

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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November 1, 1947

**BALTIMORE'S SUDDEN TV DEBUT:** Baltimore Sun's WMAR got surprise jump on Hearst's WBAL-TV this week, became city's first telecaster, country's 15th commercial outlet (Supp. 18-D et seq). Still without studios, WMAR began putting out Channel No. 2 test patterns from downtown O'Sullivan Bldg. antenna Monday, got STA for commercial operation from FCC Thursday, went on air same day from Pimlico races (Hub dept. store, sponsor), same night with pro basketball from Coliseum (Bohemian beer, sponsor). Sunpapers also began publishing TV schedules not only of WMAR but of Washington stations. WBAL-TV, transmitter now delivered, studios built, still plans December tests, early 1948 commercial debut (Vol. 2, No. 43).

So Baltimore is newest wide open market for TV sets. It's estimated from 500 to 1,500 TV sets are already in city's homes and taverns on strength of signals from Washington. Mobile unit will be used for WMAR pending studios, probably in Sun Bldg. Plan is to carry all 13 days of Pimlico, where first day images were so clear that Mayor D'Alesandro, watching Orthicon monitor, remarked, "That's probably the first race I ever really saw from start to finish." Among other sponsors already signed: Gunther beer, wrestling; Amoco, RCA and Philco, spots.

**EVERY HOME A NEWSREEL THEATER:** You can write this into your book of prophecy: that just as surely as radio introduced radical changes in news reporting, just as radio took over a goodly portion of the phonograph record business, TV is going to dominate the newsreels. Indeed, the process has already begun -- on a small scale, to be sure, because there are as yet so few TV stations and receivers. But the portents are clear enough to have sent TV interests into newsreel production on their own, let alone AP and UP into the business of selling both stills and newsreels to TV stations.

Big movie companies plainly won't retain monopoly on newsreels, for they can't possibly compete on a time basis with TV which can deliver pictures into the home either as they happen or (via films) on short delay basis. Though newsreels are highly popular, you seldom see as much as 2 minutes of any news event in a movie house, whereas TV can give you the whole show. NBC's own newsreel crew, fast building reputation for top-grade shooting, gave TV audiences half hour film nightly from House Un-American activities probe, scored some splendid picture beats on Truman's South American tour, return of Coast Guard cutter Bibb, etc.

These are barely starters toward what's to come -- the Democratic and Republican national conventions from Philadelphia next summer, for example. They will not only be televised on the spot via stations within coaxial or radio relay reach of Philadelphia, but also on delayed basis via film by some of these same stations and by other TV stations (St. Louis, Detroit, Chicago, Milwaukee, Los Angeles) without network facilities.

UP's associated Acme Newspictures, besides planning newsreels, is already delivering Telephoto still pictures to several TV stations, packaged for news shows or women's features, usable as background by commentators (maps, people in the news, etc.). AP presumably will make its Wirephoto pictures available to TV, also, and has just announced newsreel project whereby participating telecasters will inter-

change films, just as AP members now exchange news and photos. Also close to UP, NEA-Acme have just formed Acme Teletronix for research into electronic equipment related to news and picture distribution, probably with an eye on RCA's not-yet-publicly-shown "Ultrafax" system capable of flashing pictures or printed matter instantaneously by TV methods (Vol. 3, No. 26).

**INDUSTRY & CONGRESS v. PETRILLO:** Petrillo spotlight turns next on Special Industry Music Committee's organization meeting in Washington Nov. 5 for common front show-down. Then it may focus on Capitol Hill, Congress being due back for special session Nov. 17. Rep. Kearns intimates Petrillo hearings may be reopened, depending on what he and Rep. Hartley agree upon. And Hartley's attitude on Jimmy's latest ravages may be gauged by his remarks Tuesday before American Mining Congress -- that Petrillo should be prosecuted under Sherman anti-trust act, "just as it is applied to big business." He may be thinking of new legislation since Supreme Court has ruled labor unions aren't liable to anti-trust laws.

FMA petitioned FCC Wednesday for a regulation to penalize stations agreeing not to duplicate network programs. It fears another network deal with union czar in current contract negotiations, again making FM scapegoat -- points to survey showing 53% of its members already have understanding with networks not to duplicate (Vol. 3, No. 41). Chain folk say it's attempt to euchre them into fronting for FMers (to which FMers reply, why not?), that FCC hasn't authority anyhow (FMA says it has, under chain rules). FMA holds that even "threat" of such an FCC regulation would suffice to keep networks from agreeing to continuance of AM-FM ban, and if adopted rule would tie their hands even should music czar insist.

**IN DEFENSE OF 'FREMODYNE':** Hazeltine's Commodore Jennings B. Dow, expressing surprise at hearing complaints about company's inexpensive "FreModyne" FM circuit (Vol. 3, No. 37), stoutly maintains performance is good if circuit is built according to specifications. He tells us it's now being used by 17 set makers. Instances of poor performance, he said, must be due to variations introduced by individual manufacturers. Told some people fear circuit has excessive radiation, he asserted Hazeltine tests showed FreModyne no guiltier than any other FM circuit, and that there should be no trouble with "reasonable" receiver separation. He feels circuit will suffer fewer growing pains than did early superheterodyne.

Manufacturers, of course, have strong and varied opinions about inexpensive FM sets. Sonora's Joseph Gerl told Chicago Electronic League Tuesday, "It will be several years [before] lower priced FM sets with genuine FM quality will be possible." Similarly varied is opinion among FM broadcasters. Said Lester Nafzger of WELD, Columbus, after testing two sample tuners, "We were not favorably impressed ... We would much prefer 1,000 new FM homes per month, with good reception, to 2,000 with half of them creating ill-will for ourselves, the dealers and FM in general." Set against this is view of some FM operators, particularly independents, who feel audiences must be increased even if it means some temporary compromise with quality.

**BELLWETHERS OF TV PROGRESS:** Sum and substance of NBC's new WNBT rate schedule (not a "rate card," they insist), sent to advertisers and agencies this week along with a "Television Progress Report": (a) Rates are quoted on quarterly basis only, without day or night variations, no frequency discounts, typewritten schedule betokening its temporary nature (first 13 weeks of 1948 only). Schedule for second 13 weeks is promised around Jan. 1. Rates will go up apace with increased TV homes. (b) Advertiser or agency may direct own programs, subject to NBC approval, NBC furnishing subordinate program and technical personnel. Art is young, new ideas welcome, sponsors not easy to come by -- hence NBC yielded to sponsor-agency pressures.

Rates are in 2 categories -- transmitter time, program facilities. Time costs \$500 per hour, \$400 for 40 minutes, \$300 half hour, \$250 for 20 minutes, \$200 for 10 minutes, \$125 for 5 minutes, \$125 one minute (film only), \$80 for 20 seconds (slide or film). Program facilities start at \$1,000 per hour for use of new studio

segments. Field pickups are quoted on request. For fuller rate details and other data on TV, contact Ben Kraft, sales director, 755 RCA Bldg., New York 20.

Progress Report says New York area will have 100,000 sets (600,000 viewers) by Jan. 1, 1948, already had 65,000 as of Oct. 1 last, proved impact when Hooper reported 90.2% of all tavern sets in use during World Series (81.3 viewers per set), 40.3% of all home sets (4.3 persons per set). By end of 1948, it's estimated New York area will have 400,000 sets. During October, 107 advertisers were using TV.

Prediction of 400,000 sets is bulwarked by statement this week by head of biggest RCA distributor, Bruno-New York's Irvin Sarnoff (brother of RCA's David Sarnoff) who told dealer convention RCA alone will sell 150,000-200,000 receivers in New York area during 1948 (at about \$80 million retail). To which sales manager David Wagman is quoted as adding company will ship \$4 worth of TV sets to \$1 of ordinary radios and combinations during this last quarter of 1947. "Television is the future of our industry," quoth Mr. Wagman.

**NO SLOWDOWN IN FM NETWORKING:** Continental Network's Everett Dillard shrugs off effect of Petrillo-dictated exodus of live music (non-armed forces) from FM's first chain at year's end. He says even if Stromberg-Carlson fails to renew CN's only commercial show (undecided at present), network won't suffer any vital blow, since addition of new stations gives broader base for cost sharing. CN's wire and radio hookup (see map Vol. 3, No. 32, et seq.) now totals 32 with this week's affiliation of WACE-FM, Springfield, Mass.; WKRT-FM, Cortland, N. Y.; WKBR-FM, Manchester, N. H.; WJLK, Asbury Park, N. J. -- all off-the-air from nearby affiliates. Many state FM networks are in the works (Vol. 3, No. 39) but North Carolina boasts greatest advance to date -- 13 stations hooking up, entirely radio relay, for 12 hours Wednesday (National FM Day). Tieup of any or all of these with CN is possible when tests of links from Washington prove satisfactory.

**FAST-TIME CLEVELAND TV GRANT:** Eager quest of TV-struck Herbert Mayer (Empire Coil Co., New Rochelle, N. Y.) paid off Friday -- he got FCC grant of Cleveland application exactly 31 days after filing (Vol. 3, No. 40). Meanwhile, local TV aspirants (WJAR, WHK, WJW and Cleveland Bcstg. Co., latter backed by bigwig local politicians and union leaders) are still either getting ready or merely thinking about filing. Cleveland already has 2 grants (to Scripps-Howard's now building WEWS and NBC's projected WNBK), one other applicant (DuMont), 2 remaining channels open, though Canton may get one in reallocation under proposed deletion of Channel 1 (Vol. 3, No. 33).

Empire Coil Co. got Channel 9 (186-192 mc), 21 kw visual power, 13 kw aural, 725 ft antenna. Empire is still in also for Boston and Waterbury (Vol. 3, No. 42), may drop latter, due to local competitive application (Supp. 18-D et seq).

Two new applications were filed this week -- for Indianapolis and New Britain-Hartford. Ex-publisher Harry Bitner's WFBM Inc., Indianapolis, asks for Channel 6 (82-88 mc), 28.2 kw visual power, 18.09 aural, 403 ft antenna, transmitter at Washington & Meridian St., \$144,500 plant, RCA equipment. New Britain Bcstg. Co., New Britain, Conn. (250-watt WKNB headed by Hartford adman Julian Gross) asks for Channel 8 (180-186 mc), 30.4 kw visual power, 15.1 kw aural, 535 ft antenna, transmitter at Avon, \$193,361 plant, \$10,000 monthly operating cost, GE equipment.

