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OF THE
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FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

and FM Reports

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June 5, 1948

SQUEEZING THE TV BANDS FOR MORE: In preparing our digests of the 82 appearances filed for FCC June 14 hearings on proposed revisions of TV allocations (see Special TV Supplement herewith), we discerned two noteworthy trends: (1) Nearly all who request additional channels regard any interference outside 5,000 uv/m contour as "no interference" -- although most would cut deeply into 500 uv/m contours and thus affect substantial populations. (2) Some proposals for "squeezing in" additional channels are predicated on use of directional antennas, first time idea has been advanced on any substantial scale -- although NBC-Cleveland has Figure 8 pattern to enable it to cover Akron too, and original Channel No. 1 grant to Riverside, Cal. was conditioned on directional array to protect Los Angeles. To luckless applicants (or remiss counsel) who didn't think to file appearances to protect their city's assignments, FCC next week will issue clarification permitting oppositions to proposed changes (see Supp. 58 for new and old allocations; Vol. 4, No. 19-22 for background stories). But it will permit no further counter-proposals.

BIGGER PICTURE TUBES COMING ALONG: It's quite apparent, though not much is being said about it yet, that increased size of direct-view image is going to be next big improvement in TV reception, next big merchandising appeal. Though 10-in. and even 7-in. sets are moving extremely well, it takes no clairvoyant to foresee widening market for 12, 12½, 15 and 16-in. models. That is, provided prices are in line -- and it looks as though they could be, thanks to improving production outlook. Diligent inquiry at key sources this week disclosed these facts and trends:

1. Corning Glass Works goes into mechanized production of 12-in. bulbs next month. Though we're told increase "won't be tremendous," output going mostly to DuMont, it does mean more sets with this size will reach market this fall and winter. Corning's primary output is 10-in., mechanized, which go into at least 75% of industry's current 50,000-plus-per-month TV set production, and this tube is in steadily increasing production. As for 7-in. tube, Corning says it's "dying"; it's still hand-made, isn't expected to stand up over long haul against bigger ones.

2. The 12½-in. tube is being produced manually in small quantities by Owens-Illinois, designed for "eventual mechanization." Corning is also working on it, Philco showing most interest thus far -- a possible clue to Philco's next models.

3. Production of 15-in. blanks by Corning, but not by Owens-Illinois, is entirely for DuMont order, not in very great volume yet. But new techniques are being developed, and it may be mechanized. DuMont says it can use 5 times present supply, will introduce new medium-priced sets with this size -- ideal for home viewing -- at Music Industry Trade Show in Chicago June 14 week. They're not for delivery until late August, however, by which time all DuMont set production will be centralized in newly acquired ex-Wright aero plant, Paterson, N.J. (Vol. 4, No. 20).

4. Under development is a 16-in. glass blank, which, along with 15-in., Corning thinks can be made to compete price-wise with RCA's 16-in. metal-coned tube (Vol. 4, No. 5). But it's far from ready.

5. RCA's 16-in. metal-glass tube looks like it may attain semblance of mass production this year and next. Not only RCA but several other tube-makers will produce it -- probably GE, Sylvania, Rauland, others. Though over-all pres-

pects now are for doubling, perhaps tripling, the originally estimated more 150,000 output through 1948-49 (Vol. 4, Nos. 8, 12, 15), neither RCA nor anyone else we know anticipates making deliveries of sets containing them before Christmas, if by then. Meanwhile, RCA tube customers are getting only samples, begging for more, designing cabinets for it, making up chassis awaiting its delivery, gearing for an inevitable demand -- for this, along with 15-in., is ideal size for average home.

All in all, it looks like some much more satisfactory receivers, possibly fairly reasonably priced, are in prospect this fall and winter -- the 10-in. continuing as the sturdy "Ford" of TV, 12-in. coming along as TV's "Pontiac" line, 15&16-in. as its "Buick" line. But the matter of prices remains an enigma. Though brand competition is keen, plain fact is that makers of tube blanks, processed tubes, sets, all find ready markets for just about everything they can turn out.

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Music Industry Trade Show (National Assn of Music Merchants) at Chicago's Palmer House June 14-17, same dates as RMA convention in Stevens Hotel there, looks like Mecca of the radio manufacturing-distributing fraternity. Many new TV lines will be displayed there for first time. And at current Los Angeles Home & Building Exposition, Hoffman Radio, big Coast name, is reported showing its first TV set, called "Malibu," offering choice of 10 or 12-in. in same cabinet.

Other TV receiver news: New company, Tonemaster Radio Co., 1968 Marmion Ave., Bronx, N.Y. (Harold Cohen, pres.), offering table model assembly of Transvision kit, DuMont 12-in. tube, FM receiver, to sell at \$325....New tube company, Tel-O-Tube Corp. of America, 167 Marshall St., Paterson, N.J. (Samuel Kagan, pres.) reports it's now making 10, 12, 15-in. tubes under RCA, Sylvania licenses... "Retailing Daily" reports Belmont Radio (Raytheon) dickered with Affiliated Retailers, buyers for 40 dept. stores, to produce 7 and 10-in. table models at prices giving retailers better than present markups (generally about 23%) which many are protesting....Pilot Radio's "mystery" receiver (Vol. 4, No. 21), to be called Candid-TV and probably retail in \$100 range, will be previewed by press Monday, followed by ad campaign. Guessing is it's small-tube job with built-in magnifier. Not so secret is Pilot's projection set, which employs North American Philips "Pro-telgram" system also used by Scott, Fisher, Hallicrafters.

3 NEW ENGLAND TVs GET GOING: Next new-market focal points for TV receiver sales are Boston and New Haven, with new station dates now definite: Westinghouse's WBZ-TV began tests June 3, starts regular schedules daily except Mon. and Tues. with T-Day June 9, joins NBC via microwave relay then. Yankee Network's WNAC-TV begins test patterns June 11, carrying baseball on technique tests following week, will go commercial "as soon as practicable," will join CBS hookup. New Haven's WNHC-TV started tests June 2, reports good results in that populous area, goes on regular schedule June 14 as satellite of DuMont's WABD, New York, has no local studios yet.

These look like only "new TV cities" opening up before Toledo's WSPD-TV gets going, possibly early in July; Albuquerque's KOB-TV, August; Louisville's WAVE-TV, Sept. 1; Fort Worth's WBAP-TV, Sept. 1. We wouldn't bank on these dates, though, nor on most other "summer openings" announced for such already-served cities as: Baltimore (WAAM), July; New York (WJZ-TV), Chicago (WENR-TV) and Detroit (WXYZ-TV), August; Chicago (WNBQ) September; Detroit (WTVO), late summer; Los Angeles (KFI-TV), "sometime in summer." Other CP holders may creep ahead of foregoing, but we doubt it -- except in instance of New York News' WPIX, testing since May 29, definitely going on schedule June 15.

Second and third stations, new facilities, in any town usually hypo receiver demand. So Richmond market shouldn't be overlooked, inasmuch as its WTVR linked with NBC via coaxial June 1. Interesting sidelight on hitherto snafued Boston TV picture is WBZ survey showing 5,500 receivers already in area -- 1,415 counted in homes, 887 in public places, rest in shops. Both WBZ-TV and WNAC-TV start out with Reds and Braves baseball, alternately sponsored by Narraganset beer and Atlantic oil. WBZ-TV also reports these accounts: Filene's and Jordan Marsh dept. stores, First National, National Shawmut and Mass. Cooperative banks, Clinton Clothing Mfg. Co., John Donnelly & Sons Adv., Haffenreffer ale, Bulova, Esso.

THE SAN FRANCISCO STORY: West Coast chain theatremen Charles P. Skouras, brother of 20th Century-Fox's TV-keen Spyros, pretty well summed up San Francisco TV hearings when he observed: "Never have I seen so many fight so hard to lose so much money." That remark, indeed, just about epitomizes the current eager scramble for channels remaining in key big city areas. Heavily attended, hard-fought San Francisco proceedings adjourned Thursday, resume in Washington June 21. Five seek area's 2 remaining channels: 20th Century, Paramount, oilman Ed Pauley, CBS, KROW.

Case is regarded as bellwether, may disclose among other things FCC attitude toward lush new movie money in TV, as against big broadcasters (like CBS) and little fellows (like KROW). Importance attached to it was manifest by the many big-wigs on hand, including even Henry Kaiser. Charles Skouras' pithy observation is well pointed up by figures proffered by CBS, whose crew was headed by ex-presidential advisor Sam Rosenman as chief counsel: CBS proposed to invest \$685,500 in plant and equipment, said first year technical operating costs alone would run \$329,000, anticipated an over-all loss of \$500,000 first year. Reporting his company has already spent \$9,000,000 on TV, v.p. Adrian Murphy testified that CBS has nearly \$40,000,000 in assets, is now in TV to the limit: "Television is not by any means a minor adjunct to our other activities," said he.

6 MORE WIN CPs, 10 MORE APPLY: Six more CPs were issued by FCC this week: In Phoenix, Ariz., to Phoenix Television Co., Channel No. 5 -- Texas oilmen group (see TV Addenda 3-A). Davenport, Ia., WOC, No. 5 -- same ownership as WHO, Des Moines, still waiting grant. Greensboro, N.C., Greensboro News, No. 2 -- owner of WFMY-FM and partly owned by WBIG interests. Oklahoma City, WKY-Oklahoman & Times, No. 4 -- same interests applicant in Denver (KLZ). Tulsa, Okla. -- George E. Cameron Jr., No. 6 -- oilman, who will incorporate as Cameron Television Corp., take in others (Vol. 4, No. 13). San Antonio, Tex., San Antonio Television Co., No. 5 -- same oilmen group getting Phoenix grant mentioned above. Also announced was grant of No. 2 to Seattle's KOMO, but this was rescinded in light of 2 new applications from city, making it now 5 for 3, forcing hearing.

Week's applicants were: For Denver, Colo., KMYR, No. 4 -- now 6 for 5. For Davenport, Ia., KSTT, No. 2. For Jackson, Miss., Harry Johnson, No. 7 -- also applicant for Shreveport, Little Rock, Oklahoma City, Memphis. For Troy, N.Y., Troy Record, No. 11, holder of CP for WFLY-FM -- now 7 for 4 in area. For Oklahoma City, Homer W. Snowden, No. 9 -- Texas oilman also applicant for Denver, Shreveport. For Portland, Ore., KOIN (Marshall Field), No. 8, and KEX (Westinghouse), No. 10. For Lubbock, Tex., C. C. Woodson, No. 3 -- reinstating dismissed application (TV Addenda 3-B); also applicant for Waco, Austin, Amarillo. For Seattle, Wash., 20th Century-Fox, No. 11, and KING, No. 7. [For details about these grantees and applicants, see TV Directory No. 3 and Addenda].

EYES OF TRADE ON PHILADELPHIA: Watch Philadelphia TV market these next few weeks. It's certain to get terrific local stimulus from political conventions there -- GOP week of June 21, Democrats July 12. Trade effects, of course, will be felt in every city on Boston-Richmond hookups, to say nothing of cities covered via "film transcriptions." But Quaker City is special cynosure by reason of several other noteworthy projects:

(1) Eight big TV makers have pooled to showcase their receivers, placing up to 20 each in exhibition booths in city's giant Commercial Museum, cooperating in big local ad campaign, admitting up to 6,000 convention overflow by ticket only. In project are Crosley, Farnsworth, GE, Motorola, Philco, Pilot, RCA, Westinghouse. (2) Big Gimbels dept. store launched own showcase Tuesday, putting 20 operating RCA receivers in as many windows, tying up first with Father's Day, then with conventions. (3) 20th Century-Fox is quietly arranging to pick up Louis-Walcott fight night of June 23, project it on screen of local Fox Theater. Skouras firm plans guest audience of delegates and other VIPs only, so telecasters can't object. It has one of 2 RCA projectors capable of 20x15 ft images -- same as Warners demonstrated to gaping NAB-SMFE audience in Hollywood (Vol. 4, No. 22).

