

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 5, 1946

TV GRANTEE LIST GROWS: At the rate it's now going, FCC by year's end should dispose of nearly all, if not all, of the remaining low-band TV applications (Supplement No. 18A). This week, it issued CPs to two more:

Philadelphia—William Penn Broadcasting Co. (WPEN-*Bulletin*), granted Channel No. 10 (192-198 mc) with 25 kw visual power, 26.4 kw aural power, 676 ft. antenna height. Quaker City now is assured of three TV outlets, with Philco's WPTZ already operating and the *Inquirer's* station authorized; possibly another if *Daily News* gets CP too.

Minneapolis — Minnesota Broadcasting Co. (WTCN), controlled by Ridder Newspapers (St. Paul *Dispatch* and *Pioneer Press*), granted Channel No. 4 (66-72 mc) with 17.9 kw visual power, 9.2 kw aural power, 490 ft. antenna height. Twin Cities are now assured of two TV outlets, all asked for, inasmuch as St. Paul's KSTP Inc. also holds a CP.

So you can take these two out from under the "Applications Pending" heading (now only 39) and add them to "CPs Outstanding" (now 33), as listed in Supplement No. 18A.

Soon to be granted, because FCC says they are now "being processed," are applications of WGN, Inc., Chicago; William H. Block Co., Indianapolis; Associated Broadcasters Inc. (KSFO), San Francisco; Broadcasting Corp. of America, Riverside, Cal.

And though the Commission, in its own recapitulation of last week, lists 10 "applications awaiting information requested," our inquiry develops that it has been given all requisite data on at least four of them—Crosley's three (Cincinnati, Columbus, Dayton), and Fort Industry's one (Toledo). The remaining six whose applications will be processed if and as soon as requested data is submitted, are: Radio Sales Corp. (KRSC), Seattle; Connecticut Television Co., Bridgeport (Darien), Conn.; Institutum Divi Thomae Foundation, Cincinnati; E. F. Peffer (KGDM), Stockton, Cal.; Jacksonville Broadcasting Corp. (WPDQ), Jacksonville, Fla.;

Philadelphia *Daily News*. Several of these are expected to drop out.

Other applications are held up (1) because hearing decisions are awaited on New York and Los Angeles cases, and (2) pending disposition of hearings in related cases, e.g., determinations on multiple ownership, Paramount-DuMont relationship, etc.

WEEK'S BIG BATCH OF FMs: FCC made up for last week's lost time (no meeting) by gathering twice this week, granting 18 FM construction permits, modifying 8, making 4 conditional grants (Supplement No. 44A herewith). Total CP holders to date is now 298. Most grantees are still AM licensees, but examination of the 24 new applicants (Supplement No. 14-0 herewith) shows 11 are new to radio. Trend among newcomers is to file for both FM and AM, or, having filed for one, to mull the problem over and file for the other. Class A is undoubtedly gaining in popularity—11 of these latest 24 being in that category.

GOOD PLACE TO SIZE UP TV: If you have any interest whatsoever in TV, economic or academic, you should make it a point to attend the Television Broadcasters Association's conference and exhibition at New York's Waldorf-Astoria next Thursday and Friday, Oct. 10-11.

Listening to the speakers, seeing the sets on exhibition, exchanging views with the experts, you should be able to appraise the status of TV for yourself. And your observations certainly ought to help you decide just where and how you fit into the new scheme of things the budding video art will inevitably bring about in radio.

The grand scale of this affair, as arranged by RKO Television Corp.'s Ralph B. Austrian, is extremely impressive—a dozen big-name speakers at general and banquet sessions; 14 exhibits of receiving and transmitting equipment; regular

telecasts to and from the sessions and exhibits; and some 50 papers by specialists at a dozen panel sessions covering receivers, programming, management, education, advertising, talent, set servicing.

A glance at the ambitious program is enough to show what a small but well-knit trade organization can do with very little money and hardly any staff, but with fervid enthusiasm for a "cause" which is described thus by TBA's President Jack Poppele: "to provide conclusive evidence that television is ready to proceed on a greatly expanded commercial basis and that the new industry is well on the way to becoming one of the most important in the nation."

TBA consists of only 48 members, operates on a budget of between \$20,000 and \$30,000 a year, has one paid executive (ex-newspaperman Will Baltin, secretary-treasurer) and headquarters in a modest little suite of offices. It was originally designed primarily for active or prospective TV broadcasters, but since they are as yet so few (see our Supplement No. 18A) it took in others. There are about 15 manufacturing concerns and a handful of film companies, advertising and talent agencies and educational institutions. Dues are \$1,000 a year for broadcasters, \$500 for the others.

WINDUP OF FM HEARINGS: Delay of at least 30 days more on New York FM decision (17 seeking 5 channels) can now be expected, in view of Examiner Al Guest's instructions to parties in the American Jewish Congress-New York *News* squabble to file their "findings" within that time. Guest himself will be hard-pressed to wrap up the New York affair in his own recommendations to the FCC before he leaves Oct. 15 to become alumni secretary of Amherst (where he was classmate of acting Chairman Denny's).

Four windup days of New York FM hearing this week were spent debating allegations that Patterson-McCormick *News* slants news copy with racial bias. Close followers of FCC policy feel whole affair—even permitting such charges and probing editorial policy as measure of fitness for a radio license—is part of Commission's implementation of Blue Book policy. And, of course, there is very sharp division of opinion as to whether that is good or bad.

Chicago hearing will be reopened Oct. 12 to permit WCFL to amend testimony (Vol. 2, No. 39)—an unusually lenient FCC action, in minds of some attorneys. Boston applicants can relax a bit, for **Raytheon dropped out** this week, leaving 8 for 7 available channels. Winston-Salem hearing (5 for 4) was called off when Burlington-Graham Broadcasting Co., amended to ask for Class A, and got grant.

COLOR TV HEARING SOON: An early hearing and quick action—that's the inclination of FCC in the matter of CBS's petition for commercial uhf standards for color TV (Vol. 2, No. 39). We should know next week what the Commission intends to do about the CBS proposals. For the moment, it certainly shows no signs of receding from its present policy of encouraging low-band monochrome to go ahead.

Commission has two alternative courses of action. The most likely one is to set early hearing date, invite all and sundry to testify, then render immediate decision. All commissioners have seen CBS color demonstrations. Naturally, none will commit himself, but there's obviously plenty of "doubt" in the air about the readiness of uhf, color TV apparatus and standards for immediate commercialization.

Second alternative, not likely to be followed, is to turn CBS suggestions over to RTPB Panel No. 6, the industry committee working on TV system standards (on which CBS sits), and await its recommendations. That might take months and a hearing would still be necessary. Panel 6 Chairman David B. Smith, Philco engineering v.p., informs us that if problem is turned over to his committee, he will bend every effort to get its answers back within a few months.

RTPB has been working on uhf standards for a long time, and one of its members says, "We are only about half-way through the job. We're right in the middle of deliberations on performance standards," he said, and these must come first. Another RTPB panel member, emphasizing the same approach, added emphatically, "There are a hell of a lot of things about color TV we don't know yet." He intimated CBS's proposed standards are lower than the level of performance a good color system could obtain.

OBSTACLES TO DECONTROL: There's no doubt that production of table model radios now equals or exceeds demand. But there's a good deal of doubt whether OPA will agree, when RMA's industry advisory committee meets in Washington Oct. 16 to petition it to remove irksome price controls, that the supply of consoles equals demand. For, with very few exceptions, it's in the consoles that FM bands are contained; and AM-FM combinations are still pretty hard to get.

That factor, indeed, may make it difficult to persuade OPA Administrator Paul Porter, who as former FCC chairman was an ardent advocate of FM, that over-all supply equals demand as yet. TV sets, incidentally, though still in short supply, are not price-controlled.

On the other hand, RMA has some persuasive figures. August production ran ahead of the pre-

Additions, Amendments and Changes in Log of

Applications for New FM Stations Pending Before FCC

August 25, 1946 — October 5, 1946

SEE SUPPLEMENTS NO. 14A TO 14N INCLUSIVE FOR ALL PREVIOUS APPLICATIONS

Note: Data was compiled primarily from FCC License Division files, and is presented as reported by applicant. Since individual requests for channels, power and coverage are dependent on FCC's over-all channeling plan, these have not been included; however, space is left for insertions when individual assignments are granted. **Studio locations** are not repeated when they are same as applicant's address. **Monthly operating costs**, where given, are only estimates by applicant—sometimes being all-inclusive and sometimes being mere guess as to cost in addition to present AM operation. **Antenna height** refers to height above ground. **Dagger (†)** indicates applicant has no present AM affiliation. All applications are for Class B stations unless otherwise indicated.

Additions

ALABAMA

BIRMINGHAM—Thomas N. Beach, 112 N. 21st St., licensee of AM station WTNB. Studio, 117 Second Ave. N.; transmitter, Red Mountain. Estimated cost of plant, \$46,000; monthly operating cost, \$2,000. Antenna heights, to be determined. Washington counsel, Fisher & Wayland. Washington consulting engineers, Ring & Clark. Channel and power -----

GADSDEN—Gadsden Broadcasting Co. Inc., 108 Broad St., licensee of AM station WJBY. Principals: B. H. Hopson (also 53% owner of AM station WHBB, Selma, Ala.), 96% stockholder; K. T. Hopson, v.p.; J. Ed Kolter, secy. Transmitter, Gadsden, street number undesignated. Estimated cost of plant, \$20,560; no estimate of monthly operating cost. Antenna height, 140 ft.; above sea level, 1,215 ft. Consulting engineers, Gray & Kelly, Birmingham, Ala. Channel and power -----

MONTGOMERY—Dixie Broadcasting Co., 512 Shepherd Bldg., licensee of AM station WMGY. Principals: Dr. S. D. Suggs, president, 54% stockholder; Frances Suggs Sewell, v.p., 20%; Thomas W. Sewell, secy-treas, 26%. Studio, Dexter Ave. & Perry St.; transmitter, east of Greenwood Cemetery. Estimated cost of plant, \$18,050; monthly operating cost, \$1,000. Antenna height, 327 ft.; above sea level, 607 ft. Washington counsel, Dow, Lohnes & Albertson. Washington consulting engineers, Commercial Radio Equipment Co. Channel and power -----

CALIFORNIA

BERKELEY—†E. Ogden Driggs, 424 Burk St., Oakland, Cal., radio engineer. Studio and transmitter, Amito & Gravatt Drive. Estimated cost of plant, \$21,250; monthly operating cost, \$770. Antenna height, 110 ft.; above sea level, 1,060 ft. Washington counsel, Pierson & Ball. Washington consulting engineer, George C. Davis. (Requests Class A Station).

BURBANK—†Burbank Broadcasters Inc., 705 N. Lima. Principals: Sam Kerner (actor's agent), president, 29% stockholder; Billy Gray (actor, theatre-restaurant owner), v.p., 23%; I. B. Kornblum (attorney, v.p. of Sol M. Wurtzel Productions, 2%); Carl Aultman (meat packer), treas, 23%. Studio and transmitter, 228 E. Orange Grove. Estimated cost of plant, \$17,700; no estimate of monthly operating cost. Antenna height, 262 ft.; above sea level, 877 ft. Washington counsel, Andrew G. Haley. Washington consulting engineers, Kear & Kennedy. (Requests Class A Station).

COLTON—†Woodrow Miller d/b as San Bernardino Valley Broadcasters, 1167 N. 9th St., honey producer and distributor. Studio and transmitter, 1000 Rita Rd. Estimated cost of plant, \$9,800; monthly operating cost, \$3,495. Antenna height, 164 ft.; above sea level, 1,554 ft. (Requests Class A Station).

MERCED—Merced Broadcasting Co., P. O. Box 717, licensee of AM station KYOS. Principals: Hugh McClung, president, 66.67% stockholder; Mickey McClung, secy. Principals are

also major stockholders of AM stations KHSL, Chico and KVCV, Redding. Studio and transmitter, "G" Street Grade, 1¼ miles north-by-east of Merced. Estimated cost of plant, \$18,755; monthly operating cost, \$2,500. Antenna height, 283 ft.; above sea level, 455 ft. Washington counsel, Andrew G. Haley. Washington consulting engineers, Kear & Kennedy. Channel and power -----

REDDING—Golden Empire Broadcasting Co., P. O. Box 717, Merced, Cal., licensee of AM stations KVCV, Redding and KHSL, Chico. Principals: Hugh McClung (principal owner of AM station KYOS, Merced), president, 41.67% stockholder; Mickey McClung, secy-treas, 41.67%. Studio and transmitter, 2½ miles south of Redding. Estimated cost of plant, \$15,900; monthly operating cost, \$2,500. Antenna height, 307 ft.; above sea level, 807 ft. Washington counsel, Andrew G. Haley. Washington consulting engineers, Kear & Kennedy. (Requests Class A Station).

SAN DIEGO—†Balboa Radio Corp., 1400 Bank of America Bldg. Principals: Emil Klicka (banking), president, 28.13% stockholder; Charles T. Leigh (v.p. of Consolidated-Vultee Aircraft Corp.), v.p., 21.25%; J. A. Donnelly (attorney), secy, 21.25%; Paul L. Dodd (formerly mgr. of KFAB, Lincoln, Neb. and KFMB, San Diego), treas; J. W. Brennan (port director), 21.25%. Studio, to be determined; transmitter, 4 mile east of Hubble & Hancock Sts. Estimated cost of plant, \$26,460; monthly operating cost, \$2,000. Antenna height, 524 ft.; above sea level, 784 ft. Washington counsel, Segal, Smith & Hennessey. Washington consulting engineers, Glenn D. Gillett & Associates. Channel and power -----

ILLINOIS

CANTON—†Fulton County Broadcasting Co., 53 W. Elm St. Principals: Harold R. Winsor, president, 49.87% stockholder; Harriett B. Winsor, v.p., 49.87%; Cyril L. Fetterer, secy-treas. Winsors also own Canton Daily Ledger, Boonville (Mo.) Daily News and weekly Advertiser. Transmitter, Canton, street number undesignated. Estimated cost of plant, \$15,900; monthly operating cost, \$1,200-\$4,000 (depending on AM grant). Antenna height, 205 ft.; above sea level, 855 ft. Consulting engineer, Fred O. Grimwood, St. Louis, Mo. (Requests Class A Station).