**STUDYING TV AS SALES FORCE:** Watching TV with hawk eyes are big dept. store interests whose merchandising plans are bound to be affected by research report on Allied Store's "Television Caravan" which last week ended 22-city tour (Vol. 3, No. 16). First projected as stunt, they found TV so excited popular interest in non-TV areas, so activated unexpected buying, that they're becoming convinced of its merchandising potential. Exactly what sales punch the in-store TV demonstrations packed, will be shown in analysis being completed by Dr. Lawrence C. Lockley, New York U research director, for Allied Stores Corp. (operating 80 stores). Advance report tells that out of 4,000 persons quizzed, more than 80% said TV made their shopping easier; that 7 out of 8 said they'd buy TV set as soon as community had service; that of 2,048 persons who said they entered store with definite purchases in mind, 1,304 bought

what they came after -- but 479 were influenced by TV demonstration to make other purchases. Veteran TV executive Sam Cuff managed 7-car Caravan, with Lou Sposa as director, Bernard Brink as chief engineer (all ex-DuMont). Troupe played 235 performances of 1½ hours each to total of 1½ million persons. RCA provided equipment; sponsors of demonstrations were: B.V.D., Hoover, Hickok, Koroseal, National Pressure Cooker, Sherwin-Williams, U. S. Rubber, Westinghouse and the magazines House Beautiful, Charm, Pic.

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## SIGHT AND SOUND

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FCC chairmanship has been offered to Wayne Coy, but White House has plenty of time to change mind, for it plans to send up no nominations to any offices until January session so that special session may be devoted entirely to "emergency" legislation. Confessing to "Hoosier's in-born impulse" for political office, Coy has told friends he hesitates to make up mind for financial reasons—he's 44, has good job managing *Washington Post's* WINX and WINX-FM, has family with 2 young sons. He'd be answer to cry for practical broadcaster—though, as NAB director, he was constantly at loggerheads with its policies. In old FMBI and as an original FMA director, he always staunchly advocated FM. New Deal background impelled attack upon him as "left winger" by GOP Chairman Carroll Reece, quoted in dispatch by Walter Trohan of *Washington Herald-Chicago Tribune*.

WFIL's Roger Clipp put over, WOR's Jack Poppele and TV committee must work out details of plan for pooled TV coverage of both Republican and Democratic national conventions from Philadelphia, while straight broadcasting will be handled competitively by all 4 networks. GOP convention starts June 20. Democrats, largely because of lure of TV and pressure exerted by Clipp's local radio committee, chose Philadelphia Wednesday, but specific dates (in July) remain to be fixed. TV sponsorship may be sold in package deal.

Comr. Clifford Durr, staunch advocate of educational radio, was named "Man of the Year" by School Broadcast Conference in Chicago Tuesday. It's ironic that despite his urgings, educators account for only 41 FM grants, 5 applications (Supp. 55, 55-C) with a fifth of all FM channels at their disposal (88.1 - 91.9 mc). Fact is, total educational grants and applications have increased by exactly one in the 19½ months since our first educational FM directory.

Add TV sponsors: On WABD, Previews Inc., real estate clearing house, comedy-drama "A House for Mr. Busby," with commercials showing houses for sale, Thu., 8:15-8:30 p.m., thru Caples Co. On WWJ-TV, GE Supply Corp., Detroit U home football games, Nov. 1, 7, 15, also 15-minute forecasts and scores before and after U of Michigan games from Ann Arbor, thru Simons-Michelson Agency. On WTMJ-TV, Wadhams Div. of Socony-Vacuum Oil Co., Marquette U basketball games, starting Dec. 3.

Despite Hollywood and Petrillo, TV is gradually gaining access to more feature films—latest to come up with supply of foreign-language items (mainly French, Italian) being Gainsborough Associates, 507 Fifth Ave., New York. British films are finding way to TV here also.

John Meck pleading for better FM programs in Oct. 15 *Radio and Television Weekly*, says "hours of dreary, continuous playing of music on FM stations could hardly furnish a conversation piece for the listener." He reports "phenomenal sales" of his \$19.95 tuner (Vol. 3, No. 33).

FCC 113-page report on economics, earnings, etc., of AM stations, postwar, will be released Nov. 4, based on last summer's survey (Vol. 3, No. 36). We'll get you copy if you wish.

IRE election results for 1948: Dr. Benj. E. Shackelford, RCA international division, president; Dr. Smith-Rose, National Physical Laboratory, England, v.p.; James E. Shepard, Sperry, and Dr. Julius A. Stratton, MIT, directors at large. Regional directors: Herbert J. Reich, Yale, Region 1; John V. L. Hogan, 2; John B. Coleman, RCA Camden, 3; John A. Hutcheson, Westinghouse, 4; Theodore A. Hunter, Iowa City, 5; A. Earle Cullum Jr., Dallas, 6; Frederick E. Terman, Stanford U, 7; Frederick S. Howes, Montreal, 8.

RCA still doesn't break down financial reports to show separate earnings of subsidiaries (NBC, RCA Victor, etc.), but parent company as whole is doing quite all right. Report for first 9 mos., 1947, shows total gross income from all sources of \$224,982,605, net \$12,233,758 after all charges and taxes, 71 cents earnings per common share after preferred dividend; comparable 1946 figures: gross \$163,604,-191, net \$8,226,329, common share earnings 42 cents.

Theater TV authority Paul J. Larsen has been appointed associate director of the atomic energy Los Alamos Laboratories, Albuquerque, N. M. A director of the Society of Motion Picture Engineers, chairman of its TV committee, Larsen leaves Johns Hopkins U Applied Physics Laboratory Nov. 14, intends to continue representing SMPE in TV matters.

Senator White says his bill to amend Communications Act (Vol. 3, No. 25) is about completely rewritten, incorporating some industry-suggested changes but not all since there's "some conflict of ideas even within the industry." He plans no further hearings, hopes for Senate vote soon.

NAB's 1947-48 FM Executive Committee includes new members Lester Nafzger, WELD, Columbus; Harry Wilder, WSYR, Syracuse; Edward A. Wheeler, WEAW, Evanston, Ill. Missing from an FM group for first time is Walter Damm, WTMJ-FM, Milwaukee, who headed old FMBI, was first chairman of NAB committee.

Finch's "Colorfax" (Vol. 3, No. 31) provides interesting cover and story in November *Popular Science Monthly*, which reports \$150 commercial recorder to plug into any FM set now in design stage. Article says this model is expected to double present speed (7x10 in. picture in 15 min.).

Telicon Corp., early maker of big-screen TV sets (Solomon Sagall), changes name to Telicor Corp., due to preliminary injunction obtained by Telichron Inc., owned by GE, because of similarity in sound of name.

Survey of costs of building AM and FM stations since 1930, in September issue of *Western Electric Oscillator*, is well worth reading. AM-FM combinations, transmitter only and transmitter-studio costs of 610 stations are summarized, with a list of do's and don'ts. Write company, 120 Broadway, New York, for copy.

Clear channel hearing (Vol. 3, No. 43) wound up Friday. Briefs must be filed by Jan. 5; oral argument is Jan. 19.

Maj. Gen. Roger B. Colton, ex-Signal Corps engineering chief, this week was named v.p. of Federal, as special asst. to President Behn for engineering and development.

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November 8, 1947

**GADGET ENLARGES TV IMAGES:** Due out about Dec. 1 is RCA's newly developed TV picture enlarger -- a plastic lens capable of enlarging screens to 12x15-in. It's filled with a mineral oil (Nujol), comes in 15x17½-in. frame, can be stood up or hung in front of kinescope, will sell for about \$60. Company officials say there's little or no loss of light or contrast, although viewing angle is substantially restricted. It's not an attachment, was designed mainly for 7-in. and 10-in. sets in public places, but demand for home use may be even greater. For those who like larger screens, company claims it's next best thing to projection images (15x20-in., in RCA's \$1,195 Model 648-PTK). Only other such lenses we've heard of are those made by Kellard Co. (Vol. 3, No. 24) and a French-made optical glass said to double 7-in. tube images, sold for \$65 through Bartel's, 8 No. 52nd St., Philadelphia.

**TV TRENDS AND SYMPTOMS:** Get any two or more radio folk together nowadays -- whether broadcasters, manufacturers, distributors, representatives, programmers, engineers or lawyers -- and the talk inevitably turns to TV. In and out of Washington, in recent weeks, we've observed these rather significant trends:

1. From being congenital skeptics, far more so than their engineering confreres, the Washington radio law fraternity are now among the most ardent boosters of TV -- that is, those among them with TV receivers in their homes. They're imparting that enthusiasm to visiting clients, especially when they demonstrate what Washington's 3 stations offer. In this respect the legalists, whose word is often gospel with their clients, are about a year behind FCC's top echelon, whose outspoken enthusiasm for TV has never flagged.

2. Just because they're slow starters is no reason to count apparently inactive or slow-moving big-name radio manufacturers out of TV's "mass market," by which we mean market for lower priced sets (table models) now pretty much dominated by RCA and Philco. Belmont, Crosley, DuMont, Emerson and Farnsworth are moving in (Vol. 3, No. 36-43), and big GE says it definitely has plans for a competitively priced table model (Vol. 3, No. 42) to be ready next spring.

3. Network TV is coming along, though it's going to continue on a segmented basis for awhile, viz., New York-Washington coaxial, New York-Schenectady microwave relay, New York-Boston microwave (starting Thursday), Chicago-South Bend (probably Milwaukee soon) microwave. Pioneer radio relay GE is becoming more and more convinced, from experience, that microwaves can do good network job for even longer distances than New York-Schenectady. Moreover, coaxial's capacity for simultaneous channels will be limited for long time, forcing radio relay ahead.

4. NEC is copping off cream TV sponsors, also choice of potential network affiliates, because it's plumping hardest, has best-heeled setup. This week it boasted in trade press such current big-name TV sponsors as American Tobacco, Botany Worsted Mills, Bulova, BVD Corp., Elgin, General Foods, Gillette, Gulf Oil, Nash-Kelvinator, Kraft Foods, Pabst, RCA, Swift, U.S. Rubber. As for network affiliates, some new bedfellows are already in evidence: Washington Star's WMAL-TV and Baltimore Sun's WMAR with CBS, for example, as and when it starts networking; New York News and Chicago Tribune's projected new stations probably hooking up with

one another (and with Bamberger's in Washington) as nucleus of still another network; KFI-TV, Los Angeles, forced to find another affiliation (though KFI is NBC) because NBC is building own station there.

These are just a few symptoms of stirrings in a new art and industry whose calculables and incalculables have everyone in radio agog -- some fearful, some hopeful, all of us "experts" because none of us really knows much about it yet.

