

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY

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December 1, 1945

THE TV RULES: Quick action by the FCC brought forth earlier-than-expected issuance of its "Rules Governing Television Broadcast Stations," which we publish herewith as Supplement No. 17. The full text of the rules, which you should keep on file for reference, contains no changes from the substance we published last week (Supplement No. 16) and incorporate the same city-by-city channel allocations. Next will come "Standards of Good Engineering Practice for Television."

In the meantime, we are revising our directories of existing commercial TV stations and CP holders, experimental TV stations and CP holders and applicants for TV (now numbering 141), which we will publish shortly together with a handy allocation chart.

* * *

Speeding TV along, FCC on morrow of issuing rules announced consolidated hearing for 9 applicants for Washington, D. C. Hearing date will be set after appearances are filed by applicants. It's to be first hearing on TV.

Asking for the 4 TV channels allocated to Washington (see Supplement No. 17 herewith), are the following: Bamberger Broadcasting Service Inc. (WOR, New York); Capital Broadcasting Co. (WWDC); Allen B. DuMont Laboratories Inc.; Evening Star Broadcasting Co. (WMAL); Marcus Loew Booking Agency (WHN, New York); National Broadcasting Co. Inc. (WRC); Eleanor Patterson tr/as The Times Herald; Philco Radio & Television Corp.; Scripps-Howard Radio Inc. For information on these applicants see Supplement No. 8.

FCC denied request of NBC for reinstatement of its CP for Washington TV station, lapsed due to the war.

TOO LITTLE AND TOO LATE: Delay by manufacturers in submitting data, delay by OPA in getting ceiling prices out, shortage of components, all add up to an inescapable fact -- radio set production for Christmas will amount to little more than a tease campaign.

What sets there will be on dealer shelves -- figured at less than 250,000 -- will all be AM. FM is out for the remainder of the year.

Due Monday are new increase factors for variable condensers, expected to meet slightly the objections of parts manufacturers to the increases granted last month. This item has been one of the bottlenecks in the component field.

Ceiling prices for the first 17 set manufacturers were set by OPA on Nov. 29.

WHAT FMers WOULD SPEND: Not counting the 53 pioneer FM licensees or CP holders, now in process of reconversion to new frequencies or construction (Supplement 4),

our calculation is that the 670 applicants for new FM stations propose to spend \$36,733,352 on plant. We derived this figure by adding and projecting the figures given for "estimated cost of plant" in their applications (Supplements 14A, 14B, 14C). The 534 applications estimating cost figures totaled \$29,493,352; projecting this forward to embrace the applications that were incomplete at the time of our tabulation, we arrive at our \$36,733,352 figure. Of course, not all this sum would be spent on transmitter and antenna equipment, but certainly the larger part will. Best guess on equipment market, at present writing, is about \$25,000,000.

PETRILLO CALLS TUNE: In the background when the NAB Music Committee meets for the first time Dec. 6, like an obligato from a Stravinsky score, will be the cacophony of James Caesar Petrillo and his AFM. For the newly appointed members of the committee, who normally would consider the more esthetic aspects of broadcast music, perforce must immediately face the more mundane problem of what to do about the master of musicians and his recent edict on AM-FM duplication.

NAB President Justin Miller appointed 18 members to this new committee this week. Named were representatives of networks, affiliates, regional, clear channel, small and independent stations.

By this week it became apparent that Petrillo's order concerns more than just network broadcasters. In the November issue of "International Musician," AFM publication, all AFM locals were notified that the ban on feeding AM musical programs over FM transmitters extended also to local broadcast stations.

Up on the hill, the House Interstate & Foreign Commerce Committee met in executive session, discussed Chairman Lea's bill (Vol. I, No. 13), but came to no decision. Further study is being given the bill and within a fortnight action may be taken. Consensus of the conferees was generally favorable, we were told, and disposition on Capitol Hill gradually is turning to viewpoint that it's about time to crack down on Petrillo.

TV TO TOP MOVIES: When TV gets going, it will replace motion pictures as the nation's top mass entertainment, FCC Chairman Paul Porter told members of the House Appropriations Committee last month, according to testimony made public this week. Porter appeared to request a \$785,000 deficiency appropriation to be used to increase the FCC staff in order to take care of the huge influx of business -- sparked by FM and TV applications.

FCC Commissioner E. K. Jett, who also appeared, expressed the thought that TV programs would run on regular schedules, repeated several times a day. This would be necessary, he said, because of the great expense of telecasting.

Remarks by Rep. Clarence Cannon (D., Mo.), chairman of House Appropriations Committee, that the government should not give away frequencies to private firms but should retain them itself, are not being translated into legislative act, according to the Congressman's office. No plans are underway at the moment.

WHAT THEY SAY ABOUT TV: Paul Raibourn, treasurer of DuMont Laboratories Inc. and Paramount v.p. in charge of television, took the occasion of FCC's TV allocations last week, which he lauded, to announce the financial condition of DuMont -- obviously in answer to certain allegations. As of Oct. 7, said he, DuMont's net current assets were \$2,416,000, cash \$2,188,000. The \$1,453,000 cash obtained by financing in last quarter of 1944 is included and is "held in the bank for the development of television." Paramount holds 37.5% of DuMont's B non-voting stock.

As for the allocations, Raibourn said they do "much to clarify broadcaster and manufacturers' conceptions of the industry's future"...and..."give justifica-

tion to their investment of even more job-producing capital in television experimentation and production than would formerly have been sound business."

On the other side of the TV fence, still plumping for uhf rather than the vhf channels allocated, CBS's Paul Kesten reiterated: "The FCC has labored long and well to make the best possible use of the few television frequencies in the lower spectrum. But the net result can be nothing more than a stopgap. Within 12 months, color television on the higher frequencies should be so far advanced, that both the lower frequencies themselves will be outmoded as well as the relatively crude black-and-white pictures which they carry."

MORE ABOUT FM COVERAGE: Due soon are results of FCC's FM tests -- and they will bear out the conclusions of Zenith and Dr. Armstrong that the upper band fails to provide acceptable rural coverage. The FCC tests were made last summer.

Results of Zenith's tests -- that at 76 miles low-band signal was three times strength of high-band signal -- were made public three weeks ago (see Vol. I, No. 11) and aroused a furor in FM circles. FCC countered the same week with results of its Washington-Laurel, Md., tests that indicated that at 20 miles there ~~was~~ no discrepancy in signal strength over both bands.

The FCC tests were made on signals from New York City -- WABC-FM (CBS) on 46.7 mc; WABF (Metropolitan Television) on 83.75 mc; W2XRA (Raytheon) on 107 mc. RCA measured signal strength at Princeton, 45 miles away; FCC at Andulasia, Pa., 71 miles away, and at Laurel, Md., 187 miles away. The Commission is awaiting further details on Raytheon's W2XRA power before releasing the results.

Also included in the tests were tropospheric and Sporadic E measurements.

Note that Metropolitan and Community FM station coverage is not affected by these results. It is FCC policy to limit FM Metropolitan coverage to a single metropolitan district, normally not more than 20 or 30 miles in radius (with protection only to 1,000 uv/m line). For Community stations, of course, it is less.

As for rural FM coverage, FCC must now redefine its policy. Dual operation (Metropolitan and Community on the high band; rural on the low band) does not seem to be in the cards, due mainly to the fact TV and emergency services have already been promised the low portion of the spectrum. That leaves three possibilities: (1) high-power FM stations, with antennas on high locations; (2) two or more FM rural stations to cover a single rural area; (3) more high-power AM stations.

In a sense, the FCC results vindicate Dr. Armstrong's original thesis at the allocation hearing last spring, that the best frequencies for long-range FM were those centering around 50 mc. At that time the Commission accepted the projections of Dr. K. A. Norton, its propagation expert, that pointed to the upping of FM to the 100 mc area. Commission engineers now admit that they were wrong in relying on the projected curves, instead of awaiting definite test results.

