

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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October 4, 1947

**NEW FM DIRECTORY, FM'S STATUS:** Our new FM Directory (Supp. 55), revised to Oct. 1, is just about off the presses, should reach you under separate cover in a few days. New format — blank pages opposite listings — should make it more convenient for you to write in applications as reported in our weekly (pink) addenda. If symbol changes are also made in accordance with current FCC decisions, as reported in the addenda, you should have an up-to-the-minute FM Directory at hand at all times. The old directory and addenda (Supps. 53 to 53-M) are now obsolete; toss 'em out.

Recapitulating FM's status as of Oct. 1, we find 300 stations on the air, of which 60 hold licenses, 21 are on program tests readying for licenses, the rest operating under STAs (special temporary authority). CPs number 669, conditional grants 247, pending applications 132 — totaling 1,108 FMs in various stages. This is up 16% from 954 total this time last year (Vol. 2, No. 42). During same period, AM licenses and CPs went up 35% — from 1,384 to 1,876.

**TV BRAND NAMES COMING UP:** Thanks to early starts and lots of promotion, DuMont, Philco and RCA pretty well dominate TV brand names right — but more are coming up. Stromberg-Carlson showed first video units to Philadelphia dealers Thursday. Hallicrafters, fairly new in home set field, announces 3 models for delivery to dealers by Christmas. Radio & Television Inc. (Brunswick) this week demonstrated set with 48x36-in. projection screen, largest yet, also models with 15-in. and 10-in. direct view. Most are in \$800 range, but Brunswick's push is behind big set (\$2,000-\$3,000) which it's planning to promote in radio and liquor trade papers. New name to add to our list of companies producing or planning TV sets (Vol. 3, No. 30, 36): Colonial Television Corp., 2139 Harrison Ave., Bronx, N. Y., planning \$950 "bar" set in colored, illuminated "juke-box" cabinet, also \$350 table model, both 12-in. Add to list of TV kitmakers (Vol. 3, No. 35): Espey Mfg. Co., 528 E. 72nd St., New York; Vision Research Labs, Kew Gardens, N. Y.

**STAKING TV CHANNEL CLAIMS:** Boston area this week got its third TV grant — to Yankee Network, given Channel No. 7 and other requested facilities (Vol. 3, No. 23). This leaves only Paramount's application still pending there, with one more channel to go (Supp. 18-D).

Only one addition to TV application list this week — for Cleveland. But quite a few more are in the making. You can expect another soon from Cleveland; others from Detroit and Memphis, possibly from Syracuse and Rochester, definitely one from WKNB, New Britain, Conn. There are others, too, we can't divulge yet.

New Cleveland applicant is Empire Coil Co., New Rochelle, N. Y. (Herbert Mayer), same firm that first filed for Hartford and sparked rush leading to 4 applications so far for area's 2 channels and an inevitable hearing (Vol. 3, No. 38, 39). It stipulates Channel No. 9, RCA equipment, 25.6 kw visual power, 13.46 kw aural, 688 ft antenna, studio and transmitter at Route 24 & Dentzler Road, Parma. Plant cost is estimated \$246,250, monthly operating expenses \$10,000.

TV-struck Mr. Mayer wants in so badly he informs FCC he'd as soon have Waterbury as Hartford, rather than wait for hearing delays. If he gets Cleveland,

he may drop Connecticut plans, though he's capable of financing both. He's fourth bidder for Cleveland's 5 channels, so repetition of Hartford rush seems likely -- especially inasmuch as Cleveland is due to lose Channel No. 7 to Canton (Vol. 3, No. 33). Dick Richards' WGAR and Plain Dealer's WHK are both known to have plans for TV, were applicants once, are virtually certain to re-file. Richards also controls WJR, Detroit, where 3 of 4 channels are spoken for and Paramount application pends.

In Memphis, Commercial Appeal's WMC (Scripps-Howard) is hot on TV, will doubtless file any day now; same interests are now building Cleveland's WEWS. In Syracuse, WSYR's Col. Harry Wilder has been talking with GE, which has electronics plant there. GE would not be averse to having local TV "showcase," has even considered erecting own Syracuse station. In Rochester, Stromberg-Carlson tells us it definitely plans to reapply, though isn't hurrying since there's no competition yet; but Gannett interests (WHEC) have shown perking interest, shouldn't be counted out.

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Washington Star's WMAL-TV debut Friday night (first high-band TV, Channel 7, first to use RCA turnstile atop FM pylon) — and Milwaukee Journal's WTMJ-TV test patterns starting today (Oct. 4) — point up important place newspapers are assuming in TV picture. Analysis of our TV Directory (Supp. 18-D), plus additions since its Sept. 15 issuance, shows newspapers account for 4 of the 13 stations on the air, 18 of the 56 CPs, 3 of the 22 applicants. Of course, most of the newspapers are also identified with AM and FM. Non-broadcasting interests account for 5 operating stations, 5 CPs, 7 applicants.

Note — If you want to keep your TV Directory (Supp. 18-D) up-to-date, we suggest you make the additions and changes reported here, in our Newsletters of the preceding 2 weeks (Vol. 3, No. 38, 39), and in our subsequent Newsletters.

**PETRILLO'S FM CONTRACTS:** What may have whetted Jimmy Petrillo's appetite to get "something for the boys" out of starveling FM, is fact his locals already have signed contracts with 17 FM stations (see below). Yet he had to be shown — seemed impressed, too — at Wednesday's rather cordial 2½-hour session with FMA committee, that FM should not be throttled in its inceptive stages, that it will eventually create more employment as it expands radio and as its higher fidelity requires more live music. Dillard group came away from parley more hopeful than ever — also, admittedly, impressed with union czar's phobia (technological unemployment) and major argument (that most radio music originates from only 3 or 4 cities). Since Taft-Hartley law, Petrillo also complained, radio layoffs have lost his men \$200,000 pay.

Petrillo this week lifted music ban on FM's Continental Network (Vol. 3, No. 38, 39) for remaining 11 weeks of Stromberg-Carlson sponsorship — said it was all a mistake due to Rochester local's failure to consult with headquarters on all FM and network matters. His main peeve seems to be against big networks for not forcing affiliates to hire musicians. But he says he's now convinced networks are really sincere in wanting AM-FM duplication. He plans another huddle with networks on AM-FM, promises decision soon. FMers' main hope is for affirmative ruling on their plea to give FM "probationary" go-ahead on duplication until Jan. 31, when network contracts expire, then sit down and negotiate FM terms.

List of FM stations with own music union contracts shows only 3 are independents: WASH, Washington (Dillard); WBCA, Schenectady (Asch); KRON, San Francisco (Chronicle). The others, mostly adjuncts of big AM stations: WGNB and WBBM, Chicago; WFIL-FM, Philadelphia; KDKA-FM and WMOT, Pittsburgh; WLWA, Cincinnati; WEW-FM, St. Louis; WCJT (WHAS), Louisville; WKY-FM, KOCY-FM, KOMA-FM, KTOK-FM, Oklahoma City; KAKC-FM, Tulsa; WSYR-FM, Syracuse. Petrillo told Kearns committee last July (Vol. 3, No. 28) that WGNB (Chicago Tribune) contract provides for 9 musicians in addition to WGN's regular 45; that WBBM-FM (CBS) uses one union disc jockey in addition to its AM quota. So apparently each contract is on individual terms.

**GUESSING HOW MANY AND WHERE:** "Educated guessing," is most that can be said about plethora of statistics thrown at you when it comes to TV and FM. Need for reasonably accurate figures as to number of sets in individual markets has both RMA and NAB

cogitating. RMA pays auditing firm to gather confidential production statistics from some 95% of manufacturing industry, announces monthly totals. In response to membership demand, it now has market research firm quietly testing methods for counting radio sets in certain New England cities, hopes results can provide basis for calculating TVs and FMs by markets. NAB's FM Dept. is contemplating FM set survey system it can recommend to individual FMers, to be operated by themselves locally. We should be hearing more about both soon.

With World Series (first ever televised) hopping up interest in TV, statistical guessing games were in order in the trade. TBA President Jack Poppele calculated 600,000-700,000 persons watched first game in New York, Schenectady, Philadelphia, Washington areas, which alone were within reception range. That's pretty conservative, considering Sept.-Oct. Televiser Magazine's breakdown of TV set ownership by metropolitan areas (also guesswork): New York, 51,500; Philadelphia, 11,000; Los Angeles, 7,000; Chicago, 6,050; Detroit, 3,300; Washington, 3,000; St. Louis, 1,900; Schenectady, 1,050; Baltimore 100; Cincinnati, 100 — total 85,000, of which it figures close to 10,000 in bars, grills, etc.

RMA production figures show 75,054 TV sets made since postwar manufacture began, up to Sept. 1, to which should be added about 10,000 pre-war sets (most still usable), 10,000 kits and home-made sets (conservative estimate, judging from kit-makers' claims), 5,000 made by non-RMA members (now bankrupt Viewtone alone accounted for more than 4,000). In round figures, that makes 100,000 TV sets as of Sept. 1, which we believe is a pretty good guess. And RMA report on September output should hike this figure by at least 15,000.

**CAN FM SETS GET TOO CHEAP?** There's an uneasiness growing in minds of even the most ardent, set-hungry FM broadcasters as they hear reports of cheaper and cheaper FM sets. They're beginning to find themselves torn between desperate need for sets and fear of shoddy performance by inexpensive sets. Some such units have finally hit the market and, frankly, some we've heard just won't do FM any good. True, manufacturers don't make extravagant claims for them. But still, they're being sold as FM, and the public isn't being told the limitations. Some are bad radiators, interfering with even the best sets. Others are poor all the way — sensitivity, selectivity, noise rejection — let alone fidelity, which, however, no one has a right to expect in a small set.

What's the future, then? Is FM inherently an expensive affair? FMA's President Everett Dillard takes the long view, drawing parallel with AM in the 20's. "The crystal set," he says, "wasn't much to begin with, either." But he thinks FMA should set up an engineering committee to define minimum standards. It's also pointed out that when more FM stations go on full power (in lieu of today's widespread weak-signal STAs) better performance may be expected. Meanwhile, the least expensive FM-AM set yet is \$32.50 table model reported due soon from little-known Concord Radio Corp., Chicago. Pilotuner continues to get stamps of approval, latest from Consumers Union which makes tuner subject of lead article in September "Consumer Reports" and blames slow FM growth on networks, big AMs, leading set makers.

**GE's MICROWAVE WORKING WELL:** GE's pioneer TV outlet in Schenectady, WRGB, which has been giving it away since it began operating in September, 1939, will shortly start selling its time — now that its modernized microwave (1850-2110 mc band) relay link with New York is working, and working well. Old, erratic, single-hop radio hookup with WNBT has been superseded by one which, using "dish" that can be oriented to receive any of New York's stations, picks up signals atop GE Bldg., 570 Lexington Ave., relays them 55 mi. to Beacon, N. Y., 55 mi. to Round Top, N. Y., 29 mi. to Helderberg Mt., 15 mi. to Schenectady studios, then back to Helderberg for local coverage. Signal throughout World Series was reported so superb that system augurs well for more intercity microwave hookups. Meanwhile, AT&T has opened second coaxial cable between New York-Philadelphia, to be available for TV when repeaters are installed next spring; it makes simultaneous 2-way transmissions possible, will soon be extended to Washington.

Nearly 400 small-print pages, including allocations up to 10,500,000 kc, signed by 78 nations, comprise International Telecommunications Agreements completed this week. Windup of Atlantic City parley Thursday brought FCC Comrs. Denny, Jett, Webster and FCC staffmen back to capital desks—but Webster goes next to London safety services conference Oct. 25; and Jett is U. S. delegate to Geneva Provisional Frequency Registration Board, which will keep him there for 6 months from next Jan. 15.

TV won't get pickup channels in 1295-1425 mc band, as proposed by FCC last February (Vol. 3, No. 6). For the International Telecommunications Conference, winding up this week at Atlantic City, decided aviation should have almost solid 960-1700 mc band. Otherwise, present TV frequencies in U. S. aren't touched by Atlantic City Radio Convention allocations. Sidelight to new treaty is exception permitted USSR in use of 1215-1300 mc, allotted world's amateurs. In Russia, those frequencies can be used for TV relay (no amateurs!).

Before 540 kc can be made part of U. S. standard broadcast band, proper clearances must be worked out at NARBA meeting this winter. CBC's 50 kw station CBK, Watrous, Sask., is now using channel. After NARBA conferences, FCC will hold hearings to determine what use shall be made of 540 kc also reassignments of maritime, mobile and government services now using 415-535 kc band. New broadcast band, based on Atlantic City Radio Convention, runs from 535 kc to 1605 kc (actually 540-1600 kc, allowing 5 kc guard bands on either end).

Dates and places of AM-FM-TV hearings, October-April, released Friday by FCC, include Philadelphia TV hearing there March 11 (2 seeking city's single remaining channel). Also these for FM: Knoxville, Oct. 20 (in Washington); Pittsburgh, Nov. 6 (there); Los Angeles, Jan. 21 (there); Minneapolis, Feb. 5 (Washington); Stockton, Cal., Feb. 20 (there); Coram, N. Y., Feb. 25 (there); Providence, March 1 (there).

"Radio Daily" Friday front-paged oft-repeated story—but claimed definite knowledge of its own—that FCC Chairman Denny will shortly resign to become NBC v. p. and general counsel. But Denny repeats: "I have no plans for leaving the Commission". NBC Friday promoted 2 more to v. p. status: able Charles P. Hammond, operational aide to exec v. p. Frank Mullen; popular Sydney H. Eiges, press relations.

Oft-postponed hearing on WBAL renewal and Pearson-Allen "Blue Book" application for its Baltimore facilities (scheduled for Oct. 6) got postponed again—to Nov. 3. Postponement was based on Hearst plea to FCC that station executives were too busy getting TV station on air, had just moved into new studios, etc., couldn't be spared for appearances just yet. Hearst request for court stay order got turned down in U. S. Court of Appeals last Friday. Rumors Pearson-Allen will withdraw application are dubbed "unfounded" by both.

RCA's second TV engineering clinic, which ended week's course the other day, had enrollment of 26, mostly from stations holding CPs for TV. Also attending, indicating their stations may be planning to apply for TV, were Dick Blackburn, WHTT, Hartford; Dick Evans, KSL, Salt Lake City; A. C. Anderson, KTAR, Phoenix; A. F. Rekart, KXOK, St. Louis; Carl Menzer, WSUI, Iowa City.

Add TV sponsors: On WCBS-TV, New York City—American Tobacco Co., 1-minute films, 3 times weekly for year; Better Cars, Inc. ("Trader Horn" used car sales-room), spots preceding each of 6 Columbia U home games.

Paramount's offer to waive voting rights in DuMont Class A stockholdings may be move FCC has been looking for. Commission would like to unlock 3 pending Paramount, 2 DuMont applications (Supp. 18-D), if it can do so without compromising its 5-limit rule. Paramount proposed Thursday, that it will put its 2.8% Class A stock into trust, waive voting rights. Movie firm feels ownership of all Class B stock (560,000 shares) doesn't give it control over DuMont. Decision of FCC should be made next week, since deadline on continuing applications in live file runs out Oct. 15 (Vol. 3, No. 32, 33).

TV-promoting NBC and RCA, standing to lose still more trained TV personnel to new stations, regard this drain on their manpower resources as a sort of "welcome headache"—because it helps push TV. NBC's new TV Dept. is being made flexible to fill gaps; it's headed by Noran Kersta, reporting directly to exec v. p. Frank Mullen (Vol. 3, No. 39) and under whom, this week, Bob Shelby was made TV engineering director. Besides numerous technicians, these were some recent moves to stations: Harold See, to WBAL-TV, Baltimore (Vol. 3, No. 35); Burke Crotty, to WMAL-TV, Washington; Robald C. Oxford, to KFI-TV, Los Angeles; Jack Hartley, to WEWS, Cleveland.

MBS refused, because WOR covers area, to grant permission to Elias Godofsky's FM station WHNY, Hempstead, L. I., to carry World Series, causing that live-wire small AM-FM operator to do burnup over "setback to FM" in metropolitan New York. Some 500 U. S. stations, 64 Canadian, carried Series—including FM stations WASH, Washington; WBCA, Scenectady; WMHG, Hornell, N. Y.; KTRN, Wichita Falls, Tex. MBS said it allowed any affiliate to duplicate on FM, if it wished, even if separately owned, as in Washington, even furnished musical cue sheets to avoid Petrillo.

First "fireside chat" via TV from White House—they'll be commonplace from now on—was scheduled for Sunday night at 10:30, with President Truman, Secretary Anderson, Secretary Harriman, Food Chairman Charles Luckman, slated to be seen as well as heard.

Hike in NAB dues, possibly 10%, is contemplated by finance committee, which will offer expanded budget at November board meeting to handle such new or expanded activities as international broadcasting, FM, legislation, code, music licensing, union contracts, etc. During 11 months, Sept. 1, 1946-July 31, 1947, NAB's income was \$658,763, expenses \$633,784 (Vol. 3, No. 38).

"Report on FM Radio" in October *Kiplinger Magazine* predicts "monopoly so long enjoyed by the major networks will be smashed and genuine freedom of the air will become reality" with influx of FM stations. Similar report on TV in September issue took TV programming over the coals, calling it "limited in variety" with abundance of "ham acting" and commercials "even more repulsive than . . . ordinary radio."