**CLAMORING ABOARD TV BANDWAGON:** Six more TV applications this week from as many cities support our repeated forecasts, underline crescendo of interest, presage many more to come. Indeed, it will be surprising if supply of channels in first 25 to 50 markets (see allocation table by cities, Supp. 18-D) isn't exhausted within year or less, leaving the too wary and too hesitant out in the cold. This week's applicants:

Seeking outlets in both Boston and Fall River, Mass. is New England Television Co. Inc., headed by Alfred DeMaris, Fall River bus company operator; Harold C. Arcaro, v.p., attorney and part owner of WRIB, Providence. In Boston, Channel 13 (210-216 mc) is sought, with 22 kw visual, 15.75 kw aural powers, 540 ft antenna; application also stipulates transmitter at Melrose, studio 1050 Main St., \$190,000 plant, \$8,500 monthly operating cost, DuMont equipment. Fall River station is proposed on Channel 8 (180-186 mc) with 3 kw visual, 1.43 kw aural powers, 581 ft antenna, transmitter at Tiverton, R. I., studio location to be determined in Fall River-New Bedford area, \$105,000 plant, \$3,500 monthly cost, DuMont equipment.

In Waterbury, Conn., Harold Thomas, who operates WATR there and WNAB, Bridgeport, asks for Channel 12 (204-210 mc), 20 kw visual, 15.75 kw aural powers, 828 ft antenna, transmitter on West Peak, Meriden, studio at 71 Grand St., \$174,872 plant, \$5,000 monthly cost, RCA equipment. Also applying for Waterbury's sole channel are Lee Hat interests (Vol. 3, No. 42) and Empire Coil Co., though latter will probably drop out now in view of its Cleveland grant last week. Hearing on all Hartford-New Britain-Waterbury area applications has been ordered by FCC, no date set.

Louisville's WAVE asks for Channel 5 (76-82 mc), with 16.6 kw visual, 10 kw aural powers, 402 ft antenna, studio and transmitter at present AM-FM sites, \$159,-800 plant, \$8,000 operating cost, RCA equipment. City is entitled to 2 channels. WHAS already holds CP for No. 9 (186-192 mc), 9.6 kw visual, 7.2 kw aural (Supp. 18-D) -- but it has applied for Channel 5 instead, with 1.54 kw visual, 768 watts aural, on plea lower frequencies will give adequate coverage, require less power, less expensive plant. So hearing may be necessary.

Dick Richards' stations WJR, Detroit, and WGAR, Cleveland, filed as predicted (Vol. 3, No. 43). For Detroit, WJR stipulates Channel 5 (same as sought by Paramount's United Detroit Theatres Inc.), with 17.8 kw visual and aural power, 530.5 ft antenna, transmitter and studios in Fisher Bldg., \$250,266 plant, \$25,000 monthly cost, GE equipment. For Cleveland, WGAR stipulates Channel 7 (174-180 mc), same as sought by DuMont, with 11 kw visual, 12 kw aural power, 568 ft antenna, transmitter at Broadview Heights between Cleveland-Akron, studios in Statler Hotel, \$264,567 plant, \$25,000 monthly cost, RCA equipment. Hearing on Cleveland applications appears likely, especially if Plain Dealer (WHK) and others file expected applications (Vol. 3, No. 44) and if Brush-Moore Newspapers carry through plans to apply for Canton -- which stands to get one of Cleveland's 5 channels under proposed reallocation (Vol. 3, No. 33).

Note: TV boxscore now is 15 commercial stations operating, 55 CPs outstanding, 36 applications pending. We'll have a new Directory for you soon.

**PROBING THE ECONOMICS OF AM:** FCC's 113-page "Economic Study of Standard Broadcasting" is a statistical elaboration of the obvious: broadcasting is a profitable business but mushrooming of new stations means "watch out!" Like most FCC delvings into business side of broadcasting, it will be eyed askance by some -- but it isn't recommendatory, has no political implications, unveils for first time some dollars and cents data (by aggregates) hitherto locked in FCC's confidential files. Report includes no data on FM or TV, both of which mean not only more stations but also further "fractionation" of audience. On basis of current rate of AM grants, FCC

economists estimate 2,250 AM stations by end of 1948; our records show these figures as of this week: exactly 1,927 AMs, 1,001 FMs, 70 TVs, licensed or authorized.

Report bears approval of ex-Chairman Denny and all other commissioners save Jones, who dissented without saying why. Chapter headings indicate scope: (I) Post-war Increase in AM Stations -- with figures on profits and losses, relation to population, costs, etc. (II) Growth of the Revenue Pie -- as divided by radio, newspapers, magazines. (III) The Competitive Economic Outlook for Broadcasting -- estimates of impact of new-station competition. Report flatly states FCC will not deviate from present policy of open-handed granting of new stations to qualified applicants, regardless of competitive economic factors.

**TABLE FM SETS AND TUNERS:** ILGWU's sixth FM grant this week (for New York) paves way for "big announcement soon" about its long-pending plan to spend \$1 million for 30,000 FM-only table sets to sell at cost-price to members (Vol. 2, No. 30). Big, wealthy ladies garment workers' union has set aside \$3 million for station construction and sets, expects to offer receivers (manufacturer still unnamed) at \$30-\$40. Lion's share will go to New York, others to other cities where ILGWU is building: Boston, Philadelphia, Los Angeles, St. Louis, Chattanooga.

Union's plan to give fillip to FM listening via cheap receivers prompts us to recapitulate list of table FM and tuner manufacturers (in higher-priced consoles, FM is now almost as commonplace as phono). In past, table sets and tuners have constituted minor percentage of all FM production. But if recent figures are indicative, situation is rapidly being reversed -- of 16,771 sets (RMA figure) made during week ending Oct. 19, table units numbered 9,400, tuners 1,400.

These are the FM-AM table sets so far, with last reported prices: Concord, \$32.50; Spiegel (mail order), \$33.50; Olympic, \$39.95; Howard, \$39.95; Gilfillan, \$49.50; Alden (mail order), \$49.95; Lafayette, \$54.95; Sonora, \$59.95; Zenith, \$69.95 up; Motorola, \$69.95 up; Sentinel, \$74.95; Arvin, \$74.95; Stewart-Warner, \$74.95; Stromberg-Carlson, \$74.95 up; Meck, \$79.95; RCA, \$79.95 up; Crosley, \$79.95; Emerson, \$99.95; GE, \$95-\$100; Philco, \$149.95. Then there are Airadio's \$56.95 FM-only set; the Regal, Signal and Nobel (Hazeltine circuit) models promised, but as yet unpriced; Bendix's rumored FM-AM in \$40 range; Espey's AM-FM chassis only, \$140; Hallicrafters FM-AM portable, unpriced.

In tuner field, better known makes and prices are: Meck, \$19.95; Pilot, \$29.95; Edwards, \$31.50 and \$52.50; Approved Electronics, \$59.50; Packard-Bell, \$69.95. Mainly for "hams" and custom trade, there are also: Collins, \$87.50 up; Browning, with AM, \$143; Radio Craftsman, with AM, \$146.50; Dongene, no price; Radio Tuning Devices, no price. And WIBW's Pug Marquardt is still working on his "Blooper" which he hopes to have in mass production soon, to sell for \$8.90 and less in quantities (Vol. 3, No. 11, 13, 18, 31).

**NEW BRAND NAMES AND OLD:** More new brand names and old are steadily making their way to TV receiving set markets, auguring wider selection, more wrinkles, keener competition, possibly lower prices. Not yet as loudly trumpeted as big-name brands (Vol. 3, No. 42, 43), these are coming along:

Sonora (Vol. 3, No. 31) reported ready to deliver first sets to New York market in few weeks. Fada (Vol. 3, No. 30) ready with table model and console in December. Industrial Television Inc. (Vol. 3, No. 33) promising Essex model with 15-in. direct view and built-in contrast filter to reduce ambient reflections. Preston Television Mfg. Co. (Vol. 3, No. 36) out with \$375 table model, 12-in. tube.

Sightmaster Corp., 220 Fifth Ave., New York, is latest new company announcing line. It's headed by Herbert Suesholtz, who founded Transvision Inc., big kit-maker; has as sales chief F. W. Minor, ex-manager of parts distribution, General Motors. First 2 models will be table units -- one 10-in. screen at \$375, other 12-in. at \$475, both with FM, both including antenna and lead-in. Other models planned and tentative prices: table 10-in. AM-FM, \$420; table 12-in. AM-FM, \$495; console 12-in. AM-FM-phono, \$695; console 15-in. AM-FM-phono, \$895.

**NEW YORK FM STILL IN FLUX:** Another ring-around-the-rosie is in prospect in New York FM case, now that final decision is out. Not likely to accept denial silently is New York News, particularly chagrined in view of fact FCC had originally proposed to grant it. Methodist Church was favored instead. No one seems to know exactly what next move is. Since FCC has said deneyees would be allowed to file immediately for area's 4 reserved channels, should (or can) they do that and appeal to courts at same time? If they can't, there is doubt whether courts would permit FCC to grant all reserved channels while appellants are sweating out tedious litigation. That's just one problem. Most losers admitted they didn't yet know just what they intended to do; only WEVD said it was immediately asking reserved channel. It is third to date -- WINS and WHOM (not in original hearing) having filed in July. All other grants and denials were as proposed (see Supp. 55, also 55-F herewith).

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## SIGHT AND SOUND

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If battle lines don't crack, Petrillo faces solid-front "music industry" in forthcoming showdown, certainly can't count on much public or Congressional support, may even face battle for his own existence if he goes so far as to "pull plug" on networks Jan. 31 as he did on recording companies (Vol. 3, No. 43, 44). All-industry committee hashed things out in Washington Wednesday, left definite program to be evolved before month's end by subcommittee comprising Justin Miller, NAB; William Fay, FMA; Lawrence Phillips, TBA; Charles Gaines, transcription companies; Edward Wallerstein, record manufacturers. RMA is polling directors for sanction to join fight, will doubtless get it. On other side, Petrillo appointed ex-Decca attorney Milton Diamond (of New York law firm Poletti, Diamond, Rubin, Frieden & Mackay) as AFM counsel, succeeding late Joe Padway. Decca was first to come to terms on 1942-44 record royalty demands. Diamond is well-regarded among radio-music fraternity, may even turn out to be peace negotiator.

Hotelevision Inc., Long Island City, N. Y. (J. M. Winer, president) announced Friday it was making available in 2 weeks TV setup for 40 rooms of New York's Hotel Roosevelt, available to guests at \$3 day. Receiving units have 10-in. screens, operate from master receiver, can tune all local programs, with cut-in for public address. Engineer Pat F. Gale developed system with Ralph H. Langley, chief engineer of Olympic. Hotel Roosevelt contract is with Ira Hirschmann organization (FM station WARF). Industrial Television Inc., Nutley, N. J., also has "Guest Television" system for hotels it will exhibit at National Hotel Exposition in Grand Central Palace, Nov. 14-19.

AM boosters granted experimentally to *Washington Post's* 250-watt WINX (1340 kc) open way to similar grants in parallel situations. FCC emphasizes word "experimental," permanence of grants to await thrashing out whole booster idea in hearing. WINX is allowed 2 satellites up to 250 watts fed via 936 mc links from main transmitter. FCC has generally frowned on booster systems and grants of local channel stations in metropolitan areas.