UNIONS AND UNITY: Somewhat confusing because of the similarity in their names, but unconnected with one another, are the Unity Broadcasting Corp. on the one hand and Unity Corp. on the other, both multiple applicants for FM.

Unity Broadcasting Corp., seeking outlets in New York, Boston, Philadelphia and Chattanooga, is part and parcel of Sidney Hillman's International Ladies Garment Workers Union (ILGWU). Each city's local has a corporate subsidiary known respectively as Unity Broadcasting Corp. of N.Y., Mass., Pa., or Tenn. The national union owns 20% of stock in each, the local 20% each in one another. They're all seriously intent on having their own radio outlets -- to be operated commercially, too.

Unity Corp., an Ohio company, on the other hand, asks for outlets in Toledo, Lima, Mansfield and Springfield, all Ohio, and in Erie, Pa. It's headed and 62%

owned by Edward Lamb, Toledo attorney, v.p. of National Lawyers Guild and active in union and civil liberties cases. Mr. Lamb recently purchased the Erie Dispatch-Herald. His radio firm's stockholders include several Toledo bankers; largest other holder (12%) being Jesse D. Hurlbut, a retired banker. This company has no connection with ILGWU.

FM REMAINS AT 100 MC: FCC Commissioner Jett issued a statement this week that set at rest rumors that FM might indefinitely remain on low-band transmission. The flurry was caused by a misinterpretation in an exchange of correspondence between Jett and O. H. Caldwell, former commissioner and editor of Electronic Industries.

Early in the week, Dr. Caldwell asked Mr. Jett to assure the continuance of 50 mc FM "while the 100 mc band is being made ready for public use." Replying, Jett called attention to the great number of FM applications, to the 170-odd that already had been given conditional grants, and then added, "This should result in the construction of a large number of stations during 1946, which will enable the Commission to determine whether existing frequencies should be continued or turned over to television."

In clarifying statement released Nov. 27, Jett quoted from the FCC notice of Sept. 4 that "licensees will be permitted to continue operation on their existing assignment in the old band" until equipment and materials are obtainable, and until sufficient high-band receivers are available to the public. He also pointed out that the low-band channels have been assigned to TV Community Stations.

Queries at the FCC brought out the further information that, as of today, there are few applications for Community Stations in the 44-50 mc band that would interfere with existing FM licensees.

BARKIS IS WILLIN': Not too surprising was decision this week of AP's board of directors to recommend to April annual full membership meeting "that the membership approve the eligibility of radio stations as a class for associate membership." Twelve of the 18 members of AP's board of directors are themselves deep in radio, owning AM stations which generally are applicants also for FM and a few of which seek TV -- J. R. Knowland, Oakland Tribune (KLX); Paul Bellamy, Cleveland Plain Dealer (WHK, WHKC, WKBN); E. K. Gaylord, Oklahoma City Oklahoman (WKY, KLZ, KVOR); A. H. Sulzberger, New York Times (WQXR-WQXQ); J. E. Chappell, Birmingham News (WSGN); Frank B. Noyes, Washington Star (WMAL); Robert McLean, Philadelphia Bulletin (WPEN); George F. Booth, Worcester Telegram and Gazette (WTAG); E. H. Butler, Buffalo News (WBEN); Col. Robert McCormick, Chicago Tribune (WGN); Roy A. Roberts, Kansas City Star (WDAF); Palmer Hoyt, Portland Oregonian (KGW).

Four more, not now in radio, are trying to get in via FM -- Paul Patterson, Baltimore Sun; Josh L. Horne, Rocky Mount (N.C.) Telegram; E. Lansing Ray, St. Louis Globe Democrat; L. K. Nicholson, New Orleans Times-Picayune.

Only two are neither in AM nor as yet seeking FM -- Stuart H. Perry, Adrian (Mich.) Telegram and O. S. Warden, Great Falls (Mont.) Tribune.

NEWS AND VIEWS: Due before end of the year will be Washington's first TV transmission when DuMont's experimental W3XWT goes on the air with 16 mm film. The signals will be part of CP tests, prior to request for license. Channel No. 5 (76-82 mc) will be used....FM application for New York in name of American Network Inc. (John Shepard 3rd, Walter Damm, Gordon Gray, et al.) was dismissed at request of attorney this week. Company was dissolved early this year....Newest Washington law firm identified with radio is Cramer & Haley, formed by Maj. Gen. Myron C. Cramer, Army Judge Advocate General who retired Nov. 30, in association with Andrew G. Haley, veteran of FCC practice. Offices are in the Earle Bldg.

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December 8, 1945

FM SPEEDING UP: Coincident with issuance of FCC's fourth batch of conditional FM grants, numbering 23, the Commission Thursday designated for hearings the 15 pending applications from the Cleveland-Akron area, the 8 from Indianapolis, the 7 from Providence-Pawtucket. Hearing dates were not set, but March 11-22 was fixed for previously announced hearing on Boston FMs (Vol. I, No. 13) with Commissioner Durr to preside.

Consolidation of the respective Cleveland-Akron and Indianapolis applicants for hearings indicates that Area II allocations are nearing completion. They may be announced next week. Providence-Pawtucket so far has 7 applicants in for 6 available channels. (For data on applicants, see Supplements 14A, 14B, 14C.)

Actual CPS to conditional grantees, with channel and power assignments, "will begin to roll very soon," probably in a matter of weeks, according to Cyril M. Braum, acting chief of FM Division of FCC Engineering Dept. He told this to 100 guests of Federal Telephone & Radio Co. at dinner in Washington Wednesday.

Total conditional FMs to date number 197, of which 54 are newcomers to radio, the rest present AM operators. Big proportion of both newcomers and AMers are newspaper interests. In this week's batch, 9 are newcomers, 10 newspapers. We have consolidated Thursday's 23 into a log of all conditionals to date, which is published herewith as Supplement No. 20.

SIZING UP TV TODAY: Except in a few cities (New York, Philadelphia, Los Angeles, Washington, Baltimore, Detroit, Cleveland, Providence and Lancaster, Pa.), the supply of TV channels under the new rules (Supplement No. 17) exceeds the demand.

Indeed, there are a surprising number of communities, large and small, to which TV channels have been allocated that no one seems to want. A study of our new log of TV applicants (Supplement No. 18), taken along with the allocations by cities as shown on page 16 and on our chart herewith, tells the story as of Dec. 1.

The retarding factors, as we discern them, are (1) hesitation to venture the relatively high capital investment TV requires, and (2) uncertainty whether TV on the higher frequencies and in color may not soon render the presently allocated channels obsolete.

On the former score, you can expect more applications -- some from big and well-heeled interests -- to be filed soon. But the number probably won't be large. If it weren't for the rules' 5-station limit to one company, chances are the list would grow quickly overnight -- for those who do intend to go whole hog into TV, under the Commission's present allocations, are intensely enthusiastic about it.

As to fears on the score of obsolescence, that's something hard to evaluate. Despite CBS's persistent campaign against the present band, the FCC has committed itself to it and has given construction on present channels the green light.

Presumably it is also committed to protect both uhf telecasters and viewers in this band for a reasonable length of time; though at recent TV hearings the commissioners declined to go on record to that effect.

But if CBS's experimental uhf TV, soon to be demonstrated under field conditions, is as remarkable as claimed for it, there is always the possibility that the present appellation can be upset by sheer force of industry if not public pressure.

Your guess may be as good as ours as to which of the 140 pending applications for new TV stations (Part III, Supplement No. 18) are serious, which merely intended to place their principals into the swim who haven't any serious intention of pursuing the application -- let alone the economic staying power. But in reviewing our new tabulation of TV commercial station applications, we find quite a few changes from the list we published several months ago (Supplement No. 8) when the total was 126.