RMA booklet on multiple TV antenna systems (for apartment houses, etc.) will be released next week for benefit of architects, builders, landlords, and others. Eight-page brochure is product of RMA engineering committee.

Half (24) the pre-war FM licensees apparently feel they have enough low-band listeners to justify continuing on old frequency. They're all that's left, as shown in our new FM Directory (Supp. 55).

DuMont's TV transmitting equipment division (including sales, under H. E. Taylor Jr.) moved to new quarters Oct. 1: 42 Harding Ave., Clifton, N. J.

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October 11, 1947

**DENNY QUILTS FCC, GOES TO NBC:** It's pretty generally agreed that, in the 20 months of his chairmanship, "Charley" Denny gave the FCC its best administration in history. And few will deny NBC is big gainer in getting the 35-year-old Government career man as its v. p. and general counsel. He will be first ex-commissioner NBC ever engaged. His resignation, announced by White House Thursday, is effective Oct. 31. He goes on vacation Oct. 25, is expected to report to Radio City in a month or so. Now everybody's guessing about his successor, and the amateur and professional kingmakers are already at work. Best guess would seem to be an appointment that will enhance Democrats' 1948 political prospects, since Commission is still loaded with career men, already has one particularly strong GOP member (Comr. Jones).

**TESTAMENT TO RADIO'S FUTURE:** All this talk about TV bypassing FM, rendering FM obsolete even before it gets on its feet (Vol. No. 3, No. 38), is arrant nonsense. It's of a piece with saying radio will do away with newspapers, or that autos and airplanes will wipe out railroads. For whatever it's worth, here's how we see American radio trending and developing:

TV will become the dominant radio medium -- in popular interest, advertising appeal, dollar volume. FM will displace most if not all present regional and local broadcasting channels -- that seems to be today's official thinking, if not actual policy. AM will eventually be confined to high powers, probably clear channels -- those serving rural and remote listeners, who don't otherwise get good service, having the best chance to survive.

We stick our necks out with this testament because the foregoing is our best answer to the questions most often put to us. There are many ifs, ands and buts: no. of stations, no. of sets, kind of programs, eye vs. ear appeal, investment, return on investment, etc., etc. Maybe your theories and guesses are better than ours -- but the first 7-year cycle of radio set ownership (from 1946) should begin to tell the story. Meanwhile, TV and FM are both taking hold, slowly but surely, moving forward, despite great obstacles, as inevitably as Time itself.

As for AM, you already have a broadcast band becoming so jam-packed (nearly 1900 stations authorized in this country alone) as to render many signals futile, many stations worthless. Certainly the future is beclouded. More than that, the beginnings of shrinkage in the 550-1600 kc band are readily discernible in incipient demands of NARBA nations for a reallocation.

**FM BIDS FOR TV CHANNEL 1:** It's extremely unlikely the FCC, after repeated decisions against returning 44-50 mc band to FM, will reverse itself on basis of strongly worded, 56-page printed brief with 11 exhibits submitted this week by Maj. Armstrong. FCC's avowed purpose in proposing to take that band (now TV Channel No. 1) away from TV is to make place for fixed and mobile services, eliminate sharing (Vol. 3, No. 33, 34). Maj. Armstrong's latest pitch was made in his request to be heard on Channel 1 issue, which TV and other communications interests will argue before Commission Nov. 17 (postponed from Oct. 13). He won't be alone in his stand; NAB, for example, says if 44-50 mc is taken from TV, it should go to FM (Vol. 3, No.

38) and Zenith is still plumping for low band. Maj. Armstrong argues: FM needs room for expansion, 44-50 mc band has superior qualities for FM networking, long-range reception would permit complete linking of FM networks by relays, eliminating need for wire connections. He repeats charges FCC erred in moving FM upstairs, bitterly recounts early struggles to establish FM against alleged RCA opposition.

**MUSIC SITUATION STILL SNAFU:** Answer from Jimmy Petrillo, once again, seems to be "No." He hasn't yet told FMA so, but he left that "distinct impression" with networks when he resumed talks with them Monday, and trade press reported it as fact. First inkling of negative answer on AM-FM duplication came Tuesday in New York Timesman Jack Gould's usually reliable column. Network sources say they haven't much doubt about it.

Another AFM executive board meeting is set for Chicago this week end, so FMA President Dillard's committee is still hopeful, awaits promised reply direct from Petrillo. After committee's cordial conference with Petrillo last week (Vol. 3, No. 40), their hopes and spirits were considerably heightened; but then, say the cynics, so were those of nearly everyone who heard the unpredictable music czar's sometimes ingenuous statements while here for Congress hearings (Vol. 3, No. 28-34).

It looks like Petrillo is using AM-FM duplication as one trump in his negotiations with networks on key station contracts, which expire next Jan. 31. His larger quarry is (a) more local employment of musicians on AM and FM, (b) payment on a per-station basis for network music. His consuming fear is diminishing employment as station contracts expire, which he says is already evident since new labor laws. His hope is networks can somehow pressure their affiliates, though no one has suggested a formula. Networks aren't discounting his threat to pull plug on them.

So apparently everything now focuses on network negotiations. Joe Padway's death Wednesday leaves J. Albert Woll as head of Padway & Woll law firm, music union's counsel. Son of AFL v.p. Matthew Woll, he's the man who, as Federal district attorney in Chicago, last year filed original criminal information in WAAF featherbedding case testing Lea Act (Vol. 2, No. 24). Padway is said to have been inclined latterly to conciliation with radio, showed that attitude at House hearings. Woll is an unknown factor so far as influence on Petrillo is concerned.

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At least 30 FM stations (16% of the 192 affiliated with AM) are duplicating musical programs, including network -- or were doing so when FMA conducted survey that started Aug. 29, ended this week. FMA naturally isn't revealing their identity, but 17 can be guessed: those listed by Petrillo's union itself as having separate local contracts (Vol. 3, No. 40). There are others identifiable, like Yankee Network's 2 -- but these quit duplicating MBS musical programs this week because, as John Shepard wired us, "We have no ambition to make Mutual and ourselves guinea pigs for the industry, many others of whom are duplicating."

Survey results are significant, if perhaps a bit dated. They're composite reports from 236 FM operators in 40 States and D. C., of whom 192 operate both AM and FM (130 of these on networks) and 44 are FM independents. FMA reports 81% duplicating programs of one sort or another, but 55% saying talks only; 53% stating networks don't permit duplication, 5% stating they do, the rest "don't know"; 92% opining AM-FM duplication will stimulate FM listening; 89% saying denial of network music is delaying FM's development, 10% asserting FM should be programmed entirely independently of AM. Twenty-four stations reported they employed 121 live musicians. And 86% said they're operating at a loss, 8% at profit, 6% breaking even.

**THEY LIKED WHAT THEY SAW:** TV's impact on Washington's press corps -- as result of telecasts of World Series and last Sunday night's White House food appeal -- leaves newsmen in no such scoffing mood as they evinced toward parvenu radio during 20's and early 30's. Rather, they liked what they saw (crowding National Press Club lounge to watch each Series game), look forward to more of same (what nicer way to cover a political convention, perhaps Congress and UN, even a Presidential speech?). President Truman loaned his personal TV set, an RCA table model, to White House

pressroom for Series; reporters literally "ate it up" -- as did their colleagues at Press Club, watching on large-screen Philco and direct-view RCA sets, one seemingly as popular as the other. During food appeal telecasts by Truman, Luckman, et al, first ever from White House, each participant took turns looking in on others' TV appearance on monitors in cloakroom adjacent to diplomatic reception room. Reaction of bigwigs and staff invariably was enthusiastic, one cabinet officer remarking he was going to order set for his family for Christmas. Over-all consensus on World Series telecasts: If TV can do as good a job as that on perhaps the most difficult of all subjects to televise, then it really has arrived. Proof of pudding: Washington distributors report they're moving all the sets they can get, echoing what they're also saying in New York and Philadelphia.

**TV IN MILWAUKEE & HOUSTON:** You can add one more TV station (the 14th) to your log of commercial outlets now authorized -- Milwaukee Journal's WTMJ-TV. On Friday, FCC granted it an STA, effective immediately, which permits commercial operation, though plan is not to accept commercials for several months yet. So, in your TV Directory (Supp. 18-D), simply move WTMJ-TV from CP category to "Stations on the Air" column, as you did Washington Star's WMAL-TV last week. And with Journal's strong penchant for promotion, you can count Milwaukee as a major TV set market -- although its T-Day is still officially Dec. 3.

One new TV application was filed this week -- from Houston's wealthy W. Albert Lee, owner or lessor of 9 Houston hotels, who recently was granted CP for full-time 5 kw AM outlet on 920 kc there (AM Directory 1-E), winning over opposition of Bob Bartley, ex-NAB, nephew of House Democratic Leader Sam Rayburn. Mr. Lee asks for Channel No. 2 (54-60 mc), 5 kw visual power, 2½ kw aural; proposes to spend \$166,750 on RCA plant (in addition to AM-FM), \$15,000 monthly on operation, with transmitter at Aldine, Tex.

First application from that booming Texas metropolis, entitled to 4 channels, is expected to hasten others -- possibly from Houston Post's KPRC (NBC), Roy Hofheinz's KTHT (MBS), and from millionaire oilman Glenn H. McCarthy who is currently negotiating to buy KXYZ (ABC) from Tilford Jones, Jesse's nephew. And FCC sources note unusual interest in TV lately in several Texas communities. Dallas situation -- 2 grants so far and Interstate Circuit Inc., part-owned by Paramount, hell bent on getting franchise -- may be enlivened soon, with Dallas News pretty sure to apply also for city's third and last channel.

**PINNING DOWN TV-FM COVERAGE:** Today's bare bones data on TV and FM coverage should get some padding from planned joint FCC-Bureau of Standards vhf propagation studies. With all their charts and graphs, they admit they don't know much yet -- especially after hearing of freakish long-distance receptions. For example: New York's WCBS-TV seen in St. Charles, Ill. (1,000 mi.), Chicago's WBKB in New York (715 mi.), St. Louis' KSD-TV in Kenosha, Wis. (350 mi.), Philadelphia's WFIL-TV in Hartford (180 mi.), WINC-FM, Winchester, Va. in Stamford, Conn. (250 mi.). Standards' Dr. K. A. Norton, of high-low FM band controversy fame, says you can expect such reports to flock in until February, but they're freaks attributable to sunspot activity.

Too consistent to be freakish, however, are stories of "bonus" TV coverage. Washington's WNBW has more or less regular viewers in Baltimore (40 mi.). Los Angeles' KTLA and W6XAO have been seen in San Diego (115 mi.), Chicago's WBKB in Milwaukee (85 mi.) and in St. Joseph, Mich. (60 mi.), Cincinnati's W8XCT (WLW) in Dayton (45 mi.), Philadelphia's WFIL-TV in Atlantic City (55 mi.). Phila. and N. Y. are also tuned by Louis Baltimore (WBRE, Wilkes-Barre) on mountain 100-105 mi. away. TV engineers' interpretation of all this is not that signal is going farther than predicted -- and they point to WNBW's proof of performance (Vol. 3, No. 29) -- but that signals under 500 uv/m frequently provide excellent service. Then there's possibility of stretching coverage with high receiving towers or special antennas, such as those of Lapoint-Plascomold Corp., Unionville, Conn., and Technical Appliance Corp., Sherburne, N. Y.

**CLEANUP WEEKS FOR THE FCC:** This week and next are "cleanup" periods at FCC, preparatory to embarking on stiff new schedule of hearings Oct. 20 (Vol. 3, No. 40). With all commissioners back in Washington, Monday was occupied with Budget Bureau appearances, rest of week with en banc oral arguments, so no regular Thursday meeting was held -- presaging raft of actions next week. But in snatches, among other things, Commission ruled FM isn't an issue in clear channel hearings resuming Oct. 20, therefore denied CCBS petition for data on FM coverage and receiver tests. It made final all proposed Cleveland-Akron FM grants, except WGAR (Supp. 55, 55-B), heard WGAR's request for higher FM power, gave Elyria-Lorain Bcstg. Co. Class B instead of A originally proposed, getting channel from reserved B's. Early disposal of Bridgeport FM cases (Yankee and Travelers), involving Hartford overlap, was indicated as hearing concluded. And final decision on proposed New York City FM grants may be expected next week.

## SIGHT AND SOUND

First official look-see into NARBA revisions takes place Oct. 17 when industry-FCC-State Dept. officials meet in Washington to consider radical Mexican proposals (that all channels from 540 kc to 1140 kc be made clear channels, with 100 kw minimum for powers). There's feeling among industry engineers that any compromises will be to detriment of U. S. standard broadcast allocation, making necessary radical revisions in U. S. station assignments. Preparatory NARBA conference will be in Havana Nov. 3, official meeting in Montreal, Aug. 3, 1948.

TV radio relay systems will be given the once over by FCC Chief Engineer George Sterling and staff during coming weeks. First inspection trip will be to Schenectady Oct. 21 to look over GE's microwave relay (Vol. 3, No. 40), party including Engineers Curtis Plummer, Louis De La Fleur, Virgil Simpson, General Counsel Ben Cottone. On Oct. 29, AT&T New York-Boston system will be inspected by Sterling, Plummer, Simpson, William Boese and William Grenfell, all Engineering Dept. Subsequent trips are planned to inspect Philco New York-Philadelphia system, Western Union's New York-Philadelphia-Washington link.

Col. Harry Wilder's WSYR-FM, Syracuse, has quit FMA—first to do so—in protest against its alleged "unofficial policy line of antagonism toward AM," also objecting to FMA's claim of credit for cleanup of 400 kc separation problem first arising in Syracuse (Vol. 3, No. 11-13) which resulted in new allocations separating Class Bs by 800 kc. FMA's current drive has raised membership to 209, goal being 300 by year's end.

Indicating experimental intent, possible future activity in TV, these companies not now identified with TV grants or applications have ordered field pickup equipment from RCA: American Television Laboratories, Chicago (school); Warner Brothers; 20th Century-Fox; Bell Laboratories; RCA Canada; WOW, Omaha. Altogether, RCA has sold about 75 field camera chains thus far.

H. K. Carpenter, chief of *Cleveland Plain Dealer* radio (United Broadcasting Co.) is completing tour of TV operations, manufacturing plants, etc., preparatory to board meeting to decide whether to reapply for TV. Before color TV decision, United had applications for Cleveland, Dayton, Columbus (Supp. 18).

Using Kansas City's KOZY (FM) not only as outlet but as relay link, Capper stations KCKN, Kansas City, Kan. (AM) and WIBW-FM, Topeka, are operating as 3-station hookup to carry Missouri and Kansas U grid games.

Both ABC and Marshall Field, former owning time-sharing WENR and latter WJJD, are reported angling for purchase of Chicago's WLS.

Kudos to DuMont's WTTG, Washington, for excellent handling of delicate first medical operation telecast to public. At invitation of District of Columbia Medical Society, WTTG broadcast two operations early this week during Society's annual convention, received commendations from physicians on educational value of presentation, not a single objection from viewers. TV seems to have been taken up by doctors wholeheartedly. First telecast of surgery took place over closed wire circuit last February at Baltimore's Johns Hopkins Hospital, second over microwave link last month at American College of Surgeons Congress in New York (Vol. 3, No. 37).

First test of repeater-type TV operation was conducted successfully last week by *Hartford Times'* WHTT when NBC telecasts of World Series were picked up and amplified at elevated location near Hartford, relayed by RCA microwave equipment to TV receivers in auditorium of *Times'* Radio Center. WBER, Wilkes-Barre, picking up New York, did same thing (Vol. 3, No. 39).

More changes in NBC engineering setup, announced by v.p. O. B. Hanson; Jarrett L. Hathaway named asst. mgr. of engineering development in place of George Nixon, now manager of engineering, who succeeded Robert Shelby, now TV engineering director; Ray Guy, now mgr. of radio and allocations engineering; Chester A. Rackey, now mgr. of audio and video engineering.

Add TV sponsors: On WBKB, Chicago, "Jane Foster Comes to Call" Tuesdays, 3-3:30 p.m., for Commonwealth Edison Co., which allots tickets to local appliance dealer for audience which can watch both studio and television show. On WABD, New York City, "Know Your New York," Wednesday nights, for Bonded Auto Sales. On WCBS-TV, New York City, Columbia U home grid games Saturdays for Knox, The Hatter.

NAB's code of fair practices gets looked over by its FM executive committee Oct. 24, with special committee representing non-network stations scheduled to meet Oct. 23 on same subject. Some FMers aren't too keen about coming under Code's commercial time provisions (Vol. 3, No. 38), feel more time should be permitted for FM stations to get along.

TBA, with about 50 members, has issued new (lowered) schedule of membership dues, reports adding as active members TV grantees WMBG, Richmond, and WSMB, New Orleans, and as affiliate member Stromberg-Carlson Co.

RCA installed 6x8-ft. TV projection unit (Vol. 3, No. 38, 39) at Valley General Hospital outside Philadelphia so 300 veteran patients could watch World Series in post-theater.