KENTUCKY

OWENSBORO—†Owensboro On The Air Inc., 414 Masonic Bldg. Principals: V. J. Steele (coal & beer), president, 51% stockholder; J. Millard Haynes (taxicabs, automobiles), v.p., 19%; M. A. Rhodes (variety store), secy-treas, 19%; Malcolm Greep (formerly commercial mgr., WOMI, Owensboro), 11%. Studio, 316-320 Allen St.; transmitter, near Owensboro. Estimated cost of plant, \$49,225; no estimate of monthly operating cost. Antenna height, 405 ft.; above sea level, 785 ft. Washington counsel, Loucks & Scharfeld. Washington consulting engineers, Chambers & Garrison. Channel and power -----

NEBRASKA

OMAHA—Radio Station WOW Inc., 17th & Farnam Sts., Insurance Bldg., licensee of AM stations WOW, Omaha, and KODY, North Platte. Principals: John J. Gillin Jr., president, 25% stockholder; Guy C. Myers, first v.p., 25%; Francis P. Matthews, second v.p., 25%; M. M. Meyers, secy,

(Over)

8.4%; J. J. Isaacson, treas, 8.3%; Robert P. Samardick, asst secy, 8.3% Transmitter, 56th & Kansas Ave. Estimated cost of plant, \$52,150; monthly operating cost, \$1,250. Antenna height, 452 ft.; no estimate above sea level. Washington counsel, Segal, Smith & Hennessey. Washington consulting engineers, Ring & Clark. Channel and power

NEW JERSEY

ELIZABETH—†Radio Elizabeth Inc., 1143 E. Jersey St. Principals: Frederick A. Brodessa (real estate, insurance), president-treas, 93.5% stockholder; Emmanuel Wagner (attorney), v.p. & asst. secy; William Maron (radio engineer), secy, 1.83%. Studio and transmitter, 1143 E. Jersey St. Estimated cost of plant, \$20,459; monthly operating cost, \$1,600. Antenna height, 244 ft.; above sea level, 274 ft. Washington counsel, Andrew G. Haley. Washington consulting engineers, McNary & Wrathall. (Requests Class A Station).

NEW MEXICO

ALBUQUERQUE—†Joe L. Martinez, 322 W. Gold Ave., Wright Bldg., attorney. Studio and transmitter, 322 W. Gold Ave. Estimated cost of plant, \$6,450; monthly operating cost, \$600. Antenna height, 200 ft.; above sea level, 5,596 ft. Consulting engineer, Harold O. Bishop, Harrisburg, Pa. (Requests Class A Station).

NEW YORK

ALBANY—†Champlain Valley Broadcasting Corp., Room 1203, 598 Madison Ave., New York City. Principals: Stephen R. Rintoul (formerly licensee of AM station WSRR, Stamford, Conn.), president-treas, 47.9% stockholder; Trel W. Yocum, v.p., 18.6%; Carlos A. Franco, secy, 10.4%; B. Jermain Savage, 10.4%. Studio, to be determined; transmitter, southwest of Albany. Estimated cost of plant, \$55,500; monthly operating cost, \$1,000. Antenna height, 329 ft.; above sea level, 1,849 ft. Washington counsel, Frank U. Fletcher. Washington consulting engineers, McNary & Wrathall. Channel and power

BATAVIA—Batavia Broadcasting Corp., 90 Main St., licensee of AM station WBTA. Principals: Edmund R. Gamble, president-treas, 36% stockholder; Edward P. Atwater, v.p., 14%; Joseph M. Ryan, secy, 50%. Studio and transmitter, 90 Main St. Estimated cost of plant, \$14,325; monthly operating cost, \$1,000. Antenna height, 409 ft.; above sea level, 1,300 ft. Washington consulting engineers, Colton & Foss. (Requests Class A Station).

PENNSYLVANIA

JOHNSTOWN—Central Broadcasting Co. Inc., 235 Franklin St., licensee of AM station WARD. Principals: Paul J. Short, president, and Alice I. Short, secy (also owners of AM station WDAD, Indiana, Pa.), 40% stockholders; George D. Gartland, v.p., 20%; Samuel Collins, v.p., 8%; Walter M. Thomas, treas, 20%. Transmitter .9 mile northwest of New Germany. Washington counsel, Fisher & Wayland. Washington consulting engineer, John Barron. Channel and power

PHILADELPHIA—†Franklin Broadcasting Corp., 1332 Lincoln-Liberty Bldg., Broad & Chestnut St. Principals: Lawrence M. C. Smith (attorney), president-treas, 52.6% stockholder; Abraham L. Freedman (attorney, Temple University professor of law), v.p., 15.8%; Walter M. Phillips (attorney), v.p., 15.8%; Dorothy Schoell Montgomery (housing specialist), secy, 10.5%; Joseph S. Clark Jr. (attorney), asst treas, 5.3%. Studio and transmitter, Ridge Ave., north-east of Roxboro Reservoir. Estimated cost of plant, \$58,040; monthly operating cost, \$5,000. Antenna height, 352 ft.; above sea level, 752 ft. Washington counsel, Hilmer & Davis. Consulting engineers, Paul Godley Co., Upper Montclair, N. J. Channel and power

POTTSVILLE—A. V. Tidmore tr/as Pottsville Broadcasting Co., 7 S. Centre St., licensee of AM station WPPA and 22% owner of AM station WJEJ, Hagerstown, Md. Transmitter, Old Minersville Rd. Estimated cost of plant, \$18,400; monthly operating cost, \$300. Antenna, 237 ft.; above sea level, 1,217 ft. Washington counsel, George B. Martin. Channel and power

SCRANTON—The Scranton Times (Co-Partnership) Elizabeth R. Lynett & Edward J. Lynett Jr., 149 Penn Ave., licensee of AM station WQAN and publisher of The Scranton Times. Transmitter, near Scranton. Estimated cost of plant, \$48,000; monthly operating cost, \$4,000. Antenna height, 142 ft.; above sea level, 2,231 ft. Washington counsel, Dow, Lohnes & Albertson. Washington consulting engineers, McNary & Wrathall. Channel and power

TENNESSEE

CLEVELAND—Robert W. Rounsaville, P. O. Box 677, licensee of AM station WBAC. Studio, 31st & Church Sts.; transmitter, Chattanooga Highway, approx. ¼ mile from city limits. Estimated cost of plant, \$7,930; no estimate of monthly operating cost. Antenna height, 168 ft.; above

sea level, 988 ft. Washington counsel, Bennett & Clagett. Washington consulting engineers, McNary & Wrathall. (Requests Class A Station).

TEXAS

SAN ANTONIO—Raoul A. Cortez, Calcasieu Bldg., 214 Broadway St., licensee of AM station KCOR. Transmitter, New Sulphur Springs Rd. Estimated cost of plant, \$47,483; monthly operating cost, \$2,000. Antenna height, 455 ft.; above sea level, 1,161 ft. Washington counsel, Vesey, Wheeler & Prince. Washington consulting engineer, John Barron. Channel and power

UTAH

OGDEN—†James B. Littlejohn, 2895 S. 27th East, Salt Lake City, radio engineer. Studio and transmitter, northwest of Ogden. Estimated cost of plant, \$500 in addition to AM; monthly operating cost, \$50 in addition to AM. Antenna height, 276 ft.; above sea level, 4,523 ft. (Requests Class A Station).

VIRGINIA

ALEXANDRIA—Potomac Broadcasting Corp., Box 298, George Mason Hotel, licensee of AM station WPIK. Principals: J. Barton Phillips, chairman, 10.4% stockholder; Howard B. Hayes, president, 32.4%; Carl L. Lindberg, v.p. & treas, 32.4%; C. C. Carlin, second v.p., 11.2%; Elliott F. Hoffman, 10.4%. Transmitter, Telegraph Rd., 1.5 miles southwest of center of Alexandria. Estimated cost of plant, \$9,995; no estimate of monthly operating cost. Antenna height, 308 ft.; above sea level, 308 ft. Washington counsel, Cohn & Marks. Washington consulting engineers, McKey & Shaw. (Requests Class A Station).

Amendments and Changes

ARKANSAS

HOT SPRINGS—Radio Broadcasting Inc. Change city to West Memphis. See Supplement No. 14M.

FLORIDA

MIAMI—Everglades Broadcasting Co. Temporary address is 517 Adams Ave., Huntsville, Ala. See Supplement No. 14N.

ILLINOIS

PEORIA—Peoria Broadcasting Co. Officers, costs and antenna height amended as follows: Edgar L. Bill, president-treas, 49% stockholder; Carl P. Slane, chairman, 8.6%; Charles C. Caley, executive v.p.; Frances P. Slane, 21.2%; Elizabeth P. Talbot, 21.2%. Estimated cost of plant, \$161,000; monthly operating cost, \$4,067. Antenna height, 423 ft.; above sea level, 1,210 ft. See Supplement No. 14A.

NORTH CAROLINA

BURLINGTON—Burlington-Graham Broadcasting Co. Change type of station to Class A. Change officers and stockholders to read: W. Bowman Saunders, president, 17.65% stockholder; Willie V. Coble, v.p., 17.65%; R. Homer Andrews, secy-treas, 11.76%; Everett C. Qualls, 17.65%; Laurence E. Neese, 17.65%; Rufus T. Blanchard, 17.65%. See Supplement No. 14F.

OHIO

CLEVELAND—WJW Inc. Change officers to: William M. O'Neil, president; W. Theodore Pierson, v.p. & asst secy; George H. P. Lacey, secy; Lawrence Webb, treas. See Supplement No. 14D.

Applications Dismissed or Withdrawn

CONNECTICUT

DANBURY—Danbury News-Times Co. (withdrawn). See Supplement No. 14A.

NORTH CAROLINA

WILSON—P. D. Gold Publishing Co. (withdrawn) See Supplement No. 14D.

OHIO

TOLEDO—The Toledo Blade Co. (withdrawn). See Supplement No. 14B.

PENNSYLVANIA

PHILADELPHIA—Amalgamated Broadcasting System Inc. (withdrawn). See Supplement No. 14B.

PHILADELPHIA—Percy B. Crawford. (withdrawn). See Supplement No. 14B.

PHILADELPHIA—Crescent Broadcasting Co. (withdrawn). See Supplement No. 14B.

Current

CPs AND CONDITIONAL GRANTS ISSUED FOR NEW FM STATIONS
(with Modifications of Assignments)

Grants issued since our last Cumulative Log (Supplement No. 44). Cumulative logs are issued periodically; meanwhile, add these to Supplement No. 44.

Full Data on These Applications Can Be Found in Supplements 14-A to 14-0 Inclusive
All Are Class B Stations Unless Indicated by Asterisk (*) Which Denotes Class A.

Construction Permits Granted Sept. 30, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Columbus, Ga.....	Radio Columbus Inc. Antenna, 545 ft. Channel, 97.1 mc. (No. 246). Power, 10.4 kw.	WDAK
Decatur, Ill.....	Commodore Broadcasting Inc. Antenna, 460 ft. Channel, 98.7 mc (No. 254). Power, 31.2 kw.	WSOY
Harrisburg, Ill.....	Harrisburg Broadcasting Co. Antenna, 350 ft. Channel, 98.9 mc (No. 255). Power, 32.7 kw.	WEBQ
Connersville, Ind.....	News-Examiner Co. Antenna, 200 ft. Channel, 102.5 mc (No. 273). Power, 6.5 kw.	--
St. Joseph, Mo.....	KFEQ Inc. Antenna, 550 ft. Channel, 94.7 mc (No. 234). Power, 63 kw.	KFEQ
Asbury Park, N. J.....	*Radio Industries Broadcast Co. Antenna, 250 ft. Channel, 107.1 mc (No. 296). Power, 260 watts	WCAP
Syracuse, N. Y.....	Syracuse Broadcasting Corp. Antenna, 690 ft. Channel, 92.7 mc (No. 224). Power, 8.5 kw.	AM-CP
Troy, N. Y.....	Troy Broadcasting Co. Inc. Antenna, 1,090 ft. Channel, 102.3 mc (No. 272). Power, 2.4 kw.	WTRY
Wooster, Ohio.....	The Wooster Republican Printing Co. Antenna, 300 ft. Channel, 97.9 mc (No. 250). Power, 9.6 kw.	--
Muskogee, Okla.....	Muskogee Broadcasting Co. Antenna, 320 ft. Channel, 92.1 mc (No. 221). Power, 6.5 kw.	--
Eugene, Ore.....	Valley Broadcasting Co. Antenna, 250 ft. Channel, 99.7 mc (No. 259). Power, 8 kw.	KUGN
Chattanooga, Tenn.....	WAPO Broadcasting Service Antenna, 840 ft. Channel, 94.5 mc (No. 233). Power, 37.2 kw.	WAPO

Construction Permits Granted Oct. 3, 1946

San Francisco, Cal.....	The Associated Broadcasters Inc. Antenna, 580 ft. Channel, 98.1 mc (No. 251). Power, 14 kw.	KSFO
San Francisco, Cal.....	KJBS Broadcasters Antenna, 650 ft. Channel, 98.5 mc (No. 253). Power, 35 kw.	KJBS
Washington, N. C.....	Tar Heel Broadcasting System Inc. Antenna, 400 ft. Channel, 101.9 mc (No. 270). Power, 29 kw.	WRRF
Amarillo, Tex.....	Amarillo Broadcasting Corp. Antenna, 420 ft. Channel, 101.3 mc (No. 267). Power, 3.2 kw.	KFDA
Lufkin, Tex.....	Darrell E. Yates Antenna, 395 ft. Channel, 92.9 mc (No. 225). Power, 2.9 kw.	KRBA
Richmond, Va.....	Larus & Bro. Co. Inc. Antenna, 510 ft. Channel, 97.1 mc (No. 246). Power, 21 kw.	WRVA

Modifications of CPs Granted Sept. 30, 1946 (See Supplement No. 44)

Mobile, Ala.....	Pape Broadcasting Co. Change antenna to 510 ft., power to 32.5 kw.	WALA
Fresno, Cal.....	KARM, The George Harm Station Change antenna to 360 ft., power to 24.5 kw.	KARM
St. Petersburg, Fla....	Pinellas Broadcasting Co. Change antenna to 430 ft., power to 37 kw.	WTSP
Quincy, Ill.....	Lee Broadcasting Inc. Change antenna to 880 ft., power to 53 kw.	WTAD
Rock Island, Ill.....	Rock Island Broadcasting Co. Change antenna to 385 ft., power to 39 kw.	WHBF
Poughkeepsie, N. Y.....	Poughkeepsie Newspapers Inc. Change antenna to 1,120 ft., power to 2.3 kw, channel to 103.3 mc (No. 277).	WKIP
Williamsport, Pa.....	WRAK Inc. Change antenna to 1,270 ft.	WRAK
Anderson, S. C.....	Wilton E. Hall Change antenna to 395 ft., power to 33.2 kw.	WCAC

Conditional Grants Sept. 30, 1946

Sacramento, Cal.....	Central Valleys Broadcasting Co.	KCRA
Greensboro, N. C.....	North Carolina Broadcasting Co. (10/4/46)	WBIG
Houston, Tex.....	Harris County Broadcast Co.	KXYZ
Roanoke, Va.....	Roanoke Broadcasting Corp.	WSLS

war rate—1,442,757 sets, as against the monthly average of 1,100,000 for 1940-41, according to RMA estimates from 90% of the industry (over 1,700,000 for whole industry, according to CPA estimates).

