

MARTIN CODEL'S

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

# Television Digest

## and FM Reports

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July 6, 1946

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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July 13, 1946

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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July 20, 1946

**FILLING IN THE SPECTRUM:** In making mass allocations Friday for various services (police, aeronautical, forestry, etc.) in high frequency range above 25 mc, FCC announced that FM broadcasters in 42-44 mc band must vacate frequencies by Jan. 1, 1947. Before then, Commission will consider whether to let them shift temporarily to TV Channel No. 1 (44-50 mc) or require them to go to 88-108 mc exclusively. Only a handful of existing FM stations apparently are affected -- Yankee's WMTW, atop Mt. Washington, N. H. (43.9 mc); Maj. Armstrong's WFMN, Alpine, N. J. (43.1 mc); City of New York's WNYC-FM (43.9 mc); plus a few developmentals like Washington Post's W3X0 (43.2 mc) and a few others.

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

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

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

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

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

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

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

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

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

**SIGHT AND SOUND:** New York FM hearing is being protracted by interposition of insistent allegations Patterson-McCormick Daily News is anti-Semitic, hence should not get FM station; hearing, which now has 18 applicants seeking 5 channels (4 channels having been "frozen") drags into third week Monday....Washington Post, for its FM station W3XO, has purchased Philco's 350 ft tower 2 miles east of Falls Church, Va., 5 miles from center of D.C., expects to have it operating on both high and low bands early August; tower is ideally located 740 ft above sea level, was built by Philco with original intention of using it for TV....Claiming Lea Act unconstitutional, as expected, Petrillo filed motion Monday in WAAF case (Vol. 2, No. 24), claiming violation of 1st, 5th, 10th, 13th Amendments to Constitution; he has until Aug. 5 to file briefs to support motion, Government must answer by Sept. 9, then oral argument can be scheduled....Fabulous Howard Hughes, critically injured after plane crackup, asks delay only until Aug. 9 in giving his Los Angeles TV application testimony to Commissioner Wakefield; Don Lee's Tommy Lee will go ahead with his deposition on date originally scheduled for both -- July 24 in Los Angeles....New officers of RTPB (Radio Technical Planning Board) taking over jobs Oct. 1, are: Haraden Pratt, Mackay Radio, chairman; James L. Middlebrooks, NAB, vice chairman; George W. Bailey, ARRL and IRE, secretary; Will Baltin, TBA, treasurer....DuPont has another try coming to prove merits of its new "Telefilm" (Vol. 2, No. 28), for test telecast on WNBT of Washington parade films shot Monday afternoon compared poorly with positive movie prints; weather or bad camera handling may have been at fault ....Raytheon, describing new "Cascade Phase Shifter" frequency modulator in its FM transmitters, claims circuit simplicity, easy adjustment, low tube cost, negligible maintenance....Popular radio sales veteran "Gus" Eaves, recently with Graybar, has become sales chief for Finch Telecommunications Inc., facsimile leader, which has appointed Graybar as distributor of all its products....Zenith's pioneer FM station WWZR, Chicago, on Aug. 1 changes its call letters to WEFM (E. F. McDonald).

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July 27, 1946

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

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

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

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

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

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

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

\* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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August 3, 1946

**CBS SIGNS BIG FORD TV DEAL:** Another fillip for black-and-white TV came this week-- and from CBS. That network, despite its campaign for uhf color, put over one of the sweetest deals yet for the exploitation of TV when it signed Ford Motor Co. to Sponsor telecasts of Madison Square Garden events other than boxing over its monochrome station WCBW. J. Walter Thompson Co., Ford agency, one of the few advertising agencies long alerted to TV (possibly by reason of fact RCA-NBC are among its clients), handled the deal.

Ford spokesman, apparently satisfied low-band TV will get big audience when sets start moving to public this fall, remarked that the Ford company "assumes leadership in the automobile industry in the use of this dramatic medium for the presentation of automobile models, where the visual element is so important." CBS President Frank Stanton said CBS now has "perfect proving ground for developing techniques of televising sports," added that deal makes available wealth of program material for development of "the kind of TV everybody wants--color TV" and will "give the whole TV art a big push along the road to growing up."

**REVISED FM CHANNEL PLAN DUE:** Ever since FCC issued its city-by-city FM channel allocation plan on Dec. 19, 1945 (Supplement No. 21), it has stressed tentative nature of channel assignments. When it reissues its revised FM channel plan, due out within the next week or two, it will again stress the impermanence of its allocations. In fact, there never will be a permanent outline of FM channel assignments, since the Commission intends to continue juggling channels to meet demand--limited, of course, by engineering factors such as separation of channels, interference of stations, service areas, etc.

Revised FM allocation plan will include changes made since the first plan was issued. Some of these changes were made public when the FM reservation plan was adopted two weeks ago (Vol. 2, No. 29). They include 1 channel to Winchester, Va., taken from Washington, D. C.; 1 to Annapolis, Md., from Baltimore; 1 to Atlantic City, from Philadelphia; 1 to Hagerstown, Md., from York, Pa.; 1 to Poughkeepsie, N. Y., from New Haven, Conn. Such situations as that existing at Fort Smith, Ark., will also be justified--3 applicants given conditional grants, whereas present allocation plan only assigns city 2 channels. Revised plan will also add extra channels to some cities where demand exceeds supply.

**REQUIEM ON CAPITOL HILL:** When Senate Committee on Interstate Commerce met for last time Wednesday, it took no action on Senator Tobey's resolution for probe of FCC, with particular attention to FM allocations (Vol. 2, No. 30). So the Tobey proposal is dead for this session unless Congress comes back on special call by President and Tobey then puts it over. Similarly dead is Rep. Lemke's bill to direct FCC to assign portion of 50 mc band to FM. And signing of Congressional Reorganization Bill by President Truman means departing Senator Wheeler's Interstate Commerce Committee becomes known as Senate Committee on Interstate & Foreign Commerce--amalgamates 4 old committees: Interstate Commerce, Manufactures, Commerce, Interoceanic Canals. Thus North Carolina's Senator Bailey becomes second

senior Democrat among the 13 members of new committee, ranking much ahead of Colorado's Senator Johnson who was senior after Wheeler on old committee. Senator Bailey, not particularly identified with radio, would probably take chairmanship since ranking member Barkley of Kentucky is majority leader and would not have time for committee work.

**DECISIONS SOON IN FM CASES:** Now that FCC for better or worse has fixed its one-year "reserve channel" policy (Vol. 2, No. 29), you can expect decisions soon on hearings already held on rival FM applications for Boston, Pittsburgh, Cleveland-Akron, Indianapolis, Chicago, Providence, Fort Wayne--in that order, more or less, inasmuch as staff is trying to clear first cases first.

Long overdue decisions (Boston, Pittsburgh and Cleveland-Akron cases were heard in April) were held up primarily because of after-thought "freeze policy." Imposed ex post facto, as the lawyers say, it cuts down number of channels applicants thought they were striving for, may thus cue some rejected applicants to appeal from reservation plan that puts every fifth channel in major cities on ice for year.

Final decision on Washington FM grants of last March, first to be announced (Vol. 2, No. 12), and first to go to oral argument heard last Tuesday by full Commission, may also be expected momentarily. Nub of issue is whether previously "passed over" WWDC or newcomer Chesapeake Broadcasting Co. should get capital's ninth unreserved channel. New York decision will probably be last out, for it was last to be heard and engineering hearing must yet be held in Washington. Even after technical details are cleared, decision may be delayed by reason of intrusion of "race prejudice" issue into July hearing in effort to prove that the New York Daily News is not fit to be FM licensee.

Even aside from that issue, regarded by many as extraneous and unfortunate, it's going to be a tough choice for FCC--picking who among the 17 rival applicants should get area's 5 remaining unreserved channels. But Commission, by freezing 4 channels, made things tough for itself. It virtually has invited the wrath that will inevitably descend upon it whomever it selects, especially from the always voluble labor and left-wing groups so well represented among applicants. Everybody seems to be guessing--and it's nothing but that--which 5 will win out. Perhaps most educated guesses are those in poll of competing counsel taken during dragging hours of July hearing in N. Y. Asked to list who they thought would get the 5 grants, replying lawyers unanimously agreed on WJZ and WMCA; placed N. Y. Post's WLIB and "one of the New Jersey applicants" next; thought "one of the unions" (ILGWU got most votes) or WEVD might get fifth channel. Poll was taken by WLIB counsel Leo Rosen.

**RELUCTANT RETAILERS:** Paralleling sluggish attitude of some dealers toward pushing FM receivers, even in cities where FM service is already available, is a similar "shy-away" policy in matter of TV sets. In a comprehensive roundup of big city dealers' views, Fairchild Publications' alert "Retailing and Home Furnishings" (July 18) reports general retailer reluctance to go all out for TV -- in a few cases, even, a cynical outlook. Typical are such remarks as: "No more of this pre-selling for us -- we've had enough of that." "Store management is now unsold on television...[it] is still a long way off so far as the public is concerned."

Trade journal's survey indicated, however, that many large store owners in cities like New York, Albany, Philadelphia, Chicago, Los Angeles (which already have TV service) and in Washington, Milwaukee, San Francisco, have tentative plans for displaying sets when DuMont, GE, RCA, etc. really begin delivering them. Some dealers are planning "room setups" for display, are already installing coaxial leads and conduits. But majority of sellers say they don't yet know physical requirements for adequate demonstrations, are somewhat fed up on glowing manufacturer promises to public which have not materialized in real goods. So they say they prefer to "wait and see" before getting themselves or their customers excited.

**TO NAB OR NOT TO NAB?** FM and TV get more "talking over" at NAB board meeting in Colorado's salubrious Estes Park next week (Aug. 5-7), but you can't expect action of any consequence. Right now NAB staffmen assigned to FM are concentrating on "strong panel" for Oct. 21 special FM session at Chicago convention, will shortly announce list of speakers. This week all FM license applicants and others were mailed form letter from NAB's FM Dept. director Bob Bartley calling attention to session, open to all, whether NAB members or not (though latter must pay \$5 registration fee). Bartley also enclosed a form with space for suggested questions to be put to speakers, who for most part will be pro-FM.

Meanwhile FMBI's Walter Damm, recognizing complaints about that organization's "merger" into NAB, reports majority of FMBI board feel final decision is up to full membership of still-corporately-existent (but pocketbook-poor) FMBI which will have own separate meeting during Chicago convention. Replying to suggestions by Milton Sleeper, publisher of FM and Television Magazine, that a separate FM association be formed again, Damm agrees that "FM promotion and the steering of FM into right paths....needs to be supervised by a group that has a real interest in FM." But he says an association of FMers to do a real job would need an annual budget of at least \$100,000, which he thinks isn't forthcoming from those whose exclusive interest is FM. Most AM-FM operators won't join a second association, he admits.

**ONLY 37 CPs MAILED; FM BOXSCORE:** Though FCC reports that as of Aug. 1 it had granted 191 CPs for FM stations, fact of matter is that only 37 actual construction permits have as yet been mailed to grantees. About 100 more pend Civil Aeronautics Administration approval of transmitter sites and tower heights, and the rest are being held up for a miscellany of reasons. Hence there will be inevitable and excusable delays in returns of "what-are-you-doing-about-FM" questionnaires sent grantees last week (Vol. 2, No. 30) along with statement indicating Commission won't stand for undue delays in getting started.

This week 12 more CPs, 26 conditionals were granted, and there was one deletion (Supplement No. 38E herewith), in reporting which the FCC pridefully capitulated this boxscore of FM grants to date: 48 stations licensed, 191 CPs, 487 conditionals, 158 applications in hearing, 208 applications pending. You can find data on all these in our Supplements No. 32, 38-38D and 14A-14M.

With this week's grants, Commission designated consolidated hearings (dates not yet set) on 18 applications from Los Angeles area (Supplements 14A-14M); on Baltimore applications of Hearst Radio (WBAL), Tower Realty Co. and Radio-Television of Baltimore Inc.; on Bridgeport (Conn.) applications of Bridgeport Herald, Yankee Network and any others from that community; on San Jose (Cal.) applications of Santa Clara Bcstg. Co. and FM Radio & Television Corp. It also renewed 34 licenses of existing FM stations, most of them over objection of Commr. Durr, who insisted they should be required to file program analyses. His colleagues outvoted him on grounds existing FM operations are too tenuous, too sparse (6 hours per day is all they need be on air) to require them to hew to too rigid program schedules at this stage.

The man who gave up his grant (an EA for 95.7 mc, 10.1 kw, proposed atop Lookout Mountain) was Mark K. Wilson, Chattanooga contractor, so that facility is now wide open.

**STADIUM WOULD CONTROL TV:** To allay fears of TV's encroachments on boxoffice on part of owners of ball parks, race tracks and other sports stadia, Televents Corp. of America, headed by Mortimer Loewi, executive assistant to Allen B. DuMont, has approached some of them with offers to install permanent video equipment, including camera chains, at no cost except for profit-sharing arrangement. By controlling pickup equipment, stadia interests could bargain directly with sponsors or theatres rather than with stations or networks. TCA also plans filming daily 15-minute news digests of sports, special events, plans to get going this fall with initial capitalization of \$150,000.

**NAZI TAPE RECORDER:** For the most part, nothing really exciting in the way of electronic devices was captured from the Nazis during the war -- we and the British were so far ahead of vaunted German science, particularly in radar, as to make them look like amateurs. However, Royal V. ("Doc") Howard, the prominent Pacific Coast engineer, ran across something he says was "pretty neat" while leading his team of OSRD circuit-tracers around the European battle areas. It's a magnetic tape recorder using a plastic tape coated with magnetite -- or just plain rust. Howard says its performance is the best yet -- literally, out of this world. Photostated details can be had from the Dept. of Commerce's Office of Technical Services, Washington -- document numbers PB-12659, PB-1027, PB-1346, PB-3586. Incidentally, abstracts of all patents seized from German and Japanese nationals can be obtained from Alien Property Custodian, National Press Bldg., Washington.

**TELEVISION NOTES:** Add big league sponsorship of TV: by Esso Marketers, carrying films of Paris Peace Conference opening and of Bikini atom bomb tests, flown over and telecast over NBC's WNBT; by Alexander Stores Inc., starting live audience participation program Sept. 10 for 10 weeks on WABD, handled by ABC; by U. S. Rubber Co., sponsoring ABC's filmed video broadcasts of recent Minneapolis Aquacentennial over 5 stations....Proposed Macy-CBS TV deal (Vol 2, No. 30), whereby program costs would be shared by country's biggest retail outlet with manufacturers, is reported called off because N. Y. store deems scheme is poorly timed.... NBC's WNBT, New York, disputes claim of WBKB, Chicago, for one-week record of 29 hours of telecasting (Vol 2, No. 30); WNBT carried 34½ hours during 6 days starting July 8, including 5 days of tennis pro championship pickups.... While tennis telecasts are reported as clear and absorbing as prizefighting or wrestling, Washington News' Eddie Cook, after viewing coaxial relay to capital of baseball from Polo Grounds, opines screen much too small to do justice to baseball, camera unable to follow flight of ball. But Sportswriter Cook adds, nevertheless, that when TV sets are on market, "I'll stand in a GI line if necessary to buy my set."

**SIGHT AND SOUND:** Rival Finch and Hogan facsimile projects going forward, with former signing big Paris newspaper France-Soir for full equipment setups for France, Belgium and Algiers; GE reports Hogan's order for transmitters and equipment is on the line, will be delivered to newspapers and others for tests in 12 cities early next year.... FCC made final this week rules governing procedure on sale or transfer of control of broadcast stations; only change from those proposed under Avco decision refers to exceptions, which are spelled out in greater detail.... Globe Wireless and International Business Machines have asked the FCC to approve transfer of 3 micro-wave TV-FM relay CPs to GE, which is engineering New York-Schenectady network now; Globe will retain option to purchase facilities after they become operative, plans then to extend broadcast and business machine net to Chicago.... Washington consulting engineer John Barron, for FM site surveys, has purchased new Cessna 140, has also ordered a Seabee, already has used plane to locate transmitter near Troy, N. Y.; Barron has added to his staff Lt. Comdr. J. Gordon Keyworth, ex-chief of WELI, New Haven, just out of Bureau of Ships electronics division; Carl T. Jones, ex-Navy flier; Ralph E. Patterson, ex-RCA.... For a reasoned temperate exposition of FCC's Blue Book, read "Whose Radio" in August Atlantic Monthly by Edward M. Brecher, former aide to ex-FCC Chairman Fly, now general manager of Metropolitan Broadcasting Corp., one of Washington's 8 FM grantees.... And for some brilliant newspaper writing on radio subjects we commend N. Y. Herald-Tribune's "Radio in Review" column by John Crosby, subject of story in current Time Magazine.... Sailing for Sweden Aug. 10 on S. S. Gripsholm is E. W. Engstrom, RCA Labs v.p. in charge of research, radio delegate on Royal Swedish Academy's Scandinavian research and industry tour; off by plane for Europe last week was John F. Royal, NBC v.p. for TV, who will "explore television and film facilities" on Continent.... Another STA was authorized this week to an FM grantee; WQAM, Miami, received permission to put out a 250-watt signal from a bent dipole atop its AM tower.... One of biggest boosters of FM, GE is now starting delivery of combination receivers to dealers, will begin sending them table models in September.... Powerful AFM Local 802 of New York lost its president of 12 years Wednesday with death of Jack Rosenberg at 51.