TV SET CENSUS GAINS WEIGHT: RMA's TV set distribution table for 1947 production (Vol. 4, No. 20) gains pertinence with addition of this year's first quarter city-by-city breakdown. We now know the whereabouts of 268,317 of the 303,074 postwar sets built by RMA members up to end of March. Inventories, 1946 production, errors, etc. account for discrepancy -- which will become more insignificant with each quarter's report. Census is perhaps destined to become one of TV business' major measuring sticks, can be regarded as irreducible minimum for it does not include non-RMA, kits, pre-war sets.

Here's distribution of the 15 months' production in TV cities: New York, 91,451; Newark, 32,435; Philadelphia, 29,431; Chicago, 20,726; Los Angeles, 16,167; Washington, 8,320; Detroit, 7,465; Baltimore, 6,933; St. Louis, 6,165; Schenectady-Albany, 4,779; Cleveland 4,543; Boston, 4,307; Milwaukee, 4,082; Cincinnati, 3,279; Buffalo, 2,101; Minneapolis-St. Paul, 1,773; Richmond, 1,052; New Haven, 100; Salt Lake City, 25. These total 245,134; balance is in peripheral towns, prospective TV cities and "address unknown." For copy of complete breakdown, write us or RMA, 1317 F St. NW., Washington, D. C.

SIGHT AND SOUND

It's now quite certain Miss Frieda B. Hennock won't be confirmed as FCC member (Vol. 4, No. 22)—but she will serve as recess appointee after Comr. Durr leaves July 1. Senate GOP policy committee is definitely opposing any political, long-term Democratic appointments, and 2 of 3 Senators on appointment subcommittee (which didn't meet this week as planned) said they think she hasn't "ghost of chance" of confirmation in last-minute rush before June 19 adjournment.

FCC is abandoning conditional grant stage for FM, beginning this week. Henceforth, applications will go directly to CP status. CGs were originally instituted to assure qualified applicants channels would be held for them while they and FCC worked out engineering details. Cutting out CGs will close one avenue of delay (usually about 4 months) for laggards. Three CGs of 1945 and 11 of 1946 are still unconverted to CPs; but some are on air with STAs.

Leaving FCC in couple weeks, lawyers Bernard Koteen (chief, Review Section) and Theodore Baron (chief, Motions Section) join Washington firms of Cohn & Marks and Arthur W. Scharfeld, respectively. And radio law fraternity this week were congratulating Leonard Marks on marriage Thursday to Dorothy Holloway, Washington correspondent for *Variety* and *Television*; they leave Saturday on 7-week honeymoon in Europe.

GE plans Washington session on AM, FM, TV equipment problems with consulting engineering fraternity in Carleton Hotel June 16, arranged by Washington manager Tom Jacocks. Resigning Phil Caldwell's (Vol. 4, No. 22) successor as GE transmitter division sales chief will be Paul L. Chamberlain, now receiver division sales manager.

Philo T. Farnsworth emerged from his retirement in Fryeburg, Maine, recently to visit his native Idaho, take in Salt Lake's KDYL-TV operation. Inventor of TV's image dissector tube is now back doing research work at Farnsworth plant in Fort Wayne. Last Aug. 19 he attained ripe old age of 42.

Murray G. Crosby has severed partnership with Paul Godley, has started own consulting engineering practice (specializing largely in FM) under name of Crosby Laboratories, 126 Old Country Road, Mineola, N. Y., phone Garden City 284.

DuMont discloses it has thus far delivered 8 TV transmitters (one to Russia's Amtorg), has deliveries scheduled for 11 more--8 of these being 500-watt video units. One 5 kw job goes to Radio Havana.

Transcontinental network TV isn't in sight until 1953, so far as NBC high policy is concerned. So its v.p. for TV Sid Strotz informed newsmen Thursday, thus considerably revising his predecessor Frank Mullen's 1950 prediction. However, on inquiry, AT&T Long Lines still says somewhere between 1950 and 1952 for its already-laid but not-yet-TV-equipped Southern transcontinental coaxial (see map, Vol. 4, No. 17). But AT&T adds, quite significantly, "It depends on commercial demand." In addition, survey starts soon of new Chicago-San Francisco microwave relay (via Salt Lake), a probable extension of the New York-Chicago relay that's due for completion end of this year. But no date is even suggested for completing long haul to Coast, though speed of New York-Chicago job would indicate it could be well ahead of 1953.

Rather startling is Westinghouse's notice of appearance in June 14 TV allocation hearing. Company asks that Channel No. 8 be allocated to Pittsburgh, but to no other city within 200 miles. Reason: plans to file for experimental and commercial Stratovision when allocation becomes final. In same week, Westinghouse will vie with 7 others for Pittsburgh's 3 remaining channels. "Chili" Nobles has taken converted B-29 up to 20,000 ft twice in last few months, rebroadcasting Baltimore's WMAR-TV programs. He used Channel No. 6, other frequencies up to 3,300 mc, expects to have some of that uhf propagation data FCC has been calling for.

WBEN-TV, Buffalo, at close of second week's operation (latter May), reported gross billings slightly in excess of \$2,300 weekly, these accounts: Bulova, W. Bergman Co. (Philco), Victor & Co. Dept. Store, Adam, Meldrum & Anderson Dept. Store, Sattler's Dept. Store, Canada Dry, Kelvinator, Brickford Bros. Co. (RCA), Rudolph Wurlitzer Co. (for Motorola and Admiral TV receivers), Apex Rotarex Corp., Buffalo Electric Co. (Westinghouse), Esso Standard Oil Co., GE Supply Co.

Mutual has abandoned its never too stringent "all-or-none" AM-FM duplication policy. President Kobak said restrictions worked hardships on affiliates, particularly those operating shorter hours on FM than AM. Further: "We think that each individual station will voluntarily give our advertisers an even break." Other networks say "no change" in their duplication policies (Vol. 4, No. 9, 13).

TV news is crowding *Broadcasting Magazine* so heavily, that publisher Sol Taishoff is letting it be known he's contemplating splitting magazine into 2 separate publications--second to be called *Telcasting*.

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June 12, 1948

TV and FM in the whole field

TV IS MARKET'S BRIGHTEST SPOT: Traditional summer slump in radio receiver production began early this year (Vol. 4, No. 21) -- and unit output can really be expected to dive during plant closedowns for vacation months. That is, all except TV sets, which RMA says moved up to about 12,000 weekly (from 11,000) in early May. AM and FM during summer are virtually certain to drop way below 1,000,000 units monthly. Under-demand market is already reflected in widespread price cutting, emphasis on cheap midgets and portables. Should TV average only 12,000 weekly for balance of year, total RMA postwar production will run about 770,000. Non-RMA production (notably Admiral, now said to be producing some 3,000 weekly), plus kit and pre-war sets, would hike figure very close to GE's shrewd estimate of 870,000 (Vol. 4, No. 12). And a moderate increase in production rate, highly probable, would assure 1 million sets by year's end.

What the trade itself thinks is pretty well buttoned up in this remark of Jerry Kahn, president of Standard Transformer Corp., chairman of RMA parts division, in his talk scheduled for Monday's RMA convention session in Chicago: "While we cannot hope that the production of conventional radio sets will hold its present high level, the rapid acceleration of TV production will more than offset any loss." And fact is that almost any distributor and dealer in TV areas will tell you his dollar volume already is dominantly from TV.

TALENT OUTLOOK FOR TV IS GOOD: Who says there isn't enough program supply in sight for TV? Networks or no networks, that's plain poppycock. If this week's new smash hit of TV (Texaco Star Theater on NBC, Tuesdays, 8-9 p.m.) doesn't point the way, let's glance quickly over the rest of the current scene -- leaving out of account, for the moment, such obvious program provender as sports, forums, news, local events:

(1) Our own survey of program sources, to be published and sent to subscribers shortly as a Directory of Television Program Sources, lists some 160 concerns already offering live or film subjects to TV stations. Some firms are big, many more small, but just about all have something to offer in showmanship.

(2) NBC and DuMont announced new "syndicate" departments this week to provide programs to stations exclusive of network hookups: New NBC Television Features Service, to be directed by Russ Johnston, ex-McCann-Erickson v.p., will serve as liaison between NBC and Jerry Fairbanks Inc. in production and procurement of film for TV, will also sell films, "kinescope recordings" and live features to stations. DuMont's Tele-Transcription Dept. sent wires this week to all TV stations, offering off-the-kinescope films of its live TV shows (Vol. 4, No. 22) on both sustaining and sponsored basis; newly formed department is headed by Edward Carroll, ex-ABC, recently with ad agencies.

(3) New York News' WPIX deal to buy up and syndicate Korda films (Vol. 4, No. 18), and David Sarnoff's informal talks with J. Arthur Rank looking to release of more British films to TV here, have some interesting sequels: CBS is reported discussing film supplies with Walt Disney, Gene Autrey, others. Millionaire oilman-applicant Ed Pauley is discussing possible partnership with producer Hal Roach for film production for TV. Pioneer NBC executive "Doc" Alfred H. Morton, now

partner in National Concert & Artists Corp., talent agency, is joining 20th Century-Fox in as yet unannounced executive TV capacity, and it's reasonable to assume it has to do with films-for-TV as well as the TV stations that company is hell-bent on getting. Just about every major film company has staffs working on TV of one sort or another, and Motion Picture Assn's Eric Johnston said he is planning to confer on TV soon with industry's bigwigs.

These are only straws in the wind. Read the amusement trade journals (let alone radio) and it seems as though every other item deals with TV. As for Texaco's TV premiere the other night, it pressed home the idea of talent plenitude. It's certain to set a style and pace for more such shows -- reviving vaudeville, whose abundance of talent is still available, some even starving for engagements.

And proving what can be done with video-audio advertising, most enjoyable thing about Milton Berle's show, with all its quality acts, actually was its commercial -- done as a carnival pitchman's spiel, devastatingly funny, very effective. "Variety" says this show "may prove to be an histrionic milestone....may well show the way for a wealth of video talent...." To which we add: It's also talent that will bear repeat performances, live or film, again and again and again. If you have a TV receiver and are in range of NBC's network, don't miss this one -- a credit to Texas Co., NBC, William Morris Agency, William Kudner Agency, director Ed Sobol and the whole new TV art.

TV FAMILIES GO TO FEWER MOVIES: Movie folk can't shrug off, as "inconclusive," the survey by Foote, Cone & Belding's movie-savvy TV chief Ralph Austrian, ex-RKO, which concluded: "The movies are losing some of their best customers to television." Almost any family with a TV receiver will tell them that. Nor can fact be blinked that such a survey, albeit somewhat brief and limited, wasn't conducted to enhance the big ad agency's popularity with its substantial movie clientele (RKO, Goldwyn, Independent Artists, Walter Wanger, Hunt Stromberg, Argosy Pictures). Nobody likes to hear bad news, even from his best friends.

So findings can be accepted as entirely honest. More than that, seriousness of long-range problem is underlined by a remark by CBS president Frank Stanton during recent NAB panel. Replying to a question, he said popular interest in TV is not a mere flash-in-the-pan, not something ephemeral that will wear off as set owners have their sets longer. What he called "the surfeit theory" has been exploded in CBS's own surveys, said Stanton, himself well known as one of radio's most assiduous researchers.

Only thing that keeps TV from critical impact upon boxoffice as yet is fact there are still so few stations (27) and so few sets in use (around 375,000). But forecasts of set production for next 5 years (Vol. 4, No. 12) should give every motion picture producer, distributor and exhibitor pause. Here's essence of Austrian's report, as delivered before SMPE convention in Hollywood (Vol. 4, No. 21):

Poll covered cross section (415) of New York City TV set owners by telephone. Over half (51%) reported less frequent movie-going since getting sets. Most striking drop in attendance, of those reporting decrease, occurred among heaviest (every few days) movie-goers. Of the 415 polled, 29% said they used to go every few days before getting sets, only 2% went that often after acquiring sets. Those who used to go once a week now reported going only every 2-3 weeks, or even less frequently. And so on down the line.

FC&B makes no pretense that survey is final word, surrounds it with caution -- i.e., considers general post-war drop in movie attendance, effects of TV novelty, wording of questions, etc. It believes findings valid, nevertheless, perhaps an underestimate, since research was confined to home set owners, excluded viewing in public places and friends' homes. Further, FC&B had psychologist Thomas Coffin, of Hofstra College (Hempstead, N.Y.) supervise personal interviews with 270 families, half with sets, half without. He found set owners bought 20% fewer movie tickets in test week than did non-owners.