# Television Digest

and FM Reports

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October 18, 1947

**LOWER PRICED TVs EMERGING:** First real sign yet of break in TV set prices comes in RCA's new lower-priced line, now in production, some models already in distributors' hands. They point up improving production know-how, may hasten cheaper models long promised by others, including Sears Roebuck (Vol. 3, No. 13). It begins to look like one of TV's major obstacles -- high cost of sets -- is at least being ameliorated; and with Regulation "W" ending Nov. 1, lifting all installment-buying restraints, further stimulus to set sales is seen.

RCA's 3 new models are all built around 10-in. screen, for 7-in. table set (at \$250) simply isn't moving according to expectations -- picture too small. The new models and prices are: (1) Model No. 721TS, to sell for \$325 plus \$55 installation-warranty. It's TV-only table set with 19 tubes, 2 rectifiers, differs from 630TS (\$375) mainly in that latter has 27 tubes, 3 rectifiers. (2) Model 730TV1, to sell for \$595 plus \$69. It's a TV-AM-FM-phono console with 27 tubes, or 10 less than 641TV (\$795) which also has SW. (3) Model 730TV2, to sell for \$675, plus \$69. This is same as 730TV1 except for period cabinets, record storage space, etc. Old models are continued; now RCA has line of 8 sets, plus custom jobs (Vol. 3, No. 31).

Other straws in the wind: GE will shortly deliver new Model 803, first table unit with 10-in. screen plus AM-FM, to sell at around \$400. Present GE line, not being promoted very strongly yet, comprises No. 801 console with 10-in. screen and AM at \$625; No. 802, same as 801 plus FM and phono, \$750; No. 901, with 18x24-in. projection screen and AM-FM-phono, \$2,250. Philco will shortly ship Model 1050, console version of its TV-only \$395 table model, to sell at around \$450. Stromberg-Carlson has shipped TV-only console to sell for \$495, is due before year's end to have new TV10P console with 10-in. screen, AM, 2-band FM, phono, to be priced around \$1,100. Andrea and Crosley are now well into production. And Emerson advertises "sensational development" coming, hinting "mass production value."

**UPSURGING FM-TV PRODUCTION:** FM and TV set production took predicted upturn in September, according to RMA's monthly report -- and it looks now as though that's to be the picture henceforth, regardless how total radio production shows. September total radio units of all kinds: 1,339,980; first 9 months of 1947: 12,371,915.

FM production was 90,546 sets, up some 18,500 from August (Vol. 3, No. 38), second best month ever (April was 112,256). Month's breakdown shows: 21,475 table models, 68,457 consoles with phonos, 614 straight consoles. Total FMs for 9 months: 678,772, of which 111,649 were table models, 549,316 consoles with phonos, 16,892 straight consoles. Note: RMA figures don't report tuners yet, which makers say (without telling figures) are moving like proverbial hot cakes.

TV production was 15,728, highest yet, and total to date is further enhanced by extra 16,991 sets added this month but not previously reported because figures were temporarily held back from RMA auditors for competitive reasons. September TV breakdown: 8,717 table models, 2,758 direct view consoles, 2,308 projection consoles, 1965 direct view consoles with phonos. (Plus previously unreported 14,468 table models, 2,523 projection consoles.) So total TV production for 9 months was

101,398, of which 69,484 were table models, 15,956 direct view consoles, 5,726 projection consoles, 9,025 direct view consoles with phono. Add the 6,375 sets reported for 1946, and total postwar production reported by RMA (95% of industry) to Oct. 1 is 107,773 sets. Non-RMA production and pre-war sets can be calculated at about 15,000. And kits which are reported moving exceptionally well total perhaps same number -- so add 30,000 more for best estimate of latest total TV set count.

\* \* \*

It's ironic that RMA -- which figured 1947 FM set production would total around 2 million (Vol. 3, No. 15), whereas it may just about reach 1 million -- has to learn from one of its own surveys that demand for FM sets far exceeds present rate of production. Indeed, it's even ahead of dealer orders. To FMA's resolution urging greater low cost FM output, RMA in essence replied: We're doing best we can, hope to do better. Survey test in 3 vari-sized but unnamed New England communities was reported to manufacturing executives at New York meeting this week, but RMA board tabled proposal until January meeting to institute regular reporting service showing set sales by markets (with AM, FM, TV breakdowns). Meanwhile, statistics chief Frank Mansfield (Sylvania) will inquire whether TV manufacturers would be willing to report market allocations on confidential basis, as they now do their monthly outputs, RMA to announce totals only.

RMA set division members, in informal poll during meeting this week, estimated 1948 production of all types of radios at between 12.9 and 15.3 million units, definitely under 1947's estimated 16 million. But they look for dollar volume to increase, thanks to more demand for TV, FM, console combinations. Small set market, while good, is seen on wane.

**THE CHIPS ARE DOWN:** No question about it now -- Petrillo's answer to FMA is same unequivocal "No" he gave networks Aug. 19 (Vol. 3, No. 34), again Sept. 26 (Vol. 3, No. 39), again verbally after their Oct. 3 and 6 meetings with him (Vol. 3, No. 41). And for same reasons, recounted in cold, formal letter to FMA President Dillard this week. Letter is being circulated now among FMA board members. For whatever comfort it gives, fact remains AM-FM live duplication is taboo. And, as if to add insult to injury, Jimmy also declines FM's Continental Network permission to originate additional musical shows, besides Stromberg-Carlson's, permitted to continue on sufferance (Vol. 3, No. 40). This indicates as harsh attitude toward hard-pressed FMers as he will doubtless take toward networks in their contract negotiations. Latest word also is he's about to order all union musicians to stop making any recordings when contracts expire Dec. 31. So recording-transcription companies are working overtime to build up stockpiles. This is Petrillo's answer to Taft-Hartley law's provision forbidding use of royalties (at 1/4 to 2 cents per record, union will collect over \$2,000,000 this year) for benefit of any but musicians actually making the records -- the ones who need it least.

**TV CHANNEL DEMAND GOING UP:** This week's crop of new TV applications: two more for Boston, one for Waterbury, Conn., one for Harrisburg, Pa. Hearings on all are indicated, since channel demand in each city now exceeds supply. Lawyers-engineers tell us still more on the way -- some from cities similarly tight on channels, some with wide open channels. It's plain it won't be long now before channels in at least the major cities will all be spoken for. [For channel allocations by cities, see Supp. 18-D, p. 4.]

First Boston application was from Boston Metropolitan Television Co., capitalized for \$200,000, whose executive v. p. is Ira A. Hirschmann, chief owner of pioneer New York FM independent WABF; he's 12.5% stockholder in new project, would manage it at \$25,000 salary. Other principals are: Abraham A. Sonnabend (hotels, real estate), president, 18.75%; Samuel Wechsler (stockbroker), v.p., 12.5%; Reuben E. Gryzmish (cigars), treas., 18.75%; Abraham S. Burg (shoes), 18.75%; Louis H. Salvage (shoes), 18.75%; Max E. Bernkopf, secy. All save Hirschmann and Wechsler are Bostonians. Company stipulates Channel No. 9, 31 kw visual power, 13.4 kw

aural, 204 ft antenna height, studio and transmitter in Hotel Somerset, RCA equipment, estimated construction cost \$190,490, monthly operating cost \$10,000-\$15,000.

Second Boston applicant is Empire Coil Co. Inc., New Rochelle, N. Y., already applicant for Hartford (Vol. 3, No. 35) -- though last week it asked for Waterbury instead -- and for Cleveland (Vol. 3, No. 40). Empire also seeks Channel 9, stipulating 25.6 kw visual power, 13.46 kw aural, 617 ft antenna, studio-transmitter at Sharon, RCA equipment, \$246,250 plant, \$10,000 monthly operating cost.

Boston area is assigned 5 channels, has 3 CPs (Westinghouse, Yankee, Raytheon), now has 3 applicants (third being Paramount's New England Theatres). Last Thursday, Westinghouse laid cornerstone for its new Radio-TV plant adjoining Harvard Stadium, promised Boston its first TV outlet "prior to March 1, 1948."

Waterbury's second application is from Fairfield Bcstg. Co., Danbury, Conn., owned by big Lee Hat Co. interests, who also own Danbury News-Times and seek Danbury AM-FM grants. They stipulate city's sole channel, No. 11, with 20 kw visual and aural power, transmitter at Naugatuck, RCA equipment, \$267,000 installation, \$12,000 monthly operating cost.

Harrisburg application is from Harold O. Bishop, radio engineer, who operates FM stations WABX, Harrisburg, and WXNJ, Greenbrook Twp., N. J. City is entitled to one channel, No. 8, for which WHP-Harrisburg Telegraph interests have also applied (Vol. 3, No. 37). Bishop stipulates 1.82 kw visual (community) power, aural unspecified, studio-transmitter at 604-A Maclay St. (site of FM), 470 ft antenna, DuMont equipment, \$100,000 plant, \$6,500 monthly operating cost. He gives assets of \$94,400, proposes to affiliate with DuMont and Philco, states he has been approached by Harrisburg Congressman John C. Kunkel (Rep.) for 50% interest.

**FCC WEARYING OF FM SLACKERS:** Toughest FCC crackdown yet on any laggard FM grantee was this week's ultimatum to Capital Broadcasting Co., Annapolis, Md. Company wanted to hold off construction pending action on its AM application, was told, in effect: "OK -- 90 days, but you come around with request for STA by then or give up grant." As for others with "we need more time please," Commission is giving few extensions beyond year's end. It got tired of dilly-dallying with Minnesota's ex-Gov. and ex-Sen. Elmer Benson, too. Wearied of asking for accounting data, it dismissed his Duluth and Rochester applications, though he does have Minneapolis grant. On the grant side this week, first full limit (6) ever authorized at one swoop were 1 kw applications of Rural Radio Network in New York State (Supp. 55-C). They received Class Bs, despite low power, because of considerable height. FCC is really up to date in its processing -- only 40-odd FM applications (all recent) awaiting action, 69 in hearing, with proposed decisions out on 24 of latter.

**COAST FM RECEPTION PROBLEMS:** Word from West Coast reaffirms, more than ever, fact that few current FM reception problems can't be solved by any or all the following: higher antenna, higher power, better receivers, properly oriented receiving antenna. Responsible for troubled signals are rugged hills, such as those of Los Angeles, Seattle, Portland, causing multi-path reflections. Problem has been serious enough to warrant two reports to FCC -- from KFI's Curtis W. Mason and KHJ's Frank M. Kennedy -- and plans for full scale tests early next year by Washington engineering consultants Weldon & Carr. Underlying all reports we've received is apprehension over poor sets.

**TALKING UP DENNY SUCCESSOR:** Whoever's press-agenting Telford Taylor for FCC chairmanship -- it probably began with Ed Cooper, his colleague of early New Deal days on ex-Senator Wheeler's Interstate Commerce Committee staff -- has been doing good job. For Taylor's name crops up most frequently in dope stories about Denny successorship. He's 40, Harvard Law '32, ex-general counsel of FCC (and as such Denny's former chief), still on wartime "leave" to prosecute Nazi trials in Germany, with rank of brig. gen. He would be distinctly a non-political merit appointee, extremely capable though without Denny's personality sparkle. Politicos

mentioned for job are defeated former Democratic Senators Mead (N. Y.) and Mitchell (Wash.), and there's drumbeating again for Leonard Reinsch, White House radio advisor (not very much in evidence there lately). American Farm Bureau and National Council of Farm Cooperatives are reported urging someone who knows farmers' radio needs, but without advancing candidate. With Denny leaving Oct. 25 (Vol. 3, No. 41), Vernon Wilkinson, asst. gen. counsel, may soon quit to join up with him; they have been associated since their first days in government service in Justice Dept.

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## SIGHT AND SOUND

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FCC isn't convinced Paramount doesn't have some sort of control over DuMont, notwithstanding Paramount offer to put Class A voting stock in trust (Vol. 3, No. 40), so it has set 5 pending Paramount-DuMont applications (Supp. 18-D) for hearing, date not set. Included in same hearing was Fort Industry's request for Detroit TV Channel No. 5 (instead of No. 2 it got). Channel 5 has also been requested by one of the Paramount applicants (United Detroit Theatres).

Private power companies aren't contemplating premium charges for TV "juice," such as 2 Connecticut municipally-owned utilities are imposing (Vol. 3, No. 39), reports *New York Herald Tribune*. RMA will fight any such moves through vigilance committee, inasmuch as no extraordinary power loads are imposed. Average TV set with 10-in. tube has rated power input of only 320 watts, tests generally at 210 watts, equal to consumption of 3-way living room lamp.

Slow to advertise by radio during its salad days, but quickest to leap to TV, are retailers—by far biggest category of TV sponsors, as listed in October *Television*. Dept. stores are leaders, e.g., Wanamakers on WABD, Gimbels on WPTZ, The Fair on WBKB, J. L. Hudson Co. on WWJ-TV. Glcefully, Milwaukee's WTMJ-TV reports signing first sponsor even before formal opening Dec. 3—T. Shuster's dept. store, 52 live shows, Wednesdays 8-8:30 p.m.; also first time signals—Bulova.

FM networks, with emphasis on early history, is subject of article scheduled for November *Electronics*. Author A. A. McKenzie, associate editor, finds notable that low-band stations carry good share of Continental's "mother station" work, considers it likely that use of high band will demand more power or more intermediates. He also hazards guess that "nearly as many miles of wire, coaxial, or microwave circuits will be used in the future as for the present major AM networks."

WGWB's Marion Claire (*Chicago Tribune*) had top FM names on hand in effort to kindle FM fire in some 500 Chicago dealer attendees of her forum Wednesday; area's FM set sales since Jan. 1 are estimated at 25,000. Speakers included Maj. Armstrong, GE's Dr. Baker, FMA's Bill Bailey and Roy Hofheinz, Hallicrafter's W. J. Halligan. Bailey was a little hesitant about low-cost sets, saying of one \$39.95 model, "It may not be the ultimate answer . . . but it is the beginning."

Continental Network's Everett Dillard claims 20% of population now in range of CN's programs, also that his network gives better coverage in those areas than do AM networks. He's still pursuing higher fidelity links, hinting that CN is looking to radio relay, since he feels telephone company's proposals are too steep.

Hot for FM and its Pilotuner, Pilot Radio is sponsoring Mutual's "American Forum of the Air" (Tuesdays 10-10:30 p. m.) beginning Oct. 28, in 15-20 key markets of country. It's first commercial radio venture for Pilot, also first sponsor for Attorney Ted Granik's show, now cooperative.

Clear channel decision should be made by Jan. 1, FCC Comr. Jett told Industry-FCC-State Dept. conferees Friday, meeting to discuss plans for preliminary NARBA conference in Havana now scheduled for Nov. 1. FCC decision is necessary before U.S. can make definite policy plans for plenipotentiary NARBA meeting in Montreal Aug. 3, 1948. CCBS will ask FCC to permit 750 kw on clear channels, with no power limit on other channels, at resumed Clear Channel hearings Oct. 20. U.S. delegation to Havana conference, to be chairmanned by FCC Chief Engineer George Sterling, is under instructions not to make any policy commitments, thus ruling out any decision on Mexican proposals for more clear channels (Vol. 3, No. 41).

First built-in multi-antenna system for hotel under construction was reported this week by Intra-Video Corp.—Terrace Plaza Hotel, Cincinnati, which will have TV outlets in 350 rooms. RMA's booklet on TV distribution systems for apartment houses, hotels, other large buildings (Vol. 3, No. 49) continues to get good play, copies having been sent to architects, builders, landlords, etc. Simplicity of equipping homes for TV was subject of statement by RCA's Dan Halpin describing ease of running transmission line through building partition (just like bell wire). If builders get hep, he said, they can soon advertise homes "Equipped for Television."

News photos shot off TV tube have so satisfied *New York Post*, particularly in covering World Series, it has made DuMont receiver permanent newsroom fixture. Pictures were ready 20 minutes after shooting, compared with "hours" needed for on-the-spot jobs. Last year, *Philadelphia Inquirer* and *New York Mirror* used TV to beat wirephoto on Louis-Conn fight.

Westinghouse's Stratovision gets a real test next week or ten days when "Chili" Nobles and crew go aloft in newly modified B-29 with pressurized cabin. Tests will be made at 30,000 ft (maybe higher), will seek answers to questions of video clarity and stability, FM signal steadiness and strength.

Standardized TV test pattern has been adopted by RMA engineering dept. to aid manufacturers and broadcasters in ensuring equality of set picture response throughout country. Copies can be secured from L. W. Horle, RMA Data Bureau, 90 West St., New York City.

Add TV sponsors: On WBKB, Chicago, "Junior Jam-boree," 5-6 p.m., Mon., for RCA Victor Distributing Corp. (J. Walter Thompson Co.), Fran Allison and variety show for children.

GE's traveling FM workshop has drawn over 4,500 radio servicemen in 10 cities so far—750 in New York, 690 in Cleveland, for example; 23 more cities on itinerary.

Gates Radio is opening Washington offices and display rooms in Warner Bldg. (formerly Earle Bldg.) about Nov. 1, is closing New York office and assigning eastern representative, Owen J. McReynolds, to take charge.

Federal's Norman Wunderlich resigned as of Oct. 10; sales temporarily are under A. W. Rhino.