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# Television Digest

and FM Reports

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August 10, 1946

**QUIETUS AFTER KESTEN?** The slight, high-strung, boyish-looking chap who launched CBS's color TV campaign in announcing that network's post-war video policy April 27, 1944 -- Paul W. Kesten -- resigned this week as vice chairman and director, for reasons of health. Actually 48 this month, a business genius who came up from the ranks and who as executive v.p. ran CBS during the war years while Bill Paley was overseas, Paul Kesten has long been ailing from chronic arthritis and has been on leave since last winter. Though continuing as consultant and invited "to rejoin Columbia on a full-time basis just as soon as he has fully recovered," his passing from the scene arouses much conjecture. For it comes at a time when CBS seems to be soft-pedaling its uhf color campaign while at the same time signing top-flight sponsors (Ford, Bristol-Myers) for its low-band monochrome station.

Some profess to read into Kesten's departure the passing of the slash-bang era of promoting color while deprecating monochrome. That may or may not be so; we don't know. But certainly Kesten's absence from the CBS scene the last six months or more did not seem to change CBS policy materially, through it has not since had so articulate a spokesman. Nor is CBS, in view of what its top officials have said for the record, let alone its enormous investment in color development and equipment, likely to want to lose its identity as the foremost color proponent and as claimant to basic patents in that field.

This summer's quietude regarding color may be explained by fact that Dr. Peter Goldmark and staff have just completed readjustment of their entire color system to compensate for change in frame rate -- from 20 to 24 per second -- to permit greater brilliancy of images. Also helpful in telecasting movies is fact that 24 frames is same as used in films.

**WHEN THE RACE RUNS HOG-WILD:** Still pouring forth on FCC decision days is a plethora of CPs for new AM stations -- 10 this week, 20 last week, 10 the week before, etc. So that up to today the number of construction permits outstanding for standard broadcasting stations has reached the fantastic total of 303! This leaves out of account "proposed decisions" that favor new station grants, of which there were 14 this week alone, with dozens more pending practically sure of approval.

In other words, 303 new AM stations, plus, are to be built and added to the 974 already licensed as of Aug. 10. Compare this with the FM box score to date: 217 CPs, 5 EAs, 283 conditionals (see Supplement No 41 herewith).

Since FM grants did not begin issuing until last March, it is perhaps fairer to compare the FM totals to this year's AM grants only, which numbered 272, more than 60 since July 1. For it really was not until this year that the FCC began to run hog-wild in authorizing new AM stations regardless of need or engineering standards -- and despite its avowed purpose of encouraging FM as the future medium of local and regional broadcasting in the United States. So, as against the 272 CPs for AM during 1946 to date, the FCC has authorized only 222 FMs (CPs plus ETs). We don't count the 283 conditionals because they are not much help, so far

as basic construction and planning factors are concerned, until they become CPs or EAs specifying actual frequencies, powers, antenna heights, etc.

Of the 303 CPs outstanding for new standard stations, mostly covering local low power or daytime outlets (that inevitably ask later for better facilities), we count only 51 who have also applied for FM (some already granted). Reason why more AM newcomers haven't applied at same time for FM, as told to us by highly qualified source, is that many fear if they ask for both the FCC will grant the FM and not the AM. And truth of matter is that, even if they honestly intend going into FM, they want AM first since they see in it chance for immediate income.

Our survey shows that about 600 AM stations are applying for FM (including the AM-affiliated pre-war FM licensees and CP holders, listed in Supplement No. 32). The rest (nearly 700) are not seeking FM -- more than half. This means that, while AM interests are dominant among applicants for and recipients of FM grants so far, they aren't the whole show by any means.

Just the same, not much credence should be given alarums about a new "duopoly" rule or interpretation requiring eventual separation of FM-AM interests. In fact, FCC will shortly issue statement reiterating it is not now contemplating any separatist move. Even Commissioner Durr knows it can't be done without taking financial, technical props out from under FM, setting art back many years, because for most part the non-AMers going into FM are small fry without radio know-how. Despite evidence that some AMers would like to throttle FM because of its threat to the status quo, there are still enough of them with "honorable intentions" toward FM to warrant encouraging them all to get into the swim.

**TV PROSPECTS LOOK UP:** Several low-band TV withdrawees will probably reapply shortly. You can also expect a few brand new applications. Washington counsel are cagey about disclosing files they are preparing, but several big league concerns are known to be preparing to return to the fold. They are entities who can afford the cost, who still hanker to be classed among the video pioneers.

Only one we are at liberty to report on as yet is E. Anthony & Sons Inc., publisher of the New Bedford (Mass.) Standard-Times (WNBH), which had applied for Boston but felt forced to withdraw when an option on a highly favorable antenna site atop Hancock insurance building failed to materialize. Progressive Publisher Basil Brewer has lost none of his interest in TV, nor has it been diminished by reports of elaborate TV plans of some of his newspaper confreres (Vol. 2, No. 30).

One TV transmitter manufacturer has indicated he has a few orders for equipment from companies that have not even filed for facilities as yet. He won't tell us who they are, but he assures us they are bona fide prospects for low-band TV, delaying primarily because of the complexities involved in preparing the requisite FCC engineering data. And, as if to bear this out, RCA's most recent trade ad lists ex-Congressman Elmer Wene's WTTM, Trenton, N. J., as having placed a firm order for TV equipment, though FCC records do not show it has yet applied.

Reasons for heightened interest in TV may be variously ascribed: (1) to widespread favorable publicity won by black-and-white during highly successful Louis-Conn telecast, (2) to eagerness of many radio advertisers and their agencies, to grab off choice time segments on existing stations, (3) to promises of early delivery of TV receivers in those cities having video service, (4) to unswerving faith in today's system manifested by executives of such big companies as DuMont, General Electric, Paramount, Philco, RCA, et al, not to mention the various newspaper publishers, broadcasters and others holding the 25 CPs thus far issued by FCC

Fact that Ford bought video rights to all Madison Square Garden sports except boxing, using CBS's low-band station WCBW in New York (Vol. 2, No. 31), has served to focus new interest on commercial aspects of the medium. This week big Bristol-Myers (Ipana, Vitalis, etc.) already using NBC's WNBT for a Sunday night travelog, bought Sunday 8:30-9 p.m. spot for 52 weeks, also on WCBW, obviously to tie up best looking-in time. And other big sponsors like Standard Brands, Standard Oil, Firestone and the various watch companies have for some time been testing

the medium, tending to attract still more and to discount fears TV cannot be made to pay its own way.

As for audience, Sylvania Electric Products Inc., in another of its market surveys just reported, adduces that on basis of "nearly 10,000,000 families" said to have been interviewed "9,603,000 urban families expressed the desire to spend \$2,416,446 for home television sets in the next four or five years providing telecast facilities will be available." Sylvania's Frank Mansfield reports the average family thought it would have to pay \$200 to \$250 for a set, though 5.9% thought it might cost over \$500; that a set designed for an audience of four (meaning small screen) would fill need of 80% of the families interviewed; that 71.8% want color TV but only 22% said that they would pay over \$100 extra for color; that people think of TV for sports (33%), drama (20%), news (19.4%).

**CHANGES IN YOUR FM LOG:** Several changes in frequencies of existing FM stations have been approved by FCC in recent months, though no official announcements were ever made. These are the new frequency assignments (with channel numbers) which you should correct in Part I of your FM Directory (Supplement No. 32): KDKA-FM, Pittsburgh, 92.9 mc (No. 225); WHEF, Rochester, N. Y., 96.9 mc (No. 245); WNYC-FM New York City, 95.3 mc (No. 237). Pittsburgh and Rochester changes were made to eliminate TV intermediate frequency interference. City-owned WNYC-FM went back on air this week after 10-week reconversion shutdown, now operates 2-11 p.m. daily.

While you're at it, you should make these corrections and changes also in your FM Directory: Los Angeles, change call letters KTLO to KMGM; Chicago, change call letters WWZR to WEFM; Alpine, N. J., change assigned new frequency of WFMN to 92.1 mc (No. 221), though it isn't being used as yet by Maj. Armstrong station; New York City, change licensee of WABF to Hirschmann Broadcasting Co., Ira Hirschmann, president and chief owner; New York City, change call letters WHNF to WMGM; Philadelphia, change transmitter location of WFIL-FM to Philadelphia Savings Fund Society Bldg.; Milwaukee, change WTMJ-FM power to 349 kw, antenna height to 645 ft.

**THE FUTURE IS FM:** FCC's belief that the future of broadcasting is FM was reaffirmed last Monday at Clear Channel engineering hearing. FCC and industry engineers, in submitting suggested revisions of AM engineering standards, had recommended 30 kc separation for Standard stations in same area, as against present 40 kc separation. Both Acting Chairman Denny and Commissioner Jett immediately pointed out that if 30 kc separation proposal was accepted, it would mean re-shuffling AM allocations. "The Commission does not want to consider a general re-juggling of the Standard band when we are moving into FM," Denny declared. But commissioners did agree to utilize narrower separation standards for new AMs.

**CROSLY'S COSGROVE BULLISH:** Apparently not in entire accord with his fellow Crosley executive, WLW's James Shouse (Vol. 2, No. 25), RMA President R. C. Cosgrove, who is Crosley manufacturing v.p., told appliance men in San Francisco last Wednesday: "I predict that frequency modulation will come along very rapidly this fall." Delay in volume set production, he said, was caused by retooling necessary when FCC reassigned bands, by component shortages and critical lumber (for cabinets) situation. TV is likely to become "the greatest unit in the radio industry," he added. "I believe that black and white will be on the market in volume some years before color television."

**MORE ABOUT TO GET STAs:** Any day now these operators may expect to receive STAs (special temporary authority) from FCC for interim operation of their FM facilities with lower-than-assigned power in accord with Commission policy to encourage getting on the air as soon as possible: KFRE, Fresno, Cal.; WIOD, Miami; WITH, Baltimore; (now operating developmental W3XMB); WBEN, Buffalo; KTOK, Oklahoma City; KUIN, Grants Pass, Ore.; Beckley Newspapers Corp., Beckley, W. Va., new to radio. Seventeen other CP holders are already on the air under STAs, most of them awaiting delivery of full equipment (See Supplement No. 41 herewith).

**JANSKY PRODS EDUCATORS:** C. M. Jansky Jr., the Washington consulting engineer who as a young instructor of electrical engineering at the U of Minnesota built its pioneer broadcasting station KUOM (ex-WLB), thinks educational radio has another chance in FM--a chance it muffed in AM. An early co-worker of Maj. Armstrong's, and an ardent proponent of FM, Mr. Jansky told the U of Wisconsin Public Service Radio Institute last Monday educators should pioneer FM as they did AM 25 years ago. No use trying to crash AM again, he said, for "the trend is toward a general deterioration of standards of (AM) protection." Moreover, "there are far more FM receivers in the hands of the public than there were AM sets in the early 1920's." Factors holding back FM today were summed up as: (1) lack of vision, (2) opposition of entrenched interests, (3) "misguided rules and policies regarding FM adopted by the FCC." Again he called for widening FM band to include 50 mc band, saying only obstacle in way of more FM channels is TV channel assignments for which there is little real demand. It's conjectural whether the Jansky speech will have effect of prodding more educational institutions to use the 20 FM channels (88.1 mc to 91.9 mc) reserved for them; thus far only 6 are licensed, 19 hold CPs, 23 are applicants, though there's room for many hundreds.

**EVERYBODY HAPPY IN ST. LOUIS:** FCC cleaned up St. Louis FM tangle in hurry Friday, rendering hearing unnecessary, when Mississippi Valley Broadcasting Co. (WTMV) dropped out, avowedly to apply for Class A later. Two new channels were added to originally allocated 9; with 2 reserved, score was 9 for 9. Five having already received grants, the remaining 4 received conditionals (Supplement No. 41). This is first instance where major city got more channels than originally allocated, bearing out flexibility of allocations possible in some areas....One of St. Louis grants went to Unity Broadcasting Corp. of Mo., ILGWU subsidiary, further evidencing relaxation of one-to-a-customer rule (Vol. 2, No. 30). Union already holds conditional for Chattanooga, still has applications pending for New York, Boston, Philadelphia, Los Angeles.

**PROBLEM OF TV RELAY:** A hearing seems likely on the proposed TV pickup and STL (studio-transmitter link) allocations put out by FCC several weeks ago (Vol. 2, No. 29). Objections to Commission's recommendations have come in from TBA, Philco, NAB, NBC, DuMont, AT&T. Broadcasters' objections revolve around FCC's qualification that TV pickup and STL channels will be available only if wire lines are not. Philco goes further and wants inter-city channels allocated too. AT&T believes it should be licensed for all TV relay channels, so it can offer broadcasters either wire lines or radio relay on a common carrier basis.

**SIGHT AND SOUND:** FCC this week approved transfer of pioneer New York FM station WABF from big department store ownership (Bloomingdale's, Abraham & Straus) to Hirschmann Broadcasting Corp., majority-owned by Ira Hirschmann, publicist and patron of good music; lending Hirschmann \$200,000 to cover \$106,000 purchase price, etc. is Book-of-the-Month Club, which recently dropped own FM application....NAB Chicago convention panel on FM Oct. 21 is to comprise: FCC Acting Chairman Denny; Lester H. Nafzger, general manager of pioneer WELD, Columbus; Dr. W. R. G. Baker, GE v.p., for RMA; T. A. M. Craven, Cowles stations' engineering v.p.; Walter J. Damm, FMBI president and chairman of NAB's FM executive committee...."Favorably impressed" were FCC Commrs. Denny, Jett, Hyde who with 9 staffers junketed to Waltham, Mass. Thursday for tour of Raytheon plant and demonstration of Raytheon's FM relay between that city and New York, along with multiplexed fax....Long legal processes in Petrillo's featherbed case against WAAF, Chicago, testing Lea Bill, are seen as inevitably delaying final adjudication; last Monday's deadline for filing AFM brief for dismissal was postponed to Aug. 15, and Government's reply date extended to Sept. 19....Doesn't look like Capt. John W. Guider, recently out of Navy, will return to his partnership in big Washington law firm of Hogan & Hartson (Duke Patrick, Karl Smith, Lester Cohen); he filed this week for 250-watt AM in Littleton, N. H., where he makes his home most of year....Further delay in decision on Los Angeles TV hearing is foreseen by reason of postponement of applicant Howard Hughes' deposition (from Aug. 9 to Sept. 16) while he recovers from plane smashup.

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August 17, 1946

**'MESSING UP THE STANDARD BAND':** Most pertinent observation we've heard yet on FCC's current hog-wild policy of granting new AMS almost as fast as applied for: "We're messing up the standard band so badly, that most broadcasters may have to go to FM for their own protection."

Remark came from a highly placed official, commenting on our story last week (Vol. 2, No. 32) pointing out that CPs for new AMS stood at 303 -- to which can be added 3 more granted this week. This official agreed that a duopoly rule now or later, to force separation of AM-FM ownership, may not be practicable; but he suggested that the FCC might make declaration of policy that all AM channels, after a certain length of time, are to be allocated for purposes for which they are best suited (namely, high power and long range coverage) and that all local and most regional stations must operate on FM.

Though most new AM grants are for local low power or daytime outlets, they are so congesting the already crowded AM band as to render engineering standards meaningless in many cases. And, as if to bear out our observation that the new AMS no sooner get their foot in door than they seek better facilities, thereby creating still more congestion, was petition this week by 12 recently authorized daytimers, organized as Daytime Petitioners Assn, asking FCC to give them full time on channels shared by U.S. with Mexico.

**2 TV GRANTS, MORE COMING UP:** Two more TV grants announced by FCC this week -- to Westinghouse for Boston and to the Buffalo News -- are forerunners of still others to be granted any day now. In addition, first of predicted new applications for low-band TV was filed by WTCN, Minneapolis-St. Paul, largely owned by the Ridder newspaper interests, proposing to spend \$136,500 for installation with transmitter atop Minneapolis' tall Foshay tower. KSTP Inc., St. Paul, already holds CP for a TV station there (Vol. 2, No. 20).

Since their data is now virtually completely processed by FCC, next TV grantees very likely will be: Courier-Journal and Times Co. (WHAS), for Louisville; WJAC Inc. (Johnstown Tribune), for Johnstown, Pa.; J. W. Birdwell, for Knoxville, Tenn.; Radio Sales Corp. (KRSC), for Seattle. For detailed data on these applicants, see Supplement No. 18. Assignments to this week's grantees were as follows:

Westinghouse Radio Stations Inc., Boston (WBZ and WBZ-FM), granted Channel No. 4 (66-72 mc) with 10 kw visual power, 7.5 kw aural power, 500 ft. antenna height. Note: This was only remaining Westinghouse application, its previous ones for Philadelphia and Pittsburgh (Vol. 2, Nos. 21, 22, 24) having been dropped.

WBEN, Inc., Buffalo, N. Y. (Buffalo News), granted Channel No. 4, with 14.4 kw visual power, 7.2 kw aural power, 378 ft. antenna height.

These grants bring to 27 the number of CPs for low-band TV now outstanding, leave 47 applications for low-band still on file, of which 16 are involved in hearings. Commission this week also authorized first dual call letters for a TV

station--KOB-TV to Albuquerque, (N. M.) Broadcasting Co., which got grant last May 21. Dual call was in accordance with policy of permitting FM stations, if desired, to use call letters of their AMs followed by letters FM.

**NEW CALENDAR OF HEARINGS:** On heels of first final decision on any FM hearing yet held, covering Washington cases, FCC Friday issued calendar of post-Labor Day hearings on FM (Supplement No. 42 herewith). Applications from 10 cities are involved, all save one to be heard in those cities. Buffalo hearing is scheduled on technicality, probably won't ever be held.

TV docket is nearly concluded, as evidenced by fact that only TV hearings listed are in Toledo, Sept. 3, with Fort Industry Co. (George Storer) and Toledo Blade contending for that city's single channel; and for Pittsburgh, Oct. 22, where single remaining applicant, DuMont, is included merely on technicality pending conclusion of Paramount-DuMont inquiry and probably won't ever be heard.