Not only movies, but other businesses affected by any change in stay-at-home habits, might well keep a vigilant analytical eye on TV's social impact.

White Bill amending Communications Act (S. 1333), favorably reported out 9-4 by Senate Interstate Commerce Committee this week, has slim chances for passage in waning session—but it portends trouble next session. It contains 2 hot provisions: (1) affirmation of FCC's authority to review over-all program performance of stations in passing on license renewals; (2) retention of 50 kw power limitation until NARBA determines power policy, probably sometime in 1950. First provision made NAB's Justin Miller boil over, saying it "would return radio and the press to the status of England's 'licensed press' of the 17th Century." Second provision is regarded as coup for Sen. Johnson, who must sweat out election this fall. Senators Capehart (R.-Ind.), Hawkes (R.-N.J.), Moore (R.-Okla.) and Stewart (D.-Tenn.) voted against reporting bill out.

Note from Walter Damm, whose WTMJ-TV has been operating in Milwaukee since last December: "You sure said a mouthful in the May 1 issue . . . in answer to the chap who wants to be realistic. Put it down that he will be one of those, as you say, who 5 years from now will be crying his eyes out and will be spending a lot of money trying to acquire a TV station. Remember what happened to the Cowles, the *Omaha Herald*, and others, who passed up radio in its early days?" Editor's note: The author of letters discussed in our article "The Great TV Conspiracy" (Vol. 4, No. 18) is still so completely sure of his ground, so certain uhf will quickly outmode low-band TV, that he tells us he's perfectly willing to be named. He's Gene O'Fallon, veteran owner of Denver's KFEL.

A solemn Jimmy Petrillo, from all accounts, presided over this week's AFM convention at Asbury Park, N. J. He explained to 2,000 delegates (representing 232,000 members) that evil days were ahead for union (Taft-Hartley law, Lea Act, etc.); he said that recording ban would continue, that AFM would not negotiate with record-makers, that union was not going into record-making business (last year's convention had given approval to study of such a move). Balance sheet showed AFM collected \$1,788,000 in record royalties through November 1947, that radio paid out \$25,000,000 to musicians during 1946 (\$15,500,000 from networks, \$9,500,000 from local stations).

Surprisingly mild criticism of TV in June 7 *New Republic* article "A Look at Television" by Radio Editor Saul Carson and Business Editor Harold Wolff. Carson finds some good programming, more poor, but looks for "good public-service, news and entertainment" in long run. Wolff discusses receivers, essays economic appraisal of telecasting—pretty superficial stuff. Similarly thin thinking about TV on part of intelligentsia is manifested in June 5 *Saturday Review of Literature*, in which Bennett Cerf remarks upon "phenomenal . . . sale of television machines" but assures his readers that "after the novelty of television has worn off, people again will prefer a good book . . ."

First test of transit FM by carload people, according to May 28 *Passenger Transport*, was to begin shortly in Duluth with pioneer WEBC-FM. National Association of Transportation Advertising has retained New York polling firm Alfred Politz Inc. to analyze tests conducted there by NATA member Murray & Malone. It's the first experiment we know of by groups outside of Transit Radio Inc. (Vol. 4, No. 22); Link receivers will be used.

New \$49.50 FM tuner by GE, which popped up in trade press ads recently, is apparently one originally designed for export market which didn't materialize; it's being sold through Harvey Radio Co., Inc., New York distributor.

Dan Andron's column on TV in *New York Sun* starts June 17, will run every Thursday thereafter.

Cleveland's WEWS (Scripps-Howard), observing its 6-mo. "anniversary" June 17 and pointing with pride to 6,000 TV receivers in area, reports also that: GE Lamp Division is sponsoring 74 home games of Cleveland Indians, thru BBDO—last of big league teams in TV towns to go on TV (Vol. 4, No. 17). Good Akron coverage (2400 uv/m downtown) is attested by O'Neil's Dept. Store sponsorship of regular schedule. Other full program sponsors are Standard Oil of Ohio, Carling's Ale, GE Supply Co., RCA Victor Co., Cleveland Radioelectric Co., Philco, Leisy Beer, Austin Co. Announcement sponsors are Lucky Strike, Walco Teleview Lens, Kelvinator, Bulova, Canada Dry, Ronson Lighters, Lyon Tailors, Chex Candy, Apex Electric, Imperial Ale, Ford Motor Co.

Storevision experiments disappointed Thallhimers Dept. Store, Richmond (Vol. 4, No. 10). Management reports basic idea is still good, has potential value, but demonstration was unsuccessful "traceable wholly to incomplete knowledge of selling and inadequate research and preparation on the part of Storevision Inc. and insufficient time for appraisal and correction by the store." Store found: film was inadequately prepared and too long—people would watch only 3 minutes; slides got monotonous; accompanying commentary was "amateurish;" "no evidence of actual customer response to any item shown."

Department stores are urged into TV swim in two articles in June 1 *Retailing Daily*: Ira Hirschmann, formerly of Bloomingdale's and Bamberger's stores, now running WABF(FM), New York, and heading up Boston TV application, points to (1) profits in high unit value, heavy volume receiver sales, (2) TV's growing value as advertising medium—worth experimenting with now. Vincent P. Catalano, radio buyer for Cavendish Trading Corp., emphasizes same points, but is piqued by low set markups (Vol. 4, No. 21).

To accommodate overflow, famed Mormon Tabernacle in Salt Lake City has installed TV chain system feeding 6 receivers in Assembly Hall—job being done by engineers of KSL, which has also installed DuMont intra-store video system in Mormon Church's Zion cooperative dept. store.

How TV works is subject of five 5-min. films titled "Television Televised," placed commercially this week on 23 stations by The Austin Co., big engineer-builders of NBC Hollywood and Washington, Cleveland's WEWS, Seattle's KOMO, San Francisco's KGO, etc. Releases are for Tuesdays during political convention period. It's an institutional promotion, sequences staged at WEWS (in firm's home city), shot by Cinecraft Productions Inc., placed by Fuller & Smith & Ross. Other new TV sponsorships:

On WMAL-TV, Washington: L. P. Steuart Inc. (DeSoto, Plymouth), "Cartoon-a-Quiz," Thurs., 7:30-8 p.m., thru Kal, Erlich & Merrick; Breyers Ice Cream, 1 ann. a week, 52 weeks, thru McKee & Albright, Philadelphia; Gates Contracting Co. (Roll-A-Glass Storm Sash), 3 ann. weekly, 13 weeks, thru Courtland D. Ferguson.

On WCBS-TV, New York: Transvision Inc. (TV kit), 2 one-min. films weekly after baseball, thru H. J. Gold; United Airlines, 2 one-min. films weekly, thru N. W. Ayer & Son; Peter Paul Inc. (Mounds), one-min. balopticon ann. before-after Belmont-Aqueduct-Jamaica horse races, May 29-Sept. 11, thru Platt-Forbes.

On WCAU-TV, Philadelphia: Raymond Rosen Co. (RCA Victor records), with Big Ten Record Dealers Assn., disc jockey show "Doug Arthur's Record Boom," Wed., 13 weeks from June 2, thru Ed Shapira Agency; Hill Shoe Co. (children's shoes), 2 one-min. ann. weekly, thru Solis S. Cantor; Swan Bottling Co. (soft drinks), 18 ann. thru May Adv.

On WABD, New York: General Foods Corp., "Small Fry Club," Thurs., 52 weeks from June 24, thru Benton & Bowles; New York County Democratic Committee, "This Is New York," June 10, 8 45-5 p.m., thru Ben Seckelman Inc.

On WNBT, New York: Edgewater (N.J.) Dealers (new Ford car), 8 one-min. films, June 18-26, thru J. Walter Thompson Co.

On WMAR-TV, Baltimore: McCormick Co. (spices), lacrosse championships.

Postponement to June 29 of FCC en banc hearing on revised TV allocations (Vol. 4, No. 19) was forced by vast amount of preparation required by FCC and the nearly 100 petitioners (see Special Supplement of June 5, summarizing petitions) to get material in shape for adequate presentation. Oppositions to appearance proposals and 5 copies of engineering exhibits from all intending to appear must be in FCC hands by June 18. Further postponements of competitive hearings were also announced until after decision on revised allocations (see TV Addenda 3-K herewith).

Los Angeles' KFI-TV now reports test programming will start by end of this month, continue until an Oct. 1 official opening; meanwhile, it's in midst of building added studio space, to be completed by end of July. Other late dope on other new station starting dates, as reported additionally (Vol. 4, No. 23) by stations: WSB-TV, Atlanta, test pattern scheduled for Aug. 22, commercials Sept. 29, plus or minus one week; WTTV, Bloomington, Ind., tests "sometime in August," commercial in September; WOI-TV, Iowa State College, Ames, can't meet Aug. 19 CP completion but plans to have FM up by late December, starting with TV immediately thereafter; WSPD-TV, Toledo, now aims for July 10 tests.

20th Century-Fox is going ahead with installation of big RCA theatre-size TV in Philadelphia's Fox Theatre, but plans to project Louis-Waleott fight night of June 23 onto screen to non-paid audience of bigwigs (Vol. 4, No. 23) have been called off—GOP convention nominating speeches are that night, and anyhow fight promoters demurred. Theatre installation will be used for tests of audience reactions, Philadelphia being handy for RCA servicing too.

Dorothy Thackrey's 1 kw WLIR, New York, will probably be sold soon for around \$200,000 to Passaic (N.J.) News, which operates FM station WWDX, Paterson, N.J., has long been angling for AM too. Meanwhile, no official word yet on Warner Brothers deal to buy Thackrey Pacific Coast properties, including Los Angeles CP for TV (Vol. 4, No. 18, 19, 22), though Warner people talk about it as fait accompli and others eager to get into L.A. are girding to dispute CP transfer moment deal is announced.

WOR-TV transmitter site will be in North Bergen, N.J., on Palisades directly across Hudson River from 79th St., New York; same site will be used for FM (WBAM). Jack Poppele, v.p., now expects New York station will be ready by Nov. 1, Bamberger's Washington TV (WOIC) a month earlier. Ground-breaking ceremony for latter takes place next Tuesday. New York delay was caused by refusal of CAA to approve earlier site at Fort Lee, N.J.

Full TV network rate cards of all presently operating TV networks will be available within next few weeks. ABC was first out, listing gross time charge for full 10-station TV network at \$3,850 per hour, sum of hourly rates of each station. All rates and complete listings of TV network and station personnel and facilities will be incorporated in *TV Directory No. 4: Television Rates & Factbook*, due out about July 1.

Realignment of key FCC legal personnel: John E. McCoy, new chief of TV section; Hilda Shea takes his place as chief of FM; Parker D. Hancock, new chief of review section, replacing Bernard Koteen, resigned; Walter R. Powell, chief of transfer section, replacing David H. Diebler, now assistant to asst. general counsel in charge of broadcasting; Richard A. Solomon, new chief of litigation section.

Index of what's moving in radio set field is indicated in new monthly RMA service showing set shipments to retail trade and distributor inventories. First report covers April 1948, shows manufacturers shipped 625,681 of all types to distributors, who in turn shipped 606,228 to retailers, leaving distributor inventory for end of month of 1,276,359. TV sets figured thus: 41,114 units to distributors who shipped 42,908 to retailers, leaving 24,313. Sets with FM figured thus: 44,142 units to distributors who shipped 42,908, leaving 151,621.

Sid Strotz, NBC's TV chief, didn't mean to imply there would be no coast-to-coast telecasts at all until 1953 (Vol. 4, No. 23); he really said there wouldn't be day-in, day-out TV networking by NBC until then. Of course, there will be special events from time to time before then, beginning about 1950 when coaxial is TV-equipped. A primary reason for apparent drag in NBC's national networking plans is need for more stations along route to help defray high cost of cable and relay facilities. Matter of TV tariffs comes up before FCC Examiner J. Fred Johnson June 15 when TBA gets chance to oppose AT&T and Western Union rates. Prehearing conference last week indicated much data will have to be furnished by common carriers after formal hearing ends.