The department stores -- Filene's of Boston, Shillito of Cincinnati, Lazarus of Columbus -- have dropped out since then. But added are the Kaufman Dept. Stores, for Pittsburgh; Walt Disney and Earle Anthony (KFI), for the Los Angeles area; Television Productions Inc. (Paramount), for San Francisco; Sherron Metallic Corp., for the N. Y. City area; DuMont, for Cleveland and Cincinnati; the Louisville Courier-Journal, Worcester Telegram & Gazette, Buffalo News, Harrisburg Telegraph and Philadelphia Bulletin, for their respective cities; and others.

Joint hearings will inevitably be ordered on applications from cities in which there are fewer channels than applicants, possibly to be held in those cities if the FCC can spare the staff. Washington's 9 applicants have been set for hearing Jan. 21-Feb. 1, first and only TV hearing set as yet. It will be interesting to see whether, as in the case of the conditional FM grants without hearings, the Commission will grant TV out of hand to non-competitive applicants in those many cities where the channel supply exceeds the demand. And then it will be interesting to see whether the grantees go forward or undertake to stall against the time when the uhf proponents can prove their case.

PETRILLO AND THE NAB: It's bruited in N.Y. radio circles that Jimmy Petrillo is ready and willing to talk turkey on FM -- but hasn't yet been approached by any broadcast spokesman. That may be the next move, with NAB President Justin Miller representing the industry. Out of NAB Music Committee meeting Thursday came only a brief statement that Mr. Miller, looking to the addition of several thousand FM stations to the spectrum and foreseeing expanding opportunities for both music and musicians, is convinced that "harmony could prevail in all our relations if we adhere to a policy that is fair and equitable to the listeners, the public, the musicians and broadcasters."

EDUCATIONAL CPs: Activity in the non-commercial educational FM band (88.1-91.9 mc) was indicated this week when FCC granted 3 CPs -- but didn't designate frequencies. They went to Columbia University, which was assigned effective radiated power of 20 kw for an antenna height of 500 ft.; U of Oklahoma, and Louisiana State U. The Columbia trustees, as licensors, have made a tieup with Maj. Armstrong, still a pro there, for use of his Alpine transmitter (Vol. I, No. 2). There are now 6 licensed stations in this band, 6 other CPs (see Supplement No. 4), and FCC reports 25 more pending applications.

ASCAP AND TV: Look for ASCAP to become really serious about television jurisdiction next year. Performing-rights society has acquired authority to act for publisher members' video rights as result of 3-year agreement, commencing Jan. 1, signed Wednesday by six holdouts among leading music firms. Approval was thus brought up to necessary majority, reportedly still lacking for writer members.

COAX DOES THE TRICK: You didn't have to pay \$50 scalpers' price for a ticket to the Army-Navy game in Philadelphia last week -- if you had access to a TV set capable of picking up either Philco's WPTZ in Philadelphia, NBC's WNBT in New York or GE's WRGB in Schenectady. Thanks to the coaxial cable, it was TV's first "network" telecast.

And what you could see was good. "Wonderful!" as Jack V. Fox reported ecstatically in his UP dispatch. "It was better than being in the grandstand," wrote Fox, "and much warmer.....the view was as good as you could have had from the 50-yard line. It was like watching a clear newsreel without the jerky loss of continuity."

"Satisfactory," was the way AP's Charles E. Butterfield reported it, adding it was easy to follow the play, see the arrival of President Truman and the brass, etc. Many "television parties" were given by set owners. Radio Daily had 20 guests in to look-in and called the show, sponsored by the Saturday Evening Post, a big success. Cur own N.Y. correspondent, assigned to "cover" the game for us, reported:

Though picture received in Manhattan was lacking slightly in contrast and definition, reception here was bright and clear and approached 75% perfection. The coaxial thus demonstrated its effectiveness as a relay method far better than last year's short-lived attempt to boost a football game from Philadelphia to New York via Philco's Mt. Rose (N.J.) relay tower.

Viewed on two developmental home-projection (large screen) receivers piping the game by cable to NBC's studios in New York, the picture was dimmer than that received by the same method on direct-viewing (small screen) sets using their own antennas. Poorer lighting of images on projection model was due, engineers said, to a kink which can be corrected.

The transmission proved that inter-city coaxial TV can be almost as effective as local originations. It's to TV what long-lines are to AM networks.

Utilizing the new super-sensitive RCA Image Orthicon camera, along with two other Orthicons, on one of which was mounted a 40-inch focal-length lens, the telecast indicated the telephoto lens is not a solution for field pickups. While a lens of shorter focal length would not have brought players up as close to the viewing screen, it would doubtless have brought them close enough to provide better contrast and a brighter picture.

Only adverse criticism was not against technical deficiencies; rather, it was aimed at occasional bad directing, bad camera handling, particularly when cameraman tried to "outguess or anticipate the quarterbacks," as Radio Daily said.

PRETTY POOR STUFF: Let's have more debates about radio itself on the radio, like this week's MBS American Forum broadcast from St. Paul on the question, "Is American Radio Free?" But the anti-status quo forces must get better spokesmen than FCC Commissioner Durr and Ex-Gov. Elmer Benson (himself an applicant for a commercial FM in the Twin Cities). There's always good argument for improvement, but theirs sounded Pecksniffian in their debate with Sydney Kaye (BMI) and Jess Willard (NAB), and they certainly didn't persuade either their seen or unseen audience.

Benson's argument that the farm audience was dissatisfied with radio today was refuted instantly by quoting from a survey made by the Dept. of Agriculture, released by FCC last week, which proved quite the contrary. Durr jumped from one subject to the other, insisted he wasn't for government ownership but wanted a "freer and better radio," expressed dissatisfaction with "the concentration of sources of advertising and revenue for radio," charged local talent being neglected by radio. His point that radio is "playing the big leagues and forgetting the bush leagues that provide the talent" not only sounded specious (the public decides what it wants) but had an obvious answer in FM which he didn't even discuss.

Opposing government operation (which they've falsely been charged with espousing) and admitting the American system is still the best for America, neither Durr nor Benson offered any alternative plan. Whether you agree with him or not, Durr writes a brilliant opinion, does a better job on the Commission as a gadfly than he does in debate. But he still has to go on record as to what he is for rather than what he's against. As for government ownership, that's still the favorite red herring of the save-the-industry boys -- not a problem at all any more.

FCC STREAMLINES: Pointing up the importance of FM and TV, FCC has reorganized its law and engineering departments so its staff may be better geared to handle the huge increase in broadcast matters.

Broadcast Division, Law Dept., headed by Vernon L. Wilkinson, is now streamlined into 7 sections: Standard, with Hugh B. Hutchison as chief; FM, Samuel Miller; TV, not yet staffed but with William H. Bauer probably as chief; Renewal & Revocations, open since Peter W. Seward resigned; Transfers, David H. Deibler; Motions, Fanny Litvin; Hearings, open.

Broadcast Division, Engineering Dept., is now called Broadcast Branch, with John A. Willoughby continuing as chief. Broadcast Branch is broken down into 3 Divisions: Standard, James A. Barr; FM, Cyril M. Braum; TV, Curtis B. Plummer.

GE PHASITRON: General Electric's new FM transmitter modulator tube was unveiled yesterday in New York. Known as the Phasitron, the tube permits direct crystal control using a single crystal. Modulation is independent of frequency control, and company claims it provides better frequency stability, has less distortion and lower noise level. Because it enables transmitter to operate with fewer tubes and a simpler circuit, it simplifies transmitter maintenance, GE stated. In some cases prices for FM transmitter are 10% less than prewar, GE said. Shipment of first low-power transmitter is expected about March 1.

