 38), reiterated that it permits reception of free telecasts, requires payment only for special programs too expensive to be borne by advertisers (first run movies, stage shows, etc.).

Washington's WQQW stockholders took station off the block, decided at meeting Thursday to run it "on sound business basis" (meaning no more senseless commercial restrictions, no more pinko stuff), after raising \$50,000 more capital on notes. Biggest new note holders: Simon Gerber, retired druggist, \$25,000; Morris Rodman, real estate, \$15,000; Mrs. Luke Wilson (of Woodward & Lothrop dept. store family), \$5,000.

New 4-bay FM antenna is offered by Wind Turbine Co., West Chester, Pa., for \$3,900, installed, east of the Mississippi. Claims: light weight (263 lbs without beacon, 325 with), 3.5 gain, stainless steel, needs no de-icing equipment. A 6-bay unit is also in the works.

Add TV sponsors: Buchanau & Co., ad agency that's always been hot on TV, is itself sponsoring twice weekly "Telenews Digest," newsreel, on KTLA, Los Angeles, pending turning it over to one of its accounts; on same station, time signals by *Television News*, new fan-trade paper.

Clear Channel hearing got another postponement this week—to Oct. 20.