In August, 101,744 consoles were produced (only 13,892 FMs), up 30,244 from July and about equal to pre-war rate. But console production still lags behind pre-war proportion to overall set output.

After OPA gets the decontrol petition—which must be accompanied by all sorts of figures on production, raw material supply, component stocks, inventories, etc.—the pricing agency must, by regulation, announce its decision in 15 days. If petition is denied, hearing can be requested and must be granted within 10 days. After hearing, OPA has 15 days to decide again. If verdict is still negative, industry can turn to the Decontrol Board.

Already the radio parts people have voted to ask OPA for decontrol, are also preparing exhibits to attach to formal petition. Though sets and parts are one industry, OPA has them in different agency division, so that each must seek decontrol separately. Possibility that OPA might consider automatic decontrol of radio industry, under its authority to take price ceilings off products not considered essential to living or business costs (which it must do by Dec. 31), went glimmering when John Bulkley, assistant deputy administrator for decontrol, told RMA leaders that “present OPA thinking” is not to consider radio sets and parts in that category.

TV's BIG-TIME SPONSORS: Sponsors aren't exactly “flocking” to the TV medium, as Television Broadcasters Assn. avers in a **current survey of advertisers** on New York's three commercial stations. But those who have bought time—and they've optioned the choice segments—are big enough spenders of advertising dollars, with big enough agencies, to warrant optimistic hopes for the commercial future of the medium.

Besides Goodyear Tire's sponsorship of Army home grid games on NBC's WNBT, Ford Motor's sponsorship of Columbia U games on CBS's WCBW (in addition to Madison Square Garden sports events, other than boxing), and Ford's sponsorship also of Yankee pro grid games on DuMont's WABD, the schedule of commercial TV shows on New York stations for a September week is listed as follows (all times p.m.):

On WNBT (NBC)

- Standard Oil Co. of New Jersey, *Your Esso Television Reporter*, Mon. and Thu., 7:50-8. Agency: Marschalk & Pratt.
- Firestone Tire & Rubber Co., *Your Life Work*, Mon., 8-8:15. Agency: Sweeney & James.
- Gillette Safety Razor Co., *Cavalcade of Sports*, Mon. and Fri., approx. 9:30 to closing. Agency: Maxon Inc.
- Standard Brands Inc., *Hour Glass*, Thu., 8-9; *Face to Face*, Sun., 8-8:15. Agency: J. Walter Thompson Co.

- The Borden Co., *For You and Yours* and *I Love to Eat*, Fri., 8:30-8:45. Agency: Young & Rubicam.
- Radio Corporation of America, *The World in Your Home*, Fri., 8:45-9.
- Bristol-Myers Co., *Geographically Speaking*, Sun., 8:15-8:30. Agency: Young & Rubicam.
- United States Rubber Co., *Friday Night Quarterback*, Fri., 8-8:15. Agency: Campbell-Ewald Co.
- Botany Worsted Mills, *weather reports* (approx. 20 seconds), Fri., 9. Agency: Silberstein-Goldsmith.
- Bulova Watch Co., *time signals* (approx. 20 seconds), two on Mon., Thu., Sun. afternoons. Agency: The Biow Co.
- Waltham Watch Co., *time signals*, two on Wed. and Fri. nights. Agency: N. W. Ayer & Son.
- Elgin Watch Co., *time signals*, two on Sun. and Tue. nights. Agency: J. Walter Thompson Co.

On WABD (DuMont)

- Allen B. DuMont Laboratories, *Commercials about DuMont TV sets*, Mon. thru Fri., 4:30; Tue., Wed., Thu., 8:30 and 9:30. Agency: Buchanan & Co.
- United States Rubber Co., *Serving Through Science*, Tue., 9-9:30. Agency: Campbell-Ewald Co.
- Alexander's Dept. Store, *Play the Game*, Tue., 8-8:30. Produced by ABC.
- Alexander Smith & Sons Carpet Co., *Magic Carpet*, Wed., Thu., 8-8:15. Agency: Anderson-Davis-Platt.
- Waltham Watch Co., *time signals*, Tue., Wed., Thu., 9. Agency: N. W. Ayer & Son.
- Elgin Watch Co., *time signals*, Tue. and Thu., 8:30. Agency: J. Walter Thompson Co.

On WCBW (CBS)*

- Gulf Oil Co., *CBS Television News*, Thu., 8:15-8:30.
- Bristol-Myers Co., *Shorty cartoons*, Sun., 8:30-8:45; *Vitalis Sport Almanac*, Sun., 8:45-9. Agency: Young & Rubicam.
- Bulova Watch Co., *4 time signals weekly*. Agency: The Biow Co.
- Elgin Watch Co., *2 time signals weekly*. Agency: J. Walter Thompson Co.
- Gruen Watch Co., *2 time signals weekly*. Agency: McCann-Erickson Inc.

* Call letters become WCBS-TV on Nov. 1.

NETWORK SHAPE OF THINGS: First “commercial network” in TV, probable nucleus of an eventual nation-wide network, is the two-way hookup effected by signed agreement this week between NBC's WNBT, New York, and Philco's WPTZ, Philadelphia. They will exchange both commercial and sustaining shows hereafter, with compensation rates agreed upon. Up to now, WNBT has been feeding its programs to the other stations wanting them (except rival New York outlets) on a no-pay basis, its purpose being to stimulate interest in TV.

Philco indicated its continuing interest in radio relays, as against coaxial, by announcing that WPTZ would get its programs via relay from New York—WNBT's signals being picked up and re-broadcast at the Philco relay station at Mt. Rose, N. J., about 44 miles from New York, and then at the WPTZ transmitter at Wyndmoor, Pa., 36 miles farther away. Coaxial cable is available also, of course, but company is still sold on radio relay for inter-city links.

DuMont also has a two-station hookup—between its WABD, New York, and WTTG, Washington, has applications pending for additional stations of its own in Pittsburgh, Cincinnati and Cleveland (allowable limit, 5) with hopes eventually to have nation-wide network affiliates.

STOP, LOOK AND LISTEN: Everyone who could, including commissioners, stopped to peek as long as they might at the FCC's television set just outside Acting Chairman Denny's office. It's one of the very few TV receivers in Washington, and the occasion was the second game of the National League playoff Wednesday. Over at NBC's studios a few blocks away, scores crowded into the narrow confines to watch the game also.

Off-the-air images were excellently received from WTTG, the DuMont outlet in Washington which had been granted permission to carry it as received via coaxial from NBC's WNBT in New York. NBC's guests in Washington saw it off-the-line. As it did in the case of the recent Joe Louis fights, NBC also allowed Schenectady's WRGB and Philadelphia's WPTZ to carry the game. This despite the fact that NBC paid a reported \$7,500 for exclusive TV rights, had agreed to pay twice that much for third game if there was one.

TV enthusiasts were inclined to root for the Brooklyn Dodgers, hopeful that TV might get another chance to strut its stuff with telecasts of part of the world series. But the St. Louis Cardinals effectively squelched that hope by winning the right to play the Boston Red Sox. Since neither Boston nor St. Louis has any TV facilities as yet (though are slated to have stations next year; see Supplement 18A), **the world series can't be telecast,** even assuming a deal could have been made for video rights.

ALWAYS GOOD COPY: Recommended reading: Current series of three sketches titled "Vandeville to Television" by Alva Johnston in the *New Yorker*, started Sept. 28; it's built around personality and career of John F. Royal, NBC's TV v.p., given by David Sarnoff in 1940 "one of the toughest jobs in the history of show business." Article in October *Fortune* on "Rise of Raytheon" from a \$5,000,000-a-year pre-war business to \$15,000,000-a-month during war (mostly radar), recounting its acquisition of Belmont and plans for TV production. And, in October *Coronet*, Norman Carlisle's "Farnsworth of Television," quoting the inventor's enthusiasm for small-city TV: "We *must* get television to the smaller cities if it is to achieve its place in our social and economic lives."

TELEVISION NOTES: Originally slated to speak before the TBA conference, FCC's acting chairman, Charles Denny, had to beg off, reason being his "judicial" role in color vs. monochrome controversy soon to be subject of standards hearings. TBA, of course, favors monochrome now, which led to CBS's withdrawal from association . . . Mr. Denny, however, will address NAB Chicago convention Oct. 23, topic as yet unselected. On previous day, Com-

missioner Jett talks on "Application of War Developments to Postwar Broadcasting." . . . These are the manufacturers who will exhibit their TV receiving sets at TBA conference this week: RCA, GE, Farnsworth, Philco, Telicon, Sonora, Crosley, Belmont; in addition, GE and RCA will exhibit transmitting equipment, AT&T its coaxial . . . Indefatigable speaker in the "TV now" cause—and always well press-agented—is **Joseph Gerl, president of Sonora.** Though sponsors and commercials, let alone stations, can as yet be counted on a few hands, his latest tack (before Philadelphia's Poor Richard Club Tuesday) was to urge "a code of ethics against excessive commercialization of television programs" . . . RCA for some time has been taking orders for, now has in production, **full line of TV transmitters and antennas,** together with Orthicon Camera and other studio and field equipment; for details write Engineering Products Dept., RCA Victor Division, Camden, N. J. . . St. Louis U's noted geophysics dean, **Fr. James B. Macelwane,** was authorized by FCC Thursday to conduct experiments in uhf color TV in 480-920 mc band, for which the Institute of Geophysical Technology has appropriated \$160,000 . . . Faced with zoning and material problems, Bamberger (WOR, New York) was this week granted 6 month extension of construction dates for its Washington TV station WWBR; completion date in now June 23, 1947 . . .

SIGHT AND SOUND: What tiny TBA is doing in the way of convening, exhibiting and "selling" TV (see story in this issue) almost gives the laugh to the "problem" of an FM-BI-NAB merger, scheduled to occupy first day of NAB's Chicago convention, Oct. 21. In fact, suggestions that TBA, too, should merge into NAB have met with polite but firm refusals even to discuss the matter . . . **Look for imminent resignation of Joseph Borkin,** Dept. of Justice attorney and economist, who has been handling Scophony case. His departure will leave government case in hands of James Wilson, of N. Y. office, and Sigmund Timberg, Washington . . . Always hungry for more information on **shf equipment and propagation,** TV people can expect interesting data to come out of Raytheon's work with two new mobile experimental stations, CPs for which were granted this week; frequencies range from 1750-1825 mc to 26,000-30,000 mc . . . In Washington this week, **John P. Hearne,** FCC's West Coast regional attorney, handed in his resignation, announced opening of his own law offices in Central Tower Bldg., San Francisco. He was Commission counsel in Los Angeles TV hearing, which still awaits Examiner Plotkin's report and FCC decision . . . Leader in producing and promoting FM combinations, **Stromberg-Carlson** foresees no diminution in demand for its products, has just leased an additional plant in Erie, Pa.

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 12, 1946

BURDEN OF PROOF ON CBS: Last Wednesday, a scant dozen days after CBS had petitioned for commercialization of uhf color TV, with suitable engineering standards, the FCC presented CBS—and whoever else wants to join the argument—with a “bill of particulars” (Supplement No. 45 herewith) to be answered before it will rule on this highly controversial issue.

It set Monday, Dec. 9, as hearing date; Nov. 25, for filing of appearances; Dec. 2, for filing of exhibits.

On Thursday, the Commission granted the 34th CP for low-band TV—to the William H. Block Co., big Indianapolis department store, only applicant remaining out of the four originally asking for TV in that city (Supplement No. 18). It was assigned Channel No. 3 (60-66 mc), with 14.44 kw visual power, 7.6 kw aural power, 331 ft. antenna height.

The Thursday action, the two similar grants the week before and others of a similar nature pending (Vol. 2, No. 40) would hardly betoken any intention on FCC's part to relent now, to withdraw the official blessing it has already bestowed on low-band TV, pending its adjudication of the high-band issues raised by CBS.

On the contrary, you can expect still more low-band grants, including those for New York and Los Angeles, during ensuing weeks. In other words, there is no intention to “stop the works” so far as low-band is concerned.

A good guess is that, in view of the exhaustive technical data the FCC demands, the probable additional tests it will require, CBS and those who will testify in its support will be occupied the better part of 1947 in preparing and presenting “proof positive” that color TV is practicable now.

The burden of proof has been thrust squarely upon CBS. The FCC and its engineering experts have seen CBS's color demonstrations and presumably have been told plenty about its technical aspects. But they are “still from Missouri” so far

as the case for commercialization and practical standards are concerned.

Then there are the powerful low-band-now advocates—among them such strong voices as RCA, GE, Philco, Du Mont—who are certain to participate in the momentous hearing. And a strong voice will be that of RTPB Panel No. 6, which CBS as a member has thus far failed to bring around to its way of thinking. That the Technical Planning Board's TV panel is to be party to the hearing, was indicated in the FCC hearing order requiring that exhibits must be filed not only with FCC and CBS but also with Philco's David Smith, chairman of the panel and also of RMA's subcommittee on uhf TV systems. Of RTPB committee, even CBS says in its statement to the FCC:

“The work of this committee has been highly constructive, and we believe substantial agreement can be reached on many of the technical matters connected with uhf color television. In view, however, of the public statements of certain of the organizations represented on the committee, we have concluded that 100% agreement on all such technical matters is not to be expected within the foreseeable future.”

HIGH COST OF TV SETS: Overshadowing all other impressions gained at the TBA show in New York Thursday and Friday is the feeling that the manufacturers of TV receiving sets, probably due to circumstance rather than design, are restricting the medium to the carriage trade. This may be an inevitable consequence of today's high-cost labor and materials market. But the fact remains that most of the receivers promised will be as far out of reach of the average family as automobiles or radios were in the days before mass production.

It's in recognition of this factor that the biggest company in the radio field, RCA, is introducing table model sets only the rest of this year—a 7-inch screen at \$225, a 10-inch at \$350, both TV only—and won't bring out its proposed \$750 and \$1,250

console models (with large screen, AM-FM added) until 1947. The images on the "cheap" model are good, and complete servicing is guaranteed, but that's still a lot of money to pay for TV only.

RCA will have at least one demonstration receiver in the hands of each of 1,000 dealers by the end of this month in those cities having TV reception. Its production line is reported to be "moving nicely" and will be geared to demand.