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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October 25, 1947

**FM-AM GRANTEES STAND FAST:** There's still no evidence of cold-feetism in either FM or AM, though FM application rate has slowed down -- only 22 filing since our Supp. 14-W of 10 weeks ago (see Supp. 14-X herewith). During same period, 86 filed for AM. No FCC action on FM this week leaves total FM grants at 998 (65 licenses, 685 CPs, 248 conditionals). Swelling list of AMS licensed or authorized hit 1,909 with 10 granted this week (AM Directory 1-X herewith). Those who get grants continue to stick in spite of dire predictions of large-scale mortality. In nearly 6 months since May 1 AM freeze ended, only 7 AMS, 9 FMs, gave up ghost, handed in grants.

**NEXT CITIES DUE TO GET TV:** Crosley's WLWT, Cincinnati, already operating as experimental W8XCT, should be asking FCC for commercial status soon, this week began mailing program schedules covering its current Tuesday, Thursday night and special events telecasts. So it may be next on commercial TV roster (now 14), opening up that city to TV set promotion and merchandising. Three other stations in 2 more cities are aiming to go on the air before year ends. They are: Baltimore's WBAL-TV, now scheduled to begin test signals Dec. 8, commercial programs shortly after Jan. 1; Baltimore Sun's WMAR, now installing transmitter, erecting combination TV-FM antenna, promising tests soon but no starting date; Richmond's WTVR (WMBG), now building, still expecting to get going "sometime in December," commercial plans somewhat stymied by non-delivery of STL equipment. Baltimore is on New York-Washington coaxial, so WBAL-TV will affiliate with NBC, WMAR with CBS. Though coaxial has been laid through Richmond, WTVR won't get network service over it until "late summer or early fall of 1948" since present plans don't call for installation before then of TV terminal equipment, equalizers, repeaters, etc. Note: Wealthy Baltimore Sun, newcomer to radio, got AM grant Friday of 1 kw fulltime on 850 kc.

**CLEAR GO ALL OUT FOR POWER:** Clear Channel Broadcasting Service's proposed solution to problem of under-served areas -- twenty 750-kw stations so placed as to give 4 program services (network) to each of 5 segments of the country -- entered showdown phase this week. Whole issue should be decided by FCC reasonably soon since U. S. position at NARBA conference next year would be weakened by lack of definite plan.

One more week of testimony, then time for briefs and oral arguments, and the organized clears' 11-year quest (under Attorney Louis G. Caldwell) will be in the laps of the gods. FCC must weigh well-documented CCBS case against strong opposition of organized regionals (99 members of Regional Broadcasters Committee, represented by Attorney Paul D. P. Spearman), bulwarked by NBC and CBS. In essence, opposition argues that losses would offset gains, with particularly adverse effects on occupants of adjacent channels; that present service isn't too bad; that CCBS suggestion regionals, locals, daytimers also hike powers is economically impracticable.

CCBS's engineering mainstay was Col. Jack DeWitt, of Army shoot-the-moon-by-radar fame, of whom an opposition wit quipped: "He's selling his birthright for a mess of wattage." In plumping for "superpower" plan, he told hearing officer Comr. Hyde no one else had come forward with solution except CBS. That network's plan called for 200 FM stations, supplemented by two 1,000-kw AMS (Vol. 2, No. 17). CCBS

was poised to confute it until FCC ruled FM out of hearing, though by very close vote. Since FCC is so deeply committed to FM, ruling came as surprise, was bitterly objected to by CBS counsel.

It's obvious that CCBS objective basically is protection against breakdown of existing clears, plus acceptance of principle of higher powers. Of the twenty 750-kw outlets it suggests, 16 are CCBS members -- but it hastens to say these are not hard-and-fast selections, are subject to change by FCC. Certainly, absence of any New York City outlet is notable, let alone admitted "self-interest" that led to inclusion of all CCBS members. But CCBS apparently isn't worried lest FCC adopt basic idea but give 750 kw to others, perhaps even throw it open to all comers. These are CCBS's selection (all but last 5 CCBS members): WHAM, Rochester; KDKA, Pittsburgh; WCAU, Philadelphia; WSB, Atlanta; WHAS, Louisville; WSM, Nashville; WWL, New Orleans; WLS and WGN, Chicago; WLW, Cincinnati; WJR, Detroit; WFAA-WBAP, Dallas-Fort Worth; WHO, Des Moines; WOAI, San Antonio; KFI, Los Angeles; WBZ, Boston; KOA, Denver; KPO and KGO, San Francisco; KSL, Salt Lake City.

**DuMONT 44-216 Mc TABLE MODEL:** Next big-name TV merchandising push comes from DuMont, out at last with lower-priced model -- a \$445 table set with 12-inch screen and continuous tuning across 44-216 mc, thus embracing all FM as well as all TV channels. It's DuMont's first postwar table model, others being consoles selling at \$795, \$1,095, \$1,795, \$2,495. It will be introduced with big newspaper ads in New York area Thursday, Oct. 30; in Washington, 2 weeks later; in other TV cities thereafter.

TV pioneer Dr. Allen B. DuMont, seeing fruition of his 20 years' effort in rising popularity of TV medium, mounting sales of sets, tells us his factory is now producing at rate of 3,000 units per period (13 periods to year), will have produced 20,000 by end of this year, 40,000 during 1948 when sales volume will run \$25 million. Company distributes entirely through dealers, hasn't yet built up strong sales organizations outside New York area.

To growing list of new TV models now on market (Vol. 3, No. 42) can be added Belmont's \$250 table model with 7-in. tube (Vol. 3, No. 23), now in production, distributed through Montgomery Ward as well as company's own dealers; Belmont is owned by Raytheon. Garod reports its Royal model is ready, a TV-AM-FM-SW-phono console, 10-in. screen, costing \$695 plus installation; Garod also promised TV-only console at \$450 (Vol. 3, No. 31). Farnsworth's TV-AM-FM console, 10-in. screen, is announced for Dec. 1 to sell for \$497.50; same set with phono, out around Christmas, will sell around \$700.

Among lesser names, Bace Television Corp., Hackensack, N. J., announces 15-in. and 20-in. direct view custom jobs for public places, prices unstated, operable by remote control up to 1,000 ft. away. Videograph Corp., 601 W. 26th St., New York City, announces juke-box set, 15-in. screen (TV components by Emerson), with color, lights and all -- 3 minutes for nickel, installed for \$100, service \$30 per week, 50-50 split of take. And TV kit business continues to flourish -- Espey unveiling new job in New York's Hotel Astor Oct. 29; new Ray Lectron Co., 706 Tenth Ave., Belmar, N. J., offering \$125 kit covering 6 channels.

**ONE BIG PACKAGE OF DEMANDS?** Having banned manufacture of recordings and transcriptions after Dec. 31 ("once and for all"), Jimmy Petrillo's next pitch may be to pull his musicians off networks (contracts with key stations expire Jan. 31), create consternation among advertisers and chaos in musical schedules -- then present one big package of demands upon all radio and related services. That's what some informed observers think, though you may be sure the segments will negotiate as best they can first. Thus, problems like AM-FM duplication, ban on films and live music on TV, perforce become parts of bigger over-all industry picture. Since it's an all-industry battle, 33-member Special Industry Music Committee was announced Friday by NAB (see member list on p. 4). No indication of first meeting yet, but it's to be purely consultive, will exchange information, map strategy, but has no powers to deal with Petrillo.

**MORE SEEK TV, 2 FROM MEMPHIS:** TV applications of Detroit's WJR and Cleveland's WGAR will be filed shortly, besides a dozen or more known to be in preparation for nearly as many cities. The Dick Richards' stations will add up to 11 the number of ex-applicants reapplying after dropping out during color argument. Incidentally, they will be among the very few CBS affiliates as yet applying for TV (Supp. 18-D and Vol. 3, No. 38-42). Unlike NBC, though it professes to have TV network plans, CBS has not been urging its affiliates into TV nor expanding its own holdings -- on grounds it has no manufacturing stake (as have RCA-NBC and DuMont), can't write off inevitable early-year losses to receiver profits.

This week's TV applicants were 2 from Memphis, entitled to 5 channels. Scripps-Howard owned but independently operated Memphis Publishing Co. (WMC-Commercial Appeal) asks for Channel No. 4, 13.6 kw visual power, 7.12 aural, studio 169 Madison Ave., transmitter near Highway 70 and Macon Road, antenna 649 ft., estimated cost \$149,500, monthly operating cost \$12,000, RCA equipment. Bluff City Broadcasting Co., operating local daytime station WDIA, seeks community outlet on Channel No. 5, 1.44 kw visual power, .72 kw aural, studio 2074 Union Ave., transmitter 1125 University, antenna 380 ft., estimated cost \$89,500, monthly operating cost \$3,200, DuMont equipment (Acorn package). Company is partnership of J. R. Pepper, ex-owner of WJPR, Greenville, Miss., and E. R. Ferguson, part owner of WDSG, Dyersburg, Tenn., both ex-Navy. It's reasonably certain Memphis' WREC will also apply since Hoyt Wooten, its owner, has been evincing considerable interest in TV.

**FMA ASKS BREAK ON COVERAGE:** FMA feels it's a shame FCC, in making new FM grants, should rob FM in some areas of its chance of beating AM at its own game -- coverage. Thus, it seeks conference with FCC in effort to get Class B stations in Area II (all but northeastern U. S.) protected to 50 uv/m contours. Present protection is to 1,000 uv/m, same as in crowded Area I where FMA doesn't expect greater protection. Request is a puzzler for FCC, since 50 uv/m protection in tightest Area II cities would mean either no more new grants or finding more channels. FCC is running out of channels but defends new grants as giving more service than is lost in encroaching upon presently authorized 50 uv/m contours. Says FMA President Dillard, "Let's give FM a chance to get going, at least as long as AM did, before we start whittling away station coverage." Chairman of committee to meet with FCC staffers is staunch FM booster C. M. Jansky, newly appointed FMA engineering counsel.

**MORE DOLLARS IN TV SETS:** In those few areas already enjoying TV service (Supp. 18-D), which include country's top 5 population centers, distributors for certain major manufacturers are actually calculating on higher 1948 dollar volume from TV than from ordinary radio sets. At first blush, this seems hard to swallow, yet it's borne out by (a) very much higher cost of even lowest priced TV units, as compared with table sets, which are bulk of today's production; (b) fact that distributors are disposing of every unit they can get, with backlogs of orders already in evidence -- so great is TV's acceptance; (c) fact that many more factories will be in TV production next year (Vol. 3, No. 30, 36, 40), with consequent greater output.

TV is enjoying slow but steady, measurable growth, and manufacturers and distributors can gear to specific markets, discernible demand. Last week, for example, Philco's first big promotion in Los Angeles led to reported sales of 1,500 sets, so local distributor is calculating 6,000 for rest of year. For whole country, RCA's Sarnoff forecast 150,000 sets in use by end of this year, which should be exceeded (see 9 mo. figures in Vol. 3, No. 42), and 750,000 by end of 1948 (Vol. 3, No. 38). Philco's James Carmine says his company is currently delivering \$900,-000 worth of sets per week to distributors. And Farnsworth's v.p. Edward Martin predicts 5,000,000 sets in next 5 years, says TV is "facing a billion dollar market."

These figures seem conservative in light of present trends, and opening up of new markets as new stations start. Even now, all but 3 of top 25 U. S. cities (1940 census) have stations in operation, authorized or applied for -- with most CPs scheduled to get going sometime next year. The 3 are Kansas City, ranking 19th; Rochester, 23rd; Denver, 24th. It's good guess their channels won't go begging long.

TV at its very best, as offered this week: President Truman's Friday night speech from White House, second such, which means TV is now fixture on "fireside chats." Nightly films of Congressional hearings on Communism in Hollywood, which beat anything theater newsreels can offer because they're so much quicker and fuller. New York Herald Tribune Forum, emphasizing again how visual adds so much to audible that you wonder how you ever enjoyed radio without it. And, of course, football, boxing, etc. If you're at all concerned with basic trends in radio, if you're within range of a TV station, don't delay getting your own TV set.

AT&T's New York-Boston microwave TV relay link will be ready in late November or early December. Plan is for system to tie into New York-Washington coaxial when Westinghouse's WBZ-TV goes on air sometime before March 1948 (Vol. 3, No. 42), marking first common carrier use of combined wire-radio relay for intercity connection. Meanwhile, private intercity radio links are due to get big boost with first telecast by Chicago's WBKB of Notre Dame football game from South Bend. System (Vol. 3, No. 20) is second installation using GE's newly developed microwave equipment, first being company's own between New York-Schenectady (Vol. 3, No. 40).

Next NAB management surveys of FM stations will cover KOZY, Kansas City; WEAW, Evanston, Ill.; WCSI, Columbus, Ind. KOZY study is being printed, should be mailed to members soon, as will NAB staff-recommended method of set surveys. Newly appointed to FM executive committee were Ed Wheeler, WEAW, Evanston, and Harry Wilder, WSYR, Syracuse.

Maj. Edwin H. Armstrong is personally filling bona fide requests for copies of his well-documented brief and exhibits in connection with his appearance at Nov. 17 FCC hearing on disposition of TV Channel No. 1 (Vol. 3, No. 41). Whether you agree with FM's inventor, it's well worth reading, certainly worth having on file for historical reference. Address him at Dept. of Electrical Engineering, Columbia U, New York.

Competition for \$29.95 Pilotuner may develop in new \$31.50 "Fidelotuner" of Edwards FM Radio Corp., 168 Washington St., N. Y.; also making 8-tube \$52.50 tuner of good repute. Good performance, using tuned resonant lines principle, is claimed. Hallicrafters, already moving into home sets and TV (Vol. 3, No. 40), is reported making an 11-tube FM-AM high and low band portable—battery, AC-DC—price not yet released.

In naming Roger Pryor this week as exec. asst. to Ralph B. Austrian, its new TV v.p., big ad agency Foote, Cone & Belding emphasizes "expansion plans for television on behalf of their clients." Onetime RCA and recently RKO executive Austrian was elected treasurer of Society of Motion Picture Engineers at its convention this week, which was concerned largely with theatre TV.

Fearful of "trading deal" in network-musicians' negotiations, NAB's FM executive committee Friday sent resolution to NAB board to ask networks not to make any contract with Petrillo that would include ban on AM-FM duplication.

Must reading for TV ad folk: "12 Steps for Beginners in Television Advertising," by L. H. Foster, sales promotion manager of pioneer dept. store TV sponsor, The Fair, Chicago, in Oct. 17 *Printers' Ink*.

Victor M. Ratner returns to CBS as v.p. in charge of advertising and sales promotion; onetime CBS sales promotion director, he quit to form own company.

Special Industry Music Committee (see story on page 2) consists of following: For NAB—A. D. Willard, Richard Doherty, Don Petty, Robert Richards. For FMA—Leonard Marks, counsel; William Ware, KSWI-FM, Council Bluffs, Ia.; William Fay, WHFM, Rochester; Ray Dady, KWK-FM, St. Louis; Paul W. Reed, WFAH, Alliance, O. For Networks—Frank White, CBS; Frank Mullen, NBC; Joseph McDonald, ABC; Robert Swezey, MBS; Everett Dillard, Continental (FM) Network. For Broadcasters—Leonard Asch, WBCA, Schenectady (FM); John Elmer, WCBM, Baltimore; T. C. Streibert, WOR, New York; Roger Clipp, WFIL, Philadelphia; Frank King, WMBR, Jacksonville; Robert Thompson, WBEN, Buffalo; Calvin Smith, KFAC, Los Angeles. For TBA—Lawrence Phillips, DuMont; Noran Kersta, NBC. For Transcription Libraries—Richard Testut, Associated; C. O. Langlois, Lang-Worth. For Open End Transcriptions—Joseph W. Bailey, Cowan; Charles Gaines, Ziv. For Record Manufacturers—Edward Wallerstein, Columbia; Milton Rackmil, Decca; Irvin Green, Mercury; Guy Lemmon, Majestic; James Murray, RCA Victor; George Jaycox, Signature; one to be named from Capitol.

NAB Code got stiff going over Thursday by committee of independents under Ted Cott, WNEW, New York, miffed because non-network stations weren't represented among original formulators. They watered down commercial time provisions (ask 2:30 minutes per 14-minute segment, plus 1-minute spot, plus other variations), recommended code not take effect until all stations have 60 days to digest it. They also asked NAB consult with committee of non-network affiliates on all matters touching station operation. NAB immediately named Cott, Arthur Harre (WJJD, Chicago), Ben Strouse (WWDC, Washington) to represent independents when NAB board takes up code revisions Nov. 13-15. NAB's FM executive committee also asked for less stringent code provisions.

Not sunspots, but tropospheric and Sporadic "E" transmissions are responsible for types of long-distance TV-FM reception reported in Vol. 3, No. 41, Bureau of Standards' Dr. K. A. Norton tells us. He says we misunderstood him about sunspots, that such recent vhf transmissions as U. S.-Philippines can be blamed on sunspots, now highest in history. Bendix's J. T. Dalton says last summer's experience with FM "debunked all that has been said about FM distance limitations," points to consistent 150-200 mile reception around St. Louis.