WPEN-TV, Philadelphia, not yet built, wants to be sure it will get New York TV programs when it wants them, so this week *Philadelphia Bulletin* asked FCC for STA to build microwave radio relay link between New York and Philadelphia. When it gets Commission okay (no question it will), it intends to go out and buy land, start construction.

First week of WBAL hearing, notable mainly for tedious quibbling over program minutiae, left majority of observers predicting renewal for Baltimore station. Hearing before Comr. Hyde started in Baltimore, moved to Washington. WBAL is presenting its side first, Pearson and Allen probably going on stand late next week.

Going with ex-FCC Chairman Denny to NBC is David C. Adams, asst. to FCC general counsel, who will be asst. general counsel of NBC. Denny's job won't be filled before January session of Congress when Wayne Coy, offered it (Vol. 3, No. 44), is pretty sure to get it, despite staunch efforts on behalf of Leonard Reinsch. Meanwhile, President Truman has designated Comr. Walker acting chairman.

Newhouse Newspapers' radio subsidiary, Radio Projects Inc., will probably turn in CP it holds for FM in Syracuse, in view of *Syracuse Post-Standard* and *Herald-Journal* purchase of Col. Harry Wilder's WSYR and WSYR-FM for reported \$1,200,000—Wilder to continue as manager. Oddly enough, Syracuse FM grant was only one Radio Projects ever got out of 4 sought; it was rejected this week in Newark, previously lost out for Jamaica and W. New Brighton, N. Y.

Philco's \$157,209,000 gross sales for first 9 months of 1947 (\$5,632,005 net income, or \$3.90 a common share) represents record for company; it compares with \$72,465,000 during same period last year (when income loss was \$20,477). Thanks largely to TV, fourth quarter looks like another record period, should run year's total well over \$200,000,000, according to President John Ballantyne.

CBS financial report for first 40 weeks of 1947 continues gross up-net down trend noted first 6 months (Vol. 3, No. 32). Gross was \$74,556,873, net after taxes and all charges \$3,660,860 (\$2.13 per share). For same period last year: gross \$66,836,024, net \$3,997,532 (\$2.33 a share).

RCA's traveling TV crew set up Thursday in Goldblatt's State Street Store, Chicago, for 2-week stand, demonstrating "Shopping by Television." Off-the-line receivers are in windows and on every floor of big dept. store, and special WBKB programs are also being picked up in company's 10 other stores during promotion weeks.

One-day TV Clinic Dec. 10 at New York's Waldorf-Astoria replaces this winter's TBA convention and exhibition. FCC speaker, et al, remain to be announced but panel subjects include getting TV stations on air, networks, local programming, local sales, local remote problems, ad agency problems, films for TV, receivers, talent, etc.

Telecast of Army-Notre Dame game at South Bend Saturday (sponsored by American Tobacco) was occasion for big shindig for advertisers, agencies, etc., in NBC Chicago studios, where they foregathered to watch on theatre-size screen (Vol. 3, No. 38, 39).

Add TV sponsors: On WNBT, General Foods (Maxwell House Coffee), "Meet the Press," Thu., 8-8:30 p.m. for 5 weeks from Nov. 6, thru Benton & Bowles.

Increasing TV sets led *Detroit News'* WWJ-TV to hike basic hourly rate from \$250 to \$300, effective Dec. 1.

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# Television Digest

and FM Reports

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November 15, 1947

**QUID PRO QUO FOR CHANNEL 1:** Eve of Nov. 17 hearing finds situation shaping up about like this, with respect to proposed deletion of Channel No. 1 and elimination of TV channel-sharing: (1) TV elements will fight loss of channel, but are dead set against sharing, so will recommend communications and safety services be accommodated in "unused" government bands between 108-174 mc. But they will accept loss of 44-50 mc as last resort if necessary to eliminate the sharing that will play hob on other TV channels. (2) FM interests will put in strong plug for the recapture of their old low-band frequencies, pointing to superior coverage qualities for FM networking. But FCC seems adamant against giving 44-50 mc back to FM, feels it can't take band away from one broadcast service and give it to another -- particularly since purpose of deletion is to take care of non-broadcasting services. (3) Communications and safety services are generally agreed upon moving, but will plump for more spectrum space, citing needs of police, railroads, taxicabs, buses, etc.

**NEXT TV STATIONS AND MARKETS:** Our current survey of TV grantee plans (on which we'll report more fully later) thus far indicates pretty clearly that these will be the next stations to take the air: Scripps-Howard's WEWS, Cleveland, tests starting Dec. 1, commercial operations Dec. 10 or 16. WBAL-TV, Baltimore, tests on or about Dec. 15, commercial first week in January; WTVR, Richmond (WMBG), tests sometime in December, commercial start dependent on delivery of STL equipment; Crosley's WLWT, Cincinnati, already operating experimentally, planning commercial start about Feb. 1; WATV, Newark (WAAT), tests Jan. 1, commercial Feb. 1; WBEN-TV, Buffalo, tests Feb. 1, commercial April 1; WBZ-TV, Boston, tests Feb. 1, commercial March 1. (For details about stations, see Supp. 18-D).

So manufacturers and distributors can look to Cleveland, Richmond, Buffalo, Boston, in that order, as their next big new markets. The other cities mentioned are already served or, in case of Cincinnati, that market may be regarded already open in view of fairly regular telecasts already provided by Crosley's experimental W8XCT. Interesting angle on Cleveland's WEWS opening is Manager James Hanrahan's plan to hold Dec. 13 party for 300 craftsmen and laborers and their families in appreciation of 10 months work without "slightest sample of labor trouble, feather-bedding, loafing, sitdowning, or jurisdictional difficulties."

**TV SETS AT \$170 AND \$180:** Lowest priced TV sets yet are Motorola's \$179.95 model, being introduced in Chicago market first with full-page ads Nov. 23, and Hallicrafters' \$169.50 unit, promised shortly after Jan. 1. Both are table models with 7-in. screens, designed to compete with similar RCA (Vol. 2, No. 44) and Belmont (Vol. 3, No. 43) sets now on market at \$250, also with Philco's still-unmarketed, still-unpriced but dealer-demonstrated 7-in. model (Vol. 3, No. 35). It remains to be seen whether low-price appeal can overcome buyer resistance manifested thus far toward tiny screen. If enlarger lenses like the one RCA is introducing (Vol. 3, No. 45) click with public, small-screen sets might conceivably sweep market.

Motorola's set (VT-71) measures 16x16x10-in., weighs only 26½ lbs., has 17 tubes, tunes 8 channels, is in production at stated rate of "several thousand per month," will be shipped next to New York distributors in few weeks, to other cities

early in 1948. It's in addition to company's 10-in. TV-AM-FM console (VK-101) which it sells at \$495. Hallicrafters' set has 19 tubes, tunes all 13 channels by pushbutton, is boxed in neat grey metal cabinet finished not unlike its well-known amateur and military lines; this unit also will come in wooden cabinet at \$20 or \$30 extra. It's in addition to TV-AM-FM-phono console, 10-in. screen, that Halli-crafters dealers will begin offering at \$795 next month.

There may or may not be significance -- GE isn't saying -- in fact that GE's AM-TV console model 801, first TV set it brought out (Vol. 3, No. 42), was being offered at \$495 in New York this week at cut price -- down \$130 from original \$625. And U. S. Television Mfg. Co. reduced its \$895 console to \$745, fifth cut it has so far ordered (Vol. 3, No. 38). Among new firms, Remington Radio Corp., White Plains, N. Y., has its Rembrandt models on market now, 12-in. table at \$695, 15-in. console at \$895. Clearvue Television Corp., New York, headed by Irving Kane, ex-president of Viewtone, now out of business but first of cheap 7-in. model producers, this week displayed new line of 10, 12, 15-in. consoles, ranging from \$450 to \$750.

**WELL ON ITS WAY TO MATURITY:** Landmarks in TV's sure, steady forward march as an art and an industry, as noted in current events and accomplishments:

1. AT&T opened New York-Boston microwave relay (8 jumps), hooked it into New York-Washington coaxial, so that network TV service is available to major New England areas the moment they erect stations. Planned for sometime in 1949 is New York-Chicago relay (30 jumps). Coaxial is already laid to Richmond, so TV outlet there can go network by next summer. Southern transcontinental coaxial, while largely laid, still has some links to be completed in 1948, most repeaters to be installed. Its progress, plus swiftly developing microwave links, impelled NBC's Frank Mullen to predict coast-to-coast network telecasting within 2 years.

2. President Truman's address to Congress Nov. 17, Armistice Day services at Arlington, this week's Congressional committee hearings on Marshall Plan -- all grist for TV, all handled with improving skill -- furnish auguries of kind of live news coverage which will make sight-plus-sound as commonplace soon as sound-alone is today. Also, recent Election Day job done by WFIL-TV, Philadelphia, televising tabular returns and employing own newsreel crew to take films to be telecast same night, showed what local station can do, gave foretaste of 1948 national elections.

3. Theater Guild's first of 6 scheduled plays on NBC's TV network, St. John Ervine's "John Ferguson," was staged last Sunday with top stars, will be followed by "The Late George Apley" Dec. 7. Wonderfully acted performance demonstrated enormous potential of medium for full-length dramas. It wasn't very good play for these days (too heavy drama) but "Variety" gave this quite accurate appraisal: "Production, direction and acting was as near perfect as anything yet seen in this still new medium, signifying the Guild's legit reputation...will easily bridge the gap from the stage into the tele studios."

4. AP reported putting its first newsreel unit in operation in Washington, aiming at TV station clientele (Vol. 3, No. 44). Hearst's INS said it also was entering field within next 10 days. And WCBS-TV's planned presentation this Sunday night (over hookup with Baltimore's WMAR, Washington's WMAL-TV) of Protestant Film Commission's "Beyond Our Own," full-length feature produced in Hollywood, is seen by that network as "forerunner of a new movement" to present church messages via movies into homes. Seven such pictures are planned. Hegira to TV of screen as well as stage groups, though small ones yet, may eventually break Petrillo-abetted gangup against feature films on TV.

5. Influx of more big sponsors and top agencies evidenced by Swift & Co. sponsorship of first TV commercial network (5 stations keyed from WNBT, New York) for "Swift Home Service Club" with Jinx Falkenburg and Tex McCrary, Fridays 1-1:30 p.m. (Lee Cooley producing for McCann-Erickson). Also by Gillette's continued sports purchases (thru Maxon Inc.); American Tobacco's sponsorship of big grid games (thru N. W. Ayer); General Foods' (Maxwell House) sponsorship of MBS network's crack feature "Meet the Press" Thursday nights on NBC's New York and Washington TV

outlets (thru Benton & Bowles); Chevrolet's sponsorship on WFIL-TV, WMAL-TV and WMAR Nov. 20 of ABC-produced film on Britain's royal wedding couple (Campbell-Ewald); and CBS's TV commercial dept. came through with 4-sponsor audience participation show -- sold on rotating basis starting Nov. 19, Wednesdays, 1:30-2 p.m., to Manhattan Soap Co., Coburn Farm Products Co., B. T. Babbitt Inc., C. F. Mueller Co.