Next cheapest set exhibited was GE's console with 10-inch tube, AM only added, at \$425—due to start on their way to GE dealers shortly at rate of 25 per day. In January, GE will bring out this model with FM and phonograph added, possibly at an added \$50; in February, it will start selling \$1,200-\$1,400 sets.

Farnsworth demonstrated a table model it hopes to market in about six weeks—at \$300. **Sonora** showed the cabinet (no insides) of a \$300 set without AM-FM not yet in production.

But DuMont showed models at \$795, \$1,795, \$2,495, nothing cheaper even planned, saying it had an immediate market for 5,000 to 10,000 of these. And **Telicon** showed a custom-built job, which it starts producing next week at the rate of 25 per week, costing \$2,640—a super-duper set with all the trimmings, including even push-button TV tuning. It won't go into lower-price field until January, and then it expects to charge at least \$425 for a table model with AM-FM.

These give a bit of an idea of the price factors, without telling of extra costs (manufacturers don't know yet exactly what they will be) for installation, service, etc. Even though TV production is not OPA price-controlled, many of the component parts are—partial reason for the high prices. And, of course, there is no real competition as yet.

Merchandise-wise Philco had a booth at the show, but showed only a laboratory model, disclosed no details or prices, stating it was going to unveil its models first to distributors and dealers at their mid-winter convention. It promised a complete line of sets, table and console models, direct viewing and projection screens. Large-scale production begins early in 1947. In a press release Thursday, Philco reaffirmed its belief in black-and-white TV, stated that through certain patented and exclusive features it will present what it believes to be "the clearest and sharpest black-and-white pictures ever achieved in television"—"superior to 16mm home movies." No prices were mentioned.

Apparently it's going to be blue chips for the public as well as the broadcaster—the initial investment in TV. Hopes for small sets at very low cost were dispelled when Viewtone, first promising a 7-inch tube set at \$100, finally got on the market with one at \$169.95, then added installation cost which brings it up to about \$225.

HIGHLIGHT NOTES ON TBA: You got the feeling, attending the TBA sessions and exhibits in New York this week, that you were in on Something Big, a new industry whose high destiny is as certain—yet as incalculable—as the proverbial death and taxes. Here are a few highlight observations and impressions:

Nearly 1,000 registrants, some 1,200 at the big banquet with such figures on the dais as GE's Phillip Reed, RCA's David Sarnoff, Paramount's Barney Balaban, Bell Lab's Dr. Oliver E. Buckley, AT&T's Keith McHugh—among other bigwigs consistently and outspokenly enthusiastic about TV.

At least 2,000 persons milling in and out of the exhibit rooms. Exhibits were relatively few but demonstrations quite convincing—the more convincing in that they bore such solid names as AT&T, RCA, GE, Philco, Farnsworth, DuMont.

Attendance dominantly from manufacturing and technical ranks, with surprisingly few broadcasters and movie people (who often have said TV is their rightful heritage) on hand; and only a sprinkling of publishers and advertising people.

Just about every other person present seemingly an expert with something to say—and saying it—in some 75 set speeches, lay and scientific, long and short, dull and interesting. These, when later published by TBA, should provide a veritable textbook of TV.

Report on coaxial by AT&T's long lines chief, L. G. Woodford: That two more New York-Washington circuits and Philadelphia-Pittsburgh will be operating by spring 1947; that Jacksonville-Atlanta-Dallas-El Paso coaxial will be operating by end of this year; that Detroit-Chicago-St. Louis will be completed and can be tied into Philadelphia-Pittsburgh in 1948; that some 12,000 miles of coaxial will be operating by 1950; that rates for TV, taking up circuits otherwise capable of hundreds of telephone, AM or FM channels, will inevitably be costly.

Reasons given by Standard Brands' advertising manager, D. B. Stetler, whose company is going so heavily into TV as an advertiser when sales results as yet don't justify: "We long ago learned in radio the value of securing good time. We want to be on the ground floor in learning what to do, what not to do, what people want, how to give it to them."

Warning by MBS's Edgar Kobak that TV has had "too much publicity", has been fooling public in promising sets it cannot deliver; and that TV as a new art "should start clean—don't force movie, stage or radio experience on it." Next day Farnsworth sales v.p., Ernest H. Vogel, called upon industry for 750,000-1,000,000 sets during 1947, urged manufacturers to bring starting price down to \$200.

Tocsin call to publishers to get into TV, sounded

Text of FCC Order (Docket No. 7896)

In the Matter of

Petition of Columbia Broadcasting System, Inc.,
for changes in Rules and Standards of Good
Engineering Practice Concerning Television
Broadcast Stations.

ORDER

At a session of the Federal Communications Commission held at its
offices in Washington, D. C., on October 9, 1946;

The Commission, having under consideration a petition filed by Colum-
bia Broadcasting System, Inc., on September 27, 1946, requesting the Commis-
sion to (1) take such action as may be necessary to authorize the operation of
commercial color television stations in the band 480 to 920 megacycles; (2) mod-
ify the Standards of Good Engineering Practice Concerning Television Broadcast
Stations in specified particulars; and (3) to hold a public hearing on the foregoing
matters;

IT IS ORDERED, That a hearing be held before the Commission en banc
beginning December 9, 1946, at 10:00 a.m. on the following issues:

1. To obtain full information concerning the system of ultra-high fre-
quency color television developed by petitioner, and in particular, with respect to
the following matters:

(a) A full and detailed description of the method of transmitting pictures
including the color characteristics and color frame frequency employed.

(b) A full and detailed description of the method or methods of transmit-
ting the aural portion of the program.

(c) A full and detailed description of the channel width employed, the
field intensities necessary for rendering adequate service to city and rural
areas, and the adjacent and co-channel ratios of interference which are re-
quired for rendering adequate service.

(d) A full and detailed description of the method employed in live pickup
from studio or outdoor day and night events.

(e) A full and detailed description of petitioner's experiments with respect
to transmission of program by coaxial cable or radio relay.

(f) Size of picture for receivers employing direct view or projection method.

(g) Brightness of picture for receivers employing direct view or projection
method.

(h) A full and detailed description of transmitting and receiving equipment

(over)

(including antennas) employed by petitioner in its experiments, a statement of the actual cost of such equipment, and an estimate of the cost of such equipment for various stages of mass production (e.g., 1,000 units, 10,000 units, 100,000 units, 1,000,000 units, etc.).

2. To obtain full information concerning any field tests conducted by petitioner or others with respect to transmitters and receivers employing the standards proposed by petitioner for the purpose of ascertaining whether they have been adequately field tested. If adequate field tests have not been made, to ascertain how long a period would be required for such tests.

3. To obtain full information concerning the practicability from a technical and economic standpoint of constructing a television receiver capable of covering television channels 1-13 and also the band 480-920 megacycles as proposed by petitioner.

4. To determine how soon after the Commission approves Standards of Good Engineering Practice for Color Television (if and when it does so) transmitters and receivers will be available to the public in a reasonable quantity.

5. With respect to the several matters enumerated in Issue (1), to obtain full information concerning whether the system developed by petitioner (a) represents the most satisfactory standards which can be reduced to practice within the reasonably near future; (b) will provide a type of service of sufficiently high quality to satisfy the reasonable expectations of the viewing public.

6. With respect to the several matters enumerated in Issue (1), to obtain comparable information for black and white television as in the case of color television. This information is desired not only for television channels 1 through 13 but also for the band 480 to 920 megacycles.

7. To receive whatever data are available concerning propagation characteristics of the band 480 to 920 megacycles.

8. To receive whatever data are available from other persons concerning experiments conducted by them with respect to ultra-high frequency television, particularly in the middle and upper portions of the 480 to 920 megacycle band, and to ascertain whether the results of the experiments conducted by petitioner in the lower portions of the band are also applicable to the middle and higher portions of the band.

9. To obtain full information concerning other systems of color transmission and reception.

Any person desiring to appear and present testimony in the above hearing may do so by filing with the Commission an appearance in duplicate on or before November 25, 1946. Such appearance shall show the name of the person or persons desiring to testify, the subject matter concerning which it is planned to offer testimony, and an estimate of the amount of time the presentation will require. Any person who desires to introduce exhibits at this hearing shall on or before December 2, 1946, file with the Commission 12 copies of such exhibits and also on or before that date serve a copy on petitioner and also on Mr. David Smith, Chairman of the RTPB Panel No. 6 and of the Subcommittee on Ultra High Frequency Television Systems of the Radio Manufacturers Association.

Current

CPS AND CONDITIONAL GRANTS ISSUED FOR NEW FM STATIONS
(With Modifications of Assignments)

Grants issued since our last Cumulative Log (Supplement No. 44). Cumulative logs are issued periodically; meanwhile, add these to Supplements No. 44 and 44A.

Full Data on These Applications Can Be Found in Supplements 14-A to 14-O Inclusive All Are Class B Stations Unless Indicated by Asterisk (*) Which Denotes Class A.

Construction Permits Granted Oct. 10, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Birmingham, Ala.....	Voice of Alabama Inc. Antenna, 640 ft. Channel, 94.3 mc (No. 232). Power, 13.7 kw.	WAPI
Fort Smith, Ark.....	Donald W. Reynolds Antenna, 802 ft. Channel, 101.3 mc (No. 267). Power, 180 kw.	AM-CP
Marysville, Cal.....	Marysville-Yuba City Broadcasters Inc. Antenna, 395 ft. Channel, 92.7 mc (No. 224). Power, 4.7 kw.	KMYC
San Jose, Cal.....	*Santa Clara Broadcasting Co. Antenna, 610 ft. Channel, 105.5 mc (No. 288). Power, 1 kw.	KSJQ(CP)
Stockton, Cal.....	E. F. Peffer Antenna, 310 ft. Channel, 101.3 mc (No. 267). Power, 39 kw.	KGDM
Evansville, Ind.....	Tri-State Broadcasting Corp. Antenna, 330 ft. Channel, 93.9 mc (No. 230). Power, 20 kw.	--
Baltimore, Md.....	Belvedere Broadcasting Corp. Antenna, 390 ft. Channel, 98.9 mc (No. 255). Power, 20 kw.	--
Lincoln, Neb.....	Cornbelt Broadcasting Corp. Antenna, 820 ft. Channel, 97.3 mc (No. 247). Power, 25 kw.	KFOR
Gastonia, N. C.....	F. C. Todd Antenna, 890 ft. Channel, 102.1 mc (No. 271). Power, 11.1 kw.	WGNC
Hickory, N. C.....	Catawba Valley Broadcasting Co. Inc. Antenna, 965 ft. Channel, 99.5 mc (No. 258). Power, 180 kw.	WHKY
Canton, Ohio.....	Stark Broadcasting Corp. Antenna, 275 ft. Channel, 96.3 mc (No. 242). Power, 15 kw.	WCMW

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Findlay, Ohio.....	Findlay Radio Co. Antenna, 245 ft. Channel, 101.7 mc (No. 269). Power, 8.2 kw.	WFIN
Portsmouth, Ohio.....	The Scioto Broadcasting Co. Antenna, 525 ft. Channel, 103.9 mc (No. 280). Power, 4 kw.	WPAY
Sharon, Pa.....	Sharon Herald Broadcasting Co. Antenna, 455 ft. Channel, 102.9 mc (No. 275). Power, 26 kw.	WPIC
Richmond, Va.....	Thomas Garland Tinsley Jr. Antenna, 290 ft. Channel, 97.9 mc (No. 250). Power, 21 kw.	WLEE
Huntington, W. Va.....	*Mayflower Broadcasting Co. Inc. Antenna, 150 ft. Channel, 104.3 mc (No. 282). Power, 275 watts.	--
Wausau, Wis.....	Northern Broadcasting Co. Inc. Antenna, 500 ft. Channel, 94.9 mc (No. 235). Power, 19.5 kw.	WSAU
San Juan, P. R.....	*Radio Americas Corp. Antenna, 270 ft. Channel, 105.1 mc (No. 286). Power, 330 watts.	--

Modifications of CPs Authorized Oct. 10, 1946

Evanston, Ill.....	*North Shore Broadcasting Co. Inc. Change antenna to 230 ft., power to 665 watts.	--
Ithaca, N. Y.....	Cornell University Change antenna to 730 ft., power to 40 kw.	WHCU
Portsmouth, Va.....	Portsmouth Radio Corp. Change power to 33.2 kw.	WSAP
Winchester, Va.....	Richard Field Lewis Jr. Change antenna to 1,390 ft., power to 13.4 kw.	WINC

Conditional Grants Oct. 10, 1946

Phoenix, Ariz.....	Sun Country Broadcasting Co.	KPSC (CP)
Tucson, Ariz.....	Sun Country Broadcasting Co.	KTSC (CP)
New Haven, Conn.....	Colony Broadcasting Corp.	--
(1) Kansas City, Kan.....	Sunflower Broadcasting System	--
Ashtabula, Ohio.....	WICA Inc.	WICA
Lima, Ohio.....	Northwestern Ohio Broadcasting Corp.	--
Tiffin, Ohio.....	*Jay R. David	--
Ashland, Ore.....	*Rogue Valley Broadcasting Co. Inc.	KWIN
Lancaster, S. C.....	Lancaster Broadcasting Co.	--
Dallas, Tex.....	City of Dallas	WRR
Richmond, Va.....	Richmond Radio Corp.	WRNL

(1) Previously erroneously announced by FCC as granted Sept. 5, 1946.

by M. H. Aylesworth, former NBC president, responsible for many newspapers going into radio with much the same call a decade and more ago: "It is difficult for me to imagine a newspaper of the future without a television station, or affiliated with one."

Well-merited selections for year's awards for outstanding contributions to TV: to three young RCA scientists for developing the Image Orthicon; to NBC's John Royal, for bringing the Louis-Conn fight to TV; to Standard Brands' Donovan B. Stetler, for the best entertainment program on TV, "Hour Glass"; to CBS's Paul Boulanger, for artistry in adapting music and ballet to TV; to Paramount's Klaus Landsberg, for his "Our Town" public service programs in Los Angeles; to AT&T, for its coaxial development.

Apparently no trepidation on the part of executives and workers in black-and-white TV that CBS will upset their applecart by proving (at FCC hearings called for Dec. 9) that low-band monochrome is already obsolete and should be halted to give way to uhf color. Quickly added is the remark, "Of course, we'll have color eventually"—but estimates as to its advent vary from three to ten years.

THIS WEEK IN FM: Merry clip of FM grants continues—this week's 18 CPs and 11 conditionals bringing CP total to 316, conditional total to 236 (Supplement No. 44B herewith).