Add TV sponsors: On WPTZ, Philadelphia, 3 weekday high school football games, by Pontiac Dealers Assn. (pool of 12). On WFIL-TV, Philadelphia, Philip Klein Adv. Agency, Tues., 8:15-8:30 p.m., with Mr. Klein as self-sponsored commentator on civic promotion series "Philadelphia, a Great City." On WTTG, Washington, National Brewing Co., Baltimore (National Premium beer), home games of Washington Capitols, pro basketball team. On WNBW, Washington, Southern Wholesalers (RCA Distributor), ¾ hrs. per week, 8 weeks, including "RCA Victor Varieties," Tues., Wed., Thurs., 4-5 p.m., school football, Fri., 3:15-5 p.m.

Something's stirring at Federal Telephone & Radio Corp., IT&T subsidiary, which goes beyond Norman Wunderlich's resignation as chief of broadcast equipment sales (W. M. Gourley now acting). It may tie up with Raytheon president Lawrence K. Marshall's disclosure to stockholders that merger of Raytheon with IT&T has been discussed.

More talk about "TV billboards"—this time from Douglas Leigh, big outdoor adman, who says he's contemplating possibility of giant-size screen on Broadway.

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# Television Digest

and FM Reports

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November 1, 1947

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

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

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

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

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

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

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

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

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

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

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

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

Rates are in 2 categories -- transmitter time, program facilities. Time costs \$500 per hour, \$400 for 40 minutes, \$300 half hour, \$250 for 20 minutes, \$200 for 10 minutes, \$125 for 5 minutes, \$125 one minute (film only), \$80 for 20 seconds (slide or film). Program facilities start at \$1,000 per hour for use of new studio 8-G, \$250 an hour for film studio, scaling downward in same proportion as for time

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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
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ARTS AND INDUSTRY

# Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 3, NO. 45

November 8, 1947

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

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

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

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

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

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

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

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

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

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

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

Louisville's WAVE asks for Channel 5 (76-82 mc), with 16.6 kw visual, 10 kw aural powers, 402 ft antenna, studio and transmitter at present AM-FM sites, \$159,800 plant, \$8,000 operating cost, RCA equipment. City is entitled to 2 channels. WHAS already holds CP for No. 9 (186-192 mc), 9.6 kw visual, 7.2 kw aural (Supp. 18-D) -- but it has applied for Channel 5 instead, with 1.54 kw visual, 763 watts aural, on plea lower frequencies will give adequate coverage, require less power, less expensive plant. So hearing may be necessary.

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

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

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

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

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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

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

# Television Digest

and FM Reports

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November 15, 1947

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

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

# Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2920 • VOL. 3, NO. 47

November 22, 1947

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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November 29, 1947

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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## SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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# Television Digest

and FM Reports

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December 6, 1947

**1948 AM DIRECTORY COMING SOON:** We're working now on a new 1948 AM Directory, hope to have it in the mails to subscribers by Jan. 1. It will supersede our AM Directory No. 1 and all weekly addenda thereto. It will be published in new format, designed for greater flexibility and ease in keeping it up to date: about 200 loose-leaf pages, printed on one side only. Thus, as you check our weekly addenda, you'll have space to write in new CPs, applications, your own notes, etc. Directory will be in 5 parts, as before, but with cardboard separators between parts. Extra copies will be available at \$10, so if you want any more than the one you get without extra cost as a subscriber to our full service, let us know now. Note: Our No. 1 directory, dated May 1, 1947, listed 1,712 existing or authorized AM stations (besides all then pending applications) separately by States, by Frequencies, by Call Letters. New directory will list some 2,000 -- actual count as of today is 1,957.

**THE MONEYBAGS 'RECOGNIZE' TV:** Two highly significant developments of the week -- you can judge for yourself how they fit into the pattern of current TV trends:

1. Dorothy Thackrey (New York Post) has put up for sale her WLIB, New York; KLAC, Hollywood; KYA, San Francisco -- Smith Davis, broker. Bidder for Los Angeles-San Francisco package is none other than Metro-Goldwyn-Mayer (Loew's already owns WHN, New York). What M-G-M is after, though, is not primarily the 2 Pacific Coast stations -- but rather Mrs. Thackrey's CP for TV in Hollywood, where even CBS has been shut out because all channels are assigned. Irony is M-G-M last year was TV applicant for New York and Los Angeles, but dropped. Its executives blow hot and cold about TV -- mostly hot lately.

2. The Katz Agency, one of radio rep field's Big 3, is setting up first special TV dept. ever by any firm of representatives, will shortly announce specialist to head it up, conduct market studies, sell time, etc. In a sense, it's really the first "diplomatic recognition" of commercial TV from one of radio industry's most important segments -- the men who sell national spot time. Katz's only actual TV station on air is WFIL-TV, Philadelphia, on CP grantee list WSPD, Toledo. But on applicant list it has WGBS, Miami; WKRC, Cincinnati; WFBM, Indianapolis; WCOP, Boston; and on prospective applicant list WWL, New Orleans. That other reps will follow Katz example seems certain.

**10 TV APPLICANTS THIS WEEK:** You'll find details about this week's 10 additional TV applications -- record number yet for any one week -- in the blue addenda pages labelled "TV Directory 1-A" herewith, which we urge you save along with the printed directory sent you last week. We can also disclose now that applications may be expected soon from WFBC, Greenville (S.C.) News-Piedmont; WTHT, Hartford Times (Gannett), WSBT, South Bend Tribune; WWL, New Orleans (Loyola U); St. Louis Globe-Democrat, holder of CP for FM: This week's applications came from:

WBT, Charlotte, N.C., owned by Jefferson Standard Life Ins. Co., seeking Channel No. 3; WGBS, Miami (Storer), same interests already holding CPs for Toledo and Detroit, applicant for Atlanta, No. 5; WIOD, Miami (Cox-Daily News), No. 5; WSB, Atlanta (Cox-Journal), No. 5 or 8; WHIO, Dayton (Cox-Daily News), No. 13,

city's only other channel, No. 5, already assigned Crosley; WAKR, Akron, part-owned by Beacon-Journal, No. 11; WSAN, Allentown, Pa., minority owned by Morning Call & Chronicle, No. 8; WILK, Wilkes-Barre, Pa., local 250-watter, No. 11, same channel previously asked by WBRE, thus forcing hearing; WKRC, Cincinnati (Times-Star), No. 11; Mrs. Pearl Lemert, Bakersfield, Cal., onetime secretary to Lee DeForest, No. 10.

**THESE ARE TV'S NEXT OUTLETS:** Next TV stations to take the air with test patterns will probably be Newark's WATV (WAAT) and Philadelphia's WCAU-TV (Bulletin). Both are shooting for pre-New Year's Day starts -- in fact, WAAT's Frank Bremer tells us he will begin feeding signals into dummy setup Dec. 10, then test patterns, then an educational campaign via AM to urge TV public and dealers to tune in Channel No. 13. First sponsor signed is Bamberger Dept. Store, owned by same interests as WOR, which holds CPs for TV stations in New York and Washington promised for next spring.

Philadelphia Bulletin's TV equipment is all installed, but tower-antenna needs completion. Big newspaper's purchase of 50 kw WCAU was okayed by FCC this week, so its WPEN goes to Sun Ray Drug Co., it takes over WCAU and WPEN-FM (now WCAU-FM) and retains WPEN-TV on Channel 10 (but changes call to WCAU-TV).

Baltimore's WBAL-TV on Channel 11 has run into tower and antenna difficulties, everything else about ready, hopes to get test signals on air first week in January, go commercial Feb. 1. Richmond's WTVR (WMBG) on Channel 6 is all built, could get going now (says Wilbur Havens) except for delayed delivery of STL, RCA's 7000 mc microwave relay unit needed to hook up studios with transmitter 1¼-mi away.

**HOW TV NETWORKS LINE UP NOW:** Actually, present AM affiliations of TV grantees mean little or nothing so far as future TV network alignments are concerned -- except perhaps for NBC's blanket offer of first refusal to its affiliates. Thus, claims that Washington Star's WMAL-TV, Philadelphia Inquirer's WFIL-TV, Baltimore Sun's WMAR-TV will join either ABC's, CBS's or DuMont's putative networks (first 2 are AM affiliates of ABC, latter is non-AM as yet) can be dismissed as mere publicity stuff. True, they're taking what ABC, CBS and DuMont (sometimes NBC, too) have to offer; but, as one of them put it, "We're playing the field for the time being."

Only firm TV network "affiliations" yet are those of WNBT, New York, and WNBW, Washington (both NBC owned and operated) and of WABD, New York, and WTTG, Washington (both DuMont). If there's any such thing as a network yet in TV, as distinguished from an irregular hookup, it's the regular linking of GE's WRGB, Schemm, and Philco's WPTZ, Philadelphia, to NBC's 2 stations (one sponsor, Swift, using all 4); and the definite predisposition of soon-to-start WBAL-TV, Baltimore, and WBZ-TV, Boston, also to join this grouping. As for the others, they really do "play the field" -- the field so far being DuMont's hookup and occasional ties with CBS's sole outlet WCBS-TV, New York.

Also still only in talk stage is a "newspaper network", envisioned around Chicago Tribune, New York News, Philadelphia Inquirer, Baltimore Sun, Washington Star and perhaps other newspaper-owned TV stations. But here again we have only speculation, nothing definite planned, odds against any specialized group as against existing broadcast chains. It's hard to conceive, for example, Philadelphia Bulletin's WCAU-TV weaned away from CBS; or Detroit News' WWJ-TV, St. Louis Post-Dispatch's KSD-TV and Milwaukee Journal's WTMJ-TV breaking long relationship with NBC.

CBS has been strangely quiescent (publicly, at least) so far as network plans are concerned. And as for weaning ABC affiliates away, that network's slowness in getting any of its 5 authorized stations under way weakens its position compared to earlier starters like NBC, DuMont, and even CBS. However, ABC's v.p. Bob Kintner assures us all of its stations will be in operation by end of 1948: New York, by next summer, RCA equipment ordered but negotiations still under way for transmitter-studio sites; Chicago, also by next summer, RCA equipment ordered, transmitter site already leased in Chicago Opera Bldg.; Detroit, studios in Maccabee Bldg., no transmitter site yet; Los Angeles, site purchased on Mt. Wilson, studios with KGO; San Francisco, negotiating for sites. "We'll spend what it takes in 1948 to get our stations on the air," said Kintner, "we're amply financed for the job."

**FM-ONLY SHOWS, FM-ONLY NETWORKS:** FMA isn't nearly so hopped up about FM-AM duplication right now, judging from statement of executive committee after meeting Wednesday. Admittedly, Petrillo's still the industry's bete noir, duplication is still desirable, but it isn't as vital as it was once considered. Statement said: "FMA does not feel duplication...is the solution to the public need. FM offers an opportunity to fill that need with new types and better programs. Indeed the trend is away from duplication and toward dual programming."

The byword now: FM-only networks, regional and national, with own shows. Change in emphasis reflects President Dillard's success with Continental Network, and big push now is for high fidelity wire lines, paralleling Dillard-Armstrong pleas to FCC that 44-50 mc be assigned FM for networking by means of rebroadcasting (Vol. 3, No. 47). Association has instructed counsel to ask FCC for full-scale hearing to determine what AT&T is doing about high fidelity lines and why TV gets New York-Washington coaxial experimentally, free of charge.

Executive committee was highly optimistic: "FM...is beginning to show a profit....point of breaking even financially has been reached by scores....within a year investment in FM broadcasting facilities alone will amount to \$100 million ....set manufacturing gross volume should reach \$400 million." FMA itself is growing, has 236 members to date, averaging 4 new ones weekly.

**LITTLE SCREENS AND BIG ONES:** Market-wise Philco, which has withheld 7-in. screen, TV-only table model, has assured its distributors rumors of its discontinuance are baseless -- and they'll be getting some before year is out. Small-screen set is still unpriced, but likely to be competitive to RCA's similar (and rather slow-moving) \$250 unit. Also after lower income trade, Motorola's \$179.50 model is out in Chicago, Hallicrafters promises \$169.50 unit Jan. 1, both 7-in. (Vol. 3, No. 46).

Nevertheless, industry trend is still toward bigger picture (Vol. 3, No. 47). For example, ambitious little U. S. Television Mfg. Corp., New York (1947 volume: \$2,000,000), specializing in high-price projection models mainly for taverns, promises April, 1948 production of a new projection TV set capable of 3x4-ft. images -- same size recently promised by Brunswick (Vol. 3, No. 40). Price is undetermined, but officials say it shouldn't be much more than firm's present top \$1,795 model. Making first pitch for home trade, convinced of marketability of larger direct-view images (Vol. 3, No. 47), year-old company also announced February production of new 10-in. and 15-in. TV-only table models, 12-in. and 15-in. TV-AM-FM-phono consoles -- as yet unpriced but "competitive." For additional supplies of 12 and 15-in. tubes, UST has bought into Zetka Tube Co., Clifton, N. J., now producing small quantities.

**PUSHING ON WITH MICROWAVES:** Both as hedge against probable high coaxial tariffs and as means of insuring uninterrupted links, TV stations may be forced to set up more intercity microwave links of their own (like GE's to Schenectady, Philco's to Philadelphia) to provide network service. In fact, NBC feels acute need already between its New York-Washington stations WNBT-WNBW. So it's studying technical and commercial feasibility of perhaps extending Philco's New York-Philadelphia circuit through Western Union's Wilmington sites to Baltimore's WBAL-TV, thence into Washington, utilizing RCA's 7000 mc remote pickup field units, TTR-1A and TRR-1A. At present, NBC shares coaxial time with DuMont and CBS, none paying tolls yet because AT&T hasn't decided on tariff structure.

Meanwhile, South Bend Tribune (WSBT), in applying for TV shortly, will indicate it plans to pick up and rebroadcast Chicago's WBKB, employing GE microwave link with South Bend so successfully used for Notre Dame games. Recurrent rumors won't down that some sort of link from New York will be operating in time to bring June-July political conventions from Philadelphia to Chicago and such way points as then have TV (Cleveland, Detroit, etc.). But AT&T's Long Lines chief L. G. Woodford definitely says Bell System won't be ready by then either with coaxial or microwave. NBC's Frank Mullen this week reckoned New York-Chicago hookup by end of 1948 but hedged "with a few months' leeway on either side."

**FM GROWING PAINS, 357 STATIONS:** Ardent FM booster WFMZ, Allentown, Pa. (Ray Kohn) has started something which might well catch on and help cut deadwood out of FM structure (see "FM Idlers, Toilers--and the FCC," Vol. 3, No. 48). A Class A community grantee, WFMZ wants Class B metropolitan coverage. Since no Class B channels are available, it asks for the one assigned locally to WKAP-FM (Rahall brothers), claiming grantee has been sitting on its CP. That means hearing. FCC pressure is forcing people to make up minds: This week 3 more chose to get out, including Knight Radio Corp. (Detroit Free Press), making 8 dropouts in last 5 weeks. On the other hand, though new applicants are relatively few, new stations are going on air at good clip -- 8 STAs issued last week, 9 this (Supp. 55-J herewith). Total FMs now operating: 357.

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## SIGHT AND SOUND

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Decision on TV Channel No. 1 (Vol. 3, No. 47, 48) awaits filing of brief by Maj. Armstrong by Monday. Brief was due Nov. 28, but Armstrong got extension after browsing through FCC's signal strength measurement data. Meanwhile, Zenith filed brief saying FM seems to be only service that really wants 44-50 mc, that mobile services should get IRAC frequencies instead of 44-50 mc.

Both political parties are amenable to commercial sponsorship of telecasts of their Philadelphia nominating conventions, provided "suitable type sponsor" emphasizing institutional messages offers to foot TV bill. Rights money would be used to defray costs of relays to multiplicity of stations, including possibly microwaves all the way to Chicago and St. Louis. Meanwhile, Roger Clipp's parley Friday to arrange radio details disclosed 10 TV set makers will furnish receivers for 25,000 overflow to view convention proceedings in city's Commercial Museum.

Obviously nettled, NAB's Justin Miller slapped back at critics of code delays in New York speech this week, said code when finally evolved will express desires of broadcasters and broadcasters only, suggested newspaper and trade journals would do well to devise standards for themselves, again refuted FCC's Blue Book by showing own commercial time graph. Irascible tone of speech was reflected in way big city papers handled, obviously rearing back at "go and do better yourselves" challenge.

Looks like TV laggards are going to have to hump. First sign that outsiders "wanting in" are going to push hard came this week when non-broadcaster New England Television Co. (Vol. 3, No. 45) asked FCC to assign WJAR's Channel No. 11 (193-204 mc) from Providence to Fall River-New Bedford area, thus eliminate need for hearing there (2 applicants for 1 channel). Outlet Co.'s WJAR has had inactive CP since May 16, 1946.

His fellow commissioners don't go along with Clifford Durr's objections to FBI reports (Vol. 3, No. 48), and they asked J. Edgar Hoover this week to continue sending them in. Durr insists most of them are trivial, baseless, prejudicial, provoking charge by Senator Capehart (R-Ind.), he's guilty of "brazen effort . . . to sabotage FBI." Capehart demanded Congressional investigation.

KSD-TV's Robert L. Coe becomes manager of *New York News* TV station (5 kw transmitter ordered from RCA this week, plus \$150,000 other equipment from GE); and Tom Howard succeeds him as chief engineer of *St. Louis Post-Dispatch* stations. Clifford Denton remains as *News* station's operations manager.