Heard, granted, reheard and sweated over again since March, the Washington FM situation finally was resolved this week when FCC granted 9 available channels. Eight went to those favored in original decision (Vol. 2, No. 12), ninth to Capital Broadcasting Co. (WWDC), previously "passed over." Denied was Chesapeake Broadcasting Co., which is making up mind whether to take decision to court or apply for one of city's 2 reserved channels. Decision also specified slight change in facilities originally granted. Changes are shown in Supplement 41A herewith which also reports week's 14 new CPs, 3 other modifications. Week's grants bring to 231 number of CPs for FM issued to date.

**AFL STANDS BY PETRILLO:** In or out of the AFM, you won't find many union men who, in private discussion, condone the hamstringing tactics of Czar Jimmy Petrillo with respect to AM-FM duplication, TV film bans, pickups of children's orchestras, foreign music etc. That was evidenced by his failure to muster any appreciable support against the Lea Bill (Supplement No. 35) which recently passed both houses of Congress overwhelmingly (Vol. 2, No. 15).

Comes now the AFL executive council, meeting Tuesday in Chicago, with promise of uncompromising support of Petrillo's test case, in which Government charges violation of act in coercing Chicago's WAAF to employ more persons than needed (Vol. 2, No. 22). Though AFL insiders are known to hold no brief for many of Petrillo's czaristic actions and his public-be-damned policies, AFL President Green said Lea Bill "contained principles and imposed restrictions which, if upheld, would crush the freedom of all American workers and destroy the American trade union movement....[AFM and Petrillo] are fighting for the liberties of every worker in this country and for the very existence of every trade union in the United States." If employers object to "standbys" of type Petrillo imposes on radio, this ought to be worked out in negotiation (!), said Green.

**COMPROMISE ON TV LINKS:** FCC proposal to limit TV operators' use of pickup and STL channels only where wire lines are not available (Vol. 2, Nos. 29 and 32), has aroused so much objection that Commission very likely will permit use of channels whether telephone company has lines or not. That this be done was the consensus at FCC staff meeting Thursday. Staff viewpoint is expected to prevail, thus meeting objections of TV broadcasters who have written in (ABC, CBS, GE, Philco, Washington Star). Accordingly, hearing may not be necessary, though GE is still perturbed about allocation to TV relay service of frequencies it is now using for New York-Schenectady relay system and has asked for hearing. Commission staffers hope compromise can be reached whereby GE could continue using presently assigned frequencies on experimental basis. Staff also felt there was no reason why AT&T should not also be licensed to provide TV pickup and STL service via these frequencies on public utility basis. Meanwhile, Bell Labs (AT&T) has asked FCC for 30-day STA for its Class 1 Hollywood experimental station to do developmental work on 4220-4380 mc for TV pickup and STL service between Mt. Wilson and downtown studios of W6XA0, Don Lee, and W6XYZ, Television Productions.

**3 MORE WOULD TEST COLOR:** After a hiatus in uhf color TV applications, 3 hit FCC in a surprising flurry this week--none from monochrome dropouts who had retired to "wait" for color. Don Lee's energetic TV chieftain Harry Lubcke indicates in his application for Hollywood (asking 555-590 and 850-885 mc) that he really intends to explore the thing to the ultimate -- all-electronic, stereoscopic, stereophonic color employing 35 mc band-width. Bendix Radio, part-owned by General Motors, setting aside \$101,500 for its 600-620 mc project in Towson, Md., states it plans to work with CBS, help evolve standards, study propagation. And in St. Louis, where Post-Dispatch holds black-and-white CP and where 4 low-band applicants had backed out, along comes St. Louis University (WEW), never a TV applicant, with a \$160,000 program of intensive propagation investigation in 480-920 mc band.

Meanwhile, RMA's TV system committee, headed by Philco's engineering v.p., Dave Smith, is still working on uhf TV standards. CBS apparently has acquiesced to the 525 line per frame standard. But other considerations must yet be worked out, and it doesn't look now as if the engineers (unless, as promised, CBS proposes its own) will be able to propose uhf TV standards much before early part of next year, if then. Several systems will be proffered, it is understood, and then engineers of the individual companies will go to work on them before they are laid before FCC. Even should CBS come in with suggested standards soon, FCC no doubt would turn its recommendations over to a Commission-Industry committee which would comprise many, if not all, of the same men who constitute present RMA committee. Not much hope is held out for Commissioner Jett's suggestion (Vol. 2, No. 20) of a standard of systems to make dual-band receivers possible. Too many technical complications, let alone cost factors, are said to be involved to make it workable.

**TV TELETYPE TESTS WELL:** Auguring another facet in TV service, news tape was superimposed for first time on a TV test pattern, with what our correspondent present describes as "nearly satisfactory results," at a closed-circuit preview of the DuMont-INS project for WABD executives Wednesday. Using receiving part of a No. 14 Teletype Corp. newsprinter, method consists of feeding tape through Bausch & Lomb Balopticon projector, reflecting tape into an iconoscope, which superimposes it on an image already on screen. Insufficient illumination in projector at trial showing is expected to be corrected by substituting 1,000-watt bulb for 500-watt in Balopticon. Minor bugs also remain to be removed. Starting next Monday, regular "shows" of news are scheduled during WABD's test pattern periods, 3-5 p.m. daily, and during patterns preceding every telecast. Thought is that bulletins on major news can be superimposed on telecasts in future. INS has assigned writer and operator for service, plans brief new style of newswriting with such rules as no more than one comma per sentence, no quotes to begin a bulletin.

**'BRUSHOFF' FOR FM CHARGED:** Looks like FM is going to be "hot potato" of NAB convention. Some of more ardent FM boosters indicate so much discontent with Oct. 21 FM agenda that they're already talking up a rump session. They see in NAB-FMBI schedule what one calls "the grand brushoff for FM" -- only 3½ hours in all being devoted to such a major subject, of which 2½ are assigned for the general luncheon and FM panel, only one hour for the FMBI membership meeting to determine whether present "merger" with NAB should be made permanent.

These are only a few of the squawks. Objections are heard to a panel (Vol. 2, No. 32) that excludes such authorities as Armstrong, Jansky, DeMars or David on the engineering side, yet includes T. A. M. Craven, never noted for his enthusiasm for or advocacy of FM. Also that panel requires questions in writing beforehand, which may take up so much time that there will be no time for questions from floor. Objectors even indulge in personalities, not always fairly.

FMBI board is sticking to plan to let full membership decide whether "trial marriage" with NAB should continue or organization revived. One member said much of "noise" is being raised by elements that never even belonged to FMBI. He admitted not all FMBI board are happy about present setup, but felt over-all industry problems are common to both FM and AM, should therefore be handled by one

big well-heeled trade association. Still another asserts there isn't ghost of a chance to muster enough members, raise enough fees to support separate organization inasmuch as most FMers are AMers who won't join two associations. On other hand, he felt that FMBI might be resurrected to conduct bang-up promotion campaign to sell FM to manufacturers, dealers and public, and that those AMers serious about FM would gladly pitch in for such a task which might well be handled by qualified advertising and publicity setups.

**TELEVISION NOTES:** LATSE can be expected to pull in its horns on unionization of creative workers in TV following major setback it got Thursday when NLRB upheld Radio Directors Guild in recent election at CBS; despite limited present application of ruling to 14 CBS employes, effects are considered precedent-setting for future organizational efforts....Look for AFRA to revive dormant problem of actors' scales and jurisdiction in TV when it holds convention in Los Angeles Aug. 23, though trade quarters think jurisdiction will finally fall on Associated Actors & Artists of America, AFL....Paramount, first to hire "scouts" to view and report on all video shows, now has two writers from its subsidiary Television Productions in Hollywood, studying Paramount story files with view to determining what film scripts can be converted to TV and at what cost....Granted CP for TV in Chicago a few weeks ago (Vol. 2, No. 30), ABC has placed order for equipment with RCA, isn't sure whether it will build there first or in Detroit, where it also holds CP for TV by virtue of recent purchase of WXYZ (Vol. 2, No. 29)....TBA convention at New York's Waldorf-Astoria Oct. 10-11 will have transmitting equipment exhibition by DuMont, Federal, GE, RCA. Receiver manufacturers displaying their sets will be: DuMont, Farnsworth, GE, Philco, RCA, Sonora, Telicon....Latest big-time sponsor to be signed for TV is the Borden Co., which will produce "I Love to Eat" on NBC's WNBT Friday nights at 8....Scripps-Howard Radio's v.p., recently returned Col. Jim Hanrahan, is taking up headquarters in Cleveland to supervise plans for company's newly authorized TV project (Vol. 2, No. 29)....Best "educated guess" is still that consent decree will resolve Government TV patent "cartel" suit against Scophony, et al. (Vol. 1, Nos. 16 and 17; Vol. 2, No. 1), dragging along since last December. Counsel were still apparently far apart after N.Y. confabs Friday when Justice Dept. men came up from Washington, held conferences with defense lawyers who now go back to clients; more parleys are foreseen, then settlement.

**SIGHT AND SOUND:** George B. Porter, 45, who died suddenly last Sunday while dining with a client in San Francisco (he choked to death on a piece of food before aid could be summoned), was first FCC assistant general counsel (1934) in charge of broadcasting, served for a time as acting general counsel of old Radio Commission, started own Washington radio law practice in 1940. Besides his wife, he is survived by three young children; office plans are still unsettled, according to his associate, Charles E. Thompson....It's unofficial yet, but Charles Hubert, FCC senior attorney now with Standard Broadcast Section, Law Dept, will be next chief of FM Section (Sam Miller, present chief is due to head new Hearings Section)....Add to Supplement No. 41 list of FM grantees allowed on air with STAs (indicated by dots): Maryland Broadcasting Corp. (WITH), Baltimore; Isle of Dreams Bcstg. Corp. (WIOD), Miami. Due for STAs soon are: Central Louisiana Bcstg. Co., Alexandria; WBEN Inc., Buffalo; Eastern Carolina Bcstg. Co. (WGBR), Goldsboro, N. C. ....GE's new FM transmitter tube, GL-5D24, designed to handle final stage of low-power installations or driver for high-powers, features short internal leads, zirconium-coated plate; details of all GE transmitting and industrial tubes are carried in new booklet, ETX-10, obtainable from company's Tube Division, Schenectady....New, enlarged second edition of Federal Telephone & Radio Corp's "Reference Data for Radio Engineers" (which went into 50,000 run first edition) can now be obtained from company's Publication Dept., 67 Broad St., New York City 4, for \$2, or \$1.60 in batches of 12 or more....FCC's new "Rules and Regulations Governing Utility Radio Service," effective Sept. 9 unless substantial objection is raised, can be obtained from the Commission either by writing for Mimeo. No. 96548, or we'll get it for you....Correction: Philadelphia Savings Fund Society Bldg., Philadelphia, is new site of WPEN-FM transmitter, not WFIL-FM as reported last week.

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# Television Digest

## and FM Reports

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August 24, 1946

**TIGHTER BUILDING CONTROLS:** Little relief seems to be in sight on CPA's limitation on non-housing construction under Veterans Housing Order VHP-1 (Vol. 2, No. 13). In fact, this biggest hindrance to new TV and FM construction will probably get worse before it gets better. More stringent measures are in the works to make it even more difficult to get approval for construction of transmitter housing, studios and offices. What these further limitations will be, no one will say yet -- but they will be severe, no doubt of that. An inkling was given in CPA order to field offices last June to cut commercial construction approvals by two-thirds, supposed to run only 45 days but still in effect.

Veterans Housing Expediter Wilson Wyatt told Veterans Advisory Council Wednesday that "further steps will be taken in cooperation with CPA to strengthen existing limitation orders to assure the necessary flow of materials into the veterans program." Only ray of sunshine is that CPA seems liberally inclined to vets, numerous among FM applicants, in cases of commercial construction. One recent listing of 33 approved projects included 12 veteran-owned. Veterans housing program runs through 1947.

**TURNING POINT SEEN FOR SETS:** It's axiomatic that more and still more FM receivers must be manufactured and distributed before the industry can really get going. To Maj. Armstrong, inventor of and prime spokesman for FM, the outlook is very encouraging. He ought to know, for his royalty ledgers on both transmitting and receiving equipment should tell the best story of what's happening. The Major wears a satisfied smirk these days, says he's confident this winter will be turning point for the new broadcasting art which he believes will cast old systems to limbo. He sees set production as the key, and his information is that this fall and winter will see a changing picture in favor of FM.

RM's July production figures hardly bear out that optimism, however. Its census, embracing at least 90% of the nation's production, shows 1,061,853 sets for July, of which 19,642 contained FM. This compares with 1,052,597 for June, of which 17,272 were FMs. Not a very big FM showing, to be sure, but then such big producers as GE, Philco, RCA, Stromberg are barely getting under way; trade forecasts see big upsurge in September, with FM enjoying huge demand. Indeed, in a few cities already (notably Milwaukee, according to Walter Damm), dealers simply can't unload sets that do not contain FM, due to promotional buildups; probably due also to high cost of table models (about 70% of production), most of which do not contain FM.

That set distribution is looking up, is also indicated by July tube production figures, which reached new peak of 17,979,636, better than 5,000,000 ahead of June. And RMA estimated that as of last Tuesday (Aug. 20), exactly one year after WPB rescinded its order banning civilian radio production, the industry had produced a total of 8,000,000 sets. RMA leaders met this week, decided to ask OPA to decontrol radio since they regard production now as keeping pace with supply.

**FM GRANTS, SLOW BUT STEADY:** FCC granted only 8 CPs for FM this week (Supplement No. 41B herewith), bringing total to 239, but the rate of grants is now dependent largely on applicants themselves. For the Commission says it is caught up and acts almost immediately when sufficient data is submitted -- unless, of course, application is awaiting a hearing decision. Conditional grantees (261 outstanding) are being prodded to supply requisite additional information (Vol. 2, No. 30) so that they can be moved into CP bracket. At other end of processing line, new application influx (Supplement No. 14N herewith) is only fair -- 21 arriving since publication of our Supplement No. 14M. Eleven are new to radio, 4 are newspapers, of which only Scripps-Howard (for Knoxville) is already in AM.

**SPONSORS GRAB OFF FOOTBALL TV:** Not only best time segments on existing TV stations but exclusive video rights to major sports events, are quarry in scramble for early telecasting advantages already discernible among ad agencies and their clients. Fulfilling forecasts that sports will be backbone of TV programming, two football sponsorships have just been signed. Ford Motor Co., which has tied up Madison Square Garden sports except boxing (Vol. 2, No. 31), has purchased video rights to Columbia U grid schedule on WCBW-CBS, through J. Walter Thompson Co., will make TV debut next month with telecast of rodeo from Garden. Goodyear Tire & Rubber Co. has purchased N. W. Ayer's football package, consisting of 7 of Army's 8 contests and 3 NYU or Fordham games over WNBT-NBC. Five of Army's games will be from West Point, for which relay will be installed. Army-Navy classic from Philadelphia is excluded since Maxon is expected to tie it up for Gillette.

GE's WRGB, Schenectady, hopes to get grid games from WNBT, depending on results with new relay system; it has no mobile equipment for local pickups yet. Don Lee is currently negotiating for telecasts of big games in Los Angeles area. ABC also has grid deal on fire, hopes to be ready with announcement this week end. ABC's 35 mm short of National Gold Cup motorboat races, set for Aug. 31-Sept. 2 at Detroit, will be sponsored by Texas Co., making its TV debut, over Dumont's New York and Washington stations (WABD and WTTG), plus WRGB, Schenectady, and WBKB, Chicago. Deal involves almost \$3,000 for production, with outlets showing film gratis. With some TV sets due on market about time grid season begins, football is expected to give art big boost since it is particularly well adapted to telecasting -- much more so than baseball, though even latter has its current vogue (over WNBT and WBKB).

**FM PAYS ITS WAY IN TEXAS:** When and how can FM be made to pay? Well, here's a whiz of a story of commercial enterprise reported to us this week from Houston, where dealers count only about 50 FM receivers in town to date. Yet dynamic Roy Hofheinz, who at 21 was a county judge, is now co-owner of KTHT and KTHT-FM, has already done these things: (1) Got a conditional grant from FCC Aug. 1; (2) went on air under STA exactly 17 days later, using composite 250-watt transmitter with 27-ft. triple turnstile atop 90-ft. pole pending Aug. 31 delivery of 1 kw job; (3) starts commercial operation Aug. 31, noon-10 p.m., with 6 top-grade sponsors; (4) has enough assured revenue first month to make FM outlet pay own way easily.

Sponsors are transit company, bank, department store, furniture dealer, plus (ever willing to push FM) Zenith and Stromberg-Carlson. Each pays \$17.50 per hour per day for institutional plugs only, at 15 minute intervals. Programs all feature fine music, none duplicating AM. Three of sponsors never before used radio. Revenue assured from 180 hours sold: \$3,150. Future prospects: "Great," says Hofheinz. How he did it: personally sold sponsors on idea of being first to use FM in Texas, on appealing to music lovers with high fidelity, on "growing up" with their audiences, on doing it at small cost compared to promotional and good-will value. Scripps-Howard's Houston Press is pitching in with publicity, foreseeing recrudescence of lush radio manufacturers' space advertising accounts of one and two decades ago. Interest will be stimulated by locating receivers in sponsor showrooms, local clubs, public gathering places.

**STAs ARE FINE—BUT:** More and more FM grantees are getting FCC's enthusiastic go-ahead signal in the form of STAs, allowing stations on the air from temporary sites with less than full, ultimate facilities. Programming now, or soon to be, are 23 stations; about a half dozen more can expect STAs shortly.