In an unusual action, FCC granted Fairfield Broadcasting Co., new Danbury (Conn.) applicant, permission to be included in further hearing on Bridgeport area applicants. This, after original hearing was over, and despite protests of other applicants over Fairfield's tardiness, plus fact that several of the company's principals are stockholders in the *Danbury News-Times* which had dropped out of hearing held in September.

Dropout of Wesley Dumm's Pacific Coast Broadcasting Co. (KXLA) from Los Angeles leaves 15 seeking 14 channels in Nov. 18 hearing there with Commissioner Jett scheduled to preside.

Chicago applicant Drovers Journal Publishing Co. (WAAF) filed objection to FCC action taking Chicago Class B channel and giving it to WJOB, Hammond, Ind., which had Class A conditional.

In Baltimore, where 3 applicants are scheduled to haggle over the remaining channel Oct. 21 (unless postponed), Radio-Television of Baltimore Inc. (TV-FM-AM applicant) tells FCC it can, if it wants to, spread vhf joy throughout Baltimore by borrowing channels from York and Harrisburg, Pa., and granting all 3 without hearing. And in Hamilton, O., Class A conditional grantee Fort Hamilton Broadcasting Co. (WMOH) decided it preferred one of Cincinnati's plentiful Class B channels, got it.

SAME TUNE, SHARPER WORDS: N A B President Justin Miller's speech before the American Legion convention in San Francisco last week was obscured by the Bradley-Stelle controversy, got very little headline attention. But it was none the less provocative, inevitably widens the breach between broadcast industry and government regulators, even has political implications.

For, if as Judge Miller avers, radio is beset with subversive elements seeking to break down "our free institutions," if these elements are as "insidious" and "vicious" and "dangerous" as described, his charge can hardly go unheeded. Indeed, they contain perfect political platform material, useful especially to the opponents of Miller's own Democratic party.

Never once was "Blue Book" mentioned, but the allusions were obvious:

"Beware the government officer or agency who plausibly justifies the encroachments of government into areas of free speech and free press . . .

"Make no mistake, that the concession of power to government to control radio broadcasting will be followed by a demand for government control of the press, of motion pictures and of other media as well . . .

"Once concede to government power to tell our people what they may read or hear—on the theory of good or bad taste—and we have conceded power to tell us what our political beliefs must be; what our religious beliefs must be and whom we shall call 'Der Fuerher.' "

There's a lot more in this most strongly worded speech in the series Miller has delivered since, newly resigned from the Federal appellate bench, he became the organized broadcasters' guide and preceptor about a year ago. We strongly urge you to ask NAB for a copy and read the last half particularly carefully.

WHAT ABOUT PORTER? Inquiry at highest levels of the Democratic party as to OPA Administrator Paul Porter's probable return to the FCC chairmanship, elicited this response: "We've kept the job open for a long time, so draw your own conclusions." However, a White House aide is known to have approached Maj. Gen. H. C. Ingles, chief of Army Signal Corps, to ask whether he would consider the FCC post. Gen. Ingles wasn't interested, besides is registered as a Nebraska Republican—and the vacancy must go to a Democrat. Also said to have been under consideration was Gen. Robert McClure, PRO in the ETO. As for Porter, he refuses to discuss the subject, though there seems to be no secret about his desire to get off OPA hot spot and return to the relatively calm atmosphere of FCC or private life.

FM ACTION FROM CO-OPs: Slowly, though rather sporadically, the nation's ponderous cooperative movement (3-4 million members) is putting its weight behind FM. This week the Connecticut Valley Federation of Cooperative Societies applied for Hartford; and the New York Metropolitan Federation of Cooperative Societies prepared to file for one of New York City's 4 reserved channels. It's also reported that groups in Philadelphia, Boston and Albany are mulling over applying.

In the matter of FM set procurement, co-ops are casting about for them, willing to try any method which promises faster distribution. In fact, a spokesman for Potomac Broadcasting Cooperative, Washington CP holder, says his group was prepared to manufacture an FM-only set, to retail for \$30, until manufacturers talked them out of it by assuring (with unjustifiable optimism, he now feels) that a great many low-priced receivers would soon be channeled to the city. So the plan was dropped, but a new one is afoot to join in, or parallel, ILGWU's scheme (Vol. 2, No. 30). ILGWU, incidentally, is already getting delivery, though how many sets is unknown.

Except for the Ohio Council of Farm Cooperatives, rather quiescent lately, principal FM interest of co-ops is in the East, where they've begun a bludgeon-like promotion campaign. Theme of promotion: **If it costs more than \$30, and doesn't have FM, don't buy it.** Co-ops long have had various manufacturers make sets for them to be marketed with "Co-op" trademark, are now doing same with AM-FM combinations, report a \$125 set in production, a \$250 record-player job due soon.

Meanwhile, "glut on the market" is the phrase being heard more and more in reference to table-model AM sets. One such report comes out of Chicago. From the West Coast come reports of a price war in haste to unload small (particularly off-brand) radios. The St. Louis Bensons (WIL-FM) report some dealers virutally burning them in effigy for advertising that an FM-less set is obsolete.

FM AND FX PANELS: Laying himself open to questions on work of his division, will be Bob Bartley, director of NAB's FM Dept., added this week to speakers on FM panel of NAB convention (Vol. 2, No. 32). And perhaps the facsimile panel, scheduled for 4 p.m., Oct. 21, will hasten presentation of recommendations on commercial standards to the FCC, since ardent FX proponents will be there. Panel lineup: W. G. H. Finch, Finch Telecommunications; Philip G. Caldwell, GE; Elliott Crooks, Radio Inventions Inc.; John V. L. Hogan, Radio Inventions Inc. Incidentally, more data on FX, though not on FM frequencies, can be expected from Acme Newspictures Inc., which received CP this week to build experimental station near Cleveland. Frequencies run from 3492.5 kc to 23,100 kc.

TELEVISION NOTES: Conspicuous because it bore no signature, was a full-page ad in the **TBA conference book**, comprising merely one line of 36 pt. block letters in six colors reading: "Compliments of a friend." It was an obvious dig, quite good-natured but somewhat costly to CBS (\$700), which was once a member of TBA but quit over the color vs. monochrome issue . . . **Prominent lookers-on at TBA** were FCC Commissioners Denny and Jett, Chief Engineer George Adair, Asst. Gen. Counsel Plotkin, TV Engineering Chief Plummer . . . **TBA is asking the FCC** for further extension, from Oct. 31 to Dec. 31, of TV rules waiver permitting programming less than 28 hours weekly. Reason given is equipment shortage. Association also withdrew petition for oral argument on TV relay and STL allocations (Vol. 2, No. 39) . . . **Fearing amateur interference,** KOB-TV, Albuquerque CP holder, asks to be moved from Channel No. 2 (54-60 mc) to No. 4 (66-72 mc). Station has RCA equipment contracted for but still can give no estimate of "on air" date . . . Extremely well done, double-spread in Sept. 29 Sunday roto section of *St. Louis-Dispatch* does good job of **telling public what TV is all about**, pictorializing what it will be like locally when newspaper gets its KSD-TV on the air, planned by next March . . . **Chicago's Electric Assn.,** in its current campaign to make Windy City the country's big TV center, is asking set manufacturers to channel at least 20% of their TV set production to Chicago. Estimate now is that city has slightly under 500 sets, WBKB's Bill Eddy says there will be at least 30,000 by next July . . . New York-Washington coaxial cable was to be "tapped" at Baltimore this Saturday for pickup of Navy-Duke grid game (Goodyear sponsoring). Telecasters will relay to TV station WNBT, New York, and viewers will see game directly off-the-line in NBC studios in capital.

SIGHT AND SOUND: Chicago Federal District Court has fixed **Nov. 4 for opening of trial of AFM President James C. Petrillo** under the Lea Act (Vol. 2, No. 22) . . . Hopes of some broadcasters, particularly smaller ones, of obtaining special programs without high cost of wire lines, were squashed by FCC action this week **denying Press Wireless' request** to use its international frequencies to beam programs around country. Denial says frequency situation too tight and insufficient proof of acceptable transmission quality shown . . . In addition to its \$56 plastic table model two-band AM-FM set, **Zenith** is now furnishing its dealers a new AC-only wood-encased table model, also with two bands, to retail at about \$95. Only big producer of table model AM-FM combinations as yet, Zenith finds demand so far outrunning supply that it has expanded set production facilities to Wincharger plant in Sioux City, Ia., which it also owns.

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 19, 1946

NAB AND FM AT CHICAGO: All that remains now is to conduct the requiem and lay away the corpse of the once-vital FMBI. Unless new leadership unexpectedly crops up to rally the weak and ill-financed few favoring a separate organization, the signs seem clear that the consolidation of FMBI into NAB will be made permanent at FM sessions in Chicago's Palmer House Monday (Oct. 21).

What NAB can and will do for FM thereafter, remains anybody's guess—but few hold very high hopes on the basis of the year's "trial marriage." The best that the FM enthusiasts feel they can "salvage" out of the old FMBI setup is a possible pooling of licensees, manufacturers and others "sold" on FM to do a promotional job for FM outside the purview of NAB. That will take more money than seems to be in sight, for NAB can hardly be expected to provide any.

You have the key to the overwhelming strength of NAB in the fiscal report it published this week, covering the 14-month period from July 1, 1945 to Aug. 31, 1946. It lists 1,079 dues-paying members, of which 35 are down as FM (presumably the relicts of FMBI). It lists an executive, administrative, secretarial and clerical staff of 55. Its income for the 14 months was \$691,966, expenses \$596,735—general administration accounting for \$194,876, the president's salary and expenses \$91,352. An item of \$9,038 is listed for FM, covering expenses in that field.

Against so well-heeled an organization, willing to take FM's basic problems under wing because they are the same as AM's, a smaller trade association would seem to have little chance—particularly since most of those who would be expected to join the latter are already paying dues to the former. There's also the simple fact that many AMers are not too sold on zealous promotion of FM, which openly threatens eventually to supersede regional and local AM facilities.

To NAB's panel on FM (Vol. 2, No. 32) this week were added two more speakers—A. D. Wil-

lard Jr., NAB executive v.p., and Paul A. deMars, veteran consulting engineer and FM station builder. Luncheon and panel are scheduled for 12:30-3 p.m., with FMBI annual membership meeting 3-4 p.m.

FROM 'TOP OF THE MARK': Ideally located for a TV station, towering high above a thickly populated metropolitan area, San Francisco's famed "Top of the Mark" got its expected assignment this week. FCC Thursday granted **Associated Broadcasters Inc.** (Wesley Dumm), which operates KSFO in the Hotel Mark Hopkins, a CP covering Channel No. 5 (76-82 mc), stipulating 23.6 kw visual power, 12.6 kw aural power, 583 ft. antenna height (above average terrain). Station's engineering chief, Royal V. Howard, has long been planning both TV and FM from site, so that construction awaits only equipment and building approval.

It was San Francisco's second TV grant, one to the *Chronicle* having previously been made. Now four other applications still pend for the four remaining channels (Supplements No. 18, 18A).

Log of grantees now numbers 35, applications pending 37. Over FCC engineering hurdles are applications of WGN, Chicago; KPRO, Riverside, Cal.; Connecticut Television Co., Darien (Bridgeport), Conn.; Institutum Divi Thomae Foundation, Cincinnati; KRSC, Seattle. If these applications follow usual FCC "production line," they should now be in hands of Legal Dept. preparatory to Commission action. In the engineering works are Crosley's applications for Cincinnati, Columbus, Dayton, new data having just been received. Further engineering data is still awaited from WPDQ, Jacksonville, Fla.; Fort Industry Co., Toledo; *Daily News*, Philadelphia.

THE FCC AND FM THIS WEEK: FCC staffers are somewhat less foggy, though still not definite, in answers to hoary question, "When are we going to get decisions?" They say Commission is begin-

ning to catch up, is now rendering decisions on AM hearings finished in April, wants to act chronologically on FM cases, too.

Thus, **Boston FM channels** (8 seeking 7) would be parcelled out soon, were it not for fact Comr. Durr, who presided last April, is not expected back from Europe until Nov. 10. Period of gestation for **Pittsburgh and Cleveland-Akron cases**, which closed in May, would thus also appear to be about up, let alone June Chicago cases, July New York cases. (Not to forget May Los Angeles TV cases, June New York TV cases.)

FM-CP grants are steadily paring down backlog of conditionals, this week's actions making totals 331 and 225, respectively (Supplement No. 44C herewith). FCC's ultimate hope is to make CPs directly from applications, as in AM.

Like Baltimore applicants (Vol. 2, No. 41), all 5 of Atlanta's FM aspirants (for 3 channels) are anxious to avoid hearing (set for Atlanta Oct. 28) made necessary by channel scarcity and have dug up new channels, asked FCC to allocate them and make grants without hearing. Baltimore hearing, set for Oct. 21, has been continued without date.

Of the unions, in strong for FM, first also applying for AM is UAW-CIO, which filed Monday for 250 watts daytime on 680 kc in Detroit.

Philadelphia's WCAU and WCAU-FM passed into hands of *Philadelphia Record* interests this week, FCC approving \$6,000,000 deal (Vol. 2, No. 19), with Comr. Walker alone voting against.

Mounting AM grants (18 more this week, 19 last, making more than 400 outstanding) is leading to inevitable merger of some grantees. This happened recently in Mayfield, Ky., was authorized Friday in Pocatello, Idaho. In both towns, 2 of 3 CP holders joined interests.

MORE FMs ON THE AIR: Eighty-eight stations are now giving FM service. These include the pre-war licensees and the post-war STAs. As we've said before (Vol. 2, No. 35), the figures on FM station growth that mean the most are not the number of CPs granted (331, so far) or even the number of CPs actually mailed (about 160, to date) but the number of new stations going on the air under STAs (special temporary authority) permitting broadcasting with less than full facilities.

Forty-two post-war CP holders and conditional grantees have been authorized to go on the air, 15 of them just since Sept. 28. A few of the 42, however, have lapsed. Accelerating requests for, and grants of, STAs reflect growing availability of transmitters and associated equipment.

Add to the 27 indicated in Supplement No. 44, the following newly issued STAs: KPOR, Riverside, Cal.; WKAT-FM, Miami Beach; WFJS, Freeport, Ill.; WHCU-FM, Ithaca, N. Y.; WSYR-FM,

Syracuse; WIBX-FM, Utica; KPRA, Portland Ore.; WSPA-FM, Spartanburg, S. C.; WTJS-FM, Jackson, Tenn.; KERA, Dallas; KYFM, San Antonio; WSAP-FM, Portsmouth, Va.; KANY, Sacramento; KTOK-FM, Oklahoma City; KTHT-FM, Houston.