IT&T's President Sosthenes Behn admitted at press conference Tuesday that discussions are under way for possible merger of Farnsworth and Raytheon with IT&T. He said they might set up single tube and single parts subsidiaries doing \$125,000,000 business annually.

TV networking appears salient topic at members-only TBA clinic Dec. 10 in New York. AT&T's M. E. Strieby, GE's A. F. Wild, NBC's Bob Shelby, Eastman Kodak's Dr. William Feldman all are scheduled to discuss microwaves, coaxials, film recorders as means for chain telecasting. Other speakers include WMAR's Neil Swanson, WRGB's G. Emerson Markham, WPTZ's Jim McLean, DuMont's Scott Helt, on various aspects of station operations. Open luncheon meeting has as speakers, Paul M. Hahn, executive v.p., American Tobacco Co.; Ben R. Donaldson, Ford Motor Co.; Paul Raibourn, Paramount—on what they expect from TV.

Add TV Sponsors: On WCBS-TV, American Safety Razor Co. (cigaret lighter), 5 pre-Xmas 1-min. film spots, thru Federal Adv. Agency; Hat Research Foundation, 1-min. film spots following Dec. and Jan. Madison Square Garden telecasts, thru Grey Adv. Agency. On WABD, New York, and WTTG, Washington, Ruppert Brewery Inc., Dec. 14 All-America Football Conference pro championship, thru Lennen & Mitchell. Telestores Corp. of America (formerly Television Trading Post), 5 spots weekly. On WNBT, New York, E-Z Thread Co. (Gerry Nufoam shoulder pads), Dec. 3, 10, 17 studio programs, demonstrations and singer, thru Redfield-Johnstone Inc.

Biggest TV picture yet (7½x10 ft) is claimed by John M. Cage for his installation in New York's Yale Club, in operation last 3 weeks. System uses revamped commercial TV set, optics consist of 3-element, coated Viewlex lens, through which picture from 10-inch Rauland tube is projected to screen, similar to original big-screen TV job by Cage Projects Inc., Newark (Vol. 3, No. 23).

"Operation of non-profit FM installations," along with increased wage demands, were given as reasons for 1947 jump in broadcast operating costs, which averaged 9% over 1946, in an NAB report last week. Gross 1947 profits were up 8% over 1946. Report only covers stations operating in both 1946 and 1947.

Hearing on FCC review of Mayflower doctrine (its 1941 decision that broadcaster cannot editorialize) has been postponed to March 1. Reason is jammed FCC hearing docket around original Jan. 12 date, also feeling more time should be given for publicizing vital freedom issue (Vol. 3, No. 37). FCC recently sent out form letter to 50 organizations (advertising, veterans, labor, church, educational) and 36 individuals (historians, constitutional law experts, publicists, etc.) calling attention to hearing.

Long-pending daytime skywave case (Vol. 3, No. 23) was this week consolidated with longer-pending clear channel case (Vol. 3, No. 43, 44), move long expected by participants in both hearings—mostly same people. FCC called on daytime skywavers to file briefs by Jan. 5, participate in clear channel oral argument Jan. 19.

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# Television Digest

## and FM Reports

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December 13, 1947

**LAND RUSH IS ON, 10 MORE APPLY:** Again this week, as last, 10 more applicants filed for TV, including Kansas City Star and Dallas News. Applicant list has now swelled to 68 (see TV Directory No. 1, Addenda 1-A, 1-B) -- and end of big rush isn't in sight. We can also report probable applications soon from: WJW, Cleveland; WIBC, Indianapolis; KPRC, Houston Post; KATL, Houston; WHDH, Boston Herald-Traveler; WNBH, New Bedford Standard-Times, for Boston; WTOA-FM, Trenton Times. Also, Cleveland Broadcasting Inc., CP holder for FM, AM applicant, wrote FCC this week it will file for TV; firm is headed by Ray T. Miller and Donald W. Hornbeck, local Democratic and Republican party leaders, respectively, who are law partners.

This week, Yankee Network asked for change of its Boston channel grant to No. 13 instead of No. 7, stating it wants to be able to throw signal into Providence too. The week's TV applicants and channels requested:

WBRC, Birmingham, Ala., Channel No. 4; KROW, Oakland, Cal., No. 11; WKAT, Miami, Fla., No. 7, petitioning for reinstatement of old application held up for inadequate data; WSBT, South Bend (Ind.) Tribune, No. 13; WDAF, Kansas City Star, No. 4; WADC, Akron, No. 11, which forces hearing on 2 applicants for 1 channel; WPIT, Pittsburgh, No. 10, forcing hearing on 5 for 3; WEEU, Reading (Pa.) Eagle, No. 5; WFAA, Dallas News, No. 12; L. F. Carrigan, Dallas (not now in radio), No. 10. For details about these applications, see TV Addenda 1-B herewith.

**MAP TELLS ONLY PART OF STORY:** Note how AT&T couches legends on its new coaxial-relay map (reprinted on insert page herewith) in general terms now -- as compared with map published last summer (Vol. 3, No. 24). For most part, circuits previously scheduled for 1947-48 completion are now lumped as "installed or under construction," no dates for starting service given. In some instances, circuits previously set down for 1948 completion (Charlotte-Atlanta, St. Louis-New Orleans, Detroit-Cincinnati) are now legended "planned for next few years." Even New York-Philadelphia-Chicago microwave relay previously earmarked "1947-49" is now down simply as "radio relay systems planned."

So it's apparent Bell System isn't going to be held to any schedule by eager-beaver network builders. Even when coaxial connects 2 cities, as Richmond is now connected with Washington, that's no guarantee of early TV hookup. Still needed are terminal equipment, repeaters, etc., so it won't be until late next summer or early fall that Richmond's WTVR, about ready to take air (Vol. 3, No. 49), can join NBC hookup. More than that, coaxial provides only one circuit and it's one-way.

All of this means TV enterprisers are being spurred to set up relay systems of their own. If FCC doesn't clamp down common carrier provisos, there may be more privately operated sectional circuits set up (like GE's New York-Schenectady, Philco's New York-Philadelphia, WBKB's Chicago-South Bend) and linked with one another to give a semblance of network service. Even now a serious plan is afoot, sparked by WFIL-TV's Roger Clipp, to get up a cross-country network in time for coverage of June-July political conventions in Philadelphia -- no less "naturals" for TV than were the 1924 conventions ("Alabama casts its 24 votes for Underwood") for radio. Plan contemplates linking foregoing together, using intermediate stepping-stones

plus such stations (for both telecasting and relaying) as WBEN-TV, Buffalo; WEWS, Cleveland; WLWT, Cincinnati; WTVT, Toledo; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KSTP-TV, St. Paul; KSD-TV, St. Louis -- and such other stations as may be ready by next summer. Meeting is planned next week to get firm agreement on cooperation, costs, etc. Engineers seem agreed it can be done, and GE (which equipped Chicago-South Bend link) is being enlisted to set up Schenectady-Buffalo relay point at its Electronics Park plant in Syracuse.

**TV ADDS UP BILL OF HEALTH:** Not many more than 200 attended TBA's "Television Clinic" in New York's Waldorf-Astoria Wednesday, conducted in lieu of a convention. But you got the feeling that this little handful of men, including many who make the wheels of this still numerically tiny industry go round, were on top of Something Big -- and knew it and wanted the world to know it. Pervading the scene was the same sober intensity of conviction and zeal and ambition that marked the pioneer days of radio broadcasting and manufacturing not so many years ago.

Out of the mill-run speeches, technical papers, how-we-do-it stories, etc., that occupied the sessions (TBA's Secretary Will Baltin will have texts available soon), these struck us as the most significant things said or done at the meetings:

(a) Big-time advertiser American Tobacco Co. (Lucky Strike), through its executive v.p. Paul M. Hahn, let it be known it's in TV to stay, has major time-buying plans, wants "to grow with your medium." Indeed, its marketing planners are all excited about their own survey finding of 80-88% sponsor identification during recent football telecasts. Survey also showed, said Mr. Hahn, average Saturday college game telecast reached 42.5% of all set owners, 6.5 persons per set (not even counting bars or taverns). Mr. Hahn's fulsome kudos was echoed by Ford Motor Co.'s Ben R. Donaldson, who promised "TV has a Ford in its future," asserted Ford's current sports sponsorship is designed not only to gain valuable time and sports franchises but to learn technique and "to back up your great new industry."

(b) WBKB's Capt. Bill Eddy disclosed plan for one of those "cluster" TV networks ex-FCC Chairman Denny envisaged (Vol. 3, No. 38, 39). As result of highly successful use of microwave relay enabling Chicago station to carry Notre Dame games from South Bend, he promised to supply other stations within reach of WBKB 40 hours of network service per week at cost of only \$40 per program hour! South Bend Tribune wants first in. It's easy to see how system can spread out, reduce program-cost burdens, even enable stations to make money as more sponsors option time.

(c) Paramount's Paul Raibourn, one of the few movie topkicks really hep to TV, demonstrated how films can be shot directly off the kinescope (receiving) tube, processed with sound and made ready for repeat telecasts or theater projection in only 66 seconds. Excellent theatre-size films of 3 rounds of the Louis-Walcott fight, and takes from Theatre Guild's TV presentation last Sunday of "The Late George Apley," were shown to an enthused audience. This demonstration, plus Eastman Kodak experts' papers about new 16mm TV recording camera, quick film processing, etc., bodes well for TV stations' own newsreel and "transcribed" program libraries.

(d) AT&T's M. E. Streiby demonstrated double 2-way loops of recently-instigated New York-Boston microwave relay (Vol. 3, No. 46). Viewers could see how little image definition is lost even when signal makes 36 or more hops -- total of some 900 mi., or about distance between New York and Chicago. What this augurs for inter-city TV, even without coaxial cables, is manifest.

There were other facets of more or less importance: Movie man Raibourn asserting TV is essentially an entertainment medium. Baltimore Sun's executive editor Neil Swanson adding he regards TV as a projection of a newspaper's primary function of conveying intelligence and welcoming influx of newspapers into TV. Raibourn warning that the "program's the thing" and that TV must compete with media like movies and sports (\$1.8 billion income), newspapers (\$1.5 billion), magazines (\$1.1 billion), radio including manufacturing, \$1.1 billion). TBA's 1947 awards for contributions to TV went to the aforesaid Messrs. Hahn, Donaldson and Eddy, as well as to Zoomar lens developer Dr. Frank G. Back and Kraft Foods' John H. Platt.

**PETRILLO STICKS IN CONGRESS' CRAW:** Hard-headed, thick-skinned James Caesar Petrillo may or may not be recalled to House Labor subcommittee witness stand, but that group (headed by union card-holder Rep. Kearns) gives him and his tactics thorough raking over in unanimous 13-page report issued Friday. It recommends prosecution of AFM under Sherman Act for monopoly, urges Taft-Hartley Act amendment to forbid monopolistic labor practices. We'll get you copy if you want one. On other Petrillo fronts: Network negotiators await music czar's counter to their proposal Monday to wrap whole music deal in one package (wages, conditions, AM-FM, TV, recordings, etc.). Recorders are still sitting on haunches waiting for audience with Jimmy, though contracts expire Dec. 31. FCC, checking with networks on FMA petition for rule forbidding AM-FM duplication ban (Vol. 3, No. 44), got first reply from MBS's Bob Swezey, who said he doesn't think such a rule necessary since nets are taking up that problem with Petrillo now. Petrillo's trial for Lea Act violations, scheduled for Dec. 15, has been postponed tentatively to Dec. 19 because Chicago Federal Judge LaBuy is sitting on another trial. And Dec. 15 Life Magazine spread on Jimmy, comparing his regal sway to Louis XIV's, doesn't help his public relations (which never seems to have bothered him anyhow).

**STORING THE CHICAGO FM FIRE:** FMA's Bill Bailey has been promoting a storm of FM interest in Chicago for some time, and after meeting with manufacturers and broadcasters there last Wednesday is counting on a really man-sized dealer-distributor meeting Feb. 18 at Medinah Temple. He expects 5,000 attendees. Previously a pretty slow FM town, in spite of 5 pre-war stations, Chicago has come along fast under prodding of such people as powerfully-backed Marion Claire (WGNB-Chicago Tribune) and Zenith's Gene McDonald. In fact, FMA has chosen city's Sheraton Hotel as site for 1948 convention Sept. 27-28. Midwest, in general, is becoming one of country's hotter FM foci, due in substantial part to many independent and newspaper-backed FMers. FMA's President Dillard expects current sad FM set picture to begin brightening about February. So far this year only 830,000 FM receivers were reported by RMA, a little under 6% of 14,375,000 total. Tuners, of course, bolster figure somewhat. Pilotuner's success has encouraged others: Belmont, for example, is test-marketing a few hundred \$29.50 units. Meissner and Fada have come out with prices on theirs (Vol. 3, No. 48) -- \$38.33 and \$34.95, respectively.

**SAYING LITTLE, THINKING HARD:** Piecing together certain chance remarks, replies to direct questions, inescapable fact others are outpacing it in TV, it looks from where we sit like CBS can't be sold short as a major factor in TV. Perking interest, quiet but intense activity, have replaced the apparent lethargy that beset that smart, usually alert organization ever since the color case went against it. Even fact that TV v.p. Larry Lowman now sits on TBA board is a minor symptom. Here's the behind-scenes picture:

CBS owns WCBS-TV, New York, is applicant only for Chicago, where 3 applicants seek 3 (possibly 2 in reallocation) remaining channels (TV Directory No. 1). FCC action on Chicago application has been held up since last June because v.p. Leslie Atlass personally holds stock interest in profitable WIND, also an applicant. So Atlass has been given alternative of selling stock, which would entail big personal tax loss, or resigning, not improbable in view of that and recent ill health.

CBS is hell-bent on getting Chicago, spurred by Bill Paley's intensified interest, by competition, by current sponsor enthusiasm for TV (not the least being CBS's own video client Ford). It doesn't particularly want outlets of its own in St. Louis or Minneapolis, where it owns AM stations, but it may seek one in Boston, certainly wants one in Los Angeles. There's outside chance for Boston, though 5 already seek 2 remaining channels. For station of own in Hollywood, it would give eye-teeth. But all channels there are gone, and presumably it's excluded from buying Dorothy Thackrey's CP, may have to content self with affiliation contract with KFI-TV (ready early in 1948) or Los Angeles Times' KTTV (ready late in 1948).

Meanwhile, CBS is bending strenuous efforts to sign up affiliates for a TV network (Vol. 3, No. 49). And, one more possibility that can't be ruled out: it

hasn't given up hope of ultimately having manufacturing facilities of its own. "Columbia" trademark on radio and TV sets, no less than on phonograph records, would be an invaluable asset; in addition to which, if some of its executives' theory is right that set sales and not sponsors must foot TV bill for long time to come, that would place it in nicer competitive position with RCA-NBC, Philco, DuMont.

**BIG SETS AND LITTLE ONES:** Giant GE hits TV markets with its super-doooper Model 901, an 18x24-in. projection console with AM-FM-SW-phono, priced at \$2,250 plus about \$165 installation-servicing -- at time just about everybody's voicing fond hopes more cheaper sets can be produced! It's virtually a custom job, so doesn't contribute much to mass market problem. But GE says it has plans for TV receivers within reach of average pocketbook for next spring.

At opposite extreme, little Tele-Tone Radio Corp., New York City, specialist in very small radio sets, is out with teaser publicity claims for a new direct-view table model to be priced "surprisingly far below other models currently within the industry's view." Reference presumably is not only to today's 10-in. sets, but also to 7-in. models of RCA, Philco, Motorola, Hallicrafters (Vol. 3, No. 46). Company, however, refuses to divulge prices or picture size.

Other TV set developments: Motorola's console TV-AM-FM, retailing at \$495 plus \$65 warranty, went into New York market this week, is due in Philadelphia next week. Motorola's 7-in. \$179.50 table model due in eastern markets in mid-January. DeWald promises table model out Jan. 1, gives no details.

**SNAPSHOTS OF TV SET MARKET:** We get varying stories about how TV sets are selling. They're moving just about as fast as produced and inventories are nil, report DuMont, Philco and RCA, the big three. Smaller producers, not yet in mass production, are sort of feeling their way, or else concentrating mainly in specialized lines (taverns, etc.) or particular areas (notably New York). We hope to have a complete directory of all TV manufacturers and descriptions of their respective sets, ready for you shortly after Jan. 1.

Yet not many dealers are complaining they can't get enough sets -- not even for hot Xmas market. In fact, with Regulation "W" off, some are offering extraordinarily liberal terms as well as immediate delivery. Two of Washington's largest, George's and Lacy's, advertise installation with no money down, no first payment until January. Lakeview, a New Jersey chain, even made 10-day free trial offer of Philcos, but abandoned it. Gimbel's in Philadelphia advertised 1,000 RCA and Philco sets for immediate delivery at 10% down. GE dropped price of its TV-AM Model 801 from \$625 to \$495 but precipitated no uniformly heavy buyer rush.

Dealers are becoming aware TV is no mere over-the-counter proposition, need expert installation and servicing. Sale and service fee entail continuing obligation to customer. Some set makers won't let servicing out of their own hands. Yet dealers in TV cities are leaping at new merchandise, eager to skim cream market, chipping in with distributors on big promotions.