NEWS AND VIEWS: Muzak's WGYN, New York FM, using Raytheon's developmental W2XRA for program tests meanwhile, will be on air with its newly reconverted transmitter (96.1 mc) between Dec. 20 - Jan. 1, reports Capt. Palmer K. Leberman; Armstrong's WFMN is now testing on 98.9 mc....E. Anthony & Sons (WNBH-New Bedford Standard-Times) has withdrawn its TV application for Providence, plans to resubmit one for New Bedford. Same company's FM application for Boston has also been withdrawn, indicating satisfaction with its Nov. 23 conditional grant for New Bedford....Walter S. Lemmon's radiotype developments last week were acquired from International Business Machines Corp. by the Robert Dollar Co.'s Globe Wireless Ltd., of which Lemmon now becomes a v.p. His radio typewriting machine does 6,000 words an hour, operates with equal efficiency on 50 kc to 100,000 kc, can be used on carrier waves without interfering with voice communications....Carman R. Runyon Jr., veteran Yonkers "ham" and businessman, whose pioneer work on high fidelity on 100 mc helped develop FM, gets the 1945 Armstrong Medal of the Radio Club of America....Howard S. Frazier, NAB's director of engineering, himself a former station owner, resigns as of Jan. 1 to open offices at 1730 I St. NW, Washington, as Radio Management Consultants, handling problems of rates, markets, merchandising, management, broadcast property appraisals....Balaban & Katz's WKBK, Chicago (Paramount) has taken 5-year lease on Chicago Coliseum for exclusive telecast rights on all events staged there....TBA reelected all officers and 2 out of 3 directors at N.Y. meeting Friday. Ernest H. Vogel, Farnsworth v.p., was named director succeeding Lewis Allen Weiss, Don Lee....Inadvertently, we referred last week to Sidney Hillman's ILGWU; we should have said David Dubinsky's....And in our FM Coverage story, reference to WABF should have been to WABD (DuMont)....General Mills has purchased 1-shot on CBS' WCBW Dec. 18 to televise 22-minute film titled "400 Years in 4 Minutes," history of cake baking.

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December 15, 1945

GOVT. CHARGES TV CARTEL: That Dept. of Justice anti-trust suit involving television patents, which we hinted in our Oct. 13 issue (Vol. I, No. 7), probably will be announced in a few days. It involves alleged monopoly in the field of large-screen TV (for theaters), with charges that big American and British interests propose to divide world territory in a cartel of the sort the Government frowns upon. These are defendants, other than individuals, who will be named in the case to be filed in Federal District Court for the Southern District of N.Y.: Scophony Ltd. of England, American Scophony Corp., Paramount Pictures Inc., Television Productions Inc. (a Paramount broadcasting subsidiary); General Precision Equipment Co. (largest stockholder in 20th Century-Fox).

MANY MORE FM APPLICANTS: Counting the additional FM applicants we report this week (Supplement No. 14D), the total number of FM applications on file with the FCC to date is 729. Taken along with 14A, 14B and 14C, you should have a complete record, by states and cities, of the pending applications. And our Supplement No. 20 last week gave you a cumulative log of the 197 conditional FM grants issued thus far.

Among the 61 new applicants we report, newcomers to radio (non-AM) are predominant, numbering 33. Newspapers aren't quite so much in evidence; we count only 21 in this batch.

Interesting is the fact that Puerto Rico's first FM applications have been filed; that Balaban & Katz (Paramount), which operates a Chicago TV station, seeks FM there also; that former Gov. Elmer Benson of Minnesota, previous applicant for a new FM in the Twin Cities, now seeks stations also in Duluth and Rochester, Minn.; that Dairylands Broadcasting Service Inc., with an AM operator as a principal (George F. Meyer, WIGM, Medford, Wis.), seeks FMs in Marshfield, Stevens Point and Wisconsin Rapids, all in Wis.

FM applications should be coming in, especially from laggard AM operators, in greater numbers henceforth; CPs should be coming along where no conflicts or questions occur; hearings will be ordered where demand for channels exceeds supply -- and we'll report all these to you regularly and in convenient file form.

FM IS SMALL BUSINESS: FM is well within the reach of small business enterprise, farm groups, cooperatives, labor unions and educational institutions. So said Senator Glen H. Taylor of the Senate Small Business Committee this week, in commenting on the cost study made by the FCC published as Part II of Supplement No. 14D herewith. Senator Taylor invited newcomers to apply for licenses, warned that in some localities frequencies were already outnumbered by applicants.

Average cost for complete FM stations by power is given as follows: 250 w, \$9,508; 1 kw, \$14,758; 3 kw, \$17,858; 10 kw, \$27,308; 50 kw, \$80,558. Prices include transmitter, antennas, control consoles, remote pickup (wire), turntables

and monitors only. Real estate, studio and transmitter furnishings, tower construction, engineer and attorney fees, are not included.

Delivery dates for old orders indicated by manufacturers were as follows: 250 w, January; 1 kw, February; 3 kw, May; 10 kw, June; 50 kw, August. If you ordered equipment in November 1945, you should receive it, according to the answers, as follows: 250 w, June, 1946; 1 kw, April 1946; 3 kw, May 1946; 10 kw, July 1946; 50 kw, Jan. 1947.

RCA SHOWS ITS COLORS: RCA unfolded its own system of color television at Princeton Thursday, and it was wonderful stuff. But --

It also showed us black-and-white, with greatly improved luminosity, which it now has ready for market. The color system Gen. Sarnoff said, simply isn't ready commercially as yet, despite anything anybody else (referring obviously to CBS) may contend to the contrary.

And it won't be ready for about 5 years, he insisted; in the meantime, he argues, why should TV be withheld?

To which Paul Kesten, CBS v.p. who leads the faction contending that black-and-white is obsolete before it starts and that high definition and color are the answer to the television prayer, immediately retorted in a press release that same night:

"We are delighted to know that one of the country's big manufacturers has gone so far toward color television in the high frequencies..." As to Sarnoff's estimate of a 5-year wait, Kesten replied: "That is a very safe estimate. It is from 3 to 4 years longer than we believe it will take."

So the whole controversy over whether TV should go ahead with black-and-white now, as sanctioned by the FCC's recent rules and allocations, or should await color on the higher wave bands, is opened up wide again. And more fuel will be added when CBS fulfills its promise to show its color system, at least to the press, within the next few weeks.

What we saw at Princeton first, was reception of black-and-white live and film subjects from RCA's Empire State transmitter 47 miles away. They were on 6 models of receivers, most of them ready for market, and we could watch them simultaneously and compare. The better pictures were amazingly good, every bit as good as professional home movies, on the several direct-viewing models (7-inch and 10-inch tubes) and on the improved large-screen projection model (about the size of a newspaper page). The lighting improvements were due to a newly devised aluminum coating which acts as a mirror to prevent loss of light inside tube and enhances brilliance and contrast.

These pictures, in our judgment, shared by many others there, are perfectly acceptable to the public -- but the color we saw later would be better, if practicable.

RCA says it isn't, and presented some convincing arguments -- arguments that apparently convinced the company's manufacturing licensees, who dominate the set field, when presented to them with similar demonstrations at the same place the day before. Whether CBS can present as convincing a case for waiting for the perfection and practical application of color, remains to be seen.

There's the whole rub: to wait or not to wait.

The color we were then shown, with live images transmitted from the Princeton Laboratories to Princeton Inn 2½ miles away, was excellent. It was transmitted from an antenna only a few centimeters in length on 10,000 mc with only 1/20th watt

power, and viewed on a small direct-viewing screen. Next we were handed polaroid glasses to hold before our eyes, and saw the color images in three dimensions -- stereoscopic pictures.

A girl dressed in vivid colors, without special makeup, pointed a cane at the audience, and it seemed to be thrust forward. She poured seltzer water and you recoiled instinctively, for it seemed to be pouring on you.

The three primary colors -- red, blue and green -- were handled by means of mechanical filters, which means gadgets in both transmitter and receiver -- gadgets RCA calls impractical as yet but promises to eliminate eventually so that electronic tubes can do all the work. The CBS system, it is understood, uses these too.