Westinghouse took its Stratovision plane up to 25,000 ft Wednesday, considered its 200-mile-radius signals successful enough to warrant publicizing experiments, heretofore kept pretty much under wraps. Plane circled for 2 hours some 25 mi. north of Pittsburgh, rebroadcasting (on Channel 6) signal picked up from WMAR-TV in Baltimore (300 mi.), which in turn had picked up signal from Washington's WMAL-TV, which had wrestling on. Engineer-in-charge Nobles said number of viewers got picture in Baltimore; few in Washington got much besides good aura reception; 2 viewers in Cleveland said they had good pictures; and many reported excellent signal in Pittsburgh. Video transmitter is 5 kw; aural, 900 watts. No information was forthcoming on uhf tests conducted at same time.

Senate confirmation of Miss Frieda Hennock to FCC remains dubious (Vol. 4, No. 23), though she visited Capitol Hill this week, and subcommittee minority member Sen. Johnson (D.-Colo.) came out strongly for her. As for other 2 members, Sen. Brewster (R.-Me.) and Sen. Capehart (R.-Ind.) haven't committed themselves officially.

Well-merited network promotions this week: William B. Lodge, upped by CBS to v.p. in charge of general engineering; Howard L. Hausman, now CBS v.p. in charge of personnel (labor) relations. On June 15, ABC's stations v.p. John H. Norton Jr. becomes head of Central Division, Chicago, succeeding Edwin R. Boroff, resigned.

Concentrating on TV these days is veteran broadcaster Leo J. Fitzpatrick, ex-WJR director, now chairman and part owner of WGR, Buffalo. He's acting for United Detroit Theatres, Detroit, half-owned by Paramount, still applicant for Detroit TV, opposed by WJR (in 2 for 1 hearing held in March). He headquarters in Fisher Bldg., Detroit.

Philco has new TV-FM receiver alignment generator (Model 7008), claims number of features formerly available only in high-priced laboratory units now offered at "relatively low price."

NOTE TO SUBSCRIBERS: If you want your weekly *Digest* sent to your summer address, tell us where and when—and we'll be glad to oblige.

FC&B found 75% of respondents claiming to spend more evenings at home since installing TV. It would be worth their while, for example, to learn whether all, or most, of this extra time at home is spent viewing. Books, magazines, newspapers, may or may not suffer. Time's ripe for some really heavy, continuous research.

* * * *

Another top-drawer ad agency, Newell-Emmett, reported another type of TV survey this week, called it "Videotown, U.S.A." It's to be continuous study of a prototype community in New York service area, having 267 sets in 266 locations; agency researchers calculate this at one-tenth of 1% of country's total, though our best data is 375,000 as of April's end (Vol. 4, No. 21). First findings include: (a) 60% middle class owners of sets, 26% upper class, 14% lower class; (b) 79% in private homes, 17% in pubs, 3% in clubs, 1% elsewhere; (c) if sales are maintained at present rate, sets will triple by year's end; (d) 10-in. screen far and away most popular, accounting for about half of all sets; 12-in. 23%, 7-in. 13%, projection 8%; 15-in. 7%. Also counted (1%) is 5-in., though to our knowledge no such size has ever been marketed. Newell-Emmett survey needs shaking down, later will delve into listening habits, program likes, etc.

TINY TV THAT'S READ' NOT VIEWED: Canny Pilot Radio Corp. isn't going to burn up the industry with its "Candid-TV," 3-in. direct-view receiver to sell at \$99.50 -- but set should find a ready market and win about same place in TV that pocket-size personal portables enjoy in radio. As demonstrated to newsmen at Long Island City plant this week, tiny picture is of excellent quality. But here's our frank reaction, after inspecting it: Tiny image is no more conducive to concentrated and continuous viewing than listening to a symphony would be on a dinky portable, or going on a trip in a motor scooter. This in spite of company's claim pictures should be scanned at close range, as you would read a book -- not viewed from any distance or even blown up with a magnifier. Indeed, face of tube is tilted upward slightly to enhance such "reading." And 2 persons, looking, would be a crowd.

Set's primary appeals will be: (1) price -- it's first one yet under \$100; (2) portability -- it weighs only 15 lbs., can operate with simple inside doublet "in most homes," will have carrying case; (3) simplicity of operation -- vernier tuning variable condenser, easy to adjust. Deliveries are promised in about 60 days, direct to dealers, their markup to be "around 25%." Company officials frankly admit they can't gauge market until first sets actually are offered, but guess it will be accepted mainly as "companion set" for kids' rooms, dens, offices, hospitals, etc. They say production will be geared to demand, capacity limited only by RCA's ability to deliver the little CR tubes.

As designed by chief engineer Werner Auerbacher, other specifications include: aluminum cabinet 14-in. wide, 13½-in. deep, 9½-in. high; 17 tubes, 3 rectifiers, in addition to CR; 5 IF stages; 12-channel coverage; usual 4 controls for tuning, brilliance, contrast, volume; AC operation only. Pilot also unveiled its TV-only projection model, the \$795 "Spectator," using Protelgram (Vol. 4, No. 23).

NEWS NOTES ABOUT NEW TV SETS: Belmont (Raytheon) has come out with a new 7-in. table model (18DX21), 17 tubes plus rectifier, at \$179.95 -- presumably for Montgomery Ward distribution; Belmont denies reported deal for private brand manufacture via Affiliated Retailers (Vol. 4, No. 23)...Garod has 2 new table models, one with 10-in. tube plus AM-FM, \$375; other with 12-in. tube plus AM-FM, \$425 -- both mahogany, \$10 extra in bleached wood; also a 12-in. console with phono, \$795; companion table for table models has record player, 10-in. speaker, sells for \$100....Stromberg-Carlson's new line includes 12-in. table model (Rochester) with FM at \$465 plus \$75 installation-servicing (departure from announced policy of including latter in sales price); also same chassis in console (Dorchester) at \$625 plus....Crosley's 12-in. table set (about same as DuMont, for which it manufactures) will sell at \$445 plus installation, goes on market this week....Philco's new TV-FM-AM-Phono console with 10-in. sells for \$595 plus \$75....Sightmaster's \$995 new "Sight-mirror" has 15-in. tube, glass plate a mirror when set not in use, delivery promised in August....Hoffman Radio of Los Angeles announces price range of \$425-\$750

for its new TV line (Vol. 4, No. 23), alternative 10 or 12-in. tubes covered by "Golden Plate" filter made to its order by Libby-Owens-Ford built into safety glass, for which it's claimed eye fatigue from ultra-violet rays is practically eliminated, black-and-white contrast increased....Colonial Television Corp. (not Sylvania's Colonial Radio) is currently advertising its "Add-A-Vision" 10-in. extra viewing units that can be plugged into master set for multiple-location viewing.

FACSIMILE—A PLUS FOR FM: FCC came through with commercial facsimile standards this week (Supp. No. 59, herewith), pretty much as majority of industry recommended (Vol. 4, No. 12). It's now up to broadcasters, newspapers, manufacturers to make something of it, since FX is largely a mystery to public. Standards are in form of amendments to FM Rules and Engineering Standards, effective July 15. They allow FM stations maximum of one hour of simplexing (FX-only) and 3 hours of multiplexing (simultaneous FM and FX) between 7 a.m. and midnight, plus any amount of either after midnight. Multiplexed FX is permitted to limit FM quality to 10 kc, but FCC recommends that FM broadcasters multiplex with aural programs in which highest fidelity isn't vital. Further, Commission encourages experiments leading to multiplexing allowing 15 kc aural, thus eliminating need for simplexing. Paper width is 8.2-in., a turndown for manufacturer Milton Alden, principal champion of 4.1-in. Though material sent at 8.2-in. can be received on 4.1-in. paper, number of lines per inch will be greater than Alden thought necessary.

Where FX goes from here is anyone's guess, since handful of receivers out are expensive, custom-built. But, as FMA's Dillard puts it, "This gives FM something more that AM hasn't got." He sees many possibilities for FM broadcasters -- coupon type of commercials, attraction of sponsors requiring long lists of goods, etc. Nine FM stations are currently experimenting with FX: Philadelphia Bulletin (WCAU-FM); Philadelphia Inquirer (WFIL-FM); Miami Herald (WQAM-FM); Akron Beacon-Journal (WAKR-FM); New Bedford Standard-Times (WFMR); WGHF, New York; KPQR, Riverside, Cal.; WBBB-FM, Burlington, N.C.; KRSC-FM, Seattle. In addition, Columbus Dispatch (WELD) and Louisville Courier-Journal (WHAS-FM) still hold experimental licenses for FX on old 25 mc band.

TV LURES MORE EAGER BEAVERS: So intent is wealthy, retired New Orleans cotton merchant Edgar B. Stern on getting his veteran sons into radio, that he concluded deal this week to buy 5 kw WDSU there (ABC) from manager Fred Weber and his partners for \$675,000 minus \$81,000 net quick assets. Deal involves WDSU continuing its authorized TV and FM construction, means Sterns' own TV application in name of Miss. Valley Bcstg. Co. (see TV Directory No. 3) will be dropped, leaving 2 for 2 in New Orleans. Edgar B. Stern Jr., graduate electronics engineer, will run show (51%), his newspaper reporter brother Philip also a stockholder.

On TV front, other noteworthy news of week was grant of CP for Channel No. 4 to Rock Island Argus' WHBF, second issued for Davenport-Rock Island-Moline area in as many weeks (Vol. 4, No. 23). In addition, there were 11 more applications, with more on way -- including one from Portland Oregon Journal's WPOJ (formerly KALE) due next week. This week's applicants:

For Jacksonville, Fla., WJAX, No. 2 -- city-owned NBC-outlet. For Peoria, Ill., WEEK, No. 12 -- principals ex-Gov. Kerr of Oklahoma and E. K. Gaylord, publisher of Oklahoma City Oklahoman. For Shreveport, La., KWKH, No. 8 -- Shreveport Times interests. For Cumberland, Md., Tower Realty Co., No. 2 -- Baltimore concern holding CP for AM in Cumberland. For Portland, Me., WPOR, No. 8 -- Murray Carpenter group. For Oklahoma City, Donald W. Reynolds, No. 9 -- he's Fort Smith, Ark. newspaper publisher, also applicant for Tulsa. For Tulsa, Okla., E. C. Lawson, No. 10 -- wealthy oil and cattleman. For Scranton, Pa., Appalachian Co., No. 7 -- principals are coalman F. J. Collins, D. W. Mack, part owner of WSCR, and Henry J. Geist, Raytheon sales rep. For Wichita Falls, Tex., E. C. Lawson, No. 8 -- same seeking Tulsa above. For Charleston, W. Va., Rahall brothers group, No. 7 -- AM-FM operators in Norristown & Allentown, Pa., Beckley, W. Va. For Newport News, Va., WGH, No. 7 -- Daily Press and Times-Herald. [For further details about these applicants, see TV Addenda 3-K herewith.]

MARTIN CODEL'S

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

Television-Digest

230-2421 and FM Reports

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June 19, 1948

DIRECTORY OF TV PROGRAM SOURCES: From some of the film suppliers included in our Directory of Television Program Sources (Supp. No. 60 herewith), TV stations, advertisers and agencies can obtain catalogs on request. In view of relative newness of TV field and restrictions against TV use of many films, list of actual availabilities doesn't bulk very large. Many of the nearly 200 companies listed in this directory, first of its kind, are package show or film producers whose services are available on order. We had help of several TV station managers and program men in planning this directory and adducing the symbols. We'll revise and reissue it from time to time, adding and subtracting and correcting the listings as bona fide data becomes available. Meanwhile, you're welcome, if you happen to be in Washington, to consult our file of catalogs.

THE COMING STRUGGLE FOR POWER: Add TV to the 350% increase in number of radio competitors authorized in last 3 years (more than 2,000 AMs, 1,200 FMs) -- and not only does broadcasting service face deterioration, but: "...there is ahead a struggle for power . . . that may well shake our structure of independent broadcasting to its economic foundation, if it does not come dangerously close to wrecking it....it will resolve, ultimately, into a contest between the independent broadcaster, the newspaper and the moving picture interests."