**PITTSBURGH ADDS TO TV ROSTER:** This week's crop of TV applicants comprised 2 from Pittsburgh, one more from Cleveland. Pittsburgh applicants are Empire Coil Co., New Rochelle, N. Y., already holder of CP for Cleveland and pending applicant for Boston and Waterbury, and Allegheny Broadcasting Corp. (KQV), part-owned by Kaufmann dept. store interests. New Cleveland applicant is Plain Dealer's United Bcstg. Co. (WHK).

Empire seeks Channel 10 (192-198 mc), stipulates 25.6 kw visual, 13.46 kw aural, 580 ft antenna, studio and transmitter at Allison Park, \$246,000 plant cost, \$10,000 estimated monthly operating cost, RCA equipment. Allegheny seeks Channel 8 (180-186 mc), stipulates 30.8 kw visual, 16.2 kw aural, transmitter Mt. Washington, 489.5 ft antenna, \$251,500 plant, operating cost undetermined, RCA equipment. Pittsburgh is allocated 4 channels, one already assigned to DuMont. Cleveland Plain Dealer seeks Channel No. 7 (174-180 mc), stipulates 5 kw visual, 2.5 kw aural, 744 ft antenna, studio and transmitter in Terminal Tower, \$270,470 plant, no operating estimate, GE equipment. Cleveland is allocated 5 channels, may lose one to Canton, has 3 grantees already, 2 pending applicants (Vol. 3, No. 44).

Only FCC action pertaining to TV this week was to order hearing on 2 applicants for Harrisburg's one channel (Vol. 3, No. 42). Among applications you can expect to see filed shortly, we can disclose only these as yet: Greensboro (N. C.) News, holder of CP for FM; New Orleans Times-Picayune, holder of CP for AM and FM; WDSU, New Orleans; Indianapolis Star's WIRE; William M. O'Neil's WJW, Cleveland; Canton (Ohio) Repository's WHBC; New Bedford (Mass.) Standard-Times' WNBH, which will file next Monday. There are quite a few others, still under wraps, and even Toronto Star has been sending emissaries across border to inquire into TV.

**READY FOR STRATOVISION TESTS:** Westinghouse's silence on Stratovision lately doesn't mean inactivity -- far from it. Fact is 6 months of preparation are now jelling, system's young skipper "Chili" Nobles readying this week-end to take newly-outfitted B-29 up for tests. Well satisfied with early experiments from smaller plane that airborne TV and FM ("skyhook") transmitters can give superior coverage predicted (Vol. 3, No. 8), he's first going up only 5-6,000 ft., using only sound channel of TV transmitter, sharing time with Philadelphia's WFIL-TV on Channel No. 6 (82-88 mc). Pressurized cabin permits strato heights, and he expects to broadcast pictures before Jan. 1 from varying heights later. Westinghouse is doing job literally from ground up, has built every item of electronic equipment from scratch, including 5 kw TV transmitter, 547 mc ground-to-plane relay, antennas, etc.

**TV'S RADIO RELAY PICTURE:** Clearcut issue of private vs. common carrier operation of TV intercity microwave relays confronts FCC as it studies engineering recommendations for 1000-13,000 mc allocations (Vol. 3, No. 6). Decision is due in 30 days, will tell fate of TV's most vital present concern -- networking. Basic FCC policy for years has been to lean on common carrier operation (mainly wire) for intercity hookups in order to preserve spectrum space. TV broadcasters, however, insisting on faster, cheaper privately-owned microwave relays, have been building their own intercity links -- all, however, under experimental grants from FCC. At present, broadcaster-owned-and-constructed microwave systems link New York-Schenectady (GE), New York-Philadelphia (Philco), Chicago-South Bend (WBKB-GE). Last week Philadelphia Bulletin's projected WPEN-TV asked FCC approval for a microwave relay of its own between that city and New York (Vol. 3, No. 45).

Meanwhile, too, certain of FCC permission to operate intercity TV links either as monopoly or in conjunction with private systems, AT&T opened \$2,000,000 New York-Boston system Thursday. System comprises eight 30-mile hops, operates in 3700-4200 mc region, with 5 mc bandwidth, can accommodate 1 TV channel or 240 si-

multaneous 2-way telephone conversations. Similar relay, New York-Chicago, is projected for 1949. AT&T's coaxial cable linking Toledo-South Bend-Chicago has been postponed until 1948, as has New York City-Albany leg. So change your maps (Vol. 3, No. 24) to show 1948 completion; also eliminate Chicago-Bloomington-St. Louis link -- that was out-and-out error. AT&T meant to show tie-in with Bloomington, Ind., which will be worked into Indianapolis-Louisville leg.

**TROUBLE HEAPED UPON TROUBLE:** Even hard-boiled, thick-skinned James Caesar Petrillo, certainly his rank and file membership, must suffer some qualms this week as:

Chicago -- He pleaded not guilty to Government charge he violated Lea Act's anti-featherbedding provisions in calling out WAAF platter turners (Vol. 2, No. 22), heard Federal Judge LaBuy set Dec. 15 for trial.

New York -- Dan Golenpaul, producer of "Information Please", filed charges with National Labor Relations Board that AFM violates Taft-Hartley Act in refusing to permit pianist to play on quiz show, now that it's a network cooperative. (Presumably, though he doesn't dare say so, Jimmy wants a standby at each station.)

Cincinnati -- Times-Star's WKRC (owned by Senator Taft's family) filed NLRB charges that union threatened strike if quota of 11 musicians, 2 leaders, 14 hours per man per week wasn't met. Station claims this was only point at issue in contract renewal negotiations, said it now uses 7 men for 30 minutes per week, 2 for 2½ hours, one for 5¼ hours, needs no more.

Washington -- Reps. Hartley, Kearns and Michener, the latter chairman of House Judiciary Committee, meet next week to plan legislation making unions liable to anti-trust laws (Vol. 3, No. 44) -- one of impelling reasons being Petrillo's ban on union musicians making recordings after Dec. 31 (Vol. 3, No. 42, 43).

New York -- Network executives meet with Petrillo and officials of New York, Chicago, Los Angeles locals Nov. 19 to discuss new key station network contracts. Old ones expire Jan. 31.

New York -- Special Industry Music Committee, united front of all radio-music interests, meets Nov. 21 to consider program of common front action against Petrillo's onslaughts, as evolved by 5-man subcommittee (Vol. 3, No. 45).

**WHY THEY'RE SHOOTING THE WORKS:** It's quite true NBC can go all out for TV more readily than any other company because it has parental backing of big, profitable, patent-holding, set-manufacturing RCA. But like any other business, TV must sooner or later stand on its own fiscal feet. So RCA-NBC brain-trusters have worked out schedules of cost, income, depreciation, losses, break-even point, profit point -- all still a company secret. They include some astonishing figures, which company executives may be expected to divulge piecemeal at propitious times.

No. 1 man in NBC's TV operations, executive v.p. Frank E. Mullen, at New York seminar this week did venture a few observations worth recording: That the radio industry accounts today for \$1.5 billion in the American economy. That "within a short span of time" TV should run \$6 billion, employ 250,000 more persons -- indeed may well be the "shock absorber" for our national economy in the coming years. That by end of 1949, there will be 2,000,000 TV sets in area "above a line drawn on the map from Washington, D. C. to St. Louis." [RCA predictions for this year are 150,000 TV sets in whole country, next year 600,000 more; see Vol. 3, No. 38.]

Mullen's spoken and unspoken figures may rise one day to plague him; on the other hand, he may point to them with as much pride as Owen Young and David Sarnoff can point to predicted and unpredicted radio broadcasting revenue figures since NBC was established in 1926. All TV calculations could be upset by incalculables -- such as a depression or recession (anybody's guess); undue governmental interference (not yet manifest); failure of public to take to TV (unlikely); unwillingness to purchase receiving sets at present high prices (supply and demand about equal right now); venture capital discouraged over prospect of long-haul deficit operation of telecasting stations (possible though not probable, if NBC's estimates for its own stations turn out to be correct).

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November 22, 1947

**TRIBUNE'S TV TARGET IS DEC. 31:** Thoroughly sold on TV, eager to get going, pressured by dealers and servicemen, Chicago Tribune's WGNA got STA this week that should put it on the air by Dec. 31 as city's second outlet. With 10,000 sets already estimated in area, more moving at reported rate of 300-400 weekly, dealers want WGNA's Channel 9 (186-192 mc) signal on air in addition to WBKB's No. 4 (66-72 mc) so they can reorient antennas, align circuits, etc. So Tribune engineers (Carl Meyers, chief), unable to get delivery of GE transmitter before March or April, made deal with GE to install its 5 kw prototype model in old WMAQ studio space Tribune leases in Chicago News Bldg. GE was quite willing, for installation will provide very desirable "showcase." Apparatus is now being loaded in Syracuse, will operate on temporary basis until midsummer 1948 (antenna is 75 ft lower than CP calls for), when Meyers expects to have Tribune Tower installation ready.

**HIGHEST FM AND TV OUTPUT YET:** October radio production was highest in history, included new records for both TV and FM -- and it looks like pre-Christmas spurt will make November even better. As reported by RMA, October output of all units totaled 2,002,303, brought total for year thus far to 14,374,218, bringing industry well ahead of 1946 total of 13,326,985.

TV production was 23,693, up 50% over September (Vol. 3, No. 42), up 110% over first 9 mo. average (11,265). Figure for first 10 months of 1947 totals 125,091 -- so that at current rising pace it's reasonably certain TV sets produced this year will exceed predicted 150,000. Note, also, that RMA estimates don't include many newcoming firms, nor figures from booming kit market. October TV breakdown: 13,503 table models, 6,714 TV-only consoles (3,258 being projection models), 3,467 consoles with phonos (15 being projection sets), 9 converters.

FM production was 151,244 units, up 67% over September (Vol. 3, No. 42). It brought total for first 10 months to 830,016. October FM breakdown shows: 45,556 table models (555 with phono), 100,714 consoles with phonos, 4,318 FM-only and converter-tuners, 656 straight consoles. There's reason to believe current FM production rate will continue to go up, since trend is definitely toward FM in all consoles as well as more and more table models.

**THE BIGGER THE BETTER:** Have you noticed gimmick of so many new-name firms we've reported as entering TV set manufacture -- offering sets with larger direct-view screens? Maybe they've got something mass market leaders Philco and RCA are overlooking in their zeal to flush TV's ripe new selling field. A comparative demonstration of 7, 10, 12, 15 and 20-in. direct-view screens excites definite desire for larger pictures in direct ratio to size. We confess our own predilection for 15-in. and we definitely prefer direct-view to today's reflected images.