**TV JOTTINGS OF THE WEEK:** Cleveland's first, Scripps-Howard's WEWS, starts 5-day (Tue.-Sat.), 20-hour weekly schedule Wednesday (17th) with annual Cleveland Press Xmas party, 35 variety acts, screen actor Jimmy Stewart m.c. Union musicians got special dispensation from Petrillo for charity affair. Emerson, GE, Philco, RCA making pitch for market, are reported to have brought in 2,000 sets. Cleveland Press special section Tuesday, devoted entirely to TV, carries 21 pages of advertising. First WEWS sponsor is Standard Oil of Ohio, talent search, Saturdays, 8:30-9 p.m....M-G-M dropped out of negotiations for KYA-KLAC purchase (Vol. 3, No. 49), which might have carried with it CP for Los Angeles TV. It bid \$900,000, against asking price of \$1,050,000. Dope is stations may yet be sold to either Robert Smith (Los Angeles News) or Jack Wrather, husband of actress Bonita Granville....Death of millionaire Rogers E. Lacy in Texas Tuesday will alter TV plans of Lacy-Potter, grantee of Channel 8 in Dallas (Vol. 3, No. 32, 37). Tom Potter may not elect to carry on alone.

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# Television Digest

and FM Reports

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December 20, 1947

**EMERSON'S \$275 TV, LOOKS TO \$150:** Emerson will place \$275 TV table model with 10-in. tube on market in February -- cheapest of that size yet. In announcing it Friday, President Ben Abrams looked askance at those producers devoting "an inordinate portion of productive capacity to TV." His reference obviously was to leading producers RCA and Philco, with whose \$325, \$375 and \$395 10-in. units Emerson will compete. Abrams said \$275 set will displace company's \$375 unit, but only 40,000 will be produced, or mere 2% of its over-all 1948 production (chiefly small radios). He warned against obsolescence, reckoned 2 more years needed to achieve standardized circuits, mass production and a 10-in. direct-view model listing at no more than \$150. (By which time, in our view, the 15-in. direct view may render 10-in. as unattractive market-wise, perhaps even price-wise, as the Model T Ford.)

**TOP MARKET CHANNELS GOING FAST:** Where once they went begging, TV channel availabilities in major markets are fast diminishing -- so fast, indeed, that quite a few aspirants are going to be frozen out. Look over the top 25 metropolitan areas by sales rank (Supp. 19) and compare them with the allocation table (Supp. 18-D) and with our list of grantees and applicants (TV Directory No. 1 and Addenda), and you'll find:

a) Grants made or applications pending in all 25. b) Channels all gone in 3 areas (New York 7, Washington 4, Baltimore 3) and presumably also in Los Angeles (7) inasmuch as Don Lee's now experimental Channel No. 2 is being held in reserve pending FCC decision on Don Lee Network practices. c) Supply of channels inadequate to meet demand in 6 cities, where hearings have thus far been ordered: Boston, 8 applicants for 2 remaining channels (9 if you count Providence applicant); Cleveland, 4 for 2 (6 for 3, if Akron is included); Philadelphia, 2 for 1; Detroit, 2 for 1; Pittsburgh, 4 for 3; Hartford-New Britain-Waterbury, 7 for 3. d) Chicago's pending 3 for 3 will be forced to hearing if one channel is taken away, as proposed (Vol. 3, No. 33) or if anyone else applies.

And if you study the next 25 markets in line, you'll find grants made or applications pending in all save these 10 -- some of which (like Omaha, Rochester) are known to have applications on the fire: Denver, ranking 26; Rochester, 28; Springfield-Holyoke, 32; Youngstown, 36; Omaha-Council Bluffs, 40; Worcester, 41; Lowell-Lawrence, 45; Syracuse, 46; Norfolk-Newport News, 47; San Antonio, 50.

**THE TV CAULDRON STILL SEETHES:** Quite aside from the 7 new applicants filing for TV this week (see TV Addenda 1-C herewith), several more very big enterprisers are preparing to take the TV plunge. We hope to be able to tell you all about them shortly, meanwhile can disclose only that 20th Century-Fox definitely has decided to apply for Channel No. 9 in Boston, where 8 already seek 2 available channels. Big film company once before applied for New York and Los Angeles, but dropped; it's joining tight Boston race at urging of a TV-hot director (a not yet very common genus in movie industry).

As we told you last week, CBS apparently is overcoming its seeming recalcitrance, this week also applied for Boston, proposed spending record \$437,375 on plant. CBS even made serious pitch for local interest during demonstrations of TV

sets at Filene's dept. store Wednesday, with programs relayed via Bell microwaves from WCBS-TV, New York. And don't overlook possibility CBS may again seek to buy out or into a radio manufacturing concern, possibly Raytheon (also being sought by IT&T; see Vol. 3, No. 49) which has held oft-extended Waltham CP since May, 1946.

This week's applications: CBS, Boston (WEEI), Channel No. 9; WHDH, Boston Herald & Traveler, No. 13; E. Anthony & Son (WNBH, New Bedford), seeking No. 9 in Boston in addition to previously applied for No. 1 in New Bedford; WJW, Cleveland, No. 2; WEBR, Buffalo Courier-Express, No. 7; WTPS-(CP), New Orleans Times-Picayune, No. 7; Erie (Pa.) Dispatch-Herald, owned by Edward Lamb, Toledo attorney-owner of WTOG, No. 12. Another sidelight on Boston situation: Yankee Network, holding CP for Channel 7, asked FCC for No. 13 instead, proposing transmitter at Sharon would serve Boston, Providence, Worcester, in each of which cities it has AMS. Yankee sets some record plant sights: 129 kw visual and 64.5 kw aural powers (highest yet), 770-ft antenna, \$446,200 plant cost.

**GREEN LIGHT FOR TV MICROWAVES:** Question whether TVers are going to be allowed to construct and operate their own intercity microwave relays (Vol. 3, No. 50) seems to be working out pretty much to TV's advantage. FCC-industry thinking is to permit non-common carrier hookups temporarily on TV pickup and STL frequencies (6875-7125 mc, 12,700-13,200 mc) -- but with understanding local TV operators have first priority on such wavelengths if they're wanted for local pickups or STLs. You can expect, very soon, decision on 1000-13,000 mc allocations (Vol. 3, No. 6, 46).

Meanwhile, RCA this week applied for extension into Washington of Philco's New York-Philadelphia microwave relays, so that NBC network need not rely solely on coaxial (Vol. 3, No. 49). WPTZ tower at Wyndmoor, Pa., will be used to beam to Western Union's at Brandywine, Del. (25 mi.) to Elkneck, Md. (27 mi.), thence to Baltimore's WBAL-TV (38 mi.). Then signal will either be beamed to Washington's WNBW or that station might pick up and rebroadcast WBAL-TV signal direct. Same system would work northward. Experiments with direct pickups of one another's signals are already being conducted by Baltimore Sun's WMAR-TV and Washington Star's WMAL-TV. They say it looks like it will work well enough for regular exchanges.

**EXTENDED TV ALLOCATION DUE:** New TV channel allocation plan won't be ready until well into January, will be far more extensive than now -- but nobody is going to be worse hurt than proposed in original plan (Vol. 3, No. 33). In fact, the 3 cities due to lose channels (Chicago, Cleveland, Columbus) may very well hang on to what they now have (Vol. 3, No. 48). As things are now being worked out: (1) TV inevitably surrenders Channel No. 1 (44-50 mc), as originally proposed so is left with 12 channels. (2) New allocation would encompass whole country, including the Territories, not just major markets; so that even communities below 10,000 population will get assignments where possible. (3) Canada wants a TV channel for each of its AM stations, which may mean that, just as Detroit lost Channel 9 to Windsor, Ont. (Vol. 3, No. 27), such other border cities as Buffalo, Seattle, Watertown, N. Y., Burlington, Vt., might be affected. As to who's going to get 44-50 mc -- FM or mobile services -- FCC hasn't yet made up its mind, is still studying Maj. Armstrong's scathing rebuttal to Commission experts Norton and Allen. Hope seems to be additional frequencies may be made available in Government bands 162-174 mc, thus permitting accommodation of both FM and mobile services -- FM at least temporarily.

**FCC FUMBLES ON NEW YORK FM:** FCC backtracked on its New York FM decision this week (Vol. 3, No. 48, 50), set it aside, ordered new oral argument Jan. 12. Situation now is in "anything can happen" stage, so shakeup of some grants isn't inconceivable. Superficially, Commission based action vacating decision on fact Denny and Webster voted without hearing oral argument. But actually, action not only constitutes admission of blunder and apparent conviction decision would never stand up in courts, but provides opportunity to detour several other rough spots pointed up by fighting-mad New York News in its petition for rehearing. These are: Denny's joining NBC before final voting; newspaper issue on which News was denied and which had never been brought up in hearing; Durr's consideration of American Jewish Congress

evidence which had been stricken from record. With a Supreme Court decision in the Morgan case (Dept. of Agriculture) and with its own WORL and other decisions as precedents on the point (voting without hearing argument), FCC stumbled while tangling with a tough opponent -- Patterson-McCormick press. With Denny gone, Comr. Jones and possibly Wayne Coy (definitely slated for chairmanship) voting, new decision may well have different flavor.

**FM-TV SET OUTPUT CONTINUES UP:** November radio production (1,615,541) was down considerably from October's all-time record (Vol. 3, No. 47), yet FM and TV set output reached new peaks -- 153,114 FMs, 24,135 TVs. As reported by RMA, total radios turned out during first 11 months of 1947 numbered 15,989,759 (adjusted figure).

November FM output of 153,114 was slightly above October's previous record, bringing 11-month figure to 983,130. Breakdown by types: 41,205 table models (1,007 with phono), 106,249 consoles (1,892 without phono), 5,660 FM-only and converter-tuners. Note: Converter-tuner figure seems low, in light of reported heavy sales of such units, particularly Pilotuners. "Adjusted figures" will probably come later.

TV production of 24,135, was also slightly above October, making 11-month total 149,226. November breakdown: 14,674 table models, 4,178 TV-only consoles (1,396 of them projection), 5,283 consoles with phono (58 projection). Note: It's our guess one or more of the big companies are withholding full reports, later will supply them as "adjustments." For one company alone claims to have made and sold better than 100,000 sets so far this year -- and it's hard to believe all the rest, big and small, did only around 50,000. Also, RMA figures do not include kits.

**GM SAYS NO TV, BUT WATCH GE:** Giant General Motors denies trade rumors it's entering low-priced TV receiving set field through its subsidiary Delco Radio Division -- at same time equally big General Electric announces new table Model 803, 13-channel 10-in. job with AM and FM, to sell at \$465 plus \$75 installation-warranty. It's GE's successor to No. 801 TV-AM console, first offered at \$625, then cut to loss-price of \$495 when public simply wouldn't buy. Some 15,000 of the 801s, excellent for sensitivity and receptivity, were produced before GE came around to necessity of producing for what is becoming a highly competitive market. Samples of new 803 went out to dealers this week, will be shipped in quantities right after Jan. 1.

What's more significant, GE is seriously considering going to bigger tubes -- 12 and 15 in. (see The Bigger The Better, Vol. 3, No. 47). Don't be surprised to see GE break from RMA 10-in. standard during 1948 -- and other big boys, too. As for reports about GM in TV, its Delco general manager B. W. Cooper, reached by phone at Kokomo plant, told us company is watching TV developments closely, has laboratory studies under way, but has no 1948 TV plans. Other TV manufacturer announcements: Brunswick to produce 15-in. direct view console with AM-FM-phono, price unstated. Crosley ready with Model 348-CP, 10-in. with AM-FM-SW-phono, featuring swivel or "swing-view" angling like Cleer-Vue's (Vol. 3, No. 46), to retail around \$800. Another new-name firm, in custom field, New England Television Co., 544 E. Sixth St., New York City.

**FM SWEATS OUT UPS AND DOWNS:** Eight FM grantees called it quits this week, had CPs and CGs cancelled by FCC (Supp. 55-L herewith). Though FM is going great guns in Continental Network and perking in other areas, notably West Coast and Chicago (Vol. 3, No. 50), though new stations go on air at accelerating clip (8 this week, including ABC's 3), there's an unblinkable incidence of cold-feetism. Continental, by the way, had a honey of a lineup ready to carry 'Gator Bowl game from Jacksonville, Fla., contingent on getting 8,000 cps lines. But CN got go-ahead from AT&T too late for some stations to avoid other commitments. Nevertheless, in a week or two, Dixie FM Network (10 to 15 stations) should have Stromberg show, boosting CN affiliates to 45-50. We plan to publish new CN map soon as situation stabilizes.

FMA met informally with FCC staffers this week in its search for 50 uv/m protection of Class Bs in Area II (Vol. 3, No. 43). Alternatives seem to boil down to (1) no new station grants in some areas, (2) lower-powered stations, or (3) more

FM spectrum. FCC has pretty consistently shied away from all three. It would probably take a lot of new evidence to change its mind.

**TV's ADVERTISING POTENTIAL:** Big radio sponsor General Foods Corp. (Jello, Maxwell House, etc.) probed TV recently -- and found it good. This week it released survey findings which, though not particularly surprising to those in industry, add up to about this: GF will continue using TV as an "effective supplementary medium in the New York market." But GF isn't reallocating ad budget for heavier TV usage as yet. Plans depend, said Jello sales chief Howard Chapin, detailed as company's TV investigator, on what special advantages each type of media offers in relation to sales.

Survey was worked up by Young & Rubicam's Bill Forbes and Peter Langhof, Benton & Bowles' Walter Craig and Charles Pooler. In essence, it found: (1) TV reaches selective, interested, higher-than-average income audience. (2) TV provokes favorable reaction to commercials -- high sponsor identification (68-84% on a one-shot program), high remembrance (35%), findings not unlike those of American Tobacco Co. reported here last week. (3) TV affords opportunity to demonstrate products, with attendant impact of sight plus sound.

Cost-per-thousand viewers was found high in comparison with sound broadcasting, but report concludes this will be reduced as circulation (no. of sets) increases, may even be halved by June 1948. Cost does not yet warrant use of TV as basic mass medium unless advantages outweigh need for circulation. Report is well worth having in your files; ask GF's Mr. Chapin for one, 250 Park Ave., New York.

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## SIGHT AND SOUND

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"Never" is a long time, but Jimmy Petrillo said this week that's how long his recording ban will last. Nevertheless, he says he expects to pick up some \$10,000,000 in continuing royalties, which lawyers aren't sure he's entitled to under law. Friday, Special Industry Music Committee appointed Sidney Kaye as legal counsel; veteran of radio's copyright battles, he will explore possibility of payments to AFM performers on royalty basis along same lines as composers.

Jimmy Petrillo and Cecil B. DeMille will be "star performers" at mid-January hearings of House Labor Committee on changes in anti-trust laws to cover unions--and, as during House Un-American Activities Committee hearings, it's going to be an on-the-spot newsreel job for TV (see *Every Home a Newsreel Theater*, Vol. 3, No. 44). Washington's WMAL-TV will feed Baltimore's WMAR-TV, Philadelphia's WFIL-TV, New York's WCBS-TV (CBS's thus-far-lined-up rival hookup to NBC's).

Growing FM license list (83 to date) prompted FCC to propose staggered license renewal dates this week, with licenses still lasting only a year. Currently, all FM licenses expire May 1; new rule would scatter them throughout year, as in AM. Existing licenses would expire May 1, then convert to new system, and, depending on frequency involved, get anywhere from 4 to 16 month renewals.

Add TV sponsors: On WNBTV, New York, U. S. Rubber Co., film programs, Dec. 19, 26, Jan. 2, and "sports know how" shows starting Jan. 9, thru Campbell-Ewald. On WABD, New York, Universal-International Pictures, trailer advertising film "The Senator Was Indiscreet," Dec. 18, thru Monroe Greenthal. On WFIL-TV, Philadelphia, Thornton Fuller (Dodge-Plymouth distributor) 17 Rockets pro hockey games, Jan. 21-March 20.

TV's first 1948 big league baseball contract was signed this week--WABD, New York, getting 77 Yankee home games, P. Ballantine & Sons (brewers) as sponsors, thru J. Walter Thompson Co. *Variety* says TV-radio package comes to \$300,000 altogether, of which \$100,000 goes to Yankees and time charges are \$800 per game.

WDSU, New Orleans, TV applicant, has asked FCC for STA to permit it to pick up Sugar Bowl festivities New Year's weekend, beam them to studios at Hotel Monteleone where it plans to have 25 receivers for bangup TV promotion. Job would be handled by Dick Hooper's RCA crew, would include basketball and boxing from Coliseum, Texas v. Alabama grid game from Stadium.

Residents of Rochester Pinnacle Hill area, by write-in vote, stopped Stromberg-Carlson's plans for TV towers on that ideally located elevation, so now a Rochester-U expert is making study for city zoning board; after that, presumably, WHAM will file for TV.

Sylvania has closed down its Colonial Radio Corp.'s radio factories at Bloomington, Ill. and Riverside, Cal. Wartime overexpansion, stockpile of 40,000 sets, lack of demand, are reported by E. E. Lewis, Colonial president, who said Buffalo main plant can handle all orders.