But grantees must be warned that an STA is not an unmixed blessing. The simple facts are these: though a 250-watt transmitter, with a one-bay antenna mounted on a telephone pole is still superior to many times that power on AM, that superiority can't always be realized unless -- and this is important -- the receiver is operated with an adequate antenna and properly matched lead-in. If this is not done in electrically noisy locations, signal may not completely override noise, thus giving listener totally erroneous impression. It's up to FCC to make certain STA-holder knows this and latter must pass warning along to set dealer who, 9 times out of 10, just doesn't know. Already at hand are aids which conscientious and enterprising FM broadcaster, realizing this responsibility to his listeners, can pass on to public. Most recent Montgomery Ward catalog offers Amphenol and Halli-crafters receiver dipoles, also Hallicrafters "under-the-carpet" antenna. But, neatest trick is rapidly growing stunt of servicemen who improvise own folded dipole from Amphenol 300-ohm twin transmission line, tacked to attic wall (for height) with lead-in run down to receiver position. Urged by Everett Dillard (KOZY), Kansas City dealers report excellent results; in Washington same expedient is used by M. C. Sprinkle, Scott distributor, with marked improvement in reception.

**APPLYING WAR-SAVVY TO TV:** Richard L. Campbell, research lab chief of DuMont during 1938-41, finds present television full of technical ills. Determined to do something about it, he has gathered about him a group of engineers from famed MIT's Radiation Laboratory and from MIT radio-radar armed services technicians school. Financially backed by several New England manufacturers, including Grant J. Holt, New England Screw Co., and Abraham Zimble, Babson-Dow Co., he formed Continental Television Corp., 150 Causeway St., Boston, to design, build, consult on TV gear.

Campbell claims that with war-gained knowledge, whole system of TV can be made cheaper, less complex, less bulky, less subject to obsolescence, produce a better image. For example, he says synchronizing equipment can be boiled down to one-fifth of present physical equipment and new techniques can far reduce complexity and inefficiency of camera networks. Pursuing those objectives, Continental has applied to FCC for experimental TV station in Boston and is now testing equipment to work with both high and low bands, says it has \$100,000 for program. Operating under STA, company has signals out on Channels 11, 12, 13 plus 590-615 mc.

**TELEVISION NOTES:** July production of TV receivers totaled only 41, reports RMA; trade dope, however, is that assembly line production is now in works for fall and winter sales in cities having stations....With completion of engineering data, due to be filed with FCC next week, you can expect Chicago Tribune's WGN Inc. to get its TV grant, last in that city awaiting action. Among forthcoming TV grantees we listed last week, we had J. W. Birdwell for Knoxville (where he lives and formerly owned WBIR); his pending application is for Nashville, only TV filed for that city....Though FCC is anxious to render decision on Los Angeles TV hearing (Vol. 2, No. 23) and act on San Francisco applications which depend on the decision, it still won't do so until it gets deposition of Don Lee's Tommy Lee or excuses him as it did Howard Hughes last week....Not much doubt about seriousness of application of KRLD (Dallas Times-Herald) for low-band TV despite its CBS affiliation and Manager Clyde Rembert's signing of CBS affiliate board resolution of last February favoring uhf color (Vol. 2, No. 9); Dallas firm has asked FCC to give it Channel No. 4, has submitted other technical data....Realty news from N.Y.: Preferred Obligations Inc., owned by George Reynolds, attorney, has project to recondition the million cu. ft. \$6,500,000 studio project in Bronx, launched in 1913 to house old Biograph company, and rent it to film and video producers; owner proposes spending \$150,000 to revamp two long-abandoned buildings, is calling project "Television City," has designated Daly-Meibauer Co. as rental agents....CBS, just granted STA to operate TV relay in New York on 850-900 mc with 12 watts, is using

transmitter built by Remington Rand, which has been making military electronic equipment....Cost to CBS of Acme Newspictures photos contracted for TV use is \$162.50 weekly for up to 65 pictures....As an aid to TV and movie coverage of United Nations meetings, special lighting is being installed in UN's new home on Long Island, focused on each delegate's desk and controllable by cameramen in special booths at rear of auditorium....Inadvertently, we reported wrong Toledo TV hearing date last issue; it's to be held there Oct. 3, with Toledo Blade and Fort Industry Co. contending for city's single channel....A TV exposition for Chicago in early spring 1947 seems to be looming; that was consensus of meeting of TV manufacturers' sales and advertising executives Wednesday when they met to organize committee to back Electric Assn. in its drive to make Windy City country's top TV center (Vol. 2, No. 29).

**'HAM' TACKLES TV WITH \$7,500:** If TV weren't so darned expensive, as the "hams" say, or so much more than a one-man job, amateurs would be throwing pictures all over the ether -- because they're fascinated with TV. But here's one itching circuit-tracer who filed for low-band experimental this week, planning to give the thing a whirl at an outlay of only \$7,500 -- peanuts in the TV game. George R. Call, attorney and transportation company owner of Sioux City, Iowa, a ham since 1913 who now operates W9MBW, plans to put a 100-watter on Channel 9 (186-192 mc), programming 4 hours weekly with help of city's Little Theatre movement. Having served in the Signal Corps during both wars, perhaps he can show some of the thousands of enthusiastic but penurious ex-military radiomen, who would be "hams," that it takes no million bucks to broadcast an image. Others falling roughly in a category with Call are William B. Still, New York Negro radio engineer, licensed to experiment with W2XJT on 230-236 mc, and Gus Zaharis, electronics engineer for Carbide & Carbon Chemical Corp., Charleston, W. Va., holder of CP for Channel No. 2 (54-60 mc).

**SIGHT AND SOUND:** You can accept as accurate, despite all sorts of rumors about his heading up new FM or other radio projects, the Variety interview from Mexico quoting Paul Kesten as saying he quit CBS (Vol. 2, No. 32) to seek permanent cure of his chronic arthritis -- and for no other reason; moreover, Bill Paley isn't sort of chap who makes standing offer to take him back unless he means it....Add buildup for NAB's Oct. convention: news releases from major networks reporting that radio's royalty and their retinues will be on hand, including Trammell, Mullen, Paley, Stanton, Noble, Woods, et al.; not yet released is fact that Maj. Armstrong, left off FM panel of first day's session (Vol. 2, No. 32), is being invited as guest of honor at FM luncheon....Expected to aid in cutting down interference problems in both TV and FM, as well as making production and servicing easier, are RMA's IF (intermediate frequency) standardizations announced Friday of between 21.25 mc and 21.9 mc for TV and 10.7 mc for FM receivers; also recommended was that TV antenna-to-receiver transmission lines be 300-ohm characteristic impedance, comprising parallel unshielded pairs....Tide Magazine's leadership panel was asked whether FM is expected to offer any advantage to the advertiser over those presently offered by AM; as reported in current issue 35% said yes, 26%, no; 35%, don't know....Pioneer independent FM operator Leonard Asch (WBCA, Schenectady) is listed as prospective manager, Bertha Ryan Asch 10% stockholder, Harold E. Blodgett, v.p. and 10% of Patroon Bestg. Co., applicant for 10 kw fulltime AM outlet on 1540 kc in Albany, which otherwise has separate ownership from WBCA....Odes E. Robinson, W. Va. Network's chief engineer, who also does consulting work, applicant this week for new AM local in Bluefield, W. Va....Stephen Tuhy Jr. has left Hayes & Hayes, is opening Washington radio law practice of his own at 407 Albee Bldg....Walter Damm, FMBI president, spending this week at New England summer home of Yankee's FM pioneer John Shepard 3rd, planning ways and means for NAB-FMBI convention confabs....Adding his voice to Rep Lea, who made same request, Dr. Joseph E. Maddy, director of U of Michigan's Interlochen Music Camp, whose youngsters' annual concert Petrillo has banned from networks, wired Atty. Gen. Clark Friday to remove J. Albert Woll as prosecutor in current WAAF test case in Chicago inasmuch as Woll is son of an AFL v.p....RCA-Camden's popular Ted Smith was upped to sales manager of RCA's engineering products dept. this week.

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August 31, 1946

**EFFECTS OF FM CHANNEL REVISIONS:** By juggling Class B channel assignments, FCC's revised city-by-city assignment plan, due out next week, adds 76 channels to 54 cities, takes 20 away from 19 cities. We will publish plan in detail as soon as issued, as revision of our Supplement No. 21 which contained original assignment plan as issued by Commission last December. Immediate salubrious effect will be to obviate need for hearings in 3 cities -- Miami, Fla.; Lima, O.; Wausau, Wis. -- caused by excess of applicants. Also, new plan achieves net gain of 56 channels for nation, making possible more than 1,600 Class B stations. Most of gain is in Area II, since additions and deletions in Area I are largely shifts.

Other highlights of FM week: Tentatively scheduled for Sept. 23 is windup of New York hearing, with tag-end testimony against News Syndicate Co. (N. Y. News) airing allegations of race bias. Conflict of Los Angeles hearing date with NAB convention Oct. 21-24 was resolved by postponement to Nov. 18, with a commissioner, yet unnamed, to preside there. Designated for hearing was Charlotte, N.C., where 4 are vying for 3 channels. And to Philadelphia Sept. 9 hearing, making score 8 for 4, was added newly-filed Franklin Bcstg. Co., headed by Lawrence M. C. Smith, attorney formerly with Government. Called off is Wilson, N.C. hearing (Supplement No. 42) with withdrawal of P. D. Gold Publishing Co.

**SMALL CITY TV GRANT:** Another city in the under-100,000 class got a TV this week, with authorization of a CP to WJAC Inc., owned by wealthy Tribune interests of Johnstown, Pa. (pop. 66,668). Granted was Channel No. 13 (210-216 mc) with 9 kw visual and 6.8 kw aural power and 971 ft. antenna height. Previously (Vol. 2, No. 21) FCC had granted TV also to KOB-Journal interests of Albuquerque, N. M. (pop. 35,449). Otherwise, all TV grants have been in major metropolitan areas.

Johnstown grant is 28th thus far. More are due shortly, though one more withdrawal -- that of J. W. Birdwell, for Nashville -- will be announced next week. Birdwell, ex-operator of WBIR, Knoxville, ordered dropout shortly after learning FCC was about to grant his CP. Among grants that may be expected (in addition to those reported in Vol. 2, No. 33) probably will be Chicago Tribune's WGN Inc., seeking Channel No. 9, which completed filing full engineering and other data this week. Chicago is entitled to 7 channels, has one in use (WBKB) and 3 CPs outstanding (Zenith, NBC, ABC), with no other applicants besides WGN.

**GRANTS BOTTLENECKED AT CAA:** One reason for long lapse between FCC grant of a CP and actual arrival of the "instrument" itself is need for CAA approval of antenna sites and tower heights under its authority over air navigation hazards. Add this factor to normal time necessary to clear papers through FCC channels, and you have reason why only 7 CPs for TV (out of 28 granted) and 88 FMs (out of 244 granted) have thus far been delivered. FCC has been granting CPs in recent months conditioned on CAA approval. That agency has been swamped due to personnel shortage and need, it says, to "compromise" some 4 out of 5 radio cases. The TV grantees who have received their actual permits from Washington include the 4 in Washington (WWBR, Bamberger; WTTG, DuMont; WNBW, NBC; WTVW, Star), plus WTVR, Havens & Martin, Richmond; WAAM, Radio-Television of Baltimore; KCBG, St. Louis Post-Dispatch.

**NEW CALLS FOR CBS OUTLETS:** In a parlay of call letters approved by FCC Thursday, CBS is authorized to change names of all its New York outlets -- and says it will do so about Nov. 1, giving itself time for a promotional buildup. Network's key AM station WABC becomes WCBS; TV station WCBW becomes WCBS-TV; WABC-FM becomes WCBS-FM. Relay stations WEHG and WEHK become WABC and WCBW, respectively. Changes were made possible after deal with ABC-affiliated WCBS, Springfield, Ill., which agreed to change its AM to WCVS and its projected FM to WCVS-FM.

**THUMBS DOWN ON INTERLOCKING FMs:** Indicating it intends to permit no duopoly ownership of FMs, even interlocking minority interests, FCC this week issued conditionals to WDEL and WILM, Wilmington, Del., but stipulated that WDEL-owning Steinman brothers (of Lancaster, Pa.) must relinquish their one-third interest in WILM. Formerly they owned all of WILM, but station is now two-thirds owned by Alfred G. Hill, publisher of nearby Chester (Pa.) Times. Similar situation arose before when FCC qualified FM grant to Baltimore Sun (Supplement No. 41) by stipulating two of newspaper's stockholders must relinquish holdings in AM stations also asking for FMs. One was H. L. Mencken, with 1% interest in WCAO; other was Harry Black, 17% stockholder in WFBR. Problem arose also in FM applications of WLVA, Lynchburg; WBTM, Danville; WSLs, Roanoke, all in Virginia, for which hearing was scheduled but later cancelled when Allen interests indicated they would relinquish their holdings in WBTM and WSLs.

**RADIO COLUMNS REAPPEARING:** Death of veteran radio writer Zeh Bouck (ex-New York Sun), in Albany last Monday at age of 45, recalls era when radio columning, technical and otherwise, was top stuff in newspapers crowded with advertising from radio set manufacturers. As more newspapers go into FM and TV, as radio receiver advertising possibly spurts to regain lineage leadership it once shared with automotive, some observers foresee recrudescence of that era, revival of radio pages of '20s and early '30s that have all but disappeared from newspapers. A few like N. Y. Times never gave up Sunday radio pages at least, always had radio experts on staff -- especially if they owned stations. N. Y. Herald-Tribune recently added caustic critic John Crosby, writing daily column on programs mostly. Scripps-Howard's Washington News recently inaugurated Saturday news and program spreads, with plenty of advertising from radio and music dealers. San Francisco Chronicle, holder of CP for TV and conditional for FM, next week starts daily column titled "Air Check" by Paul Speegle, gave it big promotion sendoff this week.

**FCC EQUIPMENT APPROVALS:** Lack of performance data is the only thing holding up FCC approval of FM transmitters. Six manufacturers have already received tentative approvals, with RCA's 250-watt transmitter (BTF-250A) and the same company's FM exciter unit (MI-7016) having been granted full approval only this week. In case of some 10-kw and 50-kw transmitters, tentative approvals have been granted solely on design blueprints; equipment hasn't even been built yet, explain FCC engineers. Unqualified approval for most of the transmitters, now only semi-approved, may be expected in near future since companies concerned are known to be producing and delivering units. These are the transmitters found tentatively qualified by FCC on basis of its FM engineering standards (Supplement Nos. 9 and 40):

Federal -- 191A (1 kw); 192A (3 kw); 193A (10 kw); 194A (50 kw).

GE -- BT-1-A (250 w); BT-2-A (1 kw); BT-3-A (3 kw); BT-4-A (10 kw).

REL -- 549A-DL (250 w); 518A-DL (1 kw).

RCA -- BTF-1C (1 kw); BTF-3B (3 kw); BTF-10B (10 kw).

WE -- 501B-1 (250 w); 503B-1 (1 kw); 504B-1 (3 kw); 506B-1 (10 kw);

507B-1 (50 kw); 501B-2 (250 w); 503B-2 (1 kw); 504B-2 (3 kw);

506B-2 (10 kw); 507B-2 (50 kw); 508B-2 (25 kw).

Westinghouse -- FM-1 (1 kw); FM-3 (3 kw); FM-10 (10 kw); FM-50 (50 kw).

Full approvals have been given two types of frequency monitors: REL Type No. 800, GE Type No. BM-1-A. TV transmitting equipment requires no FCC approval under present FCC rules.

**TV ENTREPRENEURS BUSY:** Busier than proverbial bird dog is ABC's TV dept., headed by Paul Mowrey, which this week announced deal with BBC to exchange newsreels for telecasting. In first batch, London gets shots of current Cleveland Air Races. CBS waived video rights to races, for which it holds exclusive broadcast rights, demonstrating what ABC calls "sort of cooperation that benefits the whole television industry." ABC, unlike NBC and CBS, has no TV outlets of own as yet (holds CPs for Chicago, Detroit) but places its programs on existing stations, goes in heavily for filming sports, news, etc.

Meanwhile, NBC announced exclusive rights to N.Y. Giants vs. Green Bay Packers charity football contest at Polo Grounds Sept. 20, inaugurating season of grid pickups that are "naturals" for TV (Vol. 2, No. 34). For seventh successive year, Philco's WPTZ will telecast U of Pennsylvania games this fall from Franklin Field; plans for covering Philadelphia Eagles pro games are also in the works. And DuMont is reported negotiating for TV rights to New York Yankees pro football team in hope of selling sponsorship to Ford, already scheduled to sponsor Columbia U home games as well as Madison Square Garden sports on CBS-WCBW. Next prizefight to be telecast will be Servo-Robinson championship on NBC-WNBT Sept. 6, Gillette sponsoring. In Chicago, Balaban & Katz's WBKB (Paramount) announced it is "going commercial" Sept. 1, issued rate card based on estimated receivers in city (about 500). Time costs will increase as sets increase; hour rate now is \$100, half hour \$60, 15 minutes \$40, 2-minute live spot \$30, film spot \$20.

**TV CLICKS AT STATE FAIR:** There has never been any doubt in the minds of TV people how video would click once the average man and woman saw it in operation. But response to ABC's closed circuit demonstration this week at Iowa's famed State Fair at Des Moines has surpassed even the most optimistic hopes. "Retailing," the Fairchild publication, reports TV show was Fair's top attraction, its attendance exceeding even grandstand shows. Practically two-thirds of all information desk inquiries were for directions to the video tent.