TRANSMITTER BUSINESS: First RMA reports on transmitter equipment sales come a bit belatedly, covering the early—and lean—months of 1946 (January through June). Hereafter, however, quarterly reports will be forthcoming. Like RMA's monthly receiver production statistics, these will be audited by independent accountants, who compile over-all totals while keeping individual figures confidential.

FM transmitter orders during the period amounted to \$1,931,446; TV, \$1,176,022; AM, \$4,565,850. Month's actual billings, however, were: FM, \$128,815; TV, \$140,200; AM, \$453,303. Orders for AM-FM studio equipment were \$2,114,610; TV, \$165,000. Billings for AM-FM equipment totaled \$452,343, no figures being reported for TV. Reporting companies were: Collins, GE, RCA, REL, WE, Westinghouse, Raytheon.

AMs RULE THE FM ROOST: Like it or not, the fact remains that **AMers dominate FM better than 3 to 1**. AM licensees, CP holders and applicants account for 76.7% of all FM licensees, CP holders and applicants. That was as of Oct. 5. Since then, the FCC has granted more AMs and FMs, received more applications, but the proportions remain about the same and the conclusions still hold. Some of the figures tell us that:

Of the 49 existing FM licensees (Supplement No. 32), 42 are AM licensees. Of the 302 holders of CPs for new FMs (Supplement No. 44, 44A), 221 are AM licensees. Of the 245 holders of conditional grants for FM (Supplements No. 44, 44A), 151 are AM licensees. Of the 358 applicants for FM stations (Supplements No. 14-A to 14-O), 144 are AM licensees.

Despite the encouragement of FCC Commissioner Durr, the Senate Small Business Committee and other FM well-wishers, it would seem that their welcome to newcomers to enter radio via FM has not borne much fruit (less than 250 out of 954). Even among the holders of CPs for new AM stations (377), only 18 hold FM-CPs, only 24 hold conditionals, only 28 are applying for FM. Even among the applicants seeking AM (674), only 29 hold CPs for FM, 24 conditionals, 51 applying for FM.

There are the statistical facts, borne out by our own thorough records of FM and by several weeks of painstaking compilation of AM data, which we now have in our files for the inspection of our subscribers. Inquiry as to trends reveals:

That people seeking to get into radio want AMs first, though knowing they will eventually become obsolete in favor of FM, because FM receivers sim-

Current

CPs AND CONDITIONAL GRANTS ISSUED FOR NEW FM STATIONS
(With Modifications of Assignments)

Grants issued since our last Cumulative Log (Supplement No. 44). Cumulative logs are issued periodically; meanwhile, add these to Supplements No. 44, 44A, 44B. Full Data on These Applications Can Be Found in Supplements 14-A to 14-O Inclusive All Are Class B Stations Unless Indicated by Asterisk (*) Which Denotes Class A.

Construction Permits Granted Oct. 17, 1946

(Total to date: 331)

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Oakland, Cal.....	Tribune Building Co. Antenna, 223 ft. Channel, 98.1 mc (No. 251). Power, 6.4 kw.	KLX
Wilmington, Del.....	Delaware Broadcasting Co. Antenna, 500 ft. Channel, 101.1 mc (No. 266). Power, 20 kw.	WILM
Coral Gables, Fla.....	*Southern Media Corp. Antenna, 208 ft. Channel, 104.3 mc (No. 282). Power, 270 watts.	--
Terre Haute, Ind.....	Wabash Valley Broadcasting Corp. Antenna, 305 ft. Channel, 96.3 mc (No. 242). Power, 20 kw.	WTHI (CP)
Winchester, Ky.....	*Winchester Sun Co. Inc. Antenna, 250 ft. Channel, 104.3 mc (No. 282). Power, 975 watts.	--
Grand Rapids, Mich....	Leonard A. Versluis Antenna, 290 ft. Channel, 93.9 mc (No. 230). Power, 10.6 kw.	WLAV
Lansing, Mich.....	WJIM Inc. Antenna, 360 ft. Channel, 99.5 mc (No. 258). Power, 53 kw.	WJIM
Rochester, Minn.....	Southern Minn. Broadcasting Co. Antenna, 500 ft. Channel, 94.7 mc (No. 234). Power, 20 kw.	KROC
Ahoskie, N. C.....	*Parker Bros. Inc. Antenna, 300 ft. Channel, 104.3 mc (No. 282). Power, 665 watts.	--
Goldsboro, N. C.....	Eastern Carolina Broadcasting Co. Inc. Antenna, 500 ft. Channel, 99.7 mc (No. 259). Power, 35 kw.	WGBR
Fostoria, Ohio.....	Lucian E. Kinn Antenna, 420 ft. Channel, 102.7 mc (No. 274). Power, 8.5 kw.	--

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Ashland, Ore.....	*Siskiyou Broadcasting Co. Inc. Antenna, -1,470 ft. Channel, 104.7 mc (No. 284). Power, 270 watts.	--
Scranton, Pa.....	Union Broadcasting Co. Antenna, 780 ft. Channel, 100.5 mc (No. 263). Power, 6 kw.	WARM
Danville, Va.....	Piedmont Broadcasting Corp. Antenna, 615 ft. Channel, 92.1 mc (No. 221). Power, 31 kw.	WBTM
Rice Lake, Wis.....	WJMC Inc. Antenna, 360 ft. Channel, 99.7 mc (No. 259). Power, 4.4 kw.	WJMC

Modifications of CPs Authorized Oct. 17, 1946

Owosso, Mich.....	*The Argus-Press Co. Change antenna to 220 ft., power to 1 kw.	--
Syracuse, N. Y.....	Civic Broadcasting Corp. Change antenna to 690 ft., power to 8.5 kw.	WOLF
Albany, Ore.....	*Central Willamette Broadcasting Co. Change antenna to 135 ft., power to 950 watts.	KWIL
New Castle, Pa.....	WKST Inc. Change antenna to 355 ft., power to 9.2 kw.	WKST
Green Bay, Wis.....	Green Bay Newspaper Co. Change antenna to 430 ft., power to 14.4 kw.	--
Green Bay, Wis.....	WHBY Inc. Change antenna to 440 ft., power to 14 kw.	WTAQ

Conditional Grants Oct. 17, 1946

(Total to date: 225)

Santa Ana, Cal.....	*Voice of the Orange Empire Ltd.	KVOE
San Jose, Cal.....	FM Radio & Television Corp.	KPRO
Muskegon, Mich.....	Greater Muskegon Broadcasters Inc.	(Riverside) WMUS(CP)
Longview, Tex.....	R. G. LeTourneau	WRLC
Seattle, Wash.....	Western Waves Inc.	(Toccoa, Ga.) --

Conditional Grants Cancelled by Applicant

(Delete from Supplement No. 44)

Waterbury, Conn....	Harold Thomas	WATR
Savannah, Ga.....	Atlantic Broadcasting Co.	WRBL (Columbus)

ply aren't in the public's hands in sufficient quantity as yet to warrant revenues; therefore, AM must foot bill until FM can stand on its own feet.

That AM applications are currently so numerous because the FCC has pursued an unusually liberal policy this year in granting AMs, especially local low power and daytime outlets.

That most of the 1,007 licensed AM broadcasters either see the "handwriting on the wall" or bow to the inevitable and seek FM as "an insurance policy" against the future; nevertheless, there are still 44.6% of AMers who have neither secured nor sought FMs as yet.

That once an AM broadcaster files for FM, he sticks. During the last year, only 8 AMers dropped applications for FM adjuncts—out of a total of 71 dropouts (see listings of *Applications Dismissed or Withdrawn* in Supplements 14-C to 14-O inclusive).

Worried—and understandably so—are those applicants for both AM and FM who have as yet only received CPs for FM. There is good reason to believe that a substantial number of these will drop their FM-CPs if not granted AM facilities.

STATUS of AM and FM

Licensed AM stations	1007
CPs for new AM stations	377
[including proposed decisions]	
Applications for new AM stations	674
Total AMs	2,058
Licensed FM stations	49
[Supplement No. 32]	
CPs for new FM stations	302
[Supplement No. 44, 44A]	
Conditionals for new FM stations	245
[Supplement No. 44, 44A]	
Applications for new FM stations	358
[Supplements No. 14-A to 14-O incl.]	
Total FMs	954
AM licensees holding FM licenses	42
AM licensees holding CPs for FM	221
AM licensees holding FM conditionals	151
AM licensees applying for FM	144
Total AM licensees in for FM	558
Percent of total FMs	58.5%
AM-CP holders granted FM-CPs	18
AM-CP holders granted FM conditionals	24
AM-CP holders applying for FM	28
Total AM-CP holders in for FM	70
Percent of total FMs	7.3%
AM applicants holding FM-CPs	29
AM applicants holding FM conditionals	24
AM applicants applying for FM	51
Total AM applicants in for FM	104
Percent of total FMs	10.9%
Percent of AM licensees in for FM	55.4%
Percent of AM-CP holders in for FM	18.6%
Percent of AM applicants in for FM	15.4%
Percent of total AMs in for FM	35.5%
Percent of total FMs (licensees, CP holders, applicants) coming from AM licensees, CP holders or applicants	76.7%

POSTLUDE ON TBA: Here's the nub of the reactions of a dozen or more key figures, who were there, whose opinions are worth noting and whom we asked for comment on what they heard and saw at the TBA conference and exhibit in New York last week:

"The technicians are far and away ahead of everybody else in the television field. The problems now are largely these: (1) the production of receiving sets to meet obvious demand, (2) more telecasting stations in operation in more cities, (3) commercial impetus through attractive programs.

"What television needs is big capital—maybe some new blood, too, for at the moment it doesn't look as though it will be either the broadcasting industry or the motion picture industry, as such, who will put it over." (The latter remark obviously referred to the small attendance of broadcasters and movie people at the show, though the fact is that 4 of the 6 TV licensees, 28 of the 35 grantees of CPs for TV, 22 of the 37 pending applicants, are directly affiliated with AM broadcasting.)

And this was FCC Commissioner Jett's observation, after looking over the exhibits with some of his colleagues: "I was impressed and pleased with the progress I saw, especially the advances that have been made over pre-war equipment. There's no doubt that black-and-white is here."

TV SPONSORSHIP RULED OUT: Ford Motor Co. and its agency, J. Walter Thompson Co., are so sold on TV, so eager to tie up choice sports features, that they wanted to sponsor telecasts of the recent California tennis championships, would still like to sponsor Los Angeles pro football games—just as they do New York sports events on two TV stations (Vol. 2, No. 40).

But the FCC voted against it this week, under Rule 4.182 stating that experimental stations may not charge for time. Paramount's W6XYZ, which carried some 40 hours of the tennis matches, asked FCC to okay time charges, pegging plea on stand that income could be spent in expanding and improving service. Since Paramount's subsidiary is party to Los Angeles TV hearing (decision awaited momentarily on 8-for-7 channels), FCC felt such approval might bolster "foot-in-door" W6ZYX may think it has by reason of its experimental license.

W6XYZ is carrying grid games anyhow, but won't agree to set precedent of "sponsorship for free" for Ford or anyone else. Besides, whole L. A. area only has about 250 sets as yet, though feeling is that new ones will sell like hot cakes once they reach that market. Tennis telecasts excited lots of comment when shown on receiver in lobby of Hollywood Paramount Theater and in lounging room of the tennis club.

NO TV ON NAB AGENDA: Conspicuous by its absence from the crowded agenda of the NAB convention in Chicago Monday to Thursday, Oct. 21-24, is the subject of Television. Unless TV is mentioned incidentally—as it may be in Tuesday's talk by FCC Commissioner E. K. Jett or Wednesday's talk by FCC Acting Chairman Charles R. Denny—it is slated to have no part in the topical discussions. There will be exhibits pertaining to TV, and RCA will televise open sessions in the Palmer House so that those in the exhibition hall and in other places may view the proceedings. But otherwise nothing is scheduled relating to the subject itself.

One reason for eschewing TV is that NAB necessarily can take no sides in the color vs. monochrome controversy. Another is that last week's TBA conference and exhibits told the TV story adequately enough. Moreover, relatively few broadcasters are in TV, or at present intend to go into it (Supplements No. 18, 18A).

Big subject of convention's general session will be "freedom" issue on which NAB President Justin Miller has lashed out so vehemently (Vol. 2, No. 41), and probably will again in his keynote address Tuesday. It's unlikely that Denny will undertake to reply directly to Miller, but there is no secret that FCC members are burned up about implications of Miller's series of attacks on Blue Book, etc., and Denny can hardly ignore them entirely. Indeed, Commission hierarchy insist they have information that Miller tack does not have support of all NAB boardmen, not to mention rank and file members.

How intent NAB management is on freedom issue, is manifested by scheduling of a panel discussion at Wednesday evening session, "Do We Have Freedom of Speech in the United States?" With MBS President Edgar Kobak as moderator, panelmen will be Byron Price, v.p. of the Motion Picture Assn. of America; Jack Knight, president of the American Society of Newspaper Editors; A. D. Willard Jr., NAB executive v.p. Panel is particularly significant in that Miller has repeatedly put newspapers and movies in same boat with broadcasters so far as danger from encroachment by government is concerned.

TELEVISION NOTES: *Detroit News*, now installing DuMont equipment, is racing to be **first post-war commercial TV licensee**, has scheduled opening for about Dec. 15 (which probably means sometime in January), already has contracts for time (at \$250 per hour) from big J. L. Hudson Co. dept. store and from Campbell-Ewald agency, which bought time on its own but handles TV-interested Chevrolet account . . . Desiring to get some distinguishing television indication into their **TV call letters**, CP holders *Detroit News* and *St. Louis Post-Dispatch* got their calls changed—from WECP to WWDT and KCBG to KSD-TV, respectively. Ad-

ditional recent call assignments are: WPEN-TV, Philadelphia; WCTN-TV, Minneapolis. Note these in Supplement No. 18A . . . **RCA is recommending** its field camera equipment (\$29,000) for studio as well as remote use, has delivered quite a few orders to non-TV licensees or CP holders, using them for demonstration purposes . . . **DuMont remote equipment** (\$28,000) is in production. DuMont has ceased iconoscope production and is preparing othicons . . . **Farnsworth's so-called "window" TV receiver**, a demonstration model with transparent lucite cabinet that permitted seeing its inner workings, was cynosure of TBA exhibit, and *New York Times* has asked to display it in Times Square windows. Set is only 14½" wide, 17" high in front tapering to 11" high at back, 20" deep, contains 22 tubes, has 10" direct viewing tube. It will sell between \$250 and \$300 in both wooden and metal cabinets . . . **FCC has waived** its 28-hours-per-week TV Rule 3.661(a) until December 31, 1946, on plea of TBA.