Speaker was Crosley's James D. Shouse (WLW) before Advertising Federation of America in Cincinnati Monday. He makes these cogent points: (1) that nearly half of TV stations operating or applied for are newspaper-owned; (2) that movies represent billion dollar business vs. only \$100 million invested in all radio -- MGM alone handling more money in a year than all networks and all 50 kw stations combined; (3) that TV adds sales increment (showing customer how) that no other medium can, making it "a dominant and controlling factor in our economy." Astute Shouse talk is a "must" for anyone concerned with basic trends; ask him to send you a copy.

MAKERS & SELLERS FOCUS ON TV: Concurrent gatherings of radio manufacturing-selling clans in Chicago this week (RMA and National Assn of Music Merchants) were dominated by TV, just as was last month's NAB convention -- and cynosure of attention were the TV exhibits. Business sessions, corridor confabs, press conferences, were heavily TV. Noteworthy was eager interest of merchants from non-TV areas, reporting that their customers, having heard and read so much about TV and seeing its national advertising, are actually beginning to fret because their towns have no stations yet. That's regarded as one of the best harbingers yet of speedy spread of TV service, let alone merchandising.

Though RMA president Max Balcom stressed point RMA regards TV an important addition to AM and FM, but not the whole show, he estimated it would account for one-quarter to one-third manufacturers' receiver income by year's end. And he expected TV production to double next year. So did most prognosticators, whose estimates largely paralleled GE's (Vol. 4, No. 12).

Out of 60-odd manufacturers known to be producing TVs, old names and new, a score had exhibits at NAMM's Palmer House convention. As we visited these exhibits,

bedeviling company men with inquiries, we found these the only ones on which we've not reported in earlier newsletters -- most exhibiting for first time:

DuMont -- Showed following new sets for first time, with probable prices: Stratford, 15-in. TV-FM table model scheduled for fall delivery, \$595 and \$625; Westbury and Whitehall, consolettes with same chassis as Stratford, \$675 and \$695; Meadowbrook and Sutton, consolettes with same chassis (12-in. TV-FM) as Chatham, \$525 and \$545.

General Television Corp. -- New company, 601 W. 26th St., New York City, whose president Murray Daniels claims it has \$30 million assets, says current production is already 400 weekly. Showed 15-in. TV-only consolette at \$695; 20-in. TV-FM-AM club model, \$1,450; 15-in. and 12-in. TV-FM-AM-phono consoles at \$1,575 and \$1,375, respectively; 15-in. TV-only console at \$795.

Magnavox -- Seven basic models, 14 styles of sets, ranging from Metropolitan, 10-in. TV-only table model at \$299.50, to Windsor breakfront, 12½-in. with FM-AM-phono-wire recorder at \$1,745. Uses semi-flatface Rauland tubes; 10-in. replaceable with 12½-in. for \$50. Several models designed as companions to existing non-TV consoles at \$345, \$395, \$420, \$470. Promises dealers average 35% discount. Expected production by fall: 10,000 monthly.

North American Philips -- Showed Protelgram system of projection images, reported balance of year's production contracted for. Announced users are Scott, Fisher, Pilot, Hallicrafters, with Zenith rumored, others negotiating.

Olympic -- Showed 10-in. TV-only table model at \$299.50, promised August delivery, production 50 daily by then. Reported installations of Hotelvision (Vol. 3, No. 45) in New York Hotels Pierre and New Weston (in addition to Roosevelt, Taft, New Yorker, first contracts); in Detroit's Book-Cadillac, Cleveland's Hotel Cleveland. Radio Systems Inc., 2422 Prospect Ave., Cleveland, is handling Midwest installations.

Tele-King -- Showed part of line consisting of 10-in. TV-only table models at \$249.50 and \$269.50; 12-in. TV-only table model at \$395; 15-in. TV-only table models at \$545 and \$595; 10-in. TV-only consolettes at \$295 to \$325. Expected Aug. 15 production rate: 125 daily.

Note: We'll soon have new Directory of Television Manufacturers and Receiving Sets, superseding our Jan. 17 Supplement No. 57. To our original list of 39 manufacturers producing TV receivers, we already have several dozen more companies, scores of more models to add. And still more new companies and lines are coming up.

BIG AND LITTLE, RICH AND POOR: Two new and utterly different TV station projects got going this week, bringing to 29 total commercial outlets now on air. They were (1) WPIX, New York City's fourth, a \$2,000,000 venture (Vol. 4, No. 18) of the enormously prosperous Patterson-McCormick New York News, and (2) WNHC-TV, New Haven, Conn., whose \$90,000 "acorn package" transmitter installation plus other costs probably won't total more than \$150,000-\$200,000 capital outlay even including first year's operation. In addition, Yankee's WNAC-TV, Boston, asked for STA for commercial operation effective June 21, so it becomes 30th on the air.

Non-network WPIX's Tuesday night debut (June 15) had all the fanfare and glitter of a Hollywood premiere, with VIPs by score, salutes and other trappings, to say nothing of 48-page special TV edition of a parent newspaper boasting nation's biggest circulation. WNHC-TV went on day before, unobtrusively and inexpensively, repeating New York's WABD programs via microwave relay at Oxford, Conn. WPIX is now on 5-hour daily, 7-day schedule. WNHC-TV simply repeats what it picks up from New York's DuMont key, plus such films and local pickups it can handle -- for it has no studios yet. Both seized propitious moments for inaugurations, for their audiences can enjoy TV's intensive coverage of next week's GOP conventions plus all the current fare that is making TV so attractive to radio customers.

They're cited here thus not for invidious comparison but to indicate extremes to which TV entrepreneurs can go in venturing upon telecasting's still-uncharted course -- the one with vast wealth behind it, other with limited resources. Yet even New Haven's little local is going to feel need for considerably more cap-

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

June 19, 1948

RMA GIRD FOR MOBILIZATION: RMA looked at government's mobilization plans for radio industry -- and found them no good. So RMA Chicago conferees this week decided to send a committee to Washington shortly to present own plans for a centralized procurement board, comprising all military services and industry representatives, to coordinate all electronics procurement. RMA convention buzzed with speculation about mobilization (Vol. 4, No. 18), which Western Electric's Fred Lack, of RMA-Govt. Liaison Committee, said may involve between \$200-\$1,000 million worth of radio equipment in next 5 years. A sizeable chunk is already in the works, what with 70-group air force approved. Major manufacturers complained that govt. wants to throw them too much work, tying up large numbers of research personnel. Big outfits say smaller companies not only can do more govt. work but need it.

As for TV: (1) Service Committee unanimously recommended, though board didn't get to it, that practice of guaranteeing service for year should be abolished, said servicing should go back to regular radio servicemen, with manufacturers giving only standard 90-day guarantee. (2) Board resolved to request FCC not to re-number TV channels, now that Channel No. 1 is gone. (3) Board decided to move cathode ray tubes from transmitter division to tube division, expects within couple months to start issuing statistics on monthly receiving CR production.

THE LADY HAS POWERFUL FRIENDS: Good impression she made on Senators, plus powerful GOP backing spearheaded by Senator Ives (R-N.Y.) and thus presumably having blessing of Gov. Dewey, this week melted political opposition to Miss Frieda Hennock as Democratic member of FCC, succeeding Clifford Durr (Vol. 4, No. 21-24). As we went to press Saturday morning, she had not yet been confirmed, but this was how things stood:

GOP-dominated committee voted favorably on confirmation, 8-0. Senate leader Taft, committee chairman White, subcommittee chairman Brewster were won over after interviews with Miss Hennock; also on plea Republican majority could ill afford to be charged with racial discrimination, let alone opposing a woman and a New Yorker. Her backing included John W. Davis and other important New York interests, to say nothing of on-spot influence of Tommy Corcoran. It was argued in party councils, too, GOP would gain control of FCC anyway if victors in November elections because of likelihood Chairman Wayne Coy would resign when new President names Republican chairman (probably Comr. Jones) -- though Coy vehemently denies current rumors he's quitting FCC anytime soon.

So if Senate confirms before Saturday night's expected adjournment, Miss Hennock wins 7-year term; otherwise, recess appointment until next January.

FM-SUPER-MARKETS' NEW CLERK: Novel and apparently profitable use of FM stations, reminiscent of transit FM (Vol. 4, No. 5 et seq.), is "Storecasting" developed by Stanley Joseloff, formerly of Biow and Young & Rubicam. Here's how it works: Advertisers buy time (usually blocks) at stations' regular rates. Stations aim programs, largely music and commercials, at shoppers in super-markets where Joseloff's organization (Storecast Corp. of America, 100 Fifth Ave., New York) has installed fixed-frequency receivers. Storecast then sends merchandising men around to see that advertisers' goods are properly displayed and maintained in good supply. This latter element, says Joseloff, is "a very effective factor in the results we have been able to observe...more than a 60% average increase in the sales of all our advertisers' products." System tends to perform function of "suggesting" or "reminding" formerly fulfilled by clerks.

Contract recently signed with WEHS(FM), Chicago, is Joseloff's first with an FM station. Past operations have used wire lines in New England (65 Super-

markets of First National Stores Inc.) and Philadelphia (130 stores of American Stores Co. and Baltimore Markets). He says he has definite commitments with unnamed stations in Philadelphia and Hartford, is concluding deal with New York station. Reasons he's going into FM, instead of more wire lines or AM: (1) extreme difficulty of getting lines; (2) greater coverage of FM, which also goes into homes; (3) superior quality of FM, with emphasis on its invulnerability to static; (4) "...because FM is pretty much uncharted commercially, there is more latitude in clearing the required time for this type of programming."

SIGHT AND SOUND

New minimum operation hours for TV broadcasters go into effect July 1—graduated scale same as proposed last month (Vol. 4, No. 21), namely, not less than 12 hours weekly first 18 months, increasing at 6-month intervals to 16, 20, 24, 28 hours per week. New rule forbids separate use of aural transmitter, except for experimental or test purposes, also says test patterns can't count for time.

With facsimile now made commercial (Vol. 4, No. 24), Finch announces basic broadcasting equipment at \$1,475 (30-day delivery), elaborate setup at \$6,000 (60-day delivery), recorders (\$150-\$200, 90-days) and electrolytic paper at \$2.40 per 100-ft roll in 1 to 100 roll quantities, \$1.75 per roll for more than 100. Finch's own WGHF, New York, is planning to broadcast 4-page fax newspaper 4 times daily.

Westinghouse will give Stratovision the works in publicity Wednesday, taking planeload of newsmen to Chillicothe, O., where they'll watch receivers tuned to signal from plane over Philadelphia (approx. 425 mi.) or Pittsburgh (approx. 190 mi.) telecasting GOP convention and Louis-Walcott fight. Testing over Pittsburgh last week, B-29 stratoplane picked up Cincinnati's WLWT, rebroadcast horse show which was picked up by viewers in Baltimore, Cleveland, even back in Cincinnati.

RMA Chicago convention reelected all officers Thursday, named 3 new directors: Allen B DuMont, president, DuMont Labs; John W. Craig, gen. mgr., Crosley Division, Avco; Herbert W. Clough, Belden Mfg. Co. New division chairmen: sets, G. M. Gardner, Wells-Gardner Co., vice Paul Galvin; transmitters, T. A. Smith, RCA, vice Sam Taylor; parts, A. D. Plamondon, Indiana Steel Products Co., vice J. J. Kahn.

Formalized deal for new WTOP Inc. between CBS and *Washington Post*, as filed with FCC this week, proposes newspaper invest \$855,470 for 55% equity, CBS to get 45% for its \$699,940 assets, both to put up \$1,000,000 more if TV grant is obtained (Vol. 4, No. 21). Deal is made contingent on approval of CBS purchase of remaining 55% in KQW, San Francisco, for \$425,000 plus net quick assets. WTOP Inc. general manager will be John S. Hayes, now managing its WINX which will be sold.

Four advertising-packed special TV editions of daily newspapers this week attest to growing interest in medium: *New York Times*, 28pp., June 13; *New York News*, 40pp., June 14; *Washington News*, 28pp., June 15; *Wilmingon (Del.) News-Journal*, 18pp., June 15 (though Wilmington has no local station yet, depends largely on Philadelphia). And on June 18, *Baltimore Sun* ran 8 solid pages of TV advertising by big Television Co. of Maryland.