FMA'S high fidelity lines petition (Vol. 3, No. 47, 49, 50) got quick reaction from FCC. Acting Chairman Walker asked FMA and AT&T representatives to meet with him Jan. 13, talk over quarrel.

TV's 28-hours-per-week minimum rule is due to go into effect Jan. 1, but TBA has again asked for another 3-month extension, pending plans to recommend to FCC a graduated scale of minimum hours.

Speculation on changes in White Bill (S. 1333) ran hot and heavy this week, but we're told some of it's 180 degrees off; e.g., 9-man Commission isn't contemplated. Bill itself didn't get to full Senate Commerce Committee, won't until after Jan. 5.

Paramount has asked FCC to postpone from Jan. 5 to Feb. 15 TV hearing on interlocking ownership with DuMont (Vol. 3, No. 42).

Earl Minderman, aide to FCC chairman, recently on detail to President's Food Conservation Committee, is due back at Commission Dec. 22.

"Will Petrillo Unseat the Jockeys?" titles article in December *American Magazine* by *Broadcasting's* Ed James.

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**IT'S WAYNE COY & GEO. STERLING:** It's evident the White House means well by FCC, doesn't intend making it political pawn, judging from splendid appointments Friday: Wayne Coy as chairman (vice Denny), George E. Sterling as commissioner (vice Jett). Though Coy will be assailed as New Dealer, having once been an administrative assistant to President Roosevelt, he's really a practical industry man, will quit Washington Post radio directorship (WINX and WINX-FM) for new job, has been active last 3 years in NAB and particularly in FM work. Sterling's surprise elevation from FCC chief engineer maintains what many hope will be a tradition whereby rankers can aspire to top jobs; at 53, he's one of radio's old timers, started as a "ham," has been a career man since 1923, is author of "Radio Manual," standard textbook.

Capable, popular "Jack" Jett, also a career man since 1929, also ex-chief engineer, goes to Baltimore Sun as v.p. in charge of radio, relieving Editor Neil Swanson of radio duties connected with its WMAR-TV, WMAR-FM, WMAR-CP. Baltimore is his home town and, aside from better-than-doubling his salary, he's intrigued by Sun's extensive radio plans, including new building (it has TV station operating, but no studios yet). FCC chief engineer post presumably will go to one of asst. chiefs (John Willoughby, broadcasting; Marion H. Woodward, common carrier; William Krebs, safety; George S. Turner, field), though on basis of sheer ability TV chief Curtis Plummer and AM chief James Barr can't be overlooked. For the political record, Coy is named as an Indiana Democrat for term expiring in 1951; Sterling as a Maine Republican for term expiring in 1950. Next in turn for retirement or resignation is Clifford Durr, Alabama Democrat, term expiring next June.

**WHAT 1948 MAY BRING FM & TV:** Hopes, expectations and forecasts for FM and TV in 1948, as adduced by the reportorial staff of TELEVISION DIGEST & FM REPORTS:

That James Caesar Petrillo will get his comeuppance -- from Congress, the courts, the public; if he dares pull plug on networks Jan. 31, as he has on recordings, then every listener in the land will feel impact of his heavy hand.

That the one biggest obstacle to FM's progress, Petrillo's ban on AM duplication, will somehow be removed. Also: that FM will become standard in practically all consoles, in more and more, cheaper and cheaper table models; that number of FM stations on air will at least double, swelling total to more than 700; that power increases will improve FM receptivity to its full-range, staticless potential; that FM networking (also TV) will be accelerated by wire lines, microwaves, rebroadcasts.

As for TV: That 40 to 50 more stations will go on air in a score or more new cities (see CP list in TV Directory No. 1), thus widening audience, heightening interest, increasing markets -- let alone stimulating competitive manufacturing and selling, possibly lower prices, larger screens. That TV will indeed market 600,000 to 800,000 sets, as forecast by RCA's David Sarnoff (Philco's John Ballantyne's year-end forecast was 500,000) and will indeed "approach status of a \$500,000,000-a-year industry [that] will grow in size with the years."

That TV programs will improve apace (there's lots of room), with an assist from the lifting of Petrillo's ban on live music. That more sponsors, better operating methods, etc. will enable more TV stations to operate "in the black" during

1948 (DuMont tells us his 2 will). And that the movie moguls will awaken to facts of TV life -- one obvious fact being Every Home a Newsreel Theater (Vol. 3, No. 44); this item, incidentally, aroused more interest, provoked more requests for extra copies, than anything we've published in our nearly 3 years of existence.

To our friends and subscribers, whose gracious well wishes and welcome suggestions have helped this enterprise to success....our best to all of you for a Happy and Prosperous 1948.

**CITY-BY-CITY CENSUS OF TV SETS:** Year will end with some 200,000 TV sets in homes, taprooms, showrooms of the scant dozen metropolitan areas now enjoying regular local TV service (TV Directory No. 1). Eleven-month total production was just about 150,000, as reported to RMA (Vol. 3, No. 51). Assuming December production at 25,000, adding another 25,000 to cover pre-1947 plus non-RMA plus kit (home-built) production -- and you get the 200,000 grand total. That's conservative.

Question we're often asked, particularly by advertising agencies, is where are these sets? To get answer, we queried those best qualified to know, since RMA auditors as yet don't break down figures geographically. We asked TV station operators in the 11 cities having service. All responded, citing best available estimates for their metropolitan areas as of Dec. 1, usually based on their own tallies of local distributor-dealer sales reports. It's surprising how well total of their estimates jibes with aforesaid 200,000, making due allowances for as yet unreported December production and for sets still in warehouses, showrooms, etc.:

Los Angeles: 10,000, reports KTLA's Klaus Landsburg. District of Columbia: 4,500, agree NBC's WNBW and DuMont's WTTG; 2-3,000, says WMAL-TV's Kenneth Berkeley. Chicago: 11,000 at Xmas time according to WBKB's Bill Eddy, maintaining count in collaboration with Electric Assn. Baltimore: 2,500, according to WMAR-TV's Bob Cochrane. Detroit: 4,500, says WWJ-TV. St. Louis: 2,500, says KSD-TV. New York: 80,000, says WNBT's Noran Kersta (NBC); 100,000 by Jan. 1 at present rate, says WCBS-TV commercial dept.; between 90,000-105,000, says WABD's Lawrence Phillips (DuMont). Schenectady-Albany-Troy: 1,125, says GE's WRGB (surprisingly low in view of relatively long-time existence of this pioneer station). Cleveland: up to 3,000 shipped into area for Dec. 17 opening of WEWS (Vol. 3, No. 48). Philadelphia: 12,000, says WFIL-TV's Ken Stowman; 18,000, says WPTZ's James McLean (Philco). Milwaukee: 400, says WTMJ-TV's Walter Damm.

Nearly all reported accelerating rate of sales so that foregoing figures are subject to practically daily revisions upward. We have no report on Cincinnati, whose WLWT (Crosley) is as yet operating on non-commercial, experimental basis, though on fairly frequent schedule.

**WHAT BIG TV SET MAKERS THINK:** Emerson's Ben Abrams may be the biggest shot in the small-set radio field, but he's talking through his hat when he opines other producers are devoting "an inordinate portion of productive capacity to TV" (Vol. 3, No. 51). As for his forecast of a \$150 TV set within 2 years, a consummation devoutly wished by everybody, so long as quality (and picture size) isn't sacrificed, the reaction is: "We're from Missouri." That's gist of reactions when we asked some of those "other producers" for comment. None wanted to be quoted, but this point was made by one: Even at Abrams' own figure (40,000 Emerson TV sets at \$275 retail scheduled for 1948) dollar volume will amount to \$11,000,000 -- and that ain't hay!

In fact, dollar volume is key to industry's 1948 calculations. Unit production of all sets is so high (close to 17,000,000 this year) that there's bound to be decrease. But TV will lift dollar volume. RCA and GE admit their TV production is already approaching 50% dollar volume; in individual TV cities, figure is much higher. Philco says 25% to 50%, and it's preparing to hop up its distributors still more about TV at Palm Beach sales convention Jan. 19 week.

Only direct crackback at Abrams came from Bruno-New York's Irving Sarnoff, biggest RCA distributor. In New York Times interview Tuesday, he took issue with "some producers whose only aim is to reduce prices," expressed confidence current

models won't be rendered obsolete soon. As to lower prices, he said "our problem is to maintain the present price level next year in the face of possible increases in materials and labor costs." He also said his firm isn't selling the 7-in. \$250 model any more, because demand fell off when 10-in. at \$325 was introduced (though Camden says 7-in. sets are still being made). RCA has ordered its distributors not to sell the less sensitive sets in so-called marginal areas, i.e., suburban weak-signal and other poor reception spots, for fear of bad effect on future markets. To talk about a "TV price war," RCA Victor's Frank Folsom replies: "Quality of receivers must be our paramount consideration....[we] will never lower prices at any sacrifice of quality, and we're confident this attitude is shared by other television receiver manufacturers."

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Trust the gadgets to follow in the wake of any new development. RCA's image enlarger with the "Nujol magnifier" (Vol. 3, No. 45) is now being marketed at \$59.50. Newly reported is Walco Tele-Vue-Lens, said to enlarge picture 3 to 4 times kinescope size, selling for \$59.95 (dealer price, \$38.50), made by E. L. Cournand & Co., 3835 Ninth Ave., New York City, sold through Walco Sales Co., 76 Franklin St., East Orange, N. J. Then there's the Transmirra Image Definer, a plastic attachment said to reduce glare, intensify black and whites, improve contrasts, price unstated, offered by Transmirra Products Co., 1650 Broadway, New York City. TV merchandisers haven't been backward either. Macy's, New York, took RCA's 10-in. table model (No. 721 TS at \$325); put it into Queen Anne highboy, sells it for \$394. And -- an indoor TV antenna! It's offered at \$9.95 retail by Bermac Television Corp., 1381 Lexington Ave., New York City.

**NEWSPAPERS MAJOR FACTOR IN TV:** Scripps-Howard will file for Cincinnati next week, its third video venture -- early this month it inaugurated WEWS, Cleveland, and its WMC-Commercial Appeal holds CP for Memphis. Major role newspaper interests are assuming in TV is manifest from fact they are identified with 7 of the 16 stations already operating, 17 of the 55 CP holders, 30 of the 79 applications pending (19 of the 31 filed thus far this month alone). For detailed lists, see TV Directory No. 1 and Addenda to date.

Four more applications were filed this week: Empire Coil Co. for Buffalo-Niagara Falls, seeking Channel No. 13 -- same New Rochelle, N. Y. company that holds CP for Cleveland, has applications pending for Boston, Pittsburgh and Waterbury; Stromberg-Carlson Co., Rochester, N. Y. (WHAM), No. 6, first to apply there; WWSW, Pittsburgh (Paul Block's Post-Gazette), No. 10, making 5 for 3 channels; WOW, Omaha, No. 6, first from there. For further details, see Addenda 1-D herewith.

**COAXIAL RATES DUE BY APRIL:** Once rejected as being so high they might stifle inter-city TV via coaxial and force exclusive use of radio relays (Vol. 3, No. 24), it's likely that new schedule of rates for New York-Washington coaxial will be ready by April 1948. Tariff for that circuit will probably set pattern for all. Meanwhile, TV is using coaxial free on experimental basis, with FCC blessing.

AT&T gave intimation of probable tariff date when schedule for dividing time on New York-Washington coaxial (one northbound circuit, one south, second south due next year) was worked out for first 3 months of 1948. Not only NBC, CBS and DuMont got time segments, but also Philadelphia's WFIL-TV, Baltimore's WBAL-TV. Meanwhile, proposed microwave tieup between Philadelphia and Chicago for next summer's political conventions (Vol. 3, No. 50) was dropped in favor of TV newsreel coverage, reason being uncertainty of getting requisite equipment. WFIL-TV's Ken Stowman was named head of plans committee, plans including daily film deliveries to stations.

**THE FLESH PEDDLERS LIKE TV:** Surest of the sure symptoms of TV's growing stature is the way the major talent bureaus are plunging into it full force. "Doc" Alfred H. Morton's National Concert & Artists Corp. has been at it a long time, but that's to be expected from an ex-NBC v.p. Jules Stein's big Music Corp. of America, with his wholehearted blessing, is up to its ears in TV and its increasingly active Televi-

sion Dept. under young Roger Carlin is now regarded one of company's major assets. And William Morris Jr., head of the old-line William Morris Agency, seized occasion of recent TBA "TV Clinic" in New York to deliver himself of some pointed warnings to his show-world colleagues. He urged them not to "miss the boat", as legitimate theater folk did in phonograph and movie fields. With some noteworthy exceptions (the Theater Guild, for one), he said showmen aren't very alert to TV -- but actors are. Quoth he: "Where it takes 3 pictures...at least a year and a half to establish a star in motion pictures, television can make a star in one single performance....[it] has the same dynamic qualities of vaudeville and added aesthetic feature of the closeup." Note: Though TV is a young, not-yet-self-supporting art, it's already paying through the figurative nose for live artist bookings, will be paying lots more as and when (some agents think soon) big-name bands are freed by Petrillo for TV performances.

**FM WANTS ADULT PREROGATIVES:** FCC has been handling FM with the indecision of a teen-ager's doting parent: "Son, it's about time you did some work around the place" (start construction, get on the air) but "you better be in bed by midnight" (one-year licenses). At least, that's the way FMA feels, judging from its letter to FCC this week requesting oral argument on proposed staggering of licenses (Vol. 3, No. 51). FMA points to insecurity, expense and just plain nuisance inherent in one-year licenses. FMA's position was firmly seconded by NAB with these strong words: "Since FM is now established on a full-fledged commercial basis, there is no reason to continue to differentiate in the treatment accorded these two methods of aural broadcasting [AM and FM]." Notable, too, was pat on the back from RCA's David Sarnoff in year-end statement: "FM continues to demonstrate its value to the public and to the radio industry."

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## SIGHT AND SOUND

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Our 1948 AM Directory, revised listing of all 1,966 stations and applicants by States, by Frequencies and by Call Letters, will be in mails to subscribers by next week-end. It's on more than 200 loose-leaf pages, with opposite pages blank for additions, corrections and changes as reported in new weekly Addenda series starting next week. You're entitled to one copy; extra copies are \$10, binders \$2.10.

Industry forces are pretty well resigned to inevitability of White Bill (S. 1333) in next Senate session. Group went into huddle with Maine Senator this week (Denny and Russell for NBC, Ream and Gammons for CBS, McDonald for ABC, Petty for NAB, Caldwell for FCC Bar), got it somewhat toned down—though unwelcome program provision stays in. Among major provisions: FCC reorganized into broadcast and common carrier-special services panels; commissioners' salaries upped to \$12,500; chairman elected by Commission for 1-year term; commissioners who resign forbidden to practice before FCC until appointment term up, staffers not until year after they leave. Rep. Wolverton's companion bill in House (H.R. 3595) has no hearings planned yet, but Lemke resolution (H.R. 78) directing FCC to give 50 mc back to FM is definitely promised hearing.

MBS President Edgar Kobak reports that network's gross billings at approximately \$22,600,000 in 1947, down from record \$26,000,000 in 1946. ABC last week reported 1947 gross of \$43,548,057, up 7.2% over 1946's \$40,617,130.

Ex-FCC Comr. Ray C. Wakefield has been named chairman of U.S. delegation to International Telecommunications Conference opening in Geneva Jan. 15, sails Dec. 30.

GE's A. A. Brandt, general sales manager, says he expects 1948 billings of TV receivers alone will exceed GE's total radio receiver sales in 1941.

Raytheon's request for third extension of CP it has held since May, 1946 for TV in Waltham (Boston) this time goes to full FCC for scrutiny, as will others suspected of lack of diligence in pursuing plans to construct — among them WJAR, Providence; KRLD, Dallas; KGDM, Stockton, Cal., latter 2 claiming CAA troubles. And ABC told FCC this week, in asking for extension of Detroit CP, that it will build New York outlet first, won't put others on air until that one's ready. From Chicago, Leslie Atlass advised FCC he will either sever his relations with CBS (he's v.p.) or with WIND (he owns 19%) when one or other commences TV operations, provided both are granted.

Empire Coil Co., applicant for TV in Waterbury-Hartford area, this week amended to ask for Waterbury only; now all 3 Waterbury applicants are asking to be severed from Hartford hearing and heard alone. Hartford hearing postponed from Jan. 19 to Feb. 16.

FM and TV courses, designed to prepare technicians, are included in curriculum of new Radio-Electronics School of New York, 52 Broadway, backed by radio executives and already enjoying 800 enrollment.

Neat engineering by Zenith has resulted in new \$79.95 FM-AM table model with 8 in. speaker in set only 8 $\frac{1}{2}$ x15x7 $\frac{3}{4}$ . Compression is achieved by combining speaker and dial in same space.

Double-page TV spread in Dec. 27 *Christian Science Monitor* features coming debut (about March 1) of Westinghouse's WBZ-TV, Boston, and AT&T's New York-Boston microwave relay system.

Paramount-DuMont TV interlocking ownership issue (Vol. 3, No. 48) will be heard by FCC March 1 instead of Jan. 5, as first scheduled.

KSFO, San Francisco, dropped CP for FM this week, giving as reason desire to concentrate on TV for which it holds CP.