Gen. Sarnoff, flanked by many of the highest executives of RCA and NBC, told us RCA has had color since 1940. But he pointed out it requires an entirely different system of broadcasting -- different wave lengths (the ultra-highs), different transmitters and receivers not interchangeable (nor even convertible) with black-and-white.

No color receiver has yet been developed and tested which is ready in same sense as black-and-white, said the RCA president. Nor can the coaxial cable, which makes network TV feasible, transmit the wide bands of frequencies needed for color. He said he was not "marking down" color; rather, he was just "emphasizing the point of time." In estimating 5 more years needed, he posed the questions:

Shall we go ahead with what is good now, or wait for something better 5 years hence? The British are going ahead with this system as result of a government commission's recommendations.

If we wait, won't there be something still better in the offing 5 years hence to suggest a further wait?

Isn't obsolescence the very essence of American enterprise? Who will object to paying \$200-\$300 for a TV receiver which, over those 5 years, will cost perhaps 1 or 2 cents per program hour before becoming obsolete?

"We could be wrong," he told the newsmen; but he didn't think anyone in the field had more know-how about TV than his pioneering company. "But if anyone can produce anything better," he added, "God bless 'em. If we can't lick them competitively, we'll join them."

Summed up, Gen. Sarnoff's whole thesis was that the first floor of the house has been built; that it is idle to wait for materials to be obtained for the remaining floors to be built before moving in -- what with the "housing shortage." In other words, why keep the public waiting for new equipment to be developed and tested, new standards to be devised, a new system to be authorized by Washington, when there is a palpable eagerness on the part of the public for a television system which is already quite good enough.

* * * *

Apparently, only one newsman has thus far been permitted to inspect CBS's color operation, though we've talked with several FCC executives and a number of technical men from companies which have manufactured CBS's custom-built equipment who have seen it and pronounced it "good."

That reporter is Jack Gould, of the New York Times, who wrote as part of his Friday story on the Princeton demonstration:

"Both RCA and CBS utilize essentially the same system so far as color is concerned Both in the manner of presentation and in the technical equipment

employed, however, there were differences making direct comparison in all details impossible.

"CBS used films and slides; RCA picked up a 'live' studio show. The sets employed for direct-viewing of the images, as opposed to sets employing lens for enlargement purposes, also differed, the CBS set being somewhat smaller.

"Based only on the finished product as seen, the CBS pictures appeared to have appreciably greater detail and were markedly superior in gradations of color. In the CBS tests the facial complexions of the performers seemed entirely real, even when a little girl employed no makeup. The RCA color images were handicapped by a brownish overcast on the faces and the color of the hair of the performers and models suffered from a recurring predominance of red.

"The RCA picture, being somewhat larger, seemed a little easier to view from a comfortable distance from the receiver itself. The light behind the RCA pictures also appeared excellent, though the fact that RCA was using a studio program and CBS a film program would negate any conclusive comparison in this respect.

"The RCA receiver emitted a noticeable hum from the motor used to revolve the color cylinder. The CBS receiver, using a disk, operated silently CBS employed 480 mc.

"In the field of black and white, the smaller of the two new RCA receivers, with a screen measuring 4½x6 inches, was better by a considerable margin than any other similar set yet demonstrated by television companies, including CBS...."

CBS CONTINUES MONOCHROME: CBS isn't halting its black-and-white on present band from WCBW simply because it regards color TV as superior. Its mobile unit planned to carry basketball from Madison Square Garden last Wednesday night but called it off; but WCBW runs on regular schedule -- providing good program and production experience, as CBS executives say. But the company, which published a brochure on color TV this week and carried a double-truck ad in The New Yorker showing monochrome vs. polychrome contrast, isn't asking for any additional stations in the presently assigned band as NBC and ABC and MBS owning-companies are (Supplement No. 18). Instead, it has applied for wide-band stations on the experimental uhf bands for Boston, Chicago, St. Louis, Los Angeles, got license this week for N.Y.

NEWS AND VIEWS: You engineers concerned with FM technical data: ask J. P. Taylor, RCA Camden, to send you one of RCA's FM Coverage Calculators, a sliderule which, though it doesn't cover the higher FM frequencies, is worth keeping handy; he has a few left, and will send them gratis on bona fide requests Latest to hang out own shingle for consulting engineering practice: John Creutz, recently WPB assistant director of Radio & Radar Div., WPB, formerly with old firm of Page & Davis; he's in Bond Bldg., Washington. Zenith's new line of receivers, as shown to its dealers this week, doesn't include any TV models but it does include FM with two-bands, as does Stromberg-Carlson's Westinghouse will offer TV, too, and its set line shown to its distributors at Mansfield, O., Wednesday plays up FM heavily Readying for Stratovision uhf broadcasting tests (Vol. 1, No. 1), Westinghouse has equipped a "skyhook" plane and was scheduled to show its stuff to RCA's Sarnoff last Friday, plans press demonstrations soon Philadelphia's 5 FM stations, operating under special dispensation from FCC less than required 6 hours a day, have been given permission to go off the air to reconvert to new frequencies, but must resume service Jan. 1. Stations had been operating under "Philadelphia Plan," under which each was on air during wartime once a week (Vol. 1, No. 2) AT&T announced this week plans for super-hf (4,000 mc) radio relay link between Chicago and Milwaukee capable of carrying TV, FM, AM or telephone. Link seems to indicate radio relays acting as spurs to its projected nation-wide coaxial.

Television Digest

and FM Reports

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December 22, 1945

THE FM CHANNEL ALLOCATIONS: What the more than 725 FM applicants have been awaiting ever since the FM Rules & Regulations and Engineering Standards came out in September, arrived Dec. 19 as an early Christmas present from the FCC -- channel allocations for all of the United States.

The channels allocated (see Supplement No. 21, herewith) cover only Metropolitan and Rural Stations, implementing for the whole country the Area I allocations made public Oct. 26 (Supplement No. 13).

Basic plan was to allow sufficient channels to accommodate existing AM stations, plus at least 50% more for new FM stations. The number of pending FM applications was also considered, especially in cities where no AMS now exist.

Increase in the number of Metropolitan channels is possible, FCC declared, since service areas may be smaller than that provided in many localities. In many cases, existing AM stations have requested Community FM stations rather than Metropolitan, we learn, and thus unused Metropolitan channels will be increased in certain areas. Should the need develop, the Commission stated, channels can be made available from an adjacent area for one in which there are more applicants than there are channels.

The tentative nature of the plan was emphasized by the FCC, which stated it "will not be followed in any hard and fast manner and departures will be made from the plan whenever it is found desirable or necessary to do so."

COMMERCIAL TV CHANNELS ASSIGNED: The 6 existing commercial TV stations were ordered by the FCC Friday to vacate their present frequencies by March 1, 1946 and return on newly assigned frequencies on or before July 1, 1946. At same time the Commission prescribed channels for the 6 current licensees, but not for the 3 commercial CP holders (Part I, Supplement No. 18). Delay until March 1 date for reconversion was due to fact amateur band includes part of new TV band and amateurs aren't required to shift until then. New TV channel assignments follow:

- WNBT, New York (NBC) -- Channel No. 4 (66-72 mc).
- WCBW, New York (CBS) -- Channel No. 2 (54-60 mc).
- WABD, New York (DuMont) -- Channel No. 5 (76-82 mc).
- WPTZ, Philadelphia (Philco) -- Channel No. 3 (60-66 mc).
- WRGB, Schenectady (GE) -- Channel No. 4 (66-72 mc).
- WBKB, Chicago (Balaban & Katz) -- Channel No. 4 (66-72 mc).