Trouble is most sets with kinescopes above 10-in. still cost too much. Closest 12-in. competitor to \$325, \$375 and \$395 sets with 10-in. (not to mention handful with 7-in. costing still less) is DuMont's \$445 table model (Vol. 3, No. 43). But DuMont's console with 15-in. costs \$1,795, with 20-in. \$2,495! Why not put at least 15-in. in table model at lower cost? DuMont replies his plants are working at capacity, and market is absorbing every set they can produce. DuMont

never went along with RMA-recommended 10-in. standard, has its own contract with Corning Glass Works for production of the bigger blanks, is selling finished tubes quite freely to actual and potential set manufacturing competitors.

There's little doubt that bigger pictures will gain more converts as engineering problems of higher voltages, larger space required, etc., can be licked and prices kept within reasonable bounds. Stromberg-Carlson, for example, is preparing to add a 12-in. model to its line, now consisting of TV-only console at \$495, TV-AM-FM-phono at \$1,195 (both 10-in.); expects to price new combination at around \$1,250.

This week's new TV set production reports: Westinghouse began shipping 10-in. TV-only consoles to distributors, will price them around \$500, bases higher price on appeal of fine furniture design. RCA announced its first built-in unit, a custom job designed for offices, clubs, restaurants, etc., called "The Clubman," with 15x20-in. reflection screen, priced at \$1,495, one already installed in New York's Sherry-Netherland. Among latest radio manufacturers promising new TV sets soon, as reported in trade press, are Templetone, Admiral, Sentinel, Sonora, Garod.

**GAINS OFFSET CHANNEL 1 LOSS:** TV industry, as represented by TBA, RCA-NBC, Philco and DuMont at FCC hearing this week, was pretty much resigned to certain loss of Channel No. 1 (44-50 mc). But there was immense relief when Chairman Walker announced, at outset, that all sharing on TV's remaining 12 channels will be eliminated. Even Government has agreed to relinquish sharing on Channels 7 and 8.

So if FCC reallocation goes through as originally proposed, Trenton and Bridgeport lose their only channels; Chicago, Cleveland and Columbus lose one channel each; 11 other cities face reshuffling of present assignments, but lose none (Vol. 3, No. 33). Only alternatives to FCC proposal are AT&T's, to continue sharing on non-interfering basis in rural areas, and American Radio Relay League's, to delete Channel 2 (54-60 mc) instead of No. 1 and thus obviate not only sharing but second harmonic interference from "hams" and ISM users of 27-28 mc.

Since loss of 44-50 mc means tighter allocations, co-channel interference (already a headache) is bound to increase, particularly in congested Northeast. Right now, for example, Princeton, N. J., tuning New York's WCBS-TV (45 mi.), gets interference from Baltimore's WMAR (130 mi.), both on Channel 2. Also, Maryland viewers north of Baltimore who tune Washington's WNBW (50 mi.) get interference from New York's WNBT (175 mi.), both on Channel 4. Proposed reallocation reassigns Channel 3 to Scranton, Pa., 115 mi. from Philadelphia's WPTZ, now on No. 3, so here again co-channel interference can be expected. Similar coverage curtailments (from both co-channel and adjacent channel interference) are foreseen in the 11 cities now assigned Channel 1 -- presaging possible use of directional antennas.

Still to be overcome, assuming ARRL recommendation is rejected, will be aforesaid second harmonic interference to No. 2 from 27-28 mc; also adjacent channel interference from 50-54 mc amateurs. There's also problem of interference to Channels 4 and 5 from fixed circuits in 72-76 mc band, though it's believed good engineering can overcome this. Third harmonic from 28 mc "hams" to Channel 6 is still another possible source of trouble.

**FM PINS FAITH ON NETWORKING:** Blocked or slowed at virtually every turn -- by Petrillo, paucity of receivers, scarcity of high power equipment, unavailability of high fidelity lines, lack of enthusiasm from "hip-pocket" grantees -- spokesmen for FM broadcasters fought at this week's 44-50 mc hearings to clear paths for FM's current brightest hope: networking. They asked FCC to let FM have 44-50 mc (or thereabouts), but motives for requests weren't all the same.

Continental Network's Everett Dillard, FMA president, and Maj. Armstrong now want low band for relaying only -- though FM's inventor still thinks (and offered test proof) that low band is better than high band for broadcasting; he did add, however, he regards 88-108 mc as "quite satisfactory." Zenith wants low band again opened for new stations, high band retained. Stromberg-Carlson wants both, plus relay. Yankee Network asked continued low-band operation until other relay

systems (microwave, wire lines, etc.) are available. None had any quarrel with mobile services, but if TV's Channel No. 1 is to be taken away, FM seeks first crack.

There's no question FCC will take care of safety and special services.

This was obvious as you observed FCC's sober attention to Motorola's Dr. Daniel E. Noble, chairman of RTPB Panel 13, as he described emergency roles. What stirred speculation were questions of usually silent Comr. Webster, himself a prime mover in Interdepartmental Radio Advisory Committee, which could mean FCC might try to find space for them near their present 152-162 mc band -- even though most of this is "sacred cow" spectrum assigned governmental agencies under IRAC. Dr. Noble said such frequencies would be far better than 44-50 mc. This might give FM 44-50.

Dillard recounted how his 32-station network is presently linked largely by low-band "mother" stations; how high-band stations protected only to 1,000 uv/m line can't get needed distance; how 117 more stations are clamoring to join. He said AT&T's proposition to supply 15,000-cycle lines is too costly, too slow in realization, too uncertain of performance. Comr. Jett remarked he was certain FCC would examine phone company's 15,000-cycle plans. Dillard presented no specific allocation plan for relay stations, but felt 200-mi. spacing, picking up 20 to 50 uv/m signals, would do job. Both he and Armstrong said incidence of sporadic "E" and F2 interference wouldn't be serious, could be licked.

Armstrong once again charged RCA and all 4 networks with holding back FM, declared FM networks would spur AM networks into greater FM activity. His jibes goaded RCA-NBC into filing brief "unequivocally and categorically" denying charges, asserting preparedness to tell its side at "appropriate proceeding." He also was told by Comr. Jett, touching on an old sore spot -- shift of FM to high band -- that Dr. Norton's curves weren't sole reason; that need for competitive stations in crowded areas prevented use of full-distance capabilities even of high band. Hearing was occasion for another round in now celebrated Armstrong-Norton high-low band battle. Armstrong was given week to look over FCC's data, file brief. Discussion also worked in FMA's request for protection of Area II Class Bs to 50 uv/m (Vol. 3, No. 43). Jett said need for more stations is reason for slicing into 50 uv/m.

**MORE TOP-HOLE TV APPLICANTS:** Six more TV applications from leading broadcasters attest to intensifying interest in video--and still more to come. This week's crop, which should be added to your cumulative addenda to our TV Directory (Supp. 18-D):

1. Westinghouse seeks outlet in Pittsburgh, where it pioneered radio with KDKA. This would be company's second station (Boston now building); it has no present plans for other 4 cities where it has AM stations. Application stipulates Channel 6, 15.9 kw visual, 670 ft antenna, transmitter 2850 Berthoud St., estimated cost of plant \$400,000, monthly operating cost \$20,000, RCA, GE or equivalent equipment.

2. WCOP, Boston, owned by Cowles publishing-radio interests (KRNT, Des Moines Register, Minneapolis Tribune, etc.), operated under supervision of ex-FCC Comr. T. A. M. Craven, filed for Channel 9 with 20 kw visual, 10 kw aural, 546 ft antenna, transmitter at Lexington, cost \$298,900, monthly \$10,000, GE equipment.

3. WNBH, New Bedford, Mass. (Basil Brewer's Standard-Times) seeks Channel No. 1, or 3 or 8 if reallocation goes through, to serve New Bedford-Fall River area, with 1 kw visual, 798 watts aural, 500 ft antenna, transmitter North Dartmouth, cost \$224,047, monthly \$4,929, RCA equipment.

4. WQAM, Miami, half-owned by Miami Herald (Jack Knight newspapers), seeks Channel 5 or 2, 16.2 kw visual, 328 ft antenna, transmitter-studio at N.E. 14th St. & Bay, cost \$167,365, operating \$10,000, GE equipment. WAKR, Akron, in which Knight's Akron Beacon-Journal has interest, is reported preparing to apply also.

5. WAGA, Atlanta, owned by Fort Industry Co. (Storer), already holding CPs for TV in Detroit and Toledo (Supp. 18-D) and planning to file for Miami, filed for Channel 5, 17.7 kw visual, 9.3 aural, 495 ft antenna (above ground), transmitter-studio on West Peachtree St. between 10th & 11th, \$399,000 cost, no monthly estimate. Also expected to file for Atlanta soon is Cox-owned WSB (Atlanta Journal).

6. WGAL, Lancaster, Pa. (Steinman brothers), already holding CP for Wil-

ilmington, Dela. (Supp. 18-D) applied for Channel 4, 1.75 kw visual, 876 watts aural, 321 ft antenna (above ground), studio-transmitter 8 W. King St., cost \$154,000, no operating estimates, RCA equipment. Steinmans also publish Lancaster's 2 newspapers.

**TV's NEWSPICTURES AND NEWSREELS:** We had a foretaste of the eager-beaver kind of competition TV is provoking when the press associations, all 3 now engaged in supplying still photos and newsreels to TV clients, bent every effort this week to be "first with the most" pictures of Britain's royal wedding. Not to mention MBC's films, flown over Thursday, shown twice Friday with Swift & Co. as sponsor. We've already discoursed on what this sort of coverage eventually means to newsreel business (see *Every Home a Newsreel Theater*: Vol. 3, No. 44) -- and there's little doubt now the movie mogus are watchful, if not disturbed, over the impact of TV. This week, also, not only was President Truman's address to Congress Monday televised in toto, with interesting before and after shots, but that same evening Senator Taft went on NBC's video network to reply. In Los Angeles, Paramount's KTLA announced it would televise New Year's Day Tournament of Roses and Rose Bowl game in collaboration with NBC which, not having own station there yet, will film the events, fly films to New York, televise them at earliest possible moment.

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## SIGHT AND SOUND

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TV's alleged "one-legged" use of channels to broadcast music, sports results, etc., with only test pattern or still picture on, was object of FMA President Everett Dillard's scorn at FCC's 44-50 mc hearing this week. He asked "why the hullabaloo" over TV losing Channel 1, inasmuch as FCC itself has said TV's ultimate place is 500-890 mc. Comr. Jett observed FCC looks to high band to augment, not displace, low.