SIGHT AND SOUND: Looks like **OPA price controls** on receivers, components and tubes are on the way out, in light of new administration policy. Elated OPA radio set advisory committee, meeting Wednesday, decided to petition for decontrol by Nov. 1, supported only by spot checks proving supply exceeds demand; OPA advisors suggested matter be handled informally, without the usual mountain of documents . . . **Consumers Union** subscribers got report on FM radios this week. were told Zenith AM-FM-phonograph console (Model No. 12H090) and Stromberg-Carlson AM-FM console (No. 1121-W) were "acceptable." Report lauds FM, says to get full advantage consumer must buy high-quality receiver, not merely the first set with FM he may find. As to TV, it says don't buy until better black-and-white sets reach market; opines color may obsolete low-band receivers in few years . . . In Washington to discuss matters with his lawyers and engineers, **C. Merwin Dobyns**, owner of KGER, Long Beach, Cal and head of a big shoe distributing firm there, died in his hotel room Tuesday, apparently of heart failure; his wife, prominent in California educational circles, presumably will carry on the business. including participation in Nov. 18 FM hearing . . . Although FCC reports "hundreds of letters" and lengthy testimony at hearings indicating **educational institutions have extensive FM plans**, figures show only 6 licensees, 20 CP-holders, 20 applicants (with CP to Fordham U this week)—net gain of 6 since we issued educational FM log (Supplement No. 32, Part III) March 16. State legislatures don't match educators' enthusiasm with appropriations . . . **Gates Radio** received tentative FCC approval this week for its 250-w FM transmitter (No. BF-250A), joining other manufacturers who have thus far gotten approvals (Vol. 2, No. 35).

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 26, 1946

THEY SAID WHAT THEY MEAN: Whatever your connection with radio, you should take time out to read and study the three spotlight speeches of this week's NAB convention—by FCC's Acting Chairman Charles R. Denny, by CBS's Chairman William S. Paley, by NAB's President Justin Miller.

Read them in text (available from NAB, or we'll get them for you) rather than merely in highlighted form. They are vitally important statements of principles and policies, directly affecting your business—so well put, for the most part, that no amount of excerpting can do justice to their full import.

These were men of high intelligence and good will speaking, men of authority among whom there is now every reason to expect, whatever their disagreement on specific problems, a meeting of the minds on the basic aim of radio—which is to function freely in a free American economy in the service of what Denny called their common boss, the American people.

Read Denny particularly for his clarifying and reassuring remarks (approved in full by his fellow commissioners) on the purport and intent of the Blue Book, and on policy with respect to AM station licensing. (His FM and TV statements are fully reported in this issue.)

Read Paley for his candid and soul-searching, yet certainly not apologetic, appraisal of radio's strong points and weak points and what should be done to meet its critics, some of them frankly right, some manifestly wrong.

Read Judge Miller for his comprehensive discussion of radio's problems and (at long last) his calmly judicial rather than name-calling approach to some of the more controversial ones, like the Blue Book and freedom of speech issues.

If an era of mutual understanding and good feeling does not evolve out of such expressions of policy and intent, it will be because these men and others in the industry depart from the calm and measured and sensible (and generally dispassion-

ate) reasoning in these speeches—to this observer's mind the most significant ever delivered before any NAB convention he has attended over a period of 20 years.

New faces, new names, new call letters, more young men and a lot of GI pins—that's the most striking impression one carried away from NAB's first post-war convention.

It was, incidentally, the best-planned and most efficiently conducted NAB convention of all time, attended by well over 2,000 actual delegates plus hundreds of exhibitors, newsmen, etc. Biggest yet, its size taxed Chicago's Palmer House, indicated rather clearly that the next one, like political and other major industry conventions, must be held in a convention hall rather than a hotel.

THE FM RECEIVER STORY: Still harsh is the "one loud discordant note" on FM discussed at the NAB convention—set production figures. If set output is to reach the year's total (350,000-400,000) predicted by GE's Dr. W. R. G. Baker, vast portion of it will have to come in last 2 months.

Even as Dr. Baker was speaking at the Chicago panel, RMA released its September figures—reporting 17,541 FM-AM combinations to bring year's total to about 84,500. And October production isn't expected to run more than 20,000-25,000, largely because wood for cabinets isn't yet abundant. (One manufacturer is even offering inducements to his dealers to help him find wood consignments in small or big lots.)

But Dr. Baker feels that current miniscule production may not be a completely unmixed evil, since most FMers are on the air with pipsqueak power pending delivery (expected in next few months) of high-power transmitter units. Therefore, he feels not too many listeners will be forced to learn, as did broadcasters, that not even FM can overcome disadvantages of feeble signal (Vol. 2, No. 34).

Dr. Baker predicted 1947 average for FM combinations will be 15-20% of total radio production,

which means about 2,500,000 units (presuming pre-war production rate); that by 1947 last quarter FM production will rise to 30% of all sets made. At another session, Stromberg-Carlson's Dr. Ray H. Manson foresaw FM arriving at "adult stature" by spring 1947; said about 5,000 FMs had been produced third week in October out of current rate of about 350,000 radio sets per week.

And at the convention **RCA broke its silence on FM receivers** by showing its deluxe FM-AM Victrola, to sell for \$400, accompanying set with booklet pulling no punches in its attitude on superiority of FM. RCA, of course, had big exhibits of transmitters, tubes, meters, Pylon antenna, etc.

Maj. Armstrong expects a "flood of FM receivers" if only because of AM saturation, evidenced by slow-moving table models. As for regarding FM as a luxury item, he recounted the history of his superhet, which mass production dropped from \$250 in the early 30's to less than \$25 now. But RMA's breakdown on FM-AM types built during 1946 (up to Sept. 13) shows manufacturers have regarded FM as a refinement of higher-priced sets: console-phonograph, 32,207; console, 37,016; table, 6,569; table-phonograph, 22. Zenith still seems most active of the low-price table model proponents, though others have outlined plans. RCA schedules a wood model (approx. \$85) last quarter this year, plastic (approx. \$70) first quarter 1947. Bendix, too, of the larger companies, plans mass production of low-priced sets.

In matter of price decontrol, RMA set committee expects to have petition in OPA hands next week, hopes to have ceilings off shortly after Nov. 1, certainly by end of year at latest.

LOST BATTLE, WON WAR: Tough fighters, hard losers, Maj. Armstrong and his dwindling retinue of low-band advocates were forced at Chicago to hear the unwelcome sound of the final nail being driven into the coffin of low band. FCC's Acting Chairman Denny, replying to a panel question on low-band, reasserted that the **88-108 mc band is final**, and that manufacturers can go ahead without fear it will be changed. Denny was so emphatic, in fact, that suspicion arose FCC may contemplate early abandonment of low band despite fact that several companies are making two-band sets and some 400,000 low-bands were marketed pre-war.

On the other hand, FM's inventor was in mel-low mood, first as honor guest at the FM panel luncheon, attended by more than 1,200, then in interview with press. "I haven't changed my engineering opinion as to the error of the FCC move," he said, "but we can put FM over on any band. We will put it over in the 100 mc band." Then he revealed that he had put out **100 kw at Alpine**, counting antenna gain; predicted 3 kw and 10 kw

transmitters in next few months, also 300 stations by end of 1947; warned against low power FM stations, as he had warned FCC; said he still thinks FM needs more space in the spectrum, adding that FCC seems to be saving TV Channel No. 6 (82-88 mc) for possible FM use since it indicated on recent report it was not putting other services on it; spoke of pre-war FM sets requiring a band converter that would cost at least \$50; extended his accolade for unswerving faith in FM to Zenith, Stromberg-Carlson, Scott, Freed, GE and "numerous other small companies."

HOWARD HUGHES DROPS OUT: Hollywood's unpredictable Howard Hughes, aircraft builder and movie producer, pulled out of both TV and FM in Los Angeles and San Francisco this week, even dropping his FM conditional in latter city. Not even Hughes' top aides, let alone the attorneys and engineers who got handsome fees for handling his applications, seem to know what prompted the sudden decision to drop after long, elaborate planning for stations.

Withdrawals leave exactly enough TV and FM channels in L.A. for all applicants—7 for 7 and 14 for 14, respectively. TV hearing for L.A. has already been held (see list of applicants in Supplement No. 18A) and decision is awaited momentarily.

Nov. 18 FM hearing probably will be called off now. If FCC considers Hollywood part of L.A., thus unqualified for Class A channels, Class A applicants may want to amend for Class B, upsetting 14 for 14 balance.

While Hughes was pulling out of TV—leaving Paramount alone of the original movie interests still applying—**Indianapolis' WFBM showed renewed interest in TV**. After having dropped its low-band application some months ago, it is now going to file for experimental black-and-white.

TV RELAY, STL ARGUMENT SET: Deciding finally to unravel whole tangled subject of microwave TV relay and STL, FCC revised its July 19 proposal and set affair for oral argument Jan. 15, briefs to be filed by Jan. 5 (Vol. 2, No. 41). Revised proposal satisfies some people, partially satisfies others. Common carriers are permitted to become relay and STL licensees, GE can continue its New York-Schenectady experiments, TV broadcasters who would rather use radio pickups instead of wires can do so "where wire service is not economically practicable." But TBA still doesn't get its desired inter-city relay services—FCC adducing spectrum scarcity. Oral argument may determine whether inter-city relay is practicable in some areas, and whether it's economically comparable with, or preferable to, coaxial.

FCC GOES ALL OUT FOR FM: Most powerful intravenous injection of FM ever absorbed by the broadcasting industry was administered by Acting FCC Chairman Denny when he enunciated Commission's FM policy at NAB convention Wednesday. You can expect reaction in the form of accelerating filing of applications (16 were filed in last 20 days, Supplement No. 14P herewith).

What Denny said about recalcitrant existing AM broadcasters, some 35% of whom have not yet applied, was especially significant. Because of its importance, we publish the text of the FM portion of Denny's convention address; italics are ours to emphasize the points he particularly stressed:

The Commission has expressly authorized me to say to you again that *it is our opinion that FM is the finest aural broadcast system attainable in the present state of the radio art.* FM is not coming; it's here. And it is growing fast.

Already [as of early October] there are 66 stations in operation and 564 more authorized (counting both construction permits and conditional grants). In addition, there are 307 applications pending.

Our long range plans for FM look forward to the day when every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered—night and day—with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Coast states. The area in between these two sections is what is now the poorest served portion of our country. FM will serve large parts of it but cannot reasonably be expected to serve it all. Here our long-range plans look for a revamped AM service to fill in the gaps.

Most AM broadcasters are pulling for FM. And well they should. Many local channel operators will, when they get FM, be able for the first time to sit in their homes in the evening and hear their own station [Laughter]. Thus, it is not hard to understand why 579 (65%) of the established AM stations licensed prior to October, 1945 have applied for FM. There are 315 (35%) who have not applied. Of these, 215 are locals and *I urge them to get their applications in just as fast as they can.* Of the 100 remaining holdouts, 83 are regionals and 17 are 1A and 1B clear channels, who may be relying on their higher power to shelter them from FM. They may find it won't work that way. I believe they should review their position.

I have heard it said that some broadcasters are afraid that FM is a booby trap. They say they have been told that if they get an FM station, then the duopoly rule will spring into play and they will be forced to sell their AM. *As we see it today, the AM broadcaster who goes into FM will continue to operate his AM station until FM replaces AM in that area.*

Today there is one loud discordant note in FM—receivers. While the manufacturers have turned out an unprecedented quantity of low-priced AM sets, the FM sets have been coming very slowly except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said "FM can wait—right now there is a lush market for cheap AM receivers and I'm going to get my share."

I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers. In fact, if a man lives in a town with 3 AM stations and 3 FM stations do you think he will buy a receiver which can only get half of the stations in town?

In a sentence, *the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers.* I know it's hard to convince yourself that you should spend money to put on a program that nobody can hear. But

it's even harder to convince the public that it should buy sets when there is nothing to listen to. It's your next move. Give this new superior broadcast service to the people as soon as possible.

* * *

Here's how the FCC looks on TV, as related also by Mr. Denny: "The Commission also sees a bright and important future for television. We are convinced that the American people want television and that they need television. Television will not be simply a luxury entertainment service. Its educational potential is unlimited. It will be the most powerful communication tool of them all. Already 41 television stations have been authorized and receiver production lines are in motion." Denny added he would go into no more detail, in view of Dec. 9 hearing on CBS-suggested uhf color TV standards (Vol. 2, No. 41), after which "we will inform the industry and the public of everything we have learned."

NAB SIDELIGHTS: FCC came to Chicago in force, like mountain coming to Mohamet—and Comrs. Denny, Jett, Hyde and their considerable retinue (not to forget ex-Chairman Larry Fly, on hand only as an observer this time) were besieged with attention. Denny's panel invitation to the delegates to consult on FM with Cy Braum, FCC chief of FM engineering, resulted in rush of visitors, most with own FM problems. **General tenor of inquiries** was how FM grantees could get on air, many asking Braum for application form—indicating panel had acted as catalyst for FM.

Heartiest laugh of convention came when Denny, talking about Blue Book, remarked that the Commission was no place for sensitive souls, having been "a boot camp to toughen an OPA Administrator."

Toughest remark was NAB President Miller's, that he wasn't going to let the broadcasting industry be "pushed around" during his administration.

Tough, too, though smiling, was Denny in call-attention to provocative adjectives Miller had used in previous speeches to describe Blue Book promulgators, and in declaring that "as applied to Blue Book the cry of 'free speech' is a red herring."

Most encouraging remarks were those of both Miller and Denny indicating they eagerly wished a test case of authority implied in Blue Book, and Miller's announcement he and FCC chairman had agreed to have luncheon at least once monthly to exchange views.

And for significant remarks, there was this passage in Comr. Jett's speech reviewing technological developments: "Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently

in its present place in the spectrum. The trend has been in the direction of developing and providing higher bands of frequencies, not only to provide for expansion, but also to render an improved service."

Significant also was NBC President Niles Trammell's reply to criticism against too much advertising on the air: "Since American broadcasting is entirely supported by advertising and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazine. The reverse of this is true. In the case of the great majority of successful newspapers and magazines, 50% or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8% of the network's total program time is devoted to commercial announcements. In other words, out of the 1080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes."

FM's HARDY LITTLE BAND: Most significant—and eloquent—feature of FM's dissolution was the vote which sent it to its demise at the Chicago meeting: **yea, 42; naye, 8; not voting, 67.**

The latter figure of 67, which included some of the biggest names in radio, tells the story of indifference and apathy that would seem to bode none too well for the hardy little band of FMers who still propose to set up a separate organization to promote FM—it being generally agreed that NAB's FM Dept. cannot be expected to do so.