ABC reports TV tent was crowded to capacity from the very first performance. Tent had seats for 300 to watch the performance on a dozen RCA receivers. Ten were direct-viewing models, accommodating up to 20 viewers each; the other 2 sets were projection models. Cost of the TV exhibit is estimated at \$100,000, and was sponsored by Cowles' KRNT. RCA setup was headed by Joe Jenkins, has thus far been seen in Philadelphia at Gimbels (Vol. 1, Nos. 10 and 11), in Memphis at Lowensteins, in Pittsburgh at Kaufmanns, all big department stores.

**STAs POINT THE WAY:** Tally the hundreds of FM applications, conditional grants and CPs as much as we will -- but the figures mean nothing market-wise to manufacturer or dealer, nor program-wise to listener, until actual broadcasters can be listed. To the log of prewar FM licensees (Supplement No. 32), all of them still operating on more or less regular schedules, may now be added the growing phalanx of STA holders. These are the stations actually programming, or at least authorized to go on the air immediately, albeit with skeleton facilities. They number 24 as of this date; 5 more pend assured FCC approval; 9 other requests for STAs are on file.

STAs currently authorized are (for principals, see Supplements No. 41 and 14A-14N): KRFM, Fresno, Cal.; KRCC, Richmond, Cal.; WRLC-FM, Toccoa, Ga.; WIOD-FM, Miami; WQAM-FM, Miami; WVLH, New Orleans; WRCM, New Orleans; WITH-FM, Baltimore; KSTP-FM, St. Paul; WMBH-FM, Joplin, Mo.; WIL-FM, St. Louis; KWK-FM, St. Louis; KOAD, Omaha; WBEN-FM, Buffalo; WSYR-FM, Syracuse; WCOY, Raleigh; KGW-FM, Portland, Ore.; WHP-FM, Harrisburg, Pa.; WGAL-FM, Lancaster, Pa.; KAMT, College Station, Tex.; KTHH-FM, Houston; WCFC, Beckley, W. Va.; KDPR-FM, Alexandria, La.; WGBR-FM, Goldsboro, N.C. Expecting STAs any day now are: WRBL, Columbus, Ga.; WTOC, Savannah, Ga.; WBBB, Burlington, N.C.; WMFR, High Point, N.C.; KTOK, Oklahoma City. These are filed and go before FCC soon: WKAT-FM, Miami Beach; WTPS, New Orleans; WFMR, New Bedford, Mass.; WIBX-FM, Utica; WTMA-FM, Charleston, N.C.; WSPA-FM, Spartanburg, N.C.; WEBR-FM, Buffalo, N.Y.; KFBC, Cheyenne, Wyo.; Mt. Vernon Radio & Television Co., Mt. Vernon, Ill.

**BEATING BUILDING BAN:** CPA's tightening restrictions on commercial construction, adding more barriers to radio building plans, haven't deterred some enterprisers eager to get going. NAB's engineering director, Jim Middlebrooks, before his war service in charge of CBS engineering construction, recently chief engineer for the Marshall Field stations, has been telling inquirers to exert their ingenuity to duck CPA entirely -- making sure a construction job costs no more than the \$1,000 limitation. Since towers are exempt, some broadcasters have found they can use prefabricated metal garages, quonset huts, even log cabins, to house transmitters and yet come within \$1,000 cost. One broadcaster actually went into building business with CPA approval, put up a home for a veteran, employed the veteran to care for his transmitter, housed in one of the rooms. Another bought a house, did same thing. Local conditions vary, but even further cut of 25-30% in CPA approvals should not cause broadcasters to give up, says Middlebrooks; survey local situation, see what's available, exercise ingenuity, he advises. CPA Administrator Small's announcement of new restrictions came Wednesday, confirming warning by Housing Expediter Wyatt (Vol. 2, No. 34). Wyatt's National Housing Administration is expected to take over entire enforcement program from CPA in near future.

**CONFUSION ON FM QUERY:** Admitting that instructions about answering its FM grantee-prodding questionnaire (Vol. 2, No. 30) are confusing, FCC is notifying all conditional grantees and CP holders that questionnaire is not to be filled out until latter actually have construction permits in their hands. Deadline is 15 days after date specified for beginning of construction. Commission has received flock of answered questionnaires and bewildered queries from confused grantees who have not yet received actual CPs.

**SIGHT AND SOUND:** Decision on Boston FM hearing should be forthcoming in next few weeks. Commissioner Durr, who heard cases there last April, is hopeful he can have it out of way before he leaves for Moscow Telecommunications Conference Sept. 23 as member of U.S. delegation headed by State Dept.'s Francis Colt DeWolf.... Neither TV nor FM applications of News Syndicate Inc. (New York News) are expected to be affected by death in auto accident Thursday of Roy C. Holliss, acting president since recent death of Capt. J. M. Patterson. Business Manager F. M. Flynn, who may succeed Holliss, has been handling radio contacts....FCC attorneys say that new rules concerning legal procedures (FCC Public Notice 97564), adopted Aug. 27 and promulgated to implement Public Law No. 404, incorporate only minor changes; discussion of rules, open to bar and press, will be conducted Tuesday by Asst. Gen. Counsel Harry Plotkin....Having determined by survey that principal reason for TV withdrawals is cost, DuMont plans to offer a 1 kw community-type video installation at under \$100,000 to include everything from studio to transmitter. Preliminary data for layout have been submitted to FCC....FCC staffers say commercial facsimile still awaits proposed standards from major industry proponents, notably W. G. H. Finch and John V. L. Hogan, who have not yet compromised differences...."Simpler" application forms for new stations are due from FCC in couple months, but changes proposed so far are not radical....Raytheon's claims for its new 10-watt monitoring amplifier, designed for either FM or AM, include: low distortion, excellent frequency response, high gain, simplicity of operation and servicing....Extensive data on 94 transmitting tubes, including hf and uhf, is contained in GE's new 600-page loose-leaf manual; copies are available for \$2 from company's Electronics Dept., Schenectady....In proposed \$550,000 purchase of WJBK, Detroit, Fort Industry Co. (George B. Storer) interests acquire also an FM conditional, which means one FM would have to be dropped since company is already conditional grantee in Toledo, applicant in Miami, Atlanta, Wheeling, Lima, Zanesville....Bristol, Tenn.'s WOPI reports its newly authorized FM (Supplement No. 41A) will be on air by Nov. 15 from 2,210 ft Whitetop Mountain, in nearby Virginia....New legal assistant to CBS's Earl Gammons in Washington office is James Neu, recently out of Army, replacing Kenneth Yourd, now on N.Y. staff of Gen. Atty. Julius Brauner....Chicago Federation of Labor's WCFL got 50 kw grant from FCC Thursday, upped from 10 kw on 1000 kc.... Charles E. Thompson, associate of late George B. Porter (Vol. 2, No. 33), on Oct. 1 rejoins Washington law office of Andrew G. Haley (new address: 1703 K St. NW), with whom he was associated as partner in 1942-44.

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# Television Digest

## and FM Reports

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September 7, 1946

**TV ON THE UHF GETS NUDGE:** Within only few weeks after FCC received their applications (Vol. 2, No. 33), Don Lee and Bendix received CPs for experimental uhf color TV. Grants Thursday went also to two other TV experimenters whose plans were previously reported: Continental Television Corp., Boston (Vol. 2, No. 34); RCA, two mobile relays (Vol. 2, No. 30); and to Conestoga Television Corp., Lancaster, Pa. Last named is really a club of engineers at RCA Lancaster plant who want to get Philco's WPTZ programs locally. Headed by Philip A. Richards, group plans to place station on hill near Lancaster, rebroadcast WPTZ signals locally on 600 mc, as picked up from Philadelphia. They'd rather use low band, but no channel is available for such purpose, so they're building or adapting receivers for uhf.

Belated mailings this week of 3 more actual CPs for new low-band TV stations brought to 10 number who have actually received permits (Vol. 2, No. 35). With CPs went call letter designations, as requested: KSTP-TV, St. Paul; KDYL-TV, Salt Lake City; KCPR, Chronicle Publishing Co., San Francisco. CPs are to be sent as fast as possible, but 18 other TV grantees must yet get their "papers from Washington."

**TV-FM DECISIONS DUE:** So jammed are FCC's quarters that personnel working on TV and FM cases, besides being crowded as many as 6 to an office, have overflowed into the law library, where they don't even have desks. This lack of physical accommodations for middle and lower echelons of staff partially accounts for slow action on many pending cases -- notably on hearings held as far back as early April (Boston FM). Nevertheless, though this first week after end of summer vacations brought no more CPs for either FM or TV, only 10 new conditionals for FM (Supplement No. 41D herewith), speedup all along the line may now be expected. Promised before month ends is Boston FM decision, to be followed by decisions in other FM hearing cases possibly in order of their calendar (Special Report, March 16, 1946). Big New York FM competition (18 seeking 5 available channels) will be completed with hearing in Washington Sept. 23 on engineering and race bias complaints against applicant New York News. Expected within month also are decisions on New York TV hearings which started in May (6 seeking 4 channels) and on Los Angeles hearings of June (8 for 7).

**IFMB IN LIEU OF FMBI IN NAB?** Plumping strongly for a separate Association of Independent FM Broadcasters (IFMB), with voting membership limited to FM independents but with AMers and manufacturers admitted on a non-voting basis, is Milton Sleeper in August issue of his magazine, "FM and Television." Idea is opposed in statement by FMBI President Walter Damm (WTMJ-FM), but supported by independents I. A. Hirschmann (WABF, New York), George A. Mayoral (WRCM, New Orleans), Capt. W. G. H. Finch (WGHF, New York). On the other hand, Manufacturer Arthur Freed calls for new association open to all "whose exclusive purpose would be the active support of all needed regulations and publicity which would accelerate the widespread broadcasting of FM programs."

Some definite attitude should be forthcoming from next Tuesday's meeting of FMers at Maj. Armstrong's home in New York's swank River House. Invitations over the signature of FM's inventor have gone to leading independents, including Leonard

L. Asch, Everett L. Dillard and Ira A. Hirschmann, and to such other FM enthusiasts as Ray H. Manson, C. M. Jansky Jr. and Wayne Coy, the latter v.p. of FMBI. Two topics will be paramount at this meeting: (1) Whether FMBI should be reconstituted as an independent trade association or its merger with NAB made permanent; (2) If FMBI is not revived as a separate entity, whether a separate FM organization devoted only to promoting the new medium should be formed. It is also understood several of the Major's friends will attempt to persuade him to permit low-band FM flame to die out on plea that continuing the controversy will only give sustenance to FM's ill-wishers, will only serve to confuse the public.

Our own survey of FMBI board, all but three of whom are AM operators, thus far indicates preponderance of sentiment in favor of making merger with NAB permanent at Chicago convention Oct. 21, though some are still undecided and several don't like NAB's handling of FM to date. Non-AM board members are G. E. Gustafson, Zenith; C. M. Jansky Jr., no longer even an FM licensee, having sold his W3XO to Washington Post; Marion Ayers, Shelbyville (Ind.) publisher, named to succeed Westinghouse's Lee Wailes, whose Shelbyville Radio Inc. holds conditional for FM. Other board members and their AM affiliations are: Walter J. Damm, WTMJ, Milwaukee, president; Wayne Coy, WINX, Washington, v.p.; Arthur Church, KMBC, Kansas City; W. R. David, GE-WGY, Schenectady; Gordon Gray, WSJS, Winston-Salem; George Lang, WGN, Chicago; Clarence Leich, WEOA, Evansville, Ind.; Ray H. Manson, WHAM, Rochester; Cecil Mastin, WNBF, Binghamton, N.Y.; C. W. Myers, KOIN, Portland, Ore. (recently sold to Marshall Field); John Shepard 3rd, Yankee Network; T. C. Streibert, WOR, New York.

**FM BAND TO STICK:** You can take acting FCC Chairman Denny's word for it: the FM channel band (88-108 mc) won't be changed. The Commission has made up its mind, so manufacturers holding back on FM set production because they fear "uncertainty" of present FM allocation structure are afraid of nothing but a chimera. Radio set manufacturers, in more numbers than is healthy for future of FM, have been talking this line whenever asked about their FM production plans. The story goes something like this, told us by one of the country's leading manufacturers:

"The main obstacle in the way of providing an adequate supply of FM receivers is the uncertainty in the matter of channel allocations for FM. It is hardly necessary to state that the delays of nearly a year since VJ-Day to get into production on FM receivers are due mainly to the change of allocation from the 50 mc range to the 100 mc range in the broadcast spectrum. While the FCC has definitely allocated the 88-108 mc part of the spectrum to FM, it is apparent from the shortage of FM channels in the New York area that something must be done to increase the number of FM channels, if FM is to supply the type of service originally contemplated for FM operation. So long as this uncertainty exists, there will be a tendency on the part of receiver manufacturers, as well as prospective purchasers of FM receivers, to hold back and find out how this matter of channel allocations will be settled finally."

Denny goes even further. If the Commission got a petition today asking for a change in the FM band, he says, a hearing would be set for the day after tomorrow, the Commission would meet the next day, and a decision would be rendered the following day. And, he intimates, the decision would be negative. "The Commission has only recently reviewed the FM allocation picture," he said, referring to the Zenith and GE petition to widen the band to include portion of 50 mc band (Vol. 2, Nos. 3, 4 and 5), "and views the present assignment as final. Receiver manufacturers may safely make plans to go ahead with construction of receivers on this band."

About the recent Tobey and Lemke bills, introduced during the last days of the 79th Congress (Vol. 2, No. 31), Denny refused to comment. But from other Commission sources it was learned that the feeling is that Congress will have to legislate any change in the FM structure; the Commission will not revise the present allocation which it feels is based on the best available engineering evidence.

**REVISED FM ASSIGNMENTS:** When FCC put out its first FM channel allocation plan back in December, it emphasized the assignments were only tentative and the plan would be revised from time to time. This week the first revised plan was issued (Supplement No. 43, herewith) which adds a net of 55 channels to original allocations. It adds additional channels, where possible, to cities where demand exceeded first allocations; subtracts channels in cities where assignments were overabundant.

Area II got all but a few of the additional channels. Should demand warrant, FCC indicated additional channels are available in all but crowded metropolitan areas (such as Seattle, Tacoma, Portland, Los Angeles, San Francisco, Ft. Worth, Dallas). In Area I, some of the larger cities (Washington, Philadelphia, Worcester, New Haven, Hartford, among others) lost a channel or two, but deleted channels in most cases went to "satellite" communities. In other cases (Baltimore and Annapolis, Md., for example, or Chicago and Hammond, Ind.) satellite cities were incorporated into major city's metropolitan area.

Over-all, 78 new channels were added, mostly to medium size cities, while 23 channels were taken away from other metropolitan areas. (Full list of cities gaining or losing channels are reported in Supplement No. 43).

Further revisions of the channel allocation plan can be expected, for the new plan is carefully labeled tentative. This will be especially true when the more than 300 new AMs, now only CP holders, get on the air. The Commission did not take new AM stations into account when revising the newly issued FM channel assignment outline, which is still broadly based on assigning at least 50% more FM channels than there are AM stations in a given community. Commission staffers indicate it is their hope to continue this ratio as closely as possible.

**THE PHILADELPHIA STORY:** Two sudden dropouts leave 6 applicants asking for 4 available FM channels in Philadelphia hearing starting there Monday before FCC Examiner-Counsel team of Charles Hubert and Al Hall. City has 5 pre-war stations, 1 pre-war CP outstanding. Bowing out were Amalgamated Broadcasting System Inc. (Amalgamated Clothing Workers Union), though it has large membership there, and Percy B. Crawford, conductor of Young People's Church of the Air. Dropout by union, which holds conditional for Rochester, N.Y., and is applicant in New York and Chicago, is seen by some as attempt to strengthen New York case.

Novel sidelight of hearing will be testimony of Patrick Stanton, v.p. and manager, but not stockholder, of WDAS, and grantee of recent AM-CP in his own right. He'll serve as principal witness for WDAS, reveal his forthcoming resignation, turn around and serve as star witness supporting his own FM application. Another WDAS protege will offer competition to the parent station; Charles Stahl, former commercial manager of WDAS, is substantial stockholder in Crescent Broadcasting Corp. Philadelphia hearing is first of new fall calendar (Supplement No. 42).

**GRANTS CAN'T BE STOPPED:** FCC's current open-handed policy in granting CPs for new AM stations (more than 300 now outstanding) has many broadcasters disturbed -- but NAB tells them nothing can be done about it under Supreme Court ruling prohibiting Commission from considering economic injury to existing stations. Moreover, reasons NAB board, to give FCC that authority would acquiesce in its right to regulate business side of broadcasting, which industry violently resists. So unless Congress does something about curbing AM grants (altogether unlikely), it looks like real survival of fittest fight ahead on AM wavelengths, with FM complicating audience-division problem still further.

NAB policy was enunciated in letter Friday to perturbed owner of KGFL, lone little local in Roswell, N.M. (pop. 13,443), where 2 more stations are sought and may be granted if FCC continues policy of wholesale grants. Complainant intends to carry protest to NAB convention next month, his plea meanwhile evidencing deep concern of broadcasters in many cities where new stations are being added. Existing owners claim community can't support so many new outlets, hence they are neither in public interest nor a necessity.

**PULSE TIME 'GRAND CENTRAL':** Dubbed "Radio's Grand Central" by reporters who watched demonstration this week, Federal Telecommunications Labs (IT&T) utilized pulse time modulation (PTM) to send 8 different signals simultaneously from atop IT&T Bldg. in downtown Manhattan to its laboratories in Nutley, N.J. Applied to broadcasting, system's potential advantages are seen by engineers as: (1) that it affords huge saving in equipment, inasmuch as many emissions can be fed through single transmitting system; (2) that it makes possible utilization of one best transmitter site by numerous broadcasters (Vol. 2, No. 19).