All assignments are for Metropolitan Stations with existing powers and antenna heights. Ten experimental TV stations also received new channel assignments: W9XBK, Chicago (Balaban & Katz), Channel No. 4; W8XCT, Cincinnati (Crosley), No. 4; W2XVT and W2XWV, New York-Passaic (DuMont), No. 5; W6XAO, Los Angeles (Don Lee), No. 2; W3XE, Philadelphia (Philco), No. 3; W6XYZ, Los Angeles (Television Productions), No. 5; W9XZV, Chicago (Zenith), No. 2; W3XEP, Camden, N.J. (RCA), No. 6; W9XUI, Iowa City (Iowa State U), Nos. 1 and 13. Presumably experimentals will have early call on commercial licenses, indicated by allocation to them of commercial channels. Notably missing from list is Milwaukee Journal's WMJT, an early CP holder.

MORE ABOUT THAT TV 'CARTEL': In denying the Dept. of Justice's anti-trust charges against his companies and others in connection with their interest in British Scophony patents, Paul Raibourn, Paramount v.p. and president of Television Productions Inc., Paramount subsidiary, last Wednesday made public the hitherto unannounced fact that Paramount "expects to demonstrate brilliant television pictures on the screen of the Paramount Theater in New York in August, 1946, and to make thi available to other theatres throughout the country."

In other words, theatre TV may be coming along as fast as home TV. How good it is, we have no means yet of knowing -- but the theatre TV shown in London and New York before the war, about which the Government makes so much in its monopoly complaint, wasn't much to brag about. Diffusion of light and other crudities compared it only with the flicker days of the movies, certainly not with the home systems now ready to be used.

An indication of the defense in the suit was also given in the Raibourn statement. Scophony sold Television Productions and General Precision Equipment Co. interests in American rights to its Supersonic and Skiatron patents for the miniscule total sum of \$25,000 (Paramount's \$8,500 outlay getting it 16%) plus prospective royalties. These two companies, along with Paramount and the British and American Scophony companies, are defendants with certain of their officers in the Government proceeding -- as we reported exclusively last week even before the formal filing of the suit in Federal District Court in N. Y. General Precision is said to be the largest stockholder in 20th Century-Fox.

Mr. Raibourn asserts the Supersonic ideas are "probably obsolete" and adds that the Skiatron has "so far failed to produce a successful method of applying it to television" -- though the latter was used by the military during the war.

Known in the industry as one of TV's staunchest proponents, Mr. Raibourn ridicules the idea that he or his companies would hamper or hinder the development of TV, as charged. He claims that Paramount "has in the last seven years done more for the promotion and development of television in the home and in theatres than any other organization with the possible exception of RCA, NBC and CBS." Paramount, of course, also owns 37½% interest in DuMont, though the Government's complaint says 50%.

On the other hand, the defendants still have to answer the Government's complaint against the cartelization scheme under which they proposed (on paper, at least) to divide hemispheric patent controls and markets. This being a civil suit, the whole thing can be settled by consent decree. However, the big play the litigation got in the press this week gave Scophony an unwonted amount of publicity, gave the impression the British patents are far more important than they probably are, indicated monopoly activities during a war period when actually there was no TV outside laboratory and military establishments and when there weren't even any wavelengths assigned to theater TV (as there still aren't).

Paramount's and 20th Century's involvement in the litigation may possibly affect their existing TV licenses or applications. That's up to the FCC whose lawyers have been kept apprised of the case by the Dept. of Justice. The radio act is strict about anti-trust convictions. But whether the FCC will cancel or suspend any existing licenses, or hold up or set for hearings any applications during pendency of this suit, is a moot question. In other words, can or should any penalty or restraint be imposed before adjudication? FCC attorneys won't say yet.

Paramount's subsidiary Balaban & Katz operates one of the 9 pioneer TVs -- WBKB, Chicago. Television Productions operates an experimental -- W6XYZ, Los Angeles -- and has applied for commercials in Los Angeles and San Francisco. Affiliated theatre companies (in which Paramount holds varying ownerships) seek TV outlets in Detroit, Boston, Dallas, Scranton. Then there's DuMont which operates the pioneer WABD, New York, and is applicant for new stations in Wash-

ington, Pittsburgh, Cleveland, Cincinnati. And 20th Century-Fox has applied for TVs in New York and Los Angeles. (For full data on these and other licenses and applications, see our Television Directory, Supplement No. 18).

THEY'RE FROM MISSOURI: CBS engineers and spokesmen will face a highly critical if not skeptical press when they finally stage the long-promised demonstration of their much-publicized uhf color television -- a demonstration designed to prove the case not only for their system but against the black-and-white system the FCC has authorized to go ahead.

For one thing, CBS must carry the burden of proof that its system is so greatly superior to those shown by others (notably by RCA at Princeton last week) that it's worth while to wait a few more years for polychrome rather than offer the public now an admittedly good monochrome system.

The rub, so far as both the public and the broadcaster are concerned, is the fact that wide-band color TV and narrower-band black-and-white TV are non-interchangeable and non-convertible, let alone the fact that both sending and receiving apparatus are so extremely expensive.

Then CBS faces the embarrassing matter of outspoken resentment on the part of many newsmen, especially the specialists, that it should have played favorite in allowing the New York Times' Jack Gould (Vol. I, No. 16) to preview its system while guarding it so assiduously against the rest of the press.

Meanwhile, the battle of the brochures, the newspaper statements and the printed ads contrasting monochrome and color proceeds apace.

Those of us who have seen RCA's monochrome (which is very good and which we are told is technically ready) and RCA's own laboratory system of polychrome (which is excellent and, according to Gould, stands comparison with CBS's, but which RCA insists won't be ready for about 5 years) are eager to be shown. With no axes to grind, the newsmen can be counted upon to pass fair and objective judgment -- though that judgment really ought to be rendered, in final analysis, by the public itself especially since both sides have carried their contentions to the public via the printed word.

In that connection, the principals might very well engage in verbal debate, too. Why not a debate on the radio between the chief proponents -- Sarnoff-Jolliffe for RCA, Kesten-Goldmark for CBS? And what more politic medium to carry it than ABC's "Town Meeting of the Air" or MBS's "American Forum of the Air," neither on competitive networks? The whole contention has now become a public issue, and the public has every right to be let in on it via the spoken medium.

We've talked with Westinghouse and Federal executives who manufactured the custom-built transmitting apparatus CBS uses, also with other technicians and with FCC executives who have seen demonstration. They're sold on color, but they won't say they're "unsold" on black-and-white; indeed, Westinghouse includes a TV monochrome receiver in its new 1946 line. We want to hear them confirm the Kesten stand that in about 18 months acceptable apparatus can be made available for color transmission, which Sarnoff says can't be done. And we'd like to hear from GE whether the 10 color receivers it has made to order for CBS can be multiplied within that time, too, for over-the-counter purchases.

There's small point in waiting if they can't, for RCA and DuMont promise their monochrome transmitters within 6 or 8 months, receivers even earlier in those few cities already enjoying TV service.

And the public's eagerness for TV service can be gauged somewhat by the fact that you cannot purchase a receiver from one of the 8,000 or so present owners (all pre-war sets) for love or money. That they like what little they're already getting is evidenced by the reaction to the Army-Navy game telecasts (Vol. I, No. 15).

STILL MORE CONDITIONAL FMs: Note in this week's 33 conditional FM grants that all 5 Cincinnati applicants for new FM stations (all also AMers) got the nod from FCC, leaving 4 FM channels in the Queen City still available. This latest batch brings the total number of conditionals to 230 (see Supplement No. 22, herewith) out of 729 applicants to date.

Newspaper affiliates number 9 out of the 14 newcomers among Thursday's 33 conditional grantees. Out of the 230 total, we find 48 of the 68 newcomers to radio are newspaper interests, the other 20 representing motion picture theatre operators, attorneys, engineers, and just plain businessmen.

First Rural Station conditionals were included in this new lot. They went to Cornell University (WHCU), Ithaca, N.Y., and St. Lawrence Broadcasting Co. (WSLB), Ogdensburg, N.Y.