TV's effect on minor league baseball attendance is at root of current rumors (rumors only) majors may ban TV next year. Some minors—and they're mostly owned by majors—are kicking that when nearby major league games can be picked up locally (viz., Washington in Baltimore), fans won't go to home games. Subject comes up for discussion at July 11 meeting of major and minor league officials under aegis of Comr. Chandler.

Low-power FM for educational institutions (Vol. 3, No. 19, 36, 46) was finally approved by FCC this week, subject to objections, if any, to be filed by July 26. Amendments to FM Rules and Standards have two facets: (1) allow operation of transmitter down to 10 watts within existing regulations, (2) allow operation under 10 watts with less stringent requirements. Syracuse U's WAER has operated for year with 2½-watt GE transmitter (only manufacturer with such so far) and DePauw U has filed application. Stations can be built for "few thousand" dollars, cover 2-5 miles. Stations would be given lowest frequency (88.1 mc), largely for manufacturers' convenience.

To "merchandise" TV among VIPs at political conventions folder describing how TV is covering conventions will be circulated among all delegates. Titled "Television is Here!" it was issued by pooled coverage committee, contains schematic and layman's description of how job is being done, how TV is spreading. Example how fast TV is moving: Folder says "there are now 27 TV stations operating"; actually, number as of Monday opening of GOP convention will be 30, including Boston's WNAC-TV, due to start that day.

While Dorothy Thackrey still pondered deal for sale of WLIB (Vol. 4, No. 24), Passaic *Herald-News* changed its mind, made deal to buy very profitable WPAT, Paterson, N.J., 1 kw daytime on 930 kc from Donald Flamm and James Cosman, each owning 50%. Newspaper now owns WWDX(FM) in Paterson.

Noteworthy among new TV sponsorships currently reported are several taking advantage of GOP convention interest next week: Lee Hats on DuMont Network with Drew Pearson, 8:55-9 p.m. daily; Philadelphia Oldsmobile dealers on WFIL-TV with John Kennedy convention commentaries, twice daily, 15 min.; Brown & Williamson (Kools) on WCAU-TV, one-min. film at opening and closing of every convention origination. From WCAU-TV, also, Campbell Soup Co., Tuesday, June 22, 7:45-9 p.m., CBS hookup will carry "Club 15," "Double or Nothing" and "Edward R. Murrow and the News" TV originations at Camden Convention Hall where 5,000 Campbell employees and officials hold company get-together. Other TV sponsorships:

On WPIX, New York: F. & M. Schaefer Brewing Co., Piel Brothers Beer, Bulova, Rheingold Beer, A. S. Beck Shoe Co., Radio City Music Hall (Paramount Pictures), Theater Guild, Austin, Nichols & Co.

On WMAR-TV, Baltimore: Spots week of June 30 for Ford, Kool Vent, S. & N. Katz, B.V.D., Television Co. of Md., Century Shoe, Bulova, Zippy Products, Northcool Suits, Cresta Blanca Wine, Gunther Beer, Renson, Brock Candy, American Tobacco, Frost Motors, A. L. Robertson, Kennedy Beauty Ins., Motorola, National Wallpaper, Baltimore Salvage, Hotel Herman. Programs for Hecht Bros. dept. store, General Electric Supply Corp., Baltimore Gas & Electric Co., Austin Co.

On WCAU-TV, Philadelphia: Lit Brothers Dept. Store, "Lits Have Fun," audience partic., Tue., 10-11 a.m., 52 weeks starting June 22 (Admiral, RCA, Philco joint sponsors); Curtis Publishing Co., 3 one-min. films advertising Saturday Evening Post features, thru FEEDO; Ford Dealers Assn., 16 a.m. thru July 1, thru J. Walter Thompson.

On WABD, New York: Whelan Drug Stores, "Charade Quiz," Thu., 8-8:30 p.m., 52 weeks, direct.

On WGN, Chicago: Allen B. DuMont Labs (TV Receiver Division), 11 ann. during this week's Music Industry Trade Show, thru Buchanan & Co.

ital outlay, for it will inevitably require studios," is already asking FCC for higher power transmitter. Interesting, especially, at WPIX opening, was cameraderie among its 6 station "salutees," 3 of them New York rivals, each offering a live or filmed bit to the gala program -- all brothers under the still-very-red fiscal skin.

Note: Populous New Haven area is now wide open for TV set promotion and merchandising. It's axiomatic the more stations the more set sales in any community, so New York and Boston markets should now be better than ever.

COMING FROM SMALLER MARKETS NOW: More and more TV applications are now coming in from smaller market areas, evidenced by majority of this week's 10: For Denver, Colo., Gifford Phillips, Channel No. 9 -- now 7 for 5; he owns KGHF, Pueblo, holds CP for AM in Denver (KGMI). For Fort Wayne, Ind., Farnsworth Television & Radio Corp. (WGL), No. 4 -- proposed to change its experimental W9XFT to commercial; also for Fort Wayne, WKJG, No. 4. For Atlantic City, N.J., WBAB (Press & Union), No. 8 -- now 5 for 1. For Greensboro, N.C., WGBG, No. 10. For Raleigh, N.C., WPTF, No. 5. For Corning, N.Y., Corning Leader, No. 9 -- operates WKNP(FM). For Portland, Ore., KPOJ-Oregon State Journal (formerly KALE), No. 12 -- now 4 for 4 under old allocation, 4 for 3 under new. For Memphis, Tenn., WMPS (Abe Plough), No. 9 -- now 4 for 4. For Nashville, Tenn., WKDA, No. 9. [For further details about these applications, see TV Addenda 3-L herewith.]

In addition, Gene O'Fallon's KFEL, Denver, filed for \$40,000 experimental on 480-500 mc, using pulse system up to 200 kw, specifying surplus radar equipment. And 2 applicants withdrew, should be deleted from your records: (1) Boston application of E. Anthony & Sons (WNBH-New Bedford Standard-Times), which now makes it 7 for 3 under old allocation, 7 for 2 under new. New Bedford folk pulled out after making deal, disclosed in Raytheon statement to FCC, for 49% interest in Raytheon's projected WRTB, Waltham. But they're still applying for New Bedford, to which it's proposed to move Boston's Channel No. 13. (2) Houston's KATL withdrew, making it 5 for 3 now; partners calculated chances slim because of non-residence.

Soon to be filed will be applications for Elmira, N.Y., by WENY, Elmira Star-Gazette (Gannett); for St. Louis, by 20th Century-Fox, also preparing to file for Kansas City; for Louisville, by Mid-American, holding CP for AM station WMMR; for Denver, by Cinema Amusements Inc., owner of Broadway Theater. Latter, with expected KVOD, would make Denver 9 for 5 -- and only a few months ago its channels went begging!

COLUMBIA & THE TRADE PICTURE: IF CBS still nurtures oft-hinted notion of one day manufacturing radios (and TVs) under "Columbia" brand name, it may have to reckon with newly formed Columbia Television Inc., 33 Jefferson St., Stamford, Conn., formed by ex-distributors Bernard Rodkin and Morris Folb. New firm exhibits line of 4 table models in New York's Manhattan Center Monday -- 10-in. TV-only at \$325; 10-in. TV-FM \$375; 12-in. TV-only \$375; 12-in. TV-FM \$475; plans initial production of 100 weekly....One of biggest in record field, CBS's Columbia Records Inc. announces new Peter Goldmark development called Columbia LP (for long-playing) Micro-groove. It plays 45 min. on one 12-in. double-faced vinylite disc, 27 min. on 10-in. (vs. average 12-in. record's 8 min.). This is achieved by 224-300 grooves per inch (vs. conventional 85-100), records turning at 33 1/3 instead of 78 rpm; playing arm exerts only 1/5-oz. pressure. Present phonos would require new player attachment, which Philco will make to retail at \$29.95. Philco will incorporate system in its new sets; Magnavox already is doing so, at least in model shown in Chicago this week. Columbia says Masterworks recordings with Microgroove will retail at \$4.85 and \$3.85, popular 10-in. at \$2.85.

First price hike in table TVs since RCA upped its 630TS from \$350 to \$375, was GE's increase in retail cost of 810TV from \$299.50 to \$325, attributed along with other GE appliance price raises to higher labor and material costs, freight rates....Zenith took step nearer TV production in announcing it has acquired rights under Farnsworth patents; Billboard reports Zenith may spring set requiring no outdoor aerial, but Comdr. McDonald won't verify....Westinghouse's Tod Sloan

told distributors on Great Lakes cruise convention last week it has 4 new TV models in works, including 16-in.; Sloan inclined to bigger tubes rather than projection because of superior brightness, clarity, viewing angle....Ansley reports that by July 15 it will have 10-in. TV-only table model out at \$375, 10-in. TV-FM-AM-SW-phono console at \$725, 12-in. console \$995, 15-in. credenza \$1,295, initial production to total 25 daily....Technicians are acclaiming new circuit in Pilot's 3-in. Candid TV (Vol. 4, No. 24), odd number of IF stages (5) giving great interference rejection; they say circuit should prove valuable in other models, whatever one may think of 3-in. size, and Pilot is including it in its Protelgram projection set.

FIRST TV 'LINE' RATE SKIRMISH: Nobody was ready at Monday's FCC hearing on TV intercity "line" rates (Vol. 4, No. 18, 21), so after some legal skirmishing it was adjourned to Sept. 28. However, some significant facts and figures did go into record, which may be more than mere straws in the wind. AT&T's preliminary exhibits, for example, showed it would cost Bell System estimated \$29,763,000 to install and operate first year the TV portion of "assumed" 77-station hookup, using 75% microwave facilities, operating 12 hours per day, embracing 23 cities in area bounded roughly by Boston-Richmond, Milwaukee-St. Louis. Also, AT&T showed, networks January through April would have spent these amounts for their off-again, on-again coaxial hookups had May 1 tariff been in effect: NBC, \$69,914; DuMont, \$59,110; CBS, \$37,318; ABC, \$5,063. Actually, during first month of line charges (May), they spent: NBC, \$10,602; DuMont, \$7,513; CBS, \$6,308; ABC, \$6,217. Exhibit also mentioned potential improved coaxial, capable of 4 mc TV.

On the TV operators' side, in addition to attack on rates as too high, these points were raised: (1) Need for greater flexibility in contractual rates since one telecaster could tie up only common carrier facility 8 hours per day on monthly contract; (2) opposition to AT&T prohibition against interconnecting its equipment with other private or common carriers; (3) possibility of some sort of "basing point" rate system similar to transportation common carriers.

SIZE AND SHAPE OF TV DEMAND: Here are salient points of another ad agency survey of TV -- this one by Federal Adv. for Stromberg-Carlson, whose advertising manager Stanley H. Manson cited them to National Assn of Music Merchants convention in Chicago Thursday. Findings are based on personal interviews with 350 set owners, 306 non-owners in well-served New-York-Philadelphia TV areas. Stromberg feels sampling is large enough to lend weight to following statistics, which will be supplemented later by more surveys in same areas and other cities. Each item tells its own story:

(a) 99% of set owners would buy sets if they had it to do over again; (b) 35% are definitely interested in buying second set; (c) 96% of non-owners have seen TV, 84% want sets; (d) 51% of both owners and non-owners want consoles with the works -- TV-FM-AM-phono; 49% want table models -- although only 27% of owners now have consoles; (e) 35% of non-owners wanting sets are prepared to spend \$400, 35% would spend \$400-600, 30% would go over \$600; (f) 30% of owners made decision to buy and bought immediately, 24% took 2-4 weeks, 24% took 2-6 months; (g) man of family made decision to buy in 75% of purchases, much higher than radio; (h) 49% of purchasers considered only one make of set, largely because of availabilities.