Federal's station, granted CP this week, used about 3 mc band width on 930 mc to broadcast high fidelity FM programs, AM programs, telephoto and facsimile, news ticker, teletype, transcriptions and recordings -- all at same time. Engineers say question is still moot (and these experiments will help decide) whether PTM effects frequency economy, i.e., whether more stations can be crowded into smaller portion of spectrum.

**TELEVISION NOTES:** RCA's long-awaited line of TV receivers will be demonstrated before month is out to press and distributors. Four models are scheduled, with first production to go to metropolitan N.Y. area which with 3 telecasting outlets is expected to provide cue to future production and price public will pay....Fall-winter season of CBS uhf color TV demonstrations, halted for summer, are due to start any day now; included will be live pickups, whereas previous shows were confined to film....Chicago telecasters formed themselves into a committee Wednesday to cooperate with Electric Association in its drive to make Windy City tops in TV (Vol. 2, Nos. 29 and 34); WBKB's Bill Eddy was elected chairman of TV panel, which includes I. E. Showerman, NBC; James L. Stirton, ABC; Frank Schreiber, WGN; Carl J. Myers, WGN....U.S. Television Mfg. Co. has secured commercial rights to Dr. Frederick A. Kolster's single, broad-band antenna that covers the TV and FM channels. Dr. Kolster developed simply designed, inexpensive universal antenna for Navy during war....Long reluctant to telecast motion pictures, Television Productions (Paramount) will overcome its aversion to film on air by inaugurating 16mm movies over its Hollywood experimental outlet, W6XYZ, as soon as delivery of equipment is made in about month.

**SIGHT AND SOUND:** Complete AM-FM duplication will be the order next week when Washington Post's WINX-FM goes on air under STA granted Thursday. Station plans to operate 14¼ hours a day on both high (92.9 mc) and low (43.2 mc) bands, the former with 2 kw radiated power. No time will be sold until January, when some separate programming will be attempted....Rep. Lea says rather than stir up unnecessary controversy, he's not pressing for replacement of Chicago Federal District Attorney J. Albert Woll in forthcoming Petrillo-WAAF test case (Vol. 2, No. 34); he says he understands Dept. of Justice intends to relieve Woll's awkward position (being son of AFL v.p.) somewhat by appointing man to share prosecuting job....That facsimile can utilize microwave relays for long-distance transmission was successfully demonstrated recently by Raytheon when it sent maps, photographs and text over its New York-to-Waltham circuit; Hogan Fax equipment was used on a 4.8 kc band within a 15 kc channel on 4,000 mc....On air with interim operation is KRFM, Fresno, Cal., putting out 19 hours per day, with plans including extensive list of football games exclusively for FM station; sale of time starts Jan. 1....Stanley Kempner, ex-radio editor of "Retailing," has a book titled "Television Encyclopedia" due off the Fairchild Press in late fall; he's now connected with National Household Equipment Corp, 56 Court St., Brooklyn....Olympic Radio & Television Inc., formerly known as Hamilton Radio Corp., has acquired new plant at 3101 38th St., Long Island City, N.Y., enabling it to quadruple output of "Olympic" brand radios....Latest of Washington radio fraternity to seek station of own is Col. Herbert L. Wilson, consulting engineer, who has filed for 1 kw fulltime on 780 kc in Rutland, Vt., where he has a home....Earl H. Gammons, who succeeded Harry C. Butcher as director of CBS Washington office, and Howard Meighan, in charge of network's owned and managed stations, this week were upped to v.p. rank....Big turnout from every phase of radio industry expected for dinner at New York's Waldorf Sept. 30 honoring RCA President David Sarnoff on completion of 40 years of service to radio.

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September 14, 1946

**TELEVISION VIA STRATOVISION:** Westinghouse is getting ready to put "vision" into Stratovision, this week asked FCC for use of TV Channel No. 6 (82-88 mc), reports it is acquiring a surplus B-29 for projected tests. Company says it will take 6-8 months to prepare plane for low-band tests over New York area, expects to enlist collaboration of NBC and DuMont. B-29 with its roomy, pressurized cabin is considered ideal for purpose, easily capable of requisite 25,000 ft. or higher altitudes. "Very satisfied" with results of FM tests to date (Vol. 2, No. 21), company engineers have had to defer proposed uhf color TV tests from their "skyhook" due to unavailability of equipment.

Meanwhile, Westinghouse is going forward with plans for recently granted Boston TV (Vol. 2, No. 33), has acquired tract of land adjacent to Harvard stadium on Charles River where new AM-FM-TV studio building will be built, WBZ-FM and TV tower will be located. That is, unless by time building can begin, engineers have proved to company's and FCC's satisfaction that Stratovision, not ground stations, is practicable and most desirable for both FM and TV. Incidentally, though still hush-hush, strato-testers have also compiled data on AM transmissions said to have startling implications.

**FM GRANTS AND HEARINGS:** This was big week for FM grants (Supplement No. 41E herewith), with 21 more CPs authorized, 5 more conditionals, 6 modifications of previous CPs (some involving considerable height-power changes). Noteworthy, too, is fact that 20 new AMs were also granted, bringing total CPs for AMs outstanding to about 350. Conditional FM granted WDEL, Wilmington, Dela., was taken back, ordered set for hearing on question of service area overlap with WGAL, Lancaster, Pa., also holder of conditional and owned by same interests. Week's grants bring total to 265 CPs, 290 conditionals, 5 EAs outstanding.

On the hearing side, Philadelphia situation eased greatly when another applicant withdrew, Crescent Broadcasting Corp., in addition to 2 dropouts previously reported (Vol. 2, No. 36). Hearing ended there Thursday with 5 seeking 4 channels. Hearing on 6 applicants for 3 channels allotted Bridgeport (Conn.) area starts there Monday. WSTC, Stamford, originally down for hearing, decided on smaller game, dropped out, asked for Class A, got conditional almost immediately. For remaining applicants, see FM hearing calendar (Supplement No. 42).

**CBS COLOR TV RIDES AGAIN:** CBS isn't relaxing its campaign for uhf color TV one whit, merely because of summer publicity letup. Friday's highly impressive demonstrations to newsmen of its first uhf live-talent pickups in color dispel any such idea. In fact, the network now definitely promises it will present formal proposals for standards to FCC "before the end of the year." Its officials think the RTPB panel on television should do the recommending. But if it won't, they will. They will go to public hearing even if, as before, they stand virtually alone against a solid block of low-band monochrome proponents eager to get the admittedly good low-band TV going now rather than wait for the "promises" of the still-maturing ultra-highs.

Comment of reporters ranged from "just like good kodachrome" to enthusiastic exclamations of "terrific" after Friday's showings, echoing what Washington

engineers who saw private previews earlier in the week (and who think in terms of practical obstacles) said in perhaps more restrained tones. Demonstrations lasted 30 minutes. Single orthicon camera picked up not only stills of famous paintings but action pictures of boxers, a singer and a model demonstrating highly colored apparel, bright lipstick being applied, a crimson package of cigarettes (Pall Malls). Colors were described as "softer and more pleasing" than in film showings of last winter (Vol. 2, No. 5). "Lush views, in brilliant color, virtually unmarred by breakaway or fringing," was the way our correspondent described them. Sultry Songstress Jeri Sullivan lip-faked a recorded song (music can't be televised under Petrillo ban) and was a big hit, in a full-blown recumbent closeup. Even the fast action of prize-fighters was without blur.

Images had to piped via coaxial from laboratory on fifth floor to viewing room, due to "leak" in the line to transmitter, but viewers were assured off-the-air images would be just as good. So confident are network's TV developers that they now plan experimental color telecasts from Madison Square Garden, where Ford sponsors sports on CBS's low-band WCBW (Vol. 2, No. 34). A mobile image orthicon will be installed.

As for receivers, the 20 custom-built models made by GE on CBS order are in hands of executives; few of the new order just placed with Bendix are expected to be seen by the public. At Friday demonstrations, aluminum-backed screen provided such high intensity lighting as to render darkening of room unnecessary. CBS says when color TV sets go into mass production, they shouldn't cost over 10-15% more than low-band sets.

**TV GRANTS TO CBS AFFILIATES:** First CBS affiliate to get a low-band TV grant is Dallas Times-Herald's KRLD, which FCC Friday awarded Channel No. 4 (66-72 mc) with 46 kw visual power, aural power to be determined, antenna height 519 ft. Grant was 29th to date. It stands out particularly because (1) most of the AM-affiliated grantees of TV to date are NBC members, (2) KRLD Manager Clyde Rembert was one of 8 signers of CBS Affiliates Advisory Board's resolution last February supporting demand on FCC for commercialization of uhf color TV (Vol. 2, No. 9). Another signer was Manager E. E. Hill, of WTAG, Worcester, which also got a CP for low-band TV but turned it back to Commission.

Another CBS outlet, Cherry & Webb's WPRO, Providence, is first affiliate to carry through on plans to experiment with that network's uhf color TV system. This week it got CP for experimental TV, channels and power to be designated, on which its application stated it was prepared to spend \$185,000 (Vol. 2, No. 25).

\* \* \*

Publisher Paul Block's Toledo Blade withdrew its application for TV in Toledo this week, thus obviating need for hearing scheduled there Oct. 3 and virtually assuring city's single channel will go to only other applicant -- Fort Industry Co. (George Storer-WSPD). Latter interests own string of AM stations, plan legal limit of 6 FMs, say they will pursue low-band TV plans in Toledo and later perhaps in other cities. Comdr. Storer recently named an ex-Navy colleague, John Koepf, as TV manager in addition to duties as head of Fort Industry's Washington office; Lee Wailes, ex-Westinghouse, new Storer general manager, is headquartering in Detroit.

Block radio interests, represented by H. G. Price, stationed at AM-FM stations WWSW-WMOT, Pittsburgh (Post-Gazette), indicate no intention of withdrawing Toledo FM application, scheduled for Sept. 30 hearing. Withdrawal leaves exactly 43 low-band TV applications on file, including 8 in Los Angeles and 6 in New York awaiting hearing decisions. A recapitulation of these and the CP grantees to date will be published shortly.

**UNIONS NOT SO HELL-BENT?** UAW-CIO dropped application for Los Angeles FM outlet this week. Coming in wake of Amalgamated Clothing Workers Union's withdrawal from Philadelphia hearing concluded there Thursday, some eyebrows were raised, questions

provoked whether unions are getting cold feet about going into radio via FM. Telegraphic inquiry to UAW's radio director at Detroit headquarters, Allen Sayler, one-time FCC staffman and son-in-law of Senator Wheeler, brought response that executive board decided to quit Los Angeles race "to concentrate on Detroit, Cleveland, and Chicago FM applications at present. No other applications to be dropped." Flint application wasn't mentioned, though it's on file. Union already holds conditional for Detroit; it withdrew from recent New York race with statement it would seek Class A station in Newark. As for Amalgamated, it holds conditional for Rochester, N.Y., was party to New York and Chicago hearings pending decision, which is full extent of its FM quests now. Other big union applicants, International Ladies Garment Workers Union, shows no sign of letup in seeking all 6 permissible FMs; it holds CP for Chattanooga, conditional for St. Louis, was party to Boston, New York and Philadelphia hearings and definitely will participate in Los Angeles hearing.

**QUIRKS IN NEW FM RECEIVERS:** Besides danger of poor showing FM faces when STAs put out inadequate signals (Vol. 2, No. 34), there now arises another plaguing problem: imperfect receivers. It's much the same story as in early days of broadcasting -- hastily produced sets, improperly engineered, sometimes jerry-built with inferior parts (also true of some of today's cheaper AM models). Fortunately, their number is few, yet a correspondent writes us from Fresno, Cal.: "All the FM receivers we have been able to experiment with, of the type being offered for sale by retailers, have some sort of difficulty or imperfection about them. They are either microphonic, they drift, or they have insufficient band width to accept FM modulation at 100% without extreme distortion."

A check among people who know indicates these findings are not general; post-war sets haven't really been in use long enough to bear generalizations. Certain, however, is fact that some do have quirks in them. To credit of manufacturers eager to preserve integrity of their trade names and precious relationship with dealers and public, be it said they act quickly to remedy faults. Pilot Radio Corp., for example, called back to factory all its many-band table models because of faulty FM design. Philco has an improved model out after one false start. Others are clearing up difficulties as they develop, welcoming criticisms. There's also simple fact that few repairmen as yet have sufficient experience or education in FM to do adequate job.

Here's something else, but don't lie awake worrying about it: Engineers at Bureau of Standards Central Radio Propagation Laboratory, picking up weak FM signals at extreme limits of reception, have been troubled with "cosmic noise" coming from, of all places, the Milky Way. Honest, that's what the man says.

**BIG BOYS NEARLY ALL PRO-FM:** Clear Channel Broadcasting Service, comprising sixteen 50 kw AM stations intent on maintaining integrity of high power on clear channels for rural-remote coverage, avows in press release issued by Director Vic Sholis this week that its members are engaged in no "sinister conspiracy to hold back FM." On contrary, 9 of its members are now operating FMs, 2 are preparing for interim operation, 4 await CPs, one (WLS, Chicago) withdrew FM application (Vol. 2, No. 22) only to enable it to make further engineering studies looking to rural FM outlet.

Fact is that all but handful of 50 kw AMers, though they would seemingly need FM least of all, are applicants for FM, if not already operators or grantees. Laggards are chiefly locals and regionals. Only 50 kw AMs we count who are not even applying for FM are: KVOO, Tulsa (which, however, is underwriting Tulsa U's FM outlet); WLAC, Nashville; KWKH, Shreveport, La.; KWBU, Corpus Christi, Tex.; KOB, Albuquerque, N.M. -- all communities with plenty of available channels (Supplement No. 43), so they still have time to apply. And another facet in 50 kw attitude toward FM is pointed up by one of Sholis' pioneer FM members, Dr. Leon Levy (WCAU-FM, Philadelphia), who thinks one good reason why there should be an FM trade association independent of NAB is to refute accusations that AM operators are deliberately trying to stifle development of FM; he thinks FMBT has lost its identity in NAB, therefore should be revived.

**EXPERIMENTAL-AUXILIARY RULES:** New Part 4 of FCC Rules and Regulations Governing Experimental and Auxiliary Broadcast Services, issued this week, amounts to little more than a tightened up residue of old Part 4. As constituted now, Part 4 codifies all rules pertaining to experimental TV, facsimile, developmental, remote pickup, ST. Formerly in Part 4, but now in Part 3 as independent, regular services are commercial FM and TV rules (published by us as Supplements No. 7 and 17, with amendments), non-commercial educational FM, international broadcasting. New Part 4 will be printed eventually by Government Printing Office; until then, you can ask FCC for mimeograph copy (Public Notice 97639), or we will get it for you.

**MAJ. ARMSTRONG EXPLAINS:** "Only exploratory" were discussions among group meeting in Maj. Armstrong's N.Y. apartment Tuesday, who focused their attention primarily on how to promote FM rather than on FMBI problem (Vol. 2, No. 36). Consensus was FM's future depends on how fast stations get on air (with full powers) and how soon sets reach market (manufacturers reports optimistic). Said Maj. Armstrong, correcting possible misapprehensions arising out of our story last week: "No invitation was issued by me for any meeting for any purpose. Mr. Leonard Asch (WCBA) gathered together a group of FM pioneers who met at my home for the purpose of discussing some of FM's problems. The principal topic of discussion was how to meet the new series of attacks that are being directed at FM, now that it is emerging from the near chaos caused by the shift in frequencies."

**RECORDING NOTES:** Loew's Inc., parent company of Metro-Goldwyn-Mayer, operating WHN and WMGM (FM), New York, and holder of CP for KMGH, Hollywood, announced entry into phonograph record field this week, using label "M-G-M Records," producing at former GE plant at Bloomfield, N.J. purchased from government for \$1,000,000, using Zenith distributors; Frank Walker is general manager, C. Gordon Jones, chief recording engineer....Technology Instrument Corp., Waltham, Mass., reports a new noise suppressor that operates automatically on variable noise-to-signal basis (i.e., cuts off at low level when signal is low, high level when signal is high); FMers have been unhappy broadcasting high quality recordings strained through existing low-pass filters which cut out background noises (needle scratching, etc.) by reducing the frequency range of the signal....Referring to our story on German magnetic recorder using plastic tape (Vol. 2, No. 31), S. J. Begun, Brush Development Co., Cleveland, tells us paper tape developed by his company is probably less expensive, as good, some ways better, than plastic. He also reports home recorders, using tape handling frequency range of 100-5000 cps, available "very soon."

**SIGHT AND SOUND:** Same unnamed manufacturer who agreed to produce 20,000 table model AM-FM sets for International Ladies Garment Workers Union (Vol. 2, No. 30) is reported to have made commitment to Col. Harry Wilder (WSYR-FM, Syracuse, N.Y.) to deliver 7,500 sets to local dealers as result of his advertised plea. Deal won't cost Wilder cent; meanwhile he's plugging FM hard via AM....Philco denies it's even considering selling its pioneer TV outlet WPTZ, Philadelphia, to CBS, ABC or anyone else, as rumored; nor is big set maker contemplating production of uhf color TV receivers at instance of CBS, which Philco executive says would be "foolish" unless and until FCC commercializes uhf, which in turn must await standards....Rivalled only by \$5,000,000 Los Angeles Times TV-FM building project (Vol. 2, No. 13), Chicago Tribune's new structure will cost even more, current blueprints including multi-channel tower, vast studios and outdoor TV "theatre" or plaza to accommodate 40,000 persons....N.Y. World-Telegram used Raytheon mobile two-way FM equipment Thursday to link reporter with rewrite desk with flashy results, especially when slot man directed reporter to scene of fire and got story direct; stunt got page 1 play with pictures, will be repeated Thursday with Boston Herald-Traveler....Farnsworth gives October as date for appearance of its \$250-\$300 table model TV set with 6 1/4 x 8 3/4 screen, 22 tubes; TV-only console is next....New Orleans Times-Picayune, holder of FM conditional, Friday was granted CP for new 1 kw daytime station on 940 kc....Westinghouse's KEX, Portland, Ore., only one of company's 6 AM stations without an FM adjunct, Friday was given power boost to 50 kw on 1190 kc....GE has just shipped its 50th FM transmitter, all 250 watters, has orders on hand for more than twice that many additional.