Fifth FM hearings, no date fixed, was also announced -- for Ft. Wayne, Ind. Others so far set: Boston, at Boston, March 11-22; Providence-Pawtucket, Cleveland-Akron, Indianapolis, dates not fixed. (See Supplements No. 14A, 14B, 14C, 14D, for applicants; Supplement No. 21 for channel allocations to cities.)

TRUMAN ON TV VIA COAXIAL: AT&T's coaxial between Washington and Philadelphia, linking up with the New York-Philadelphia circuit, is completed -- but it won't be announced for a few more weeks in order to make the inauguration a gala one. Plan is for NBC to use it first, televising President Truman as he addresses second session of 79th Congress resuming Jan. 14 and relaying via the coaxial to its New York TV outlet, WNBT, and possibly also to Philco's WPTZ in Philadelphia and via shortwave to GE's WRGB, Schenectady. That project is practicable was proved by success of Army-Navy game coaxial relay from Philly to New York (Vol. I, No. 15). NBC has secured permission from Speaker of House and has been completing arrangements to install Orthicon camera pickup.

WILL MAKE TWO-BAND FMs: Telegraphed inquiries to cross-section of the leading radio set manufacturers this week elicited responses from only 3 to the effect that they definitely plan to include two-band FM receivers in their new lines -- Galvin, Stromberg-Carlson, Zenith. All others replied they are planning only one-band FMs, including Admiral, Andrea, Crosley, Farnsworth, Federal, Hammerlund, RCA, Stewart-Warner, Westinghouse.

TV ENGINEERING STANDARDS: Out this week are long-awaited Standards of Good Engineering Practice Concerning TV Broadcast Stations (Supplement No. 23, herewith). In the main they follow TV standards now in existence. Two changes however may be noted: ESR has been dropped in accord with industry's wishes; tolerances for operating power are more liberal for TV than for FM or AM broadcasting -- 10% above and 20% below being permitted.

NEWS AND VIEWS: FCC Chairman Porter's stock reply to recurrent rumors about his quitting to take this job or that: "I have no present intention of resigning." He saw President Truman the other day, but it was entirely about the recent Bermuda Telecommunications Conference, he said; but the reports persist, latest being that he may soon join the White House secretariat Another pioneer FMer, builder of WJBO's WBRL, Baton Rouge, La., early in 1941 before he went into the Navy, has put out his shingle as a consulting engineer: H. Verne Anderson, American Bank Bldg., New Orleans George Storer's Fort Industry Co. is about to apply for TV in Toledo, may soon also ask for other cities where it operates AMs. Fort's new Washington manager is Lt. Comdr. John Koepf, ex-Navy radar specialist, one-time aide to Bill Ramsey, Procter & Gamble's radio director. As supervising engineer, working out of Washington, Fort has Maj. Glenn Boundy on the job.

MARTIN CODEL'S

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

Television Digest

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December 29, 1945

OUR TV ALLOCATION MAPS: Under another cover, because of its bulk, we are mailing you a set of 13 maps, one for each channel allocated to television under the new FCC rules. The maps are designed to show you at a glance all TV allocations by metropolitan areas. They are based on the table covered in Sec. 3.606 of the Rules (Supplement No. 17, page 8). If used along with the Rules and with our Television Directory (Supplement No. 18), you can chart exactly what frequency bands are open for assignment in each city, what mileage separations exist, who are seeking those assignments. For the preparation of these maps, we are indebted to Col. E. C. Page, Mutual's director of engineering.

UPPERBAND FM PROGRAMMING: As Jan. 1 approaches, only 11 of the existing commercial FM stations and 2 experimentals have met FCC tests for going on upper band transmission and, according to the Commission, have received their formal authorizations.

The commercials now operating as required are: WGNB, Chicago (Chicago Tribune); WWZR, Chicago (Zenith); WELD, Columbus (RadioOhio); WMLL, Evansville (Evansville on the Air); WDRC-FM, Hartford (Dr. Franklin Doolittle); WTIC-FM, Hartford (Travelers); WTMJ-FM, Milwaukee (Milwaukee Journal); WHEF, Rochester (WHEC-Gannett); WHFM, Rochester (Stromberg-Carlson); WDUL, Duluth (WEBC-Head of the Lakes); WTAG-FM, Worcester (Worcester Telegram & Gazette).

The experimentals are: W3XL, Washington (Everett L. Dillard), now an applicant for commercial status, and W2XRA, New York (Raytheon).

No blanket extension of time for beginning broadcasting on the new band has been granted by the FCC, but requests are now coming in for extensions from stations not yet ready and action on these requests may be expected within the next week. Cognizant of problems facing FMers, Commission is inclined to be lenient in cases of unavailable equipment or other obstacles not the fault of the broadcaster.

With assignments of new frequencies to the existing FM licensees and CP holders last October (Supplement No. 13), the Commission ordered them to go on the new band for tests by Dec. 1, and set Jan. 1, 1946 as time to start program service.

A NOD FROM CAESAR: As matters stand now, NAB's President Justin Miller won't hold his expected personal confab with AFM President James Caesar Petrillo until February when former gets back from his current trip to the Pacific Coast. They've already had some correspondence about meeting, the reclusive music czar indicating a willingness to confer on radio-musician problems. Miller, ex-judge and diplomat by nature, thinks meeting of minds is possible -- though no such optimism can be said to prevail in the industry.

A main topic of discussion, of course, will be the question of musical programs and their duplication by AM stations over FM affiliates. Petrillo's recent ban on such duplication covers both network and independent stations. Few find

his tactic comprehensible in view of fact that FM is barely getting started, promises in long run by very fact of more stations to employ more musicians.

This week Petrillo also banned broadcasting of music from outside U.S. (except from Canada, and except armed forces and religious programs) on same old plea of job security. Edict once again provoked outbursts against him, reflected in renewed demands for early legislation.

Meanwhile, the Lea Bill (H.R. 4737) to curb his powers over radio (Vol. I, No. 13) lies dormant, though Rep. Lea has promised to push it in this Congress. Need for Congressional action was sharply stressed Wednesday in N.Y. Times editorial which stated: "Mr. Petrillo's irresponsible private dictatorship, we may assume, is perfectly satisfactory to Congress, to the Administration and to the Supreme Court. Not only have they done nothing to curb his power, but among them they have in fact conferred these powers upon him." In a similar vein, an editorialist in the Washington Post Friday says we can anticipate Congress will do nothing to curb the arrogant Mr. Petrillo's power to interfere at will with freedom of communications, and adds this sarcastic note: "The next step, doubtless, would be for Mr. Petrillo to prohibit all nonmusical programs, whether they originate in this country or not, on the ground that they deprive American musicians of a livelihood to which they are entitled."

Though there are pressures for legislation, the powerful labor lobby isn't idle either, and Petrillo's latest ukase seems to indicate he isn't much worried.

PLUMPING FOR TV NOW: With a few exceptions, notably Zenith's Gene McDonald, RCA claims to have most other radio manufacturers sold on its side of the "now or later" controversy over television (Vol. I, Nos. 16, 17). Most set makers are RCA patent licensees, and of course want to sell sets. But they have also seen demonstrations of RCA's monochrome and polychrome systems, and for the most part seem to be convinced that TV should go ahead now with black-and-white rather than wait for color.

Bearing this out was statement this week by Farnsworth's president, E. A. Nicholas, that home TV is "technically ready to go forward on a commercial basis as soon as transmitters can be installed and receivers distributed." He predicted a market for 200,000 receivers in the 5 cities now having TV stations, and an output of at least 500,000 during the industry's first full year of production. His company, now operating an AM and experimental TV station in its home city of Fort Wayne, plans to build a commercial TV station there also.