ABC, too, is going into recording business—despite Petrillo ban. Network sources confirm negotiations for purchase of Capitol Records Inc. are about complete, should be consummated by Jan. 1. Chief owners Glenn Wallichs, Johnny Mercer and Buddy DeSylva will get ABC stock for holdings, with Wallichs remaining as head of subsidiary. CBS owns profitable Columbia Records and NBC is associated with Victor.

Watered down NAB Code, postponement of which led NBC's Niles Trammell to express "keen disappointment," will probably get another going over at NAB board meeting next February, may not get final action until next convention (Los Angeles, May 17). Meanwhile, network executives huddled this week to discuss promulgating standards of their own.

NBC's Niles Trammell is reported by Jack Gould in *New York Times* as "prime mover" in "television city" project in New York, where stations might pool studios, film lab, possibly even sports arena. City fathers are said to like idea as part of their hopes to induce Hollywood to move more production to New York.

First rate card ever for GE's WRGB, Schenectady, which goes commercial Dec. 1, stipulates: hour, \$210; half hour, \$131; 20 minutes, \$105; 15 minutes, \$91; 10 minutes, \$78; 5 minutes, \$53; 1-minute participations, \$53; 2-second time, weather, service spots, \$42; rehearsal time, \$25 half hour. Discounts of 50% are offered until April 1.

"Profitable 1947" (Vol. 3, No. 45), even better prospects for 1948, impelled Philco board Thursday to announce year-end dividend of 50 cents per common share, in addition to regular quarterly 37½ cents, making 1947 total dividends \$2. In addition, 5% common stock dividend (one share for each 20 held) was voted payable Dec. 17. Unspoken, but prime reason: zooming TV set sales.

Eagle-Lions Films plans using New York's 3 TV stations to sponsor trailers of feature movies.

Special Industry Music Committee (Vol. 3, No. 43) organized itself into 3 committees (executive, legal, publicity) at meeting Friday in New York. Same day Petrillo and network chiefs met second time on contract negotiations, arranged to meet again Dec. 8 in Chicago. And in Milwaukee, WMLO also filed unfair labor practices charges with NLRB against AFM, claimed union was using secondary boycott against it because it had dropped house band.

FM production stories from 2 leaders in field: Although table models account for only about one-fourth of its total FM production, more than 50,000 Zenith 2-band AM-FM table sets (40% of industry total) have been manufactured and sold at average retail price of \$72, majority at under \$60. Stromberg-Carlson up to Oct. 1 had produced 78,800 two-band AM-FM sets, as against 58,000 prewar.

Daily TV station logs will be carried free by *Washington Daily News*, breaking ice among capital newspapers (Vol. 3, No. 46). Says Editor John O'Rourke, "I don't know what the other papers intend to do, but we'll be glad to carry the logs exclusively." Paper recently carried ads placed by Winfield Scott McCachren, engineer and radio dealer, calling on readers to insist on listings.

Add TV sponsors: On KTLA, Los Angeles, Hat Research Foundation, 8 p.m. spots 3 nights weekly starting Dec. 13, thru Grey Adv. Agency. On WABD, Washington, General Electric Co., "Walter Compton and the News," Mon.-Fri., 6:45 p.m.

Fourteen TV football sponsors, 138 advertisers using TV at end of October, are listed in November *Television Magazine*. Sponsor list shows steady rise since 31 last January, 62 in June, 107 in September.

NAB's 1948 budget of \$735,000, about 10% over 1947, will come from increased membership dues rather than from any across-the-board dues raise. Saving also expected from closing of New York and Hollywood offices.

Article on FM and Maj. Armstrong is contemplated by *Fortune Magazine*, which sent 2 girl reporters to Washington this week to sit in on 44-50 mc hearing, interview FMA's Bill Bailey, etc.

Donald Withycomb has resigned as radio director of *Baltimore Sun*, operating TV station WMAR, holder of CP for AM and FM stations.

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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November 29, 1947

**BIG NAMES & BIG MONEY EYE TV:** You'll be hearing soon about one of the biggest TV projects yet -- applications by certain highly prominent personages, including one group of millionaire Texas oilmen, for stations in major Southwest cities. Oil group plans to ask for 5 maximum allowed. All we can report now is that among the cities being surveyed are Wichita, Oklahoma City, Tulsa, Denver, San Antonio, Austin, Dallas, Houston. There have been no applications filed as yet from any but the last 2 cities named (see TV Directory No. 1 herewith), and plenty of channels are still available (see allocations table, p. 4, Supp. 18-D). New oilmen's group does not include Lacy-Potter Television Broadcasting Co., grantee of Channel 8 in Dallas (Vol. 3, No. 32, 37) whose principals are multimillionaire Rogers Lacy and wealthy Tom Potter. That company reports Mr. Lacy's illness has held up work on station, but Mr. Potter plans to proceed, has DuMont equipment ordered, hopes to get station going by spring or summer, possibly even as quickly as Ft. Worth Star-Telegram's WBAP-TV (now building, due for tests May 1, commercial operation July 1).

**NEW TV DIRECTORY AND ADDENDA:** Our TV directories obsolete so swiftly, what with TV's increasing tempo, that we've decided on a more convenient system of reporting grants, applications, etc. to enable you to maintain your own up-to-the-minute file. Subscribers to our full services receive herewith a brand new directory revised to Dec. 1, which we label TV Directory No. 1. Starting next week, you will receive addenda numbered TV Directory 1-A, 1-B, etc., published as often as warranted. So start anew with TV Directory No. 1, and be sure to file all addenda, so you can know the status of TV licensees, STA holders, grantees, applicants on any channel in any city at any time.

Fact that 4 CPs have gone into On the Air column (and more due shortly), that 3 Applications Pending are now CPs (and more expected), that 33 new applications have been filed -- all since our last previous directory of Sept. 15 -- tells you why we're instituting this new system. We suggest also that for time being you save page 4 of Supp. 18-D (Table Showing Allocation of TV Channels by Cities); we're not reprinting it with new log because we expect quite a few changes to be ordered by FCC as result of Channel No. 1 hearings (Vol. 3, No. 33, 47). We'll publish the new city-by-city allocations table, of course, as soon as it's ready.

**CLEVELAND & MILWAUKEE GET GOING:** Into the "On the Air" column next week goes Cleveland's WEWS-TV, companion to WEWS-FM (no AM affiliation). First test patterns are set for Dec. 1, and Gen. Mgr. James Hanrahan reports commercial operation starts Dec. 16. Cleveland thus opens up as TV's newest set market, for WEWS-TV is city's first video outlet. It's also Scripps-Howard's first venture into TV, with lots of sentiment attached because Cleveland was home of late E. W. Scripps (whose initials form call letters), Cleveland Press first of chain of newspapers he founded.

Milwaukee Journal's WTMJ-TV, on air with test patterns last few months, goes commercial next week also, with big T-Day promotions planned Dec. 3. TV sets already being offered in market (150 sold to date) are Stewart-Warner, RCA, Philco, GE, Crosley, U.S. Television, Telecor. Station starts with around \$2,000 per week

revenues from 9 sponsors, all sold 13-week schedules or longer, no one-shots: Gettelman Brewing Co., wrestling, at \$301.50 per show; Socony-Vacuum Oil Co. (Wadhams Div.), Marquette U home basketball, \$291.50 per game; RCA Dealers, high school basketball, \$367 per game; Parma-Stone Corp., boxing, \$500 per show; Schuster Stores, weekly variety show, \$160 each (52 weeks); Boston Store, "How to Do It," weekly live show, \$175 each; Gimbel Bros., NBC Television Newsreel, \$279.80 per week; Bulova time signals, 5 weekly, \$100 per week (52 weeks); Botany Mills, one-minute film spot weekly, \$20.

**5 MORE APPLY AS MEMPHIS GETS TV:** Memphis Commercial Appeal (WMC) got CP for TV Channel No. 4 Friday, less than 5 weeks after filing (Vol. 3, No. 43). And pending applications rose to 48 as 5 new ones were filed this week. During November alone there were 17 -- and list is growing daily. Besides others we've previously reported as being prepared, you can expect applications soon from: Cincinnati Times-Star (WKRC), Omaha's WOW (John Gillin), Miami's WGBS (George Storer), and non-radio interests in Reading, Pa. headed by John McKay, broker. This week's applicants:

1. Cherry & Webb, Providence (WPRO), seeks Channel No. 13 (from Boston), 23.1 kw visual, 24.85 kw aural, 616 ft antenna, transmitter in Johnson Twp. near Highway 14, \$200,000 estimated plant cost, \$10,000 estimated monthly operating cost, RCA equipment. City's sole allocated channel (No. 11) was granted in May, 1946 to The Outlet Co. (WJAR), also dept. store, which has ordered no equipment yet and thus far has apparently made no start toward construction.

2. Atlanta Constitution (WCON-CP) filed for Channel No. 2, 15.8 kw visual, 9.05 kw aural, 500 ft antenna, studio-transmitter at NW corner of Forsyth & Alabama Sts., no cost figures yet, RCA equipment.

3. WDSU, New Orleans, filed for Channel No. 6, 21 kw visual, 10.5 kw aural, 349 ft antenna, studio-transmitter Hotel Monteleone, plant cost \$150,000, monthly \$10,000, DuMont equipment. Heading company is Fred Weber, ex-gen. mgr. of MBS, who with partner E. A. Stephens also owns KATL, Houston, for which they state they also intend to file for TV.

4. S. H. Patterson, KSAN, San Francisco, filed for Channel No. 9, 19.4 kw visual, 13.9 kw aural, 331.5 ft antenna, studio-transmitter 1355 Market St., plant cost \$131,562, monthly \$6,000, DuMont equipment. Rev. Patterson also owns KJAY, Topeka, and KVAK, Atchison, Kan.

5. Jack Gross' KFMB, San Diego, filed for Channel No. 8, 29.2 kw visual and aural, 712 ft antenna, transmitter on Mt. Soledad, plant cost \$130,425, monthly \$4,000, GE equipment. It's second application from San Diego, assigned 4 channels.

Dropped from application files was A. Frank Katzentine's WKAT, Miami Beach (Vol. 3, No. 34) for failure to furnish FCC requisite data repeatedly requested.

**FM IDLERS, TOILERS — AND THE FCC:** FCC still considers an FM grantee's request for STA for interim operation as probably best indication of good faith and intention to build. With readier availability of equipment, it's becoming tougher to beg off. Thus, when Commission uncovers what it considers clearcut cases of channel-squatting, it really clamps down. Last month (Vol. 3, No. 42), WJWD, Annapolis, Md., was given the word, complied promptly. This week, 2 more (WPDQ-FM, Jacksonville, and WSBL, San Antonio) were warned to ask for STAs within 90 days -- or else. That some are choosing to quit, rather than go ahead, is evidenced by fact that 5 relinquished permits during November (see Supp. 55-E to 55-I).