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# Television Digest

## and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2929 • VOL. 2, NO. 38

September 21, 1946

### Printers Strike

A work stoppage of Washington printers is imminent, effective next week. Even during current negotiations with employers, union has ordered members to cut overtime work to minimum, do no work at all Saturdays. Since Saturday is our press day, we are accordingly forced to take this job to an outlying shop—despite most cordial relations with our printers and our desire to take no sides in current controversy. Our new printer is unable to secure typewriter-type matrix for his linotype, hence this publication in conventional type. We'd be interested to know your reaction to this temporary change of format.

**NBC ALSO CHANGING CALLS:** NBC, too, is changing call letters of its New York broadcasting outlets Nov. 1, under FCC approval granted Friday.

**WEAF and WEAF-FM become WNBC and WNBC-FM**—the changeover rendered simple by fact no one else had WNBC call. Network hasn't asked for it yet, but there's talk of changing TV station WNBT to WNBC-TV.

A few weeks ago (Vol. 2, No. 35) FCC also authorized CBS's WABC to change to WCBS, WABC-FM to WCBS-FM, WCBW to WCBS-TV. But CBS had to give quid pro quo to WCBS, Springfield, Ill., to get the call, latter changing to WCVS.

**TWO MORE TV GRANTS:** Top-flight newspaper publisher Mark Ethridge, of the *Louisville Courier-Journal* (operating 50 kw WHAS), was deeply impressed by CBS's color TV demonstration during publishers' convention in New York last spring. But he wasn't sufficiently convinced of its imminent practicality, apparently, to do what so many others were then doing—withdraw his application for low-band monochrome. On Thursday, WHAS became the second big CBS-affiliated outlet (first was KRLD, Dallas, Vol. 2, No. 37) to be granted a CP for commercial TV. It was granted Channel No. 9 (186-192 mc), with 9.6 visual and 7.2 aural power, antenna 529 ft. Same day Iowa State College of Agriculture and Mechanic Arts at Ames,

which long has operated daytime AM station WOI, also got CP for TV—Channel No. 4 (66-72 mc), 13 kw visual and 10.4 kw aural power, antenna 506 ft. Like its AM, it will operate on non-commercial basis. Thursday grants brought CPs outstanding to 31, left only 41 applications pending.

**KNOCK-DOWN AND DRAG-OUT:** During some 20 years of Federal regulation of the radio wavelengths, a few broadcasters have been forced off the air for technical violations of one sort or another—but none has ever lost his license on account of over-commercialism or low-quality programs. Thus this week's application for the 50 kw facilities of Hearst's WBAL in Baltimore, cited in FCC's Blue Book of last March as a "horrible example" of over-commercialized operation and ordered to hearing on its license renewal, takes on the aspect of a cause celebre.

In effect, the pre-war "Washington Merry Go Round" partners, Drew Pearson and Robert S. Allen, intervene in the license renewal proceeding (scheduled for hearing Oct. 1, but due for postponement) and tell the FCC: "We can, and promise we will, do a better job of programming WBAL in the public interest, convenience and necessity; therefore, we should be given its facilities."

Now that the FCC requires "promises of program performance" from each applicant and licensee (legality of which is bitterly disputed by industry spokesmen, though no one has yet essayed to test its power), **Pearson-Allen application offers test** (1) whether Commission can fix program yardsticks, general or specific, commercial or sustaining, without violating free speech, (2) whether 3-year licenses are to be automatically renewed, as has been case up to now, or are subject to review and forfeiture if program promises are not kept. Property rights issue won't cut much ice, based on statute and courts' attitude up to now.

That it will be a knock-down and drag-out fight, possibly going to U.S. Supreme Court (none of whose "Nine Old Men" remains on bench) if

Pearson-Allen win first round before present liberal-minded Commission, is foregone certainty. Hearst will battle to bitter end to protect property worth millions, on basis of its reputed \$750,000-a-year earnings.

A colorful Washington newsman about to be discharged from the Army, the much-decorated, 46-year-old Col. Allen is a combat veteran of both wars, lost an arm in battle last year while serving as General Patton's G-2, has been convalescing at Walter Reed Hospital until lately. He eagerly wants the station, plans to run it himself, has radical new program and public service ideas. Each reporting himself worth "in excess of \$100,000," Allen is president and he and Pearson are equal stockholders in the newly formed applicant Public Service Broadcasting Corp., capitalized at \$500,000. They may bring in other local stockholders later, to offset inevitable charges (and countercharges) of absenteeism. Pearson owns a farm near Baltimore, votes in Maryland; Allen would reside in Baltimore, though plans include additional studio in Washington.

Politically, the case is loaded with dynamite, with Marylanders certain to form into pro and con camps. Pearson has conducted a running feud for years with Maryland's powerful Senator Tydings. Personality recriminations seem inevitable, and hearing is certain to probe Hearst's financial setup and review Pearson's record of controversies and libel cases. Interesting sidelight is whether the 4 Hearst newspapers carrying Pearson's "Merry Go Round" column will now drop it. Col. Allen, incidentally, is not returning to the column, his immediate plan being to resume his old post as chief of the Washington bureau of the *Philadelphia Record*. That newspaper is due shortly to take over WCAU and WCAU-FM in deal awaiting FCC approval (Vol. 2, No. 19), plans to use Allen as a commentator.

**280 CPs, 259 CONDITIONALS:** "Status of FM Applications" report released by FCC Thursday would be very fine if it didn't look like a cryptogram and wasn't just as hard to decipher. What report does is break down FM conditionals and pending applications into categories showing what is necessary before they can be converted into CPs. But applications are listed by file numbers only. Thus, when you receive your copy (FCC is sending them to all applicants), you may be able to find your number and know where you stand—but that's about all, unless you know somebody else's numbers.

According to report, 65 stations are on air (16 under STAs, 49 licensed), 864 are in various stages leading up to actual radiation. Of the 864, CP-holders number 270, conditionals 261. Involved in hearings are 137 applicants, and 196 await other

FCC action. Our figures, including this week's 10 CP grants, give 280 CPs, 259 conditionals (Supplement No. 44 herewith).

Included in report is FCC's first public indication that it is granting on a two-to-a-customer basis now, rather than previous one-to-a-customer. The 31 applications listed from those who already have two, the report says, will vegetate until Commission has worked over those from people who have either one grant or none.

Incidentally, seekers of Class A (Community) stations would do well before applying, to make certain such a channel is available for their city. FCC this week notified Brooklyn Broadcasting Service, Inc., which applied in June (Supplement 14L) that there is no Class A available for Brooklyn, though first Area I allocations of last October (amended in December) said Class A was available there.

Engineering on New York applicants should be cleared up by coming Tuesday in Washington hearing. Then the question of *New York News* editorial policy remains to be heard before books can be closed, decision rendered. Of hearings finished, Bridgeport wound up early this week with 5 applicants for 3 channels when *Danbury News-Times* dropped.

**TV SETS—AT A PRICE:** A full-page ad in Thursday's *New York Times*, offering TV sets "ready for delivery" with "actual screen size 21 x 16 inches, as big as this page," followed up another highly successful prizefight telecast (Louis-Mauriello bout) the night before.

But—far from promising mass TV set availabilities in New York, let alone in the few other cities already enjoying television program service, the ad's payoff came in the smaller type at the bottom of the page:

"Prompt delivery limited number 'Tele-Symphonic' built-in custom installations \$2750 (approx). In magnificent imported mahogany cabinets \$1995. 'Telesonic' 10" Direct View Television, AM-FM, record changer \$745. Popular priced sets, starting with compact 7" table model approximately \$195, *late fall delivery*" (*Italics ours*).

There you have the TV set situation today—a few highly expensive receivers available now, those within reach of the average man's pocket-book still merely promised. The company advertising was United States Television Mfg. Corp., whose "UST" trade-mark is as yet relatively obscure. Ad appeared, curiously enough, day after big TV-promoting RCA demonstrated two table model TV sets to its dealers in New York (prices unstated) and promised deliveries "in limited quantities" early in November. Two console models, one with large-screen, were also shown, but no deliveries promised. RCA refused entry to

newsmen, its publicity director telling them: "Frankly, the reason is simply that, with production and availability still not a reality, the best interests of television would not be served by a splurge in the press at the present time."

**Reason behind failure** to offer sets in quantity as yet lies in production problems, including unavailability of requisite wood. Nevertheless, set makers are hoping for best, expect they'll catch up with demand as aroused by expanding activities of telecast stations. Nine manufacturers have engaged to show their prospective models at Television Broadcasters Assn. convention in New York's Waldorf-Astoria Oct. 10-11: Crosley, DuMont, Farnsworth, GE, Philco, Raytheon-Belmont, RCA, Sonora, Telicon. There are others known to be getting ready, too.

**PLENTY OF SPONSORS:** Plenty of sponsors available for TV's handful of existing stations (Supplement No. 18), judging from current time purchases and increasing interest being manifested by big advertisers and agencies. **Ford Motor Co.**, in addition to signing Madison Square Garden sports and Columbia U football on WCBW-CBS (Vol. 2, No. 34), this week also bought Northwestern U football games on WBKB, Chicago, after having assumed sponsorship of N. Y. Yankees pro grid games on WABD-DuMont. Alexander Stores last week began sponsoring ABC-produced charades program, "Play the Game," on WABD. Reid's Ice Cream Sunday started thrice weekly one-minute weather forecasts on WCBW. In Chicago, **Commonwealth Edison** last week became first sponsor on WBKB since station issued Sept. 1 rate card (Vol. 2, No. 35), continuing "Telequizzes" it formerly produced on cost-sharing basis. And Philco's recently commercialized WPTZ, Philadelphia, last week started **Sears Roebuck's** "Sears Visiquiz," first use of TV by mail order house.

**ENLISTING THE SET MAKERS:** *"Our FM grant makes it extremely imperative FM receivers be channeled to this market. Appreciate receiving names and addresses of all FM receiver manufacturers, including distributors and sales representatives in our area . . ."*

So runs a telegram we received the other day, one of a series of queries we've had along the same line. We immediately contacted Radio Manufacturers Assn., and for the sake of others who may be in the same boat, here's the nub of the advice we passed on:

**Consult the latest RMA Trade Directory** (we'll get it for you, if you wish), on page 84 of which you will find a list of members of RMA Set Division who represent perhaps 90% of U.S. set manufacture. RMA says all of them, if not already making FM sets, should be doing so as soon as conditions permit. Determine from that list,

after checking with your local dealers, the manufacturers having distribution in your area, and contact their sales managers as listed in the alphabetical portion of the RMA Trade Directory (pages 20-76). You will have to ask respective sales managers to advise you names and addresses of their distributors and sales representatives in your territory.

**Certain manufacturers are known to be more eager than others to invade FM field**, and your local dealers should know who they are. Work hardest on them, for you may stand better chance of interesting them in your local problem than most of smaller companies. On the other hand, it is possible some smaller companies may have particularly good distribution channels already set up in your area, and may leap at chance to work with you in your campaign to get listeners for your FM outlet. Certainly, any manufacturer with the productive capacity would be stupid not to take advantage of the new market you are opening up.

**One more suggestion:** O. R. Wright, of pioneer FM station KOZY, has just finished doing just what we suggest in foregoing paragraphs. He will be glad to tell you what he found out, at least so far as his area is concerned. Write him at Station KOZY, Porter Bldg., Kansas City, Mo.

**MOST SETS STILL LACK FM:** There's an interesting sidelight to current **pokey pace of FM set production**, which according to latest RMA figures took dive down from 19,642 in July to 13,892 in August. According to sources that ought to know, some manufacturers are purposely underplaying FM in their promotion and advertising right now because they're afraid they will be swamped with calls for FM sets from dealers and distributors—and they simply don't have them yet, Main reason for lack of FM sets, as reported by RMA's President R. C. Cosgrove, Crosley general manager for manufacturing, is shortage of wood for consoles, most of which will include FM. But he says **consoles should be plentiful during spring 1947**; in fact, he said, some set makers are already cutting down small set production preparatory to switch-over.

Sharing platform at Washington's Electric Institute Wednesday with Everett Dillard, consulting engineer and FM booster, Cosgrove did not quite share Dillard's enthusiasm for FM. Dillard told dealers FM means "folding money" for them (higher priced sets, greater profit margin), warned against incurring customer ill-will when selling expensive consoles without FM. On his part, Cosgrove damned FM with faint praise, wasn't so sure about its "wonderful" characteristics, foresaw tough selling job for dealers in obstacles (such as need for receiver antennas). He took exception to what he termed misrepresentative FM station ad-

vertising (Don't Buy a New Radio Without FM), told dealers they would be stuck with 12 million sets (mostly AM) produced this year. He decried today's "profitless prosperity," warned dealers to watch inventories.

RMA is now engaged in drive to free radio industry from OPA price controls on ground that current production is well ahead of pre-war. August figures bear this out, setting new record of 1,442,757 sets—about 400,000 ahead of July. Consoles rose to 101,744 units compared to 71,500 in July. Only 3 TV sets were reported, though figure is regarded misleading since production lines are known to be under way for fall output to meet demands in cities where TV service is available.

**TELEVISION NOTES:** The Louis-Mauriello prizefight may have been fiasco from the sporting viewpoint—but not so the telecast. It went off just as well as momentous Louis-Conn affair, indeed was better handled with 2 Image Orthicons than with the 5 cameras used on Louis-Conn. Gillette again sponsored, with vastly improved commercials, both visual and aural . . . Washington big-wigs watched fight in NBC studios as received via coaxial, again asked "When can we buy sets?" NBC's Washington TV manager Carleton Smith announced station in Wardman Park Hotel (to be called WNBW) will be on air about Jan. 1, meanwhile extended invitations to WRC studios for regular viewings of New York shows, piped to capital on coaxial, the first "invitation affair" being Friday's New York-Green Bay pro football game . . . John Donnelly & Sons, New England outdoor advertising firm with headquarters at 3134 Washington St., Boston, is reported planning so-called "dynamic billboards" carrying images received via TV, presumably blown up to sizes not yet accomplished very successfully in TV; got idea from success of drive-in open air movies in Boston area, is talking about a series of such "panels" along Worcester Turnpike . . . Television Productions Inc. (Paramount) dropped its old New York-Los Angeles TV relay plans when it withdrew applications for 16 relay stations in 8 cities . . . DuMont is all set to put new transmitters and antenna up for WABD, New York, has asked FCC for okay to install 5 kw visual and 2.5 kw aural transmitters with antenna 640 ft. above average terrain . . . Bamberger (WOR) has asked FCC for extension of commencement and completion dates for construction of projected Washington TV station (WWBK). Reason is lack of building materials . . . A mortgage loan for \$350,000 has been obtained by Television Center Inc. from Berkshire Life Insurance Co. on two buildings in New York's Bronx (old Biograph studios), which now house Pathe research and production but are expected to be turned into TV facilities (Vol. 2, No. 34).

**SIGHT AND SOUND:** It's our guess—but a guess only, for he refuses to confirm the rash of speculative stories—that OPA Administrator Paul Porter is putting bee on Democratic Chairman Hannegan (Porter also saw President Truman Friday) to take him off the OPA hot spot, return him to the FCC chairmanship. Meanwhile, the vacancy remains, with Denny still "acting chairman" while Porter, ever popular with newspaper reporters, is being "mentioned" as possible successor to Henry Wallace as Secretary of Commerce . . . RMA and NAB officials met in New York Thursday, picked week of Nov. 24-30 for National Radio Week. Advertising committee of both organizations, plus representatives of furniture, music and department store field, meet soon to draw up promotion campaign . . . Both N. Y. Times' WQXQ and Bamberger's WBAM will be on air with regular facsimile programming shortly after first of year, Radio Inventions Inc.'s John V. L. Hogan told members of New York Advertising Club Wednesday. His fax demonstration intrigued ad men with advertising potentials . . . Full 60-day period having elapsed, with advertising for bids bringing no rival offers, \$6,000,000 deal for transfer of WCAU and WCAU-FM to Philadelphia Record interests (Vol. 2, No. 19) is due to get FCC nod any day now; newspaper has big plans for mutual promotion the instant shift is approved . . . OPA this week approved adjustable pricing formula for shipment of radio receiver tubes to equipment manufacturers; tube makers will be permitted to deliver tubes but can bill buyers after OPA comes out with new price increases. Buyers, however, are assured that costs will not be more than 12% above present levels, even should pricing agency grant higher price . . . Philip M. Baker, Washington radio attorney associated with Andrew G. Haley, on Oct. 1 opens his own offices at 1101 Earle Bldg. . . . L. L. Thompson has resigned as engineering chief, operations manager of Ira Hirschmann's FM independent, WABF, New York . . . FCC announced Friday proposed rules governing medical diathermy and industrial hearing equipment, essence of which is to control frequency emanations which cause dismaying amount of interference to broadcast reception (both FM and AM, as well as TV). Oral argument is scheduled for Nov. 6, with briefs for or against proposals accepted by FCC up to Oct. 25 . . . Manufacturer of those telescopic Geiger-Muller counters, used by cosmic ray physicists in warhead of German V-2 rocket, boosted July 30 to 100-mile altitude, was Wilmotte Mfg. Co. (Raymond M. Wilmotte, who with associate Paul deMars is consulting radio engineer in Washington). Announcement of upper atmosphere findings was made Thursday before American Physical Society in New York.