As for reactions, habits, criticisms: (a) 31% of owners watch TV 25 or more hours weekly, 22% watch 20-25 hours, 11% watch less than 10 hours, balance presumably 10-20 hours; (b) viewers said 69% of viewing time was formerly spent listening to radio; (c) 89% said they favored TV even if their favorite AM and TV programs happened to be on at same time; (d) 48% want larger screen (75% now have 10-in., 11% have 7-in., balance have larger), 40% want clearer image, 24% want better cabinets, 18% want better sound, 15% want simpler operation, 17% want color; (e) 82% said picture good, 16% said fairly good, 2% said poor, 22% had difficulty in getting stations; (f) 60% expressed "some disappointment" in TV, 19% complaining of poor programming, 15% specifically mentioning antique movies; (g) most common complaint was delay in getting sets and delay in installation; (h) 68% said sets required some servicing, mostly minor, but 84% said final installation satisfactory.

MARTIN CODEL'S

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

Television Digest

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INTEREST HIGH IN TV ALLOCATIONS: Importance FCC attaches to June 29 hearings on TV channel reallocations (Vol. 4, No. 19-24), and big attendance expected, are indicated in choice of huge Dept. of Commerce auditorium (seating capacity: 800) for en banc proceeding. Hard-pressed Commission engineers this week worked overtime collating more than 100 engineering exhibits which poured in at June 18 deadline. Some 50 appearances, in addition to the 81 listed in our Special Supplement of June 5, were filed up to this weekend. They have been reported in TV Addenda 3-K, 3-L and this week's 3-M. All interested parties may arise to make points, so hearing may run full week -- certainly will if, as expected, contests like Boston, Chicago, Washington, Cleveland wax hot and heavy. Major interest will be directed toward directional antenna suggestions by CBS's engineering v.p. Bill Lodge; wide-coverage "Stratovision" proposals by Westinghouse's C. E. (Chili) Nobles; overall allocation "squeezes" for additional frequencies by DuMont's Dr. T. T. Goldsmith. In a last-minute move, FCC knocked out 9 late filers Thursday on grounds their appearances constituted new proposals after May 28 deadline (see TV Addenda 3-M).

SWAPPING SHOWS AND SAVING MONEY: Here's an instance of a couple of telecasters using ingenuity to do an excellent job of sister-city networking and at the same time saving money. Without recourse to coaxial, Baltimore Sun's WMAR-TV and Washington Star's WMAL-TV, 37 mi. apart, have been swapping several hours of programs weekly by simply picking one another's signals out of the air and rebroadcasting them -- same as in FM rebroadcast networking. Says ex-FCC commissioner Jack Jett, WMAR-TV's chief: "Our out-of-the-air pickup is much better than coaxial, even in lightning storms. This also proves feasibility of small-town satellite operation." WMAR-TV uses simple dipole and RCA 630TS receiver atop downtown O'Sullivan Bldg.; WMAL-TV has antenna on its American U Campus tower, uses Philco 1000. Link isn't used for network shows coming from north, except when Baltimore-to-Washington section of coaxial is not functioning satisfactorily. There seems to be little to hinder expansion of this type of networking; FCC has no objection as long as stations give permission. Naturally, stations must be close enough together. Too, as more stations go on air, they're liable to cramp system somewhat.

FOX'S BIG-SCREEN TV SCORES HIT: For whatever it portends for the future relationship of TV and the theater, Friday night's big-screen showing of telecast of the Louis-Walcott fight at Philadelphia's Fox Theater was an enormous success. That is, the regular audience (who paid to see a movie, got this windfall) and the several hundred VIPs, movie and radio trade folk present so proclaimed it.

Pictures, to be sure, weren't as clear as modern movies, long shots were fuzzy, magnification of TV's inherent lack of depth of focus particularly apparent. But the closeup shots were extraordinarily good -- so good you could see the wrinkles in battlers' trunks. The medium shots were called "good" and the whole performance's success was reflected in the enthusiasm of the audience, the exclamations of wonderment, the good-natured laughter during Gillette commercials.

Projection system was RCA's, sister to one used by Warner Brothers in Hollywood during last month's SMPE meeting (Vol. 4, No. 22). RCA put link atop Fox Theater building for direct pickup of microwave from Philco's Wyndmoor relay.

pecial 15x20-ft screen developed by 20th Century-Fox's Earl Sponable was used, though system is capable of 16x24. Projection was from balcony 42 ft from screen. Job was done under auspices of Fox hierarchy, with blessing of TV-keen Spyros Kouras. It was originally planned for Wednesday night unpaid showing to GOP convention bigwigs, but called off when fight was postponed. Thursday night WPTZ telecast of convention session was shown but picture was pretty poor.

Fight also was shown regular Paramount Theater audience in New York, utilizing Paramount's 66-second intermediate film process (Vol. 4, No. 16). Like Fox, Paramount paid for special rights.

Note -- For theater-owners' thinking about TV's potential impact on theater, read interesting survey in June 23 "Variety," quoting 21 of them, quite aptly headlined, "If you can't lick 'em, join 'em."

* * * *

RCA's new forward-projection (6x8-ft) TV receiver (TLS86) went on public display this week, was to be used for conventions and Louis-Walcott fight in Time-life offices, RCA Exhibition Hall and Raymond Rosen Co. (RCA distributors) in New York City; Eastern Co. (RCA distributors), Boston; Taft headquarters, Philadelphia; National Press Club, Washington; WBRE, Wilkes-Barre, Pa. RCA dubs it "Life-Size television." Set uses 5-in. tube and Schmidt-type optical system. It's expected to sell for around \$3,000, mainly to clubs, lounges, recreation centers, etc. -- same market as Colonial's "Vision-Master" (Vol. 4, No. 6).

PROPERTY RIGHTS IN TV SHOWS: First court tests of property rights in telecasts resulted in findings that telecasters, sponsors, program producers and performers have vested interest in programs even after put out over ether. In 3 cities this week, NBC, Gillette, 20th Century Sporting Club, Joe Louis and Joe Walcott got injunctions against pickups and showings of Louis-Walcott fight to paid audiences without permission. In Philadelphia, Commons Pleas Judge McDevitt, issuing injunctions against Lawndale Theater and Broadwood Hotel, called such reproductions theft of a property from the person who bought the broadcast rights. In Boston, court similarly enjoined Mechanics Hall and Ford Theater Agency. In New York City, Adubon Ballroom Inc., 166th & Broadway after advertising "Victory Dance" and paid admissions with TV attraction, were temporarily restrained by Supreme Court order. BC is carrying legal burden, feels precedents are important, expects to battle through on appeals. In most cases, it was planned to show fight on big screen projections such as were stopped once before in New York (Vol. 4, No. 7, 12). Fact that both Paramount and Fox paid fees to fight promoters for TV projection rights is seen as tacit admission of such rights.

NEW TV IN SMALL PA. TOWNS: Still more TV applications from secondary markets marked this week's batch of 8 -- 4 from Pennsylvania, one of them new-to-radio Central Pennsylvania Corp. filing for Channel No. 9 in Altoona and No. 13 in Williamsport. Proposing to install plants for \$97,000 and \$84,000, respectively, company is sparked by Penn State College's engineering dean George L. Haller. It includes 17 area business men, among them the publishers of "Grit." Also filing for No. 13 in Williamsport is Gazette & Bulletin's WRAK. And for Meadville, Pa., J. H. C. Winslow's WMGW has applied for No. 13. Other applications this week:

For Portland, Me., WCSH, No. 11 -- now 3 for 2. For Tulsa, Okla., KTUL, I. 8 -- now 3 for 3. For Kansas City, 20th Century-Fox, No. 9 -- now 6 for 3. For Salt Lake City, KALL, No. 7. [For details about foregoing applicants, see TV Addenda 3-M herewith.]

Examples of deals in progress for footholds in TV via AM, or vice versa: Washington State broadcaster J. Elroy McCaw, head of company applying for new 5000 on 810 kc in Denver, in proposed tieup with Denver TV applicant Aladdin Television Inc. (TV Addenda 3-D). Meredith-Champlain Television Corp., capitalized at \$100,000, newly formed to pursue Meredith Publishing Co. (Better Homes & Gardens) application for Albany, N.Y. (TV Addenda 3-C), will assume control of veteran Roman Steve Rintoul's new 10 kw WXXW there, Rintoul to be president. Similar deal in works with Rochester's WVET.

FAST VANISHING TV CHANNELS—IV: Last time we analyzed TV channel availabilities in top 50 markets of U.S. (Vol. 4, No. 18), we reported only 11 ungranted or unasked for. Today, still using old allocation table (TV Directory No. 3, p. 16), there are exactly two -- one each in Columbus, O. and San Antonio, Tex. And if you turn an analytical eye on proposed new revised allocations (Supp. 58), availabilities in same top markets would appear to be: Columbus, O., none; Louisville and Birmingham, 1 each; San Antonio and Norfolk-Portsmouth-Newport News, 2 each. It must be remembered, though, that the revised allocations are subject to June 29 hearing, object of many objections, so can't be accepted yet for purposes of this kind of analysis. Total channel assignments to top 50 areas under old allocation is 182 (including now-withdrawn Channel No. 1), whereas it's 184 under new allocations.

Point is that channels are going fast, soon will all be assigned; indeed, in many cities there are far more askers than channels, necessitating many local hearings as soon as June 29 issues are resolved. Even in many of the second 50 markets, under old allocations, supply is rapidly diminishing -- in fact, demand equals or succeeds supply (as of today) in such set-for-hearing cities as Sacramento, 5 for 3; Fall River-New Bedford, 3 for 1; Des Moines, 5 for 3; Tampa-St. Petersburg, 4 for 3; Flint, 2 for 1; Harrisburg, 2 for 1; Reading, 2 for 1; San Jose, 3 for 1; Fresno, 5 for 4; Atlantic City, 5 for 1; Waterbury, 2 for 1; Charlotte, 3 for 2; Portland, Me., 3 for 2.

In second 50 cities, these have this many channels as yet unassigned or unasked for -- but applications from many may be expected soon: Spokane, 5; Duluth-Superior, Chattanooga, Witchita, Knoxville, Beaumont-Port Arthur, 4 each; Little Rock, 3; Saginaw-Bay City, Phoenix, Evansville, Nashville, Salt Lake City, Fort Wayne, Charleston, W. Va., 2 each; Fort Worth, Davenport-Moline-Rock Island, Racine-Kenosha, Peoria, 1 each. Under proposed revision, these changes would be effected: Knoxville 5; Phoenix, Nashville, Charleston, 3 each; Binghamton, South Bend, Huntington-Ashland, Shreveport, 1 each.

DEWEY'S SHOW WAS TV's, TOO: Next to the nominations, big story of the GOP convention was TV -- whether you were actually there or in your home watching. Telecast operations at the convention itself, plus the vast number of receivers placed at vantage points throughout Philadelphia, so intrigued delegates and politicos that they will return to their homes proclaiming the virtues of TV. Indeed, milling around convention hall, candidate headquarters, hotel reception rooms, etc., we frequently heard wearers of the badges say: "Guess I'll have to get me a television set."

For the TV industry as a whole, the big Republican show, the Louis-Walcott fight, the Democratic convention starting July 12, all add up to promotion well worth the half million dollars or so the broadcasters spent (including cancelled commercials) -- really a windfall for the set makers and sellers. That they will create new demands for local TV service, stimulate TV trade where service already exists, goes without saying.

By next quadrennial convention time we'll look on TV's coverage of 1948 as horse-and-buggy stuff -- as indeed it was, in some aspects. On the whole, though, the telecasters did a remarkable job. Chief shortcomings were self-consciousness of reporters and principals, occasional transmitter and line failures -- attributable to inexperience, sure to be improved. Four years hence, too, instead of this week's mere 30 TV stations (18 on the various eastern seaboard hookups, remainder via films), hundreds of stations will be telecasting, networks will be integrated, techniques will be licked. And instead of today's 450,000 or so receivers, there will be millions.

No need here to describe convention TV setups or report the rival "scoops" and many "firsts" -- all subject of plenty of trade paper and newspaper reports. Noteworthy, though, were the observations of some of the columnists: Fred Othman's concern over TV "turning beautiful Republican ladies into witches" (he must have looked at some pretty poor receivers). AP's notation that TV's "merciless lights" distort features (actually, the hot lights were for newsreels, not TV). Robert

Ruark's supercilious discourse on how politicians of future must be able to "perform for video." Marquis Childs' philosophical comments on this "new dimension in reporting." John Crosby's rather specious first-day opinion that TV "brings you the babble, the heat, the crowds, the chaos without...much information." And British authoress Rebecca West's viewing of all such mechanical contraptions with trepidation: "I hate this thing in my own country, and I grieve to see it here."