RCA's Sarnoff, in his annual report, repeats his confidence in TV, calling 1945 the year radio entered its new cycle -- "the era of radio sight." CBS's Kesten treats TV thus in his year-end statement: "High definition television in full color has already emerged from the laboratory. Public demand can move it swiftly from commercial drafting boards, through busy production lines, and into the home."

And CBS finally fixed Jan. 7 as the date for first press demonstration of color TV. Members of FCC and staff will view it Jan. 5. Plan is to hold demonstrations in small viewing room, accommodating only 8 persons at a time, over period of two weeks, with radio manufacturers and others to be invited as well as the press

CBS FOR DEPT. STORE TV?: We've picked up signals on the higher frequencies (faint but readable) that CBS may go into department store TV soon. Lending to the rumormongers was Metropolitan Television's withdrawal of its New York TV application recently and its plumping for uhf color. Metropolitan is backed by Bloomingdale's and Abraham & Straus, and if we read the signals aright, CBS should be putting on an intra-store TV demonstration (in color) in either one or both of those New York stores.

Intra-store TV is currently getting a big rush, sparked by the highly successful RCA-Gimbel (Philadelphia) demonstration last month, and the recently

announced association of DuMont with Wanamaker's (New York). RCA's dept. store setup is scheduled to go into other stores around the country, as yet unnamed, after the first of the year.

On the air were two TV merchandising shows specially keyed to the Christmas shopping public. WBKB, Chicago, had a "Let's Go Teleshopping" series sponsored by The Fair Store. WNBT, New York, put out a "Television Christmas Shopper" program, sustaining, in which an NBC shopper tipped audience to best buys.

General Electric recently disclosed that Marshall Field & Co., Chicago, for more than a year has held a No. 1 post-war priority for GE's intra-store TV system.

Currently, department store officials are reading and rereading Gimbel's report on its Philadelphia TV experiment. In essence, the report answers the \$64 question: Does it sell? Based on its experience, Gimbel's unequivocally says: Yes.

Two examples are cited. One demonstration pictured various methods of using a scarf. An average of 20 customers immediately inquired about scarves after each demonstration. Another presentation showed different hair styles. Demand for restyling, as well as waves, shampoos, etc., reached an all-time high for that time of year.

In a consolidation of 2,837 questionnaires, 70% of the viewers said they would or might visit the department which carried the product televised; 90% considered TV an aid to shopping; 70% said this was the first time they had seen TV.

DUMONT TO SPLIT OPERATIONS: As first move toward separating its TV broadcasting and manufacturing operations, DuMont has named Leonard F. Cramer, v.p., as director of a newly formed Television Broadcasting Division. Possibly under another name, or even a new corporate setup, this division will have charge of stations and programs. DuMont now operates WABD, New York, and several experimental TVs, has applications pending for additional stations in Washington, Pittsburgh, Cleveland, Cincinnati.

CLEARING THE TV DECKS: Washington's TV applicants now have a 1 to 2 chance for the Capital's 4 channels. The odds dropped to that when Eleanor Patterson (Washington Times-Herald) withdrew her application, leaving 8 contestants (Supplement No. 18). Ready for this first TV hearing, FCC Chairman Porter and staff met Friday with representatives of the applicants at a pre-hearing conference. Purpose was to agree on streamlining procedures so that hearing can be held within its allotted time limit (Jan. 21-Feb. 1). Consensus was that matters of fact (such as financial and technical qualifications) could be made part of record without need for extended examination at formal hearing. Procedure may serve as pattern for future TV hearings, which presumably will be held only on the applications from the relatively few cities where demand for channels exceeds the supply (Vol. I, No. 15).

FM IN CANADA: Only one type of FM station, powered to cover a maximum stated service area in each community, is gist of proposed policy for FM recommended by Canadian Assn. of Broadcasters. Board of governors of the Canadian Broadcasting Corp. (Dominion's FCC), have agreed in principle with the proposal. As of Dec. 18, some 71 FM applications awaited processing, coming mostly from AM licensees but including some radio newcomers -- notably The Toronto Mail & Globe.

Service area for each urban district would be recommended by joint industry-government representatives. After each service area is fixed, effective power and antenna height maximums would be established to obtain 1,000 uv/m for urban, 50 uv/m for rural. Highlights of CAB proposal also include: (1) 100 channels in 88-108 mc band -- same as in U.S.; (2) AM broadcasters to get FM on request; (3) permissible duplication of AM programs over FM channels.

READING UP ON TV: One can subscribe to the adage that a single picture (TV especially!) is worth a thousand words, but good books, like newspapers, are here to stay, too. Several good books on television have been published in recent months, well worth reading by any and all concerned with the new art. They are Richard Hubbell's "Television, Programming and Productions" (Murray Hill Books Inc., \$3) and Capt. William C. Eddy's "Television, the Eyes of Tomorrow" (Prentice-Hall, \$3.75).

Hubbell, an early TV producer, now with Crosley, covers radio theory and techniques well worth study, says TV is neither theater, movies nor sound radio -- rather, partakes of all three, with inherent factors in itself. Eddy's book takes you by the hand and leads you through the maze of TV technicalities, including its economic aspects. His chapter on "Tall Tales," relating some of the legends that have already become part of TV, is delightful reading. As chief engineer of Balaban & Katz's WBKB, Chicago, and wartime head of the Navy's radar school there, he knows whereof he speaks.

A good reference book for your shelf also is "Electronics Dictionary," by Nelson M. Cooke and John Markus (McGraw-Hill, \$5) which defines such terms as "accelerating electrode" and "zone of silence," to pick out a few of the terms applicable to TV.

VISITORS STUDY TV-FM: Their domestic TV and FM problems have so absorbed American manufacturers, that they may be missing a bet on the South American market. Martin Tow, representing Argentine interests planning a TV station in Buenos Aires, was in U.S. recently looking over the field, and he told us all South America is looking to us for guidance as well as equipment. Earlier, we had reports that Mexico and Uruguay had asked U.S. firms for data. A recent visitor to these shores also was Raymond Allsop, studying FM for the Australian Parliament, who indicated that country is contemplating reconversion to FM and looks to us for materials and data.

NEWLYWEDS' WEEKEND: Honeymoon meeting of the newly married FMBI and NAB was scheduled to be held this weekend in Chicago, and their discussion period was to include such topics as: dial numbering for receivers, continuance of study of FM receiver sales, status of NAB's petition to FCC for certain amendments to rules. Scheduled to attend, in addition to NAB President Miller and Robert Bartley, director of NAB's FM Dept., were Walter Damm, chairman; John Shepard 3rd, Gordon Gray and Wayne Coy, for FMBI; Paul Morency, Frank Stanton and Les Johnson, for NAB.

NEWS AND VIEWS: FCC doesn't contemplate taking any action to forestall the sale of two-band FM receivers. Since only 3 manufacturers are known to be planning production of double-band sets, an FCC spokesman told us, the Commission doesn't regard the matter very seriously. Only Galvin, Stromberg-Carlson and Zenith have indicated so far that they plan making two-band sets. Shortly after FCC allocated FM band Chairman Porter told RMA President Cosgrove that he was dead set against sale of two-band FM receivers. He warned that the FCC might take FM off lower band entirely if situation got out of hand Muzak's FM station WGYN, New York, is now owned equally 3 ways under authority of FCC granted last week: (1) Muzak Corp.; (2) Charles E. Merrill, stockbroker; (3) Capt. P. K. Leberman, just out of Navy, who is manager. Formerly first two divided ownership DuMont announced this week that Anderson, Davis & Platte (advertising agency) will present a 12-1 p.m. TV program of its own 6 days a week over WABD, New York, starting with opening of DuMont's new Wanamaker studios; same agency has long been responsible for the Alexander Smith Carpet Co.'s "Magic Carpet" telecasts over WABD David B. Smith, director of Philco's Research Division since 1941, has been named v.p. in charge of engineering; he has been Philco's authority on radio, including radar and TV