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## and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 39

September 28, 1946

**STATUS OF TV TO DATE:** Supplement No. 18A herewith should bring you up to date on the status of commercial TV grants and licenses. It is issued as an interim addenda to our TV Directory (Supplement No. 18) which will be reprinted in revised and complete form as soon as feasible. Those keeping careful records of facility grants should note that there have been a few minor changes (never previously made public by FCC) in power and antenna specifications from those announced by FCC at time of grants. Supplement No. 18A, listing the present licensees, the 31 CP holders, the 41 applications still pending, is as accurate as careful checks against FCC records can make it.

**10,000 TV SETS COMING:** The barring of newsmen from RCA's first dealer presentation of its new line of TV receivers last week (Vol. 2, No. 38) had exactly the effect you might expect—it whetted their curiosity. This is what New York reporters found out from "unofficial" sources:

Some 10,000 table model sets, more than all pre-war production, will be channeled into the New York market before Jan. 1, a few being delivered to dealers within the next few weeks. Presumably, there will be some sets for the Philadelphia, Schenectady, Chicago, Washington and Los Angeles markets, too, inasmuch as they also enjoy TV reception.

These table models are for TV sight and sound only, do not include other bands. Lowest priced, with 7-inch tube, is \$225; one with 10-inch tube will cost \$350. New York dealers placed orders for all they could get, indicated they had a ready market.

Dealers were also shown two console models, but were told these would not be ready for delivery until next year. Approximate retail prices are to be \$750 for set with 10-inch tube plus AM-FM-phonograph, \$1,200 for projection type that frames an image about size of a full newspaper page.

Dealers were briefed on proper ways to demonstrate and sell, will attend classes on tricks of new TV trade conducted by RCA distributor.

**CBS OFFERS UHF STANDARDS:** CBS puts the issue of color TV smack up to the FCC, in filing its long-promised petition containing proposed standards for commercial operation on the ultra-high frequencies. Printed petition, 22 pages long, was filed Friday with letter by President Frank Stanton which says CBS tests indicate "that the basic technical stages of uhf color television have been completed, and that further significant advance in uhf color television can be made only under conditions of commercial broadcasting with regularly scheduled programs."

More than that, though the public hasn't yet seen what CBS has demonstrated to some 2,700 deeply impressed officials, newsmen, broadcasters, etc. (Vol. 2, Nos. 5, 27), Stanton makes the flat statement: "Color television is now within reach of the public. We do not feel that Columbia can bring it substantially closer to the public without appropriate Commission action." Asserting that CBS has "brought the art of color television to its present advanced state at major expense and almost single-handed," Stanton in effect challenges the Commission to change its mind in favor of uhf color now or reaffirm its present policy approving and authorizing low-band monochrome.

Specifically, the petition asks for, commercialization of the 480-920 mc band, and for 16 mc band widths to carry 525-line images at 48 frames per second. It recommends, for the present at least, separate carrier and/or the duplex system of sound. New standards proposed are essentially modifications of Sections 1, 2 and 9 of existing standards (Supplement No. 23).

Now the FCC must call new TV hearings, which it has said it would do, once specific standards are proposed. It must listen to exhaustive technical and economic arguments, and it will probably want to conduct its own tests to determine the validity of the CBS standards. All this will take many months, in the meantime beclouding the whole TV situation again just as the low-band monochrome enthusiasts are getting going or

making big plans (see stories in this and other recent issues).

Whether others will formally join CBS, is conjectural. Major industry entities like Westinghouse and Zenith have avowed belief in CBS's work, but RCA, DuMont, GE and Philco spokesmen have said color is too impractical, uneconomic and unproved as yet to warrant stoppage of low-band activity. Many withdrawals of low-band applicants in recent months were plainly predicated on the masterful job CBS has done, by way of its demonstrations and publicity, in persuading applicants to wait for color.

That the go-ahead-now advocates will oppose the CBS case, goes without saying. Right now they are by far in the preponderant majority. Their chief argument against "waiting for color" is very much like the argument about cars: If you could, would you buy a good new car now, knowing it will wear out or become obsolete, or would you rather wait for the improved, plastic-body, super-doooper models promised for the future—in the meantime go without?

**DISSENTERS WORRY ABOUT FM:** Their lively solicitude for FM is one of reasons FCC's dissenting minority, Durr and Walker, opposed ABC's purchase of WXYZ, Detroit, approved by Commission majority July 18 (Vol. 2, No. 29). They felt \$2,800,000 price is excessive, but, what's more, they're worried about effect of such deals on development of FM. Here's how they reason in their formal dissent made public this week:

"From a technical standpoint, standard broadcasting should reasonably be regarded as an obsolete type of service where at least equal coverage can be obtained through FM." Therefore, they reason, since ABC's President Mark Woods admitted WXYZ would become less valuable with every listener who switches to FM (even though AM-FM duplication is planned), so vast an investment in AM would naturally impel reluctance to encourage FM. Deals like this, which Durr-Walker would stop until Congress defines FCC powers to approve or halt them, mean "the listener will not be encouraged to buy receiving sets with FM bands because it will enable him to hear few, if any, programs not available through his AM receiver." (Ghost of Durr's old non-duplication tenet.) Dissenters also see as FM-retarding, ABC's hesitation to step on toes of any of its affiliates not applying for FM (though network says it has achieved substantial results in urging affiliates to apply).

But FCC majority (Denny, Jett, Wakefield, Hyde) are not so apprehensive. They say: "We can see no basis for concluding that this [sale] will retard the development of FM when ABC, having inferior coverage to NBC and CBS, stands to gain much in terms of equality of facilities by a rapid

transition to FM." Majority also took occasion in opinion to make specific point of FCC's continued unanimity on future of FM: "We agree with everything [the dissenters] say about the vital role that FM is destined to play in the future (and we refer to the immediate future) of radio broadcasting."

**'HOPE' FOR FM DECISIONS:** Swamped FCC hearing section is sweating to smooth way for decisions on FM hearings already held, but best it can give is "hope" for some action next month. Lack of secretarial help is a major delaying factor.

Of hearings ahead (Supplement No. 42), Toledo is postponed indefinitely with dropout of *Toledo Blade* leaving 2 applying for 2 channels. Indications are also that Baltimore and Buffalo hearings, both slated for Oct. 21, will be postponed because of conflict with Oct. 21-24 NAB convention—as was Los Angeles, now set for Nov. 18. As for New York affair, in which 17 applicants jostle each other for 5 channels, engineering was completed this week so that next Monday's testimony regarding *News'* editorial policy should bring finale to fracas which started July 8.

Chicago Federation of Labor (WCFL), regretting faux pas during June FM hearings there, has asked records be reopened so it can rectify impulsive testimony of secretary Maurice Lynch. Seems that Lynch, when asked if station would give time to, say, CIO, for discussion of controversial issues, said equivalent of "Not on your life!"

**FACTS ABOUT KSTP DEAL:** There's much more than meets the eye in the report that Crosley, operator of the 50 kw WLW, Cincinnati, and recent purchaser of WINS, New York, was "attempting" to purchase KSTP, St. Paul. As matter of fact, the 50 kw KSTP (also holder of a CP for TV and operator of an FM) was sold last Tuesday—but to Stanley Hubbard, its founder-manager. Owner of 25% stock, Hubbard bought remaining 75% from Shields-Brown estates for \$825,000. National Battery Co.'s late Lytton Shields backed Hubbard in organizing the station some 20 years ago, gave him first call on any stock sale.

But deal doesn't end with sale to Hubbard. He borrowed the \$825,000 on 13-month note (secured by physical plant worth about \$500,000 plus \$350,000 in cash assets) from Victor Emmanuel's Aviation Corporation, now parent company of Crosley Broadcasting Corp. Avco received option to purchase the 75% stock from Hubbard for \$1,300,000—but not for six months, giving Hubbard break on long-term capital gains tax on \$475,000 profit he realizes. If Avco doesn't exercise option, or if FCC balks at transfer to it (as several members did in Avco-WLW case), Hubbard continues to own station outright, has plenty of time to negotiate new

loan. If Avco gets station, Hubbard still has his 25%, gets management contract, then comes under Avco's broadcasting chief, James Shouse.

Avco and/or Hubbard would go forward with TV-FM plans, which trustees of controlling estates were loath to do because of big capital outlay, said to be one of reasons for willingness to sell out. Deal ends bidding for station, in which Ridder and Cowles newspaper interests, Marshall Field and Westinghouse are said to have participated.

**THE CUSTOMER-BE-SERVED:** As solution to palpable need for dependable home radio servicing, which will be greatly increased with mass distribution of new FM and TV sets, *New York Times'* T.S. Kennedy recently proposed more organizations like rapidly-growing Philadelphia Service Men's Assn., non-profit membership group promoting trade ethics and work standards. Possible evolution to American Automobile Assn. type of membership service for radio, has long been foreseen. Alleviated only slightly as yet by return of radio-trained vets, customer-be-damned attitude still prevails among many radio service shops, not to mention oft-justified suspicion that they do plenty of gypping.

The problem of television-set servicemen is expected to be solved in New York, where Board of Education is now expanding its year-old video vocational courses to include repairs, construction, installation of TV receivers. Video courses include FM, are part of long-established radio curriculum now offered either to war veterans or industry apprentices.

Chicago, growing TV-conscious and TV-conscientious, has 3 groups bestirring themselves about installation and servicing problems. Television Associates, sparked by TV station WBKB, estimates \$60 as average installation charge, figures 2-man team can put in two a day. Commonwealth Edison says 4 per day per team. R. L. Cam, service department chief of R. Cooper Jr. Inc., GE distributor, puts number at one a day at cost of about \$50. All are concerned over blank TV pages in most radio repairmen's education.

And in Philadelphia, WPEN's 12-week TV course, in association with the Appliance Dealers Association of Greater Philadelphia, begins Sept. 30. Dealers, servicemen and salesman will undergo course of sprouts in theory and techniques of video, with second half of program devoted to demonstrations by various manufacturers.

Commercially, TV manufacturers contemplate service organizations to work with dealers on receiver installations and servicing. Latest to announce setups are RCA, DuMont, Viewtone and U. S. Television.

**TV RELAY TANGLE:** So tangled has problem of TV relay and STL allocations become, what with varied objections raised against proposed assignments (Vol. 2, Nos. 29, 32, 33), that principals concerned (telecasters, AT&T, manufacturers) believe an informal conference is best way of settling matter. So, next week you can look for FCC to approve round table meeting as a means of resolving conflicts, thus saving expense and time of oral arguments.

Meanwhile, FCC this week granted New York Telephone Co. authority for 90 days to act as common carrier for remote TV pickups in New York City. Grant, first of its nature, covers 3 stations on 4220 and 4380 mc, employing just 1 watt with highly directional antenna. Company says tests between Hollywood and Mt. Wilson, with similar equipment, have been very successful. Since experimental TV rules (under which remote pickup falls) say only TV licensees can do pickup by radio, this is obviously an exception. Company can start service (for sports, etc.) when it files rates with FCC.

**WBAL LEGAL BATTLE LINES:** Few if any observers of the radio scene, notably among the Washington legal fraternity, were inclined either to laugh off or to discount the vital implications of the Pearson-Allen application for Hearst's 50 kw WBAL facilities in Baltimore (Vol. 2, No. 38).

We asked the opinion of a dozen or more lawyers. Only one said he thought it a "publicity stunt" for Drew Pearson's column, which has assiduously refrained from mentioning the application. Several gave Pearson-Allen 30-70 or 40-60 chance before Commission, and an even chance in courts if they win Commission round.

Consensus seemed to be here was chance for FCC to test its powers, show whether it means business in its citations of stations on basis of "unbalanced programming." Guessing was that oft-dissenting "liberal" Commissioners Durr and Walker would welcome chance to crack down not only on WBAL (which has reportedly done valiant job of cleaning up horrible examples cited in Blue Book) but on other stations cited for program or other reasons (6 more were set for license renewal hearings last week).

Meanwhile, Cohn & Marks law firm was seeking to intervene in WBAL license renewal hearing, first set for Oct. 1 but postponed until Dec. 1, while Hearst counsel Thursday filed opposition to intervention. Indicating its deep concern, Hearst added William J. Dempsey, onetime FCC general counsel, to its legal forces—Thomas P. Littlepage Jr. and John J. Burns, onetime SEC general counsel.

As for NAB intervention, it was regarded as unlikely in early phases, though it is hell-bent to

batter down Commission's "usurpation" of authority over programs as infringement upon freedom of speech and thought. NAB's president, ex-Judge Justin Miller, lashed out again before New York Rotary last week, saying radio, press and movies are in same boat—"if government can control one, it can control all." He even smelled "Communist technique" in tendencies toward "self-enlargement of administrative law," as manifested in Blue Book. Interestingly enough, it's the same court on which Judge Miller sat (Court of Appeals of District of Columbia) to which Pearson-Allen case may go after FCC adjudication.

**FM ON A SHOESTRING:** Senate Small Business Committee must have had in mind James B. Littlejohn, chief engineer of KNAB, Salt Lake City, when it urged modest entrepreneurs to get into FM. Already grantee of an AM station of his own in Ogden, he applied for Class A this week, *proposing to spend precisely \$500 for FM construction, and \$50 for monthly operating cost* in addition to his AM outlay. He owns a Bendix transmitter which United Air Lines used for blind landing tests, says he'll rebuild it to comply with FCC standards. Power (it will radiate 370 watts) is virtually all of operating cost, since he plans complete FM-AM duplication.

**BOOKLET PLUMPS FOR FM:** Written in much the same iconoclastic vein as Siepmann's "Radio's Second Chance," which is almost a counterpart of FCC's controversial Blue Book, Jerome Spingarn's pamphlet titled "Radio Is Yours" (Public Affairs Committee, 10 cents) makes the point that public pays for radio programs through its purchase of radio sets, electricity, repairs, so is getting nothing for nothing. Spingarn, ex-FCC attorney, author of Senate Small Business Committee report on FM (Vol. 2, No. 15), plumps hard again for FM, advises wise purchasers against buying sets without FM.

**TELEVISION NOTES:** You'll get an earful of low-down and an eyeful of exhibitions of what TV has and promises, at TBA conference in New York's Waldorf-Astoria, Oct. 10-11. With intense interest already manifested, with ad agency folk eyeing TV in increasing numbers, arrangers think attendance may top 2,000, as many as are expected at broadcasters' (NAB) convention in Chicago, Oct. 21-24 . . . Leading ad agency in fashion field, Chernow, has assumed TV sponsorship of ABC's "Powers Charm School of the Air," will divide Thursday night half-hours on WABD among 3 different clients each week, starting Oct. 3, 8-8:30 p.m. It's not only first time an advertising agency itself has signed as a TV sponsor but is seen as big fillip to TV in that fashion, especially with Powers

models, are regarded as "naturals" for the medium . . . As might be expected, that slight "cosmic static" which FM sets pick up from the Milky Way (Vol. 2, No. 37) can also be detected on a good TV receiver. O. H. Caldwell, editor of *Electronic Industries* and former FCC commissioner, says at 60 mc it can increase noise output an additional 5 to 8 db . . . Item from *New York Times*: "Walkie-peeper, a portable television set, was forecast by Maurice Gorham, BBC television chief, at the Radio Industries Club in London the other day" . . . Emerson is testing TV sets in New York area, but has not yet announced production line; meanwhile is flooding market with table models without F.M.

**SIGHT AND SOUND:** FCC didn't meet this week, hence no TV-FM grants. Entire first part of week was devoted to budget preparation, Thursday to Budget Bureau hearing, Friday-Saturday to Camden-Princeton junket to inspect RCA's TV-FM production and its new Teleran (television-radar for air navigation). Next en banc session is scheduled Monday . . . John S. Pratt, special assistant to Attorney General, will handle Petrillo-WAAF case from here on, taking over from Chicago Federal District Attorney J. Albert Woll (son of AFL v.p. Matthew Woll) with filing of Government's brief next Monday; prosecution accordingly will be "master-minded" from Washington, usual with cases deemed certain to go to Supreme Court . . . Rumors of FM network with union stations as nucleus get no support from ILGWU which emphasizes local service in its program proposals. Further union participation in FM may come from Textile Workers Union which is urging locals to apply—though none has yet done so . . . FCC has told CBS that conditional FM grant to WAPI, Birmingham, will be counted against its quota, since it holds 45% stock interest in that station. This leaves network with only 2 to go before it reaches limit of 6. CBS holds licenses for WCBS-FM, New York, and WBBM-FM, Chicago; conditional also for St. Louis (KMOX); has applications in for Boston (WEEI), Minneapolis (WCCO), Los Angeles (KNX), Washington (WTOP) . . . Able to build because project was pre-war, NBC this week poured foundations for its new Washington TV-FM tower at high Wardman Park Hotel site, reiterated promise TV station WNBW and WRC-FM will be operating "first of the year" . . . "Longest continuous production line in the world" is claimed by Philco at new 3-story addition to main Philadelphia plant which started partial operation this week, auguring hoped-for stepup in production, including TV sets . . . Succeeding Ruthrauff & Ryan's Bourne Ruthrauff as radio director of the American Red Cross, with headquarters in Washington, is Walter Huffington, of Richmond, recently manager of WSSV, Petersburg, Va.