Cream of the jest, from our viewpoint -- and we've covered these conventions since 1928: Spectacle of so many newsmen spending their time in headquarters suites, lounges and hotel rooms equipped with TV receivers, and actually "covering" their beats from the comfort of cushy armchairs!

MAKING A CASE FOR STRATOVISION: Westinghouse's strategy for Tuesday's TV allocation hearing became apparent during its expensive, precision-like Stratovision public relations junket for newsmen Wednesday and Thursday. Some 40 reporters from top radio publications and news services were flown to Zanesville, O. to be shown how TV can be brought to the back country. Though postponement of Louis-Walcott fight nearly ruined show, due to unusual series of technical circumstances, Westinghouse people did pretty good job of explaining away undeniably bad reception of GOP convention. Experiment was again dogged by bad luck when fight finally went on Friday night; antenna iced up so badly that transmission was no good. But Westinghouse men say they anticipated that problem and have solution for it.

Company's principal purpose was to build up case to show FCC why it should get Channel 8 in Pittsburgh (for regular ground station and Stratovision) and why no other Channel 8 station be permitted within 200 mi. of city. Main pitch is that Stratovision promises rural and small town coverage in areas where TV service can't otherwise be expected for years. Thus, pro and con arguments before FCC will considerably parallel those induced by 750 kw AM proposal of clear channel people. FCC's proposed allocation would put community station on Channel 8 in York, Pa., only channel 8 allocation within 200 mi. of Pittsburgh. So far, TV applicant WNOW, York, has objected to Westinghouse plans; WSBA, York, hasn't. In addition, Pittsburgh's WWSW, WCAE and WJAS oppose system. Westinghouse could have used locations for plane and viewing party which would have virtually guaranteed excellent demonstration, but Zanesville was good place to make rural showing.

Westinghouse and Glenn H. Martin Co. (they stress joint nature of operations) freely admit that system is still quite unpolished, that it would take 1-1½ years to start limited regular service over Pittsburgh, "years" for national network, that B-29 isn't right plane (Martin's new, neat 202 would be adapted). But plans for Pittsburgh, should FCC approve, seemed to make sense: KDKA-TV would be conventional ground station. It would operate several hours daily, then go off air, then microwave programs to plane which would spray Channel 8 signal over 200-250 mi. radius. As Stratovision became perfected, more and more of schedule would be "Stratovised." Networking capabilities are not currently prime objective, though company emphasizes economy over coaxial and microwave.

Engineer-in-charge "Chili" Nobles was frankly disappointed. His setup had been geared for Louis-Walcott fight. He had Channel 4 receiving antenna ready to pick up WNBW signal while flying at 25,000 ft some 10-15 mi. south of Pittsburgh (191 mi. from Washington, 113 mi. from Zanesville); Midwest stations on Channel 4 (WBEN-TV, WWJ-TV, WLWT) were to go off air to give plane clear WNBW signal. But he had to use inexplicably poor (10% modulation) Channel 2 picture from WMAR-TV (197 mi.), since Midwest stations remained on. Plane's electronic equipment is truly remarkable: 5 kw video transmitter is size of average ice-box; 1 kw audio is much larger, but Nobles plans to put it in same rack with video -- whole affair to be size of large refrigerator. Transmitting mast, 25 ft long, has 2 bays, radiated 8 kw on Channel 6, lowers from bomb-bay. Receiving mast (8 ft) sticks up from tail fin, tends to balance transmitting mast drag.

Ultimate system would employ 4 planes at each station. Two would be in air 4 hours at a time (one of them standing by), 2 being serviced on ground. Martin engineers see no problems of weather, pilot fatigue, aerodynamics they can't lick.

STORY THE TV OUTPUT FIGURES TELL: Add month of May's 50,177 RMA-reported TV set output to its cumulative post-war production figures, and total number of TVs as of June 1, 1948 was 399,590. Then add another 10% or thereabouts to embrace kits, pre-war sets and non-RMA production -- and it's reasonable to assume very nearly 450,000 TV receivers already in hands of public and dealers. And if RMA's currently reported rate of production is maintained (12,544 per week during May), there will be another 400,000 or more to report for the remainder of this year. So oft-estimated 850,000 for end of this year is conservative indeed; our own guess is it will be closer to 1,000,000, and this is why:

Current TV boom shows no sign of letting up -- quite the contrary. Factory and wholesaler inventories are negligible. With better programs available and more stations in more TV cities opening up, demand by end of summer looks like it will outrun supply. This despite fact 25 more set makers have announced production since those listed in our Supp. No. 57 last January. Moreover, Philco reports it's now producing at rate of 3,750-4,000 sets per week, will double this by end of year. RCA won't divulge its figures, but has claimed it's producing more than all others combined (including Philco) and it's obviously not decelerating. Non-RMA member Admiral put out some 25,000 TVs up to June 1, is now running about 2,000 per week, promises 150,000 total by end of year. Magnavox, just getting under way, says it will produce 10,000 per month by fall, Stromberg-Carlson 2,000 per month.

Taking even such scattered data into account, those "educated guesses" of GE's electronics sales chief A. A. Brandt last spring (Vol. 4, No. 12) now loom conservative: number of receivers at end of 1948, 870,000; end of 1949, 2,470,000; 1950, 5,270,000; 1951, 9,000,000; 1952, 13,500,000. Before music merchants' convention last week RCA Victor TV sales chief Dan Halpin forecast 600,000-750,000 output this year (possibly even 8-900,000, he said) at retail value of \$243,000,000 (\$350 average per set). Halpin also predicted 4,000,000 or more output in 1951 ("resulting in a billion dollar volume at retail"), added that by 1953 total sets in use may be well over 10,000,000.

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SIGHT AND SOUND

Quite properly, FCC's new lady member, Miss Frieda B. Hennock, who was confirmed by Senate a few minutes before it adjourned June 20, may be addressed as "Madame Commissioner." Our authority is State Dept. protocol division, which doesn't profess to know any precedents in govt. departments or bureaus (there aren't any we can find out about) but does know foreign and diplomatic usage. Moreover, Webster's defines "Madame" as "My lady, a French title formerly given to ladies of quality," now applied in France to all married women. Miss Hennock, single, tells us she doesn't care, thought just "Commissioner" would be quite okay. In any case, backed by enormous influence (Vol. 4, No. 25), Miss Hennock takes office, probably next week, with the eyes of Congress still upon the FCC—and her own activities subject to particularly close scrutiny in view of unusual circumstances of her appointment and confirmation as Democrat in presumed GOP year.

So that your TV rules may be kept up-to-date, we're sending you as Supplement No. 17-A the text of amended hours-of-operation rule (Sec. 3.661), as digested in this column last week (Vol. 4, No. 25). We recommend you file it with your copy of Text of Rules Governing Television (Supp. No. 17).

Yankee Network's WNAC-TV, Boston, having obtained STA for commercial operation from FCC, may be counted as nation's 30th outlet, carried convention telecasts this week, but won't actually go on regular schedule (except for baseball and special events) or carry sponsored programs until week of Aug. 15, reports executive v.p. Linus Travers. T-Day begins with meeting of 400 area radio dealers.

New film and film-maker deals: *New York News'* WPIX added another packet of 22 United Artist features, 60 shorts to its 24 Korda features (Vol. 4, No. 18), acquiring rights from Regal Television, is now up to its ears in business of syndicating these films to other TV outlets. . . . Top-hole movie producers John Ford and Merian Cooper (Argosy Pictures) incorporated Argosy Television Inc. in California this week, plan films for TV.

Further appointments and new titles at CBS Television, as announced Friday by Jack Van Volkenburg, v.p. and director of TV operations: Charles M. Underhill, recently with RKO Pathé, director of programs; David Sutton, promoted to TV sales manager; George L. Moskovics, manager of TV sales development; Worthington C. Miner, manager of program development.

New as TV sponsors: Big radio advertiser Proctor & Gamble, week of July 19 starts sponsoring "Fashions on Parade" on WABD, New York, Fridays 8-8:30 p.m., but time due to be changed to another night; contract is for 49 weeks, Prell and Ivory to be advertised. WABD also reports signing Sheffield Farms Co. for Monday "Small Fry Club", 13 weeks starting June 28, thru N.W. Ayer & Son.

Gimbels of Philadelphia 19-window display of 19 TV receivers during Fathers Day and convention weeks resulted in "remarkable swing upward" in TV sales, reports store's ad chief David Arons—but he isn't giving out actual figures. Not so much interest was attracted, however, to Commercial Museum's TV displays for GOP convention overflows (Vol. 4, No. 23), at which RCA had 22 receivers, Philco 21, Farnsworth 18, GE 16, Westinghouse 4, Motorola 4. Despite fact it was next door to convention, poor promotion plus bad job of ticket distribution got few people in and several thousand seats in exhibits were empty most of time.

Now it's official, out of rumor-and-denial stage: Warner Brothers have made deal to buy 2 Thackrey West Coast AM stations, including new-building TV (Vol. 4, No. 18-24), for \$1,045,000. Meanwhile, movie firm is backing New York Trust Co. credit of \$500,000 to Mrs. Thackrey (to build TV station), agrees to advance another \$100,000 to meet operating deficits if and when TV station goes on air. Official information is disclosed in voluminous documents filed as report to FCC by Thackrey through New York law firm of Greenbaum, Wolf & Ernst, who say formal application for transfer of ownership (which must go through Avco procedure) will be filed shortly. Meanwhile, W. L. Gleeson, KPRO, Riverside, Cal., left in cold by deletion of Channel No. 1 granted him in 1946, has changed his mind and now has applied for Los Angeles station using Thackrey's No. 13.

In whirlwind action just before adjournment, House passed H. Res. 691 to investigate FCC, aimed at grants to alleged Communists or fellow travelers, also at quiz of certain FCC lawyers. Five-man committee will be named by Speaker Martin, probably will have bill's author Rep. Harness (R-Ind.) as chairman. On Senate side, retiring Senator White (R-Me.), author of present act, appointed subcommittee comprising himself, Tobey (R-N.H.) and McFarland (D-Ariz.) to study radio during Congress recess—not investigate, he says, though it's hard to see how it will avoid quizzical aspects with crusading Tobey likely to run show again in view of White's frequent illnesses and absences. Nevertheless, White emphasizes he wants study, not witch hunt. Little more than "spadework" is expected out of committee before fall.

San Francisco 5 for 2 TV hearing (Vol. 4, No. 23) droned through hot Washington week, looks like it will go another full week. Film witnesses still dealt in blue chip figures (Paramount estimated \$493,500 for proposed plant, \$600,000 operating cost first year). Fight waxed so keen that question of how much it costs to operate an image orthicon per hour and how long tube lasts became an issue, some applicants not having allowed for such expense in exhibits. Paramount case was completed this week (Paul Raibourn, Klaus Landsberg, Wm. Eddy, witnesses); KROW case finishes Monday (Sheldon Sackett); then follow CBS, Television California (Pauley), 20th Century-Fox.

Problems of interference to TV reception are getting quite a going over these days: (1) FCC lab at Laurel, Md., is studying receiver radiations as trouble source when too many sets are too close to one another. (2) RMA will soon announce results of engineering tests of interference from auto ignition systems. (3) FCC on Aug. 10 will hold informal engineering conference on harmonics and spurious emissions from all transmitting equipment (up to 30,000 mc). This is one of TV's bugbears, being so susceptible. TV Channel No. 2 suffers from second "ham" harmonic of 27 mc, and TV as whole is troubled by harmonics from diathermy and industrial devices.

Continental FM Network fed GOP convention to largest hookup yet: 27 FM stations, 12 AM. Business manager Hudson Eldridge says system, using wire lines and re-broadcast method, functioned beautifully. He was particularly happy about performance during thunderstorms which ruined some AM signals.

Los Angeles' KTL-TV started test patterns June 21, will continue sporadically, hasn't plan regular schedules for several months, hasn't yet asked FCC for commercial STA.