On other hand, fighting-mad New York News wants an FM channel, opened full scale attack on Commission in petition for rehearing of decision denying it channel in New York, granting one instead to Methodist Church (Vol. 3, No. 45). Newspaper claims ex-Chairman Denny had no right to vote on final decision, having already accepted NBC job. It says reason for denial (newspaper ownership) came without warning, published issues containing no intimation. Other allegations: that Denny and Webster hadn't read any of evidence; that Durr and Walker did not read all testimony and exhibits; that Durr had considered adversely evidence (American Jewish Congress

complaint) that had been stricken from record. Also rejected, North Jersey Radio Inc., Newark (WNJR-CP), was in there scrapping, too, demanding to know just what 3-3 vote means, once again claiming Bremer (WAAT-FM) filed late for extension of its pre-war CP and thus was not entitled to it.

**MAKING TV'S 12 CHANNELS DO:** How TV's 12 remaining channels can be reallocated or reshuffled so as to keep present number of assignments in major metropolitan areas (Supp. 18-D, p. 4) -- that's big question facing FCC and its engineers. For there doesn't seem to be any doubt TV has lost Channel No. 1. Decision as to what to do with 44-50 mc, whether to give it to mobile services or FM, can be expected soon after Maj. Armstrong files answers to Allen-Norton testimony (Vol. 3, No. 47).

Right now FCC and industry engineers are using "put 'n' take" system to see whether they can reallocate so Chicago, Cleveland, Columbus can retain same number of channels as presently assigned. Those cities are due to lose one channel each under FCC proposals (Vol. 3, No. 33). Possibility is reshuffle can be worked out to preclude this. Take Cleveland, for example: Instead of taking away Cleveland's Channel No. 7 for Canton, engineers think they can leave No. 7 there, change Pittsburgh's No. 8 and 10 to No. 7 and 9 (from nowhere), give Youngstown No. 8 (instead of No. 13), give Altoona No. 4 (from nowhere) instead of No. 9, give Canton No. 13.

That gives an idea of parlays contemplated. Similar possibilities are apparent for Chicago and Columbus. But nothing seems workable for Trenton and Bridgeport, due to their propinquity to Philadelphia and New York. Trenton may have to rely on secondary service from Philadelphia (30 mi.) and New York (60 mi.). Bridgeport can get primary service from already-granted New Haven (20 mi.) by making New Haven's a metropolitan channel. Other switches to overcome possible co-channel and adjacent channel interference, shown up during hearings, are also being studied.

**FULL COVERAGE, NOTHING LESS:** Nothing less than full metropolitan area coverage will be tolerated by FCC when it grants TV stations. That's basic policy. Any idea you can go on air in any big city with low-power, community-class stations is all wrong -- and Commission's TV experts have so informed several would-be applicants who proposed to file for 500-watt TV stations in several major cities. It appears they misconstrued ex-Chairman Denny's NAB speech (Vol. 3, No. 38, 39 et seq), in which he envisioned "little clusters of TV stations" as meaning low-power, low-cost installations with minimum coverage until such time as TV's economic status made full scale operation feasible. FCC experts explain he didn't say "clusters of little TV station," pointing to waste if they permitted community station operation on a metropolitan channel and left any substantial part of an area unserved.

So, policy definitely calls for full utilization of any metropolitan channel, even though potential telecaster promises to extend coverage later through power and antenna boosts. You've got to cover the market area for a metropolitan grant. On the other hand, policy does permit "interim" operation (under STAs) with less power and antenna height than CP calls for, but only until installation of full facility can be completed. Also, minimum powers and heights will be permitted, if signal covers market area adequately, as for example in a small or closely integrated community. Otherwise, Denny's suggestions still stand: You may (as long as you cover stipulated area satisfactorily) go on air sans studios, cameras, etc., if you can arrange to pick up and rebroadcast neighboring big city stations.

**SHOULDERS TO THE FM WHEEL:** Best FM promotion package we've seen so far was unwrapped at Washington party Tuesday by Westinghouse, which also told FCC staffers and press it would bring out \$50 FM-AM table set shortly after Jan. 1. Company unleashed task force from its stations, transmitter and receiver divisions, gave it \$40,000 budget, came up with a honey, chockful of ideas on every facet of station and dealer promotion -- mats of ads, press relation hints, plans for station parties (including menus!), contest ideas, spots for radio, etc. Confessing objective is transmitter sales, company officials say station package goes only to those buying its transmitters (some 60 sold to date). Westinghouse also offers dealer package.

**MORE FM TUNERS & TABLE MODELS:** Pilot unquestionably got jump on rest of industry with its \$29.95 Pilotuner. How big that company's production is, it isn't telling, but RMA October figure of 4,318 tuners and FM-only sets certainly can't include Pilot's production. With advent of new tuners, Pilot faces increasing competition. Others we hear of, in addition to those we listed in Vol. 3, No. 45: big mail order house supplier, reported working on \$29.50 unit with appearance simulating clock; Meissner, with a \$57.50 (suggested price) Armstrong circuit tuner called Brewster 8C-FM Receptor; and November FM Business Magazine lists Fada (under \$50) and De-Wald (no price yet), both also with table models. You can also add these FM-AM table sets to our Vol. 3, No. 45 list: Clarion, \$69.95; GE, \$89.95; Majestic, \$99.95; Westinghouse, \$99.95 (soon also adding one in \$50 range). Motorola informs us its sets start at \$49.95, rather than at \$69.95, as we first reported.

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## SIGHT AND SOUND

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Paramount-DuMont TV issue (Vol. 3, No. 42) goes to hearing second time Jan. 5 in Washington, but this time everyone's invited into the act. FCC this week set all Boston, Cleveland, Detroit applicants for consolidated comparative hearing (see TV Directory No. 1 herewith) and included question of Paramount-DuMont interconnections. Which means Boston's 4 other applicants, Cleveland's 2 others, have stake in outcome of Paramount-DuMont issues. Detroit was included because Fort Industry is asking for change from Channel 2 to 5 (which is also frequency requested by Paramount's United Detroit Theatres Corp. and Richards' WJR). Philadelphia TV hearing is set for March 11, 1948; Harrisburg's, no date set.

Jubilation over Petrillo's capitulation this week with respect to co-op shows was tempered with fear there's a gimmick somewhere; radio has been bitten so often before. Petrillo okayed live music on such programs, but only until Jan. 31, when AFM-network contracts run out. Interestingly enough, it was to ABC's Mark Woods that Petrillo made offer to relent, lending substance to report Woods is network chief he prefers to do business with. Meanwhile, legal and publicity subcommittees of Special Industry Music Committee meet next week in New York. Membership of working groups (Vol. 3, No. 47) is not yet ascertained. Network-Petrillo meetings on contract negotiations continue in Chicago Dec. 8.

J. Edgar Hoover's Irish is up—and quite understandably—over slurs implied in FCC Comr. Durr's allegation FBI is supplying FCC "unsolicited" reports on Communist connections of persons in radio. FBI sends such reports to all government agencies as matter of routine duty, but won't to FCC any more if Durr's colleagues (strangely mum) say they don't want them.

Six-letter calls received FCC blessing this week, when it permitted Scripps-Howard's TV and FM stations in Cleveland to be known officially as WEWS-TV and WEWS-FM—even though stations have no AM. Practice of using "TV" or "FM" after AM call letters has grown in popularity during past year. Most recent changes in TV field were *Ft. Worth Star-Telegram's* WBAP-TV and *Baltimore Sun's* WMAR-TV. Previously, non-AM grantees had to use 4-letter combinations, without TV or FM tag.

RMA's new 1947-48 Trade Directory and membership list, giving names, addresses, officers, products, etc. of all radio manufacturers, is just off the press; can be obtained by writing Radio Manufacturers Assn., 1317 F St. NW, Washington, D. C.

"A commercial reality but not yet an art . . . whose possibilities, once they are recognized, will be limitless." That's what *Life Magazine* says of TV in 12 pages devoted to TV in current issue.

Add TV sponsors: On WCBS-TV, New York, General Foods (Maxwell House Coffee), 32 Madison Square Garden sports events, thru Benton & Bowles; Knox the Hatter, 12 of same, thru Geyer, Newell & Ganger; these in addition to Ford sponsorship of 35, thru J. Walter Thompson Co. On WNBC, New York, James McCreery & Co. (dept. store), 3 Fri. night pre-Xmas programs starting Dec. 5, direct; Holt-DeLand Inc. (used cars), 3 Wed. night 5-min. "billboarding" of WNBC evening programs, starting Nov. 26, thru Miller Adv. Agency; R. H. Macy & Co., Thanksgiving Day parade, one-shot. On WBKB, Chicago, Philco Distributing Co. and Emergency Radio & Appliance Co., sharing home games of Black Hawks hockey team; Harry Alter Co. (Crosley), Mon. wrestling, thru Malcolm Howard Agency; Atlas Prager Brewing Co., Wed. wrestling, thru Olian Adv. Agency; Brown & Williamson Tobacco Co., Sat. basketball, DePaul and Northwestern, thru Russel M. Seeds Co. On WTTG, Washington, Hecht Co. (dept. store), 10 pre-Xmas "Interviews with Santa Clause," Tue., Fri.; Bendix Radio, 10-min. one-shot Nov. 28 to introduce new radios to local trade. On WMAR, Baltimore, Globe Brewing Co. (Arrow Beer), weekly prizefights.

TV's considerable impact on sound radio is cited by KSD-TV's George Burbach, writing in *St. Louis Commerce* and quoting report of Television Research, Los Angeles, that TV set owners use their sound radios 77% less often (Vol. 3, No. 38). And Foote, Cone & Belding's Ralph Austrian, speaking before New York Council of AAAA, forecast substantial drop in radio listening in 1948, which he said will be reflected in lower Hoopers, will thus eventually force reduced time rates.

Local channel video rates were filed last week by New England Telephone Co. on heels of opening of New York-Boston microwave relay (Vol. 3, No. 46). Rates correspond to other Bell System tariffs, contemplate 4 mc channel, include installation charge of \$50 per channel, \$20 per month per quarter circuit-mile, \$500 terminal equipment charge, plus \$60 per month for transmitter end, \$90 per month for receiving end.

TV set booster that increases signal strength in fringe areas is announced by Temco Service Corp., 345 Hudson St., New York City. Called "Telebooster", amplifier is self-powered, operates from 115 a.c. source, is mechanically linked to receiver.

Bob Emery's highly popular "Small Fry" on DuMont's TV stations, daily, has possible rival for kid interest in Wed., 5-6 p.m. "Playtime" on NBC hookup, being staged by Junior League of Washington, featuring handicrafts, marionette show, ballet, newscast, guests.

FMA moves to roomier quarters in Washington's Munsey Bldg., Dec. 1, keeps same phone: REpublic 8532.