All but a handful of the 50 voting and those not voting were AM broadcasters, who are far and away the dominant element in FM (Vol. 2, No. 42). Basic reason for the decision—that NAB can do the over-all trade association job best—is practically indisputable. But it's also certain that FM needs promotion—and now it remains to be seen whether the group who want another association can muster enough following and raise enough funds to do it.

The 41 who attended the separate meeting formed a steering committee of 11 (of divergent interests and identities, yet all enthusiasts for FM), to see what can be done about a promotional setup, including possibly salvaging the \$7,600 left in FM's treasury which presumably is to be returned pro rata to the old membership.

Ira Hirschmann, independent New York FMer (WABF), spontaneously chairmanned the open meeting of "separatists." Roy Hofheinz, Houston (KTHT-FM), whose FM outlet he reports as being already on a paying basis (Vol. 2, No. 34), headed up the steering committee. Others on the

committee are: Wayne Coy, Washington (WINX-FM); Stanley Ray, New Orleans (WRCM); Gordon Gray, Winston-Salem (WMIT); Raymond Kohn, Allentown, Pa. (WFMZ); Emile Hodel, Beckley, W. Va. (WCFC); Everett Dillard, Washington (KOZY and WSDC); C. M. Jansky, Washington; Russ David, GE; Frank Gunther, REL.

Dillard heads an Objectives Committee, which meets in his Washington office Nov. 9; Gray heads a Finance Committee; Gunther, Nominations. All are to meet in Jansky's office Nov. 11, by which time Washington Attorney Leonard Marks is expected to have suggestions for charter and bylaws. With Coy, Gray, Jansky and David coming over from the old FM's board, and with ex-FM's President Walter Damm promising support (though not attending the organization meeting), the group are encouraged in their belief that an FM promotional group can be financed, manned and made to function.

CONVENTION VIA TV: Overflow at NAB general sessions conveniently saw and heard speakers on RCA's 10 TV receivers, 2 large-screen projection models, in anteroom of nearby exhibit hall; pictures, especially closeups, were excellent and interest well sustained by reason of importance of what speakers said and lack of eyestrain in watching . . . CBS's Bill Paley evoked laugh when he moved RCA insignia as he began speaking, knowing he was being televised on its black-and-white system . . . One TV receiver in an upstairs hotel suite permitted ABC executives, not attending convention since ABC is not an NAB member, to follow the proceedings. Another receiver was in press room . . . RCA crewmen cooperated with Paramount's WBKB in handling on-the-air telecasts, though most of job was done with field apparatus used inside . . . There was lots of interest also in pickups and telecasts just outside Palmer House, so crowd could see; sign on RCA mobile unit said this was kind of apparatus WGN (which has ordered equipment) will soon be using in Chicago.

BRASS EYES FAX: Finch facsimile was cynosure of exhibits at school broadcast conference in Chicago's Continental Hotel, attracted FCC delegation who were shown streamlined table model, custom-built by GE, which can be marketed for \$200; FM-AM-FX console model, custom-built by Zenith, price undetermined; simple facsimile unit alone, costing only \$125. Later they were shown industrial film in color telling story of FX uses . . . Capt. Finch told FX session of NAB that his RMA committee is almost ready to submit long-awaited proposed commercial standards to FCC . . . Commission delegation also visited Zenith plant Thursday, biggest FM producer to date, and were shown around by Comdr. McDonald.

Additions, Amendments and Changes in Log of

Applications for New FM Stations Pending Before FCC

October 6, 1946—October 26, 1946

SEE SUPPLEMENTS NO. 14A TO 14-O INCLUSIVE FOR ALL PREVIOUS APPLICATIONS

Note: Data was compiled primarily from FCC License Division files, and is presented as reported by applicant. Since individual requests for channels, power and coverage are dependent on FCC's over-all channeling plan, these have not been included; however, space is left for insertions when individual assignments are granted. **Studio locations** are not repeated when they are same as applicant's address. **Monthly operating costs**, where given, are only estimates by applicant—sometimes being all-inclusive and sometimes being mere guess as to cost in addition to present AM operation. **Antenna height** refers to height above ground. **Dagger** (†) indicates applicant has no present AM license. All applications are for Class B stations unless otherwise indicated.

Additions

CALIFORNIA

HOLLYWOOD—†Walter Muller & Frank Muller d/b as Muller Brothers, 6380 Sunset Blvd., Los Angeles, automobile agency and service station operators. Studio, Sunset Blvd., street number undesignated; transmitter, near Lookout Mountain Drive. Estimated cost of plant \$28,500; monthly operating cost, \$2,000-\$3,500. Antenna height, 35 ft.; above sea level, 1,575 ft. Washington counsel, Mechlin, Marshall & Smith. Consulting engineers, John A. Smithson & Associates, Hollywood. (Requests Class A Station).

CONNECTICUT

DANBURY—†The Fairfield Broadcasting Co., 173 Main St. Principals: James B. Lee (v.p. of Frank H. Lee Co., part owner of Danbury News-Times), president, 46% stockholder; Frank H. Lee Jr. (v.p. of News-Times), v.p., 46%; Leonard McMahon (attorney, secy of News-Times), secy, 4%; Charles A. Kibling (radio equipment), treas. 4%. Studio, Rear 288 Main St. (Terrace Place); transmitter, South King St. Rd. Estimated cost of plant, \$107,209; monthly operating cost, \$4,847. Antenna height, 350 ft.; above sea level, 1,230 ft. Washington counsel, Dow, Lohnes & Albertson. Washington consulting engineers, Lohnes & Culver. Channel and power

NEW HAVEN—†The New Haven Broadcasting Co., 151 Court St. Principals: Edward S. Minor (lumber and masons supplies, real estate), president-treas, 23.33% stockholder; Thomas F. McCoy (purchasing agent), v.p., 6.66%; Lester C. Flood (former FCC accountant), secy, 30%; David J. McCoy (attorney), 16.66%; J. Francis Smith (lumber and building supplies), 23.33%; Studio, to be determined; transmitter, Willoughby Rd. Estimated cost of plant, \$48,600; monthly operating cost, \$3,800. Antenna height, 257 ft.; above sea level, 837 ft. Washington consulting engineers, Ring & Clark. Channel and power

DELAWARE

WILMINGTON—†Port Frere Broadcasting Co., Inc., West Side of DuPont Parkway, one mile south of Wilmington, in New Castle Hundred, New Castle, Wilmington. Principals: Gordon K. MacIntosh (attorney), president, 45% stockholder; Howard R. Robinson (Naval Intelligence), secy-treas, 45%. Estimated cost of plant, \$26,200; no estimate of monthly operating cost. Antenna height, 254 ft.; above sea level, 684 ft. Washington counsel, Gordon K. MacIntosh. Washington consulting engineers, McKey & Shaw. Channel and power

GEORGIA

MACON—Macon Broadcasting Co., 221 Second St., licensee of AM station WNEX. Principals: E. M. Lowe (electrical equipment), president, 60% stockholder; Alfred Lowe, v.p., 25%; Ellsworth Hall, Jr. (attorney), secy-treas, 15%. Studio, Bibb Bldg.; transmitter, south of Macon. Estimated cost of plant, \$50,000; monthly operating cost, \$8,500. Antenna

height, approx. 380 ft.; above sea level, approx. 880 ft. Washington counsel, Dempsey & Koplovitz. Washington consulting engineer, George C. Davis. Channel and power

ILLINOIS

EAST ST. LOUIS—Myles H. Johns, Penrose H. Johns, William F. Johns Jr., d-b as Mississippi Valley Broadcasting Co., a partnership, licensee of AM station WTMV. Studio and transmitter, 15th and Baugh Sts. Estimated cost of plant, \$123,071; monthly operating cost, \$800. Antenna height, 368 ft.; above sea level, 783 ft. Washington counsel, Louis G. Caldwell-Reed T. Rollo. Washington consulting engineers, Commercial Radio Equipment Co. (Requests Class A Station).

JOLIET—Joliet Broadcasting Co., 601 Walnut Ave., licensee of AM station WJOL. Principals: Calvin F. Wilson (radio distributor), president, 20% stockholder; Robert L. Bowles, v.p.-gen-mgr, 20%; W. H. Erwin Jr. (accountant), secy-treas, 10%; Gerald G. Smith (beer distributor), 20%; Clint Litton (gas, oil, real estate), 10%; Arthur C. Litton (physician), 10%; Norman S. Fitzhugh Jr. (accountant), 10%. Transmitter, area bounded by Elgin Ave., Walnut & Maple Sts. Estimated cost of plant, \$38,400; monthly operating cost, \$9,200 (including AM). Antenna height, 465 ft.; above sea level, 1,080 ft. Washington counsel, Dempsey & Koplovitz. Consulting engineers, Andrew Co., Chicago. Channel and power

LOUISIANA

NEW ORLEANS—†Deep South Broadcasting Corp., Box 1385, Shreveport, La. Principals: Clark Salmon (advertising agency), president, 20% stockholder; John D. Ewing (minority stockholder of AM stations KWKH, Shreveport, and KTHS, Hot Springs, Ark.), secy-treas, 80%. Studio, to be determined; transmitter, 6 miles southeast of New Orleans. Estimated cost of plant, \$73,100; monthly operating cost, \$5,000. Antenna height, 444 ft.; above sea level, 444 ft. Counsel, Fly, Fitts & Shuebruk, New York City. Consulting engineer, A. Earl Cullum, Dallas, Tex. Channel and power

NORTH CAROLINA

MORGANTOWN—†Beatrice Cobb, c/o Morgantown News Herald, publisher of the News Herald and the Valdese News, Valdese, N. C. Studio, to be determined; transmitter, Caldwell Hotel. Estimated cost of plant, \$14,500; monthly operating cost, \$1,800. Antenna height, 227 ft.; above sea level, 1,150 ft. Washington counsel, Hogan & Hartson. Washington consulting engineers, Lent & Poast. (Requests Class A Station).

OHIO

WORTHINGTON—†Peoples Broadcasting Corp., 236 N. High St., Columbus, O., owned by Ohio Farm Bureau Corp. (farmers' cooperative), subsidiary of Ohio Farm Bureau Federation. Principals of Peoples Broadcasting Corp.: James West, president; Robert R. Caldwell, v.p.; J. E. Keltner, secy-treas; W. E. West, asst-treas; M. D. Lincoln, gen-mgr. Studio and transmitter, near Lewis Center. Estimated cost of plant, \$100,000 including AM being built; monthly

(Over)

operating cost, \$16,000 including AM. Antenna height, 629 ft.; above sea level, 1,559 ft. Counsel, Fly, Fitts & Shuebruk, New York City. Washington consulting engineers, Lohnes & Culver. Channel and power -----

OKLAHOMA

TULSA—West Central Broadcasting Co., 904 Atlas Life Bldg. Principals: Robert S. Kerr (governor of Oklahoma), chairman, 30% stockholder; E. K. Gaylord (publisher of Daily Oklahoman & Times, the Farmer-Stockman, principal owner of AM stations WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs), president, 26.66%; Dean A. McGee (oil), v.p., 7.5%; Edgar T. Bell (mgr of WKY, KLZ, KVOR), treas, 16.66%; D. E. Terrill (oil), secy, 2.1%; J. I. Meyerson (sales, promotion), asst secy, 3.33%. Studio to be determined; transmitter, 7.8 miles west of center of Tulsa. Estimated cost of plant, \$137,000; monthly operating cost, \$8,000. Antenna height, 317 ft.; above sea level, 1,317 ft. Counsel, Fly, Fitts & Shuebruk, New York City. Washington consulting engineer, Frank H. McIntosh. Channel and power -----

PENNSYLVANIA

SCRANTON—Summit Corp., 100 W. Poplar St. (warehouses, clothing mill). Principals: Stephen VP. Quackenbush, Jr., president, 82.2% stockholder; Stephen Quackenbush Jr., v.p., 8.17%; Elsie M. Quackenbush, v.p. & asst treas, 4.7%; Samuel R. Rosenbaum (formerly president, WFIL, Philadelphia), secy-treas. Studio, to be determined; transmitter, Bald Mountain, 3.5 miles northwest of Scranton. Estimated cost of plant, \$72,500; monthly operating cost, \$6,000. Antenna height, 116 ft.; above sea level, 2,196 ft. Washington counsel, Segal, Smith & Hennessey. Washington consulting engineers, Ring & Clark. Channel and power -----

TENNESSEE

JACKSON—Jackson Broadcasting Co., Box 30. Principals: P. H. Russell (bottling works), president, 20% stockholder; W. Culver White (attorney), v.p., 10%; Belton O. Sullivan (advertising dept., N. Y. Daily News), v.p.-gen mgr, 12%; Frank B. Caldwell (banking, printing), secy-treas, 24%; Isaac B. Tigrett (president, Gulf, Mobile & Ohio Railroad, oil seed products), 10%; Glen Dillon (bottling works, trucks & tractors), 20%; William Holland Jr. (dry goods), 4%. Studio, Lafayette & Liberty Sts.; transmitter, 3 miles north of Jackson, near U. S. Highway 45. Estimated cost of plant, \$41,450; no estimate of monthly operating cost. Antenna height, 462 ft.; above sea level, 962 ft. Washington counsel, Louis G. Caldwell-Reed T. Rollo. Consulting engineers, Andrew Co. Chicago. Channel and power -----

TEXAS

ABILENE—Citizen's Broadcasting Co. Inc., Box 147. Principals: W. P. Wright (oil products distributor), president, 20% stockholder; O. D. Dillingham (creameries, lumber, gas wells, banking), v.p., 20%; E. P. Mead (bakeries), secy-treas, 20%; E. L. Thornton (department store, automobiles, livestock auctions), 20%; J. R. Yonge (automobiles), 20%. Studio, Butternut & S. 25th Sts.; transmitter, U. S. Route 227 & S. 25th St. Estimated cost of plant, \$8,810; monthly operating cost, \$1,000. Antenna height, 275 ft.; above sea level, 2,050 ft. Washington counsel, Fisher & Wayland. Washington consulting engineers, Chambers & Garrison. (Requests Class A Station.)

DALLAS—A. L. Chilton, Leonore H. Chilton & James Ralph Wood, a partnership d/b as Sky Broadcasting Service, 2927 Maple Ave. (Hotel Stoneleigh), licensee of AM station KSKY. The Chiltons also each own 45% of AM station KGHI, Little Rock, Ark. Transmitter, Bruton Rd., .7 miles west of Buckner Rd. Estimated cost of plant, \$35,800; monthly operating cost, \$1,000-\$1,500. Antenna height, 347 ft.; above sea level, 837 ft. Washington counsel, George O. Sutton. Washington consulting engineer, George C. Davis. Channel and power -----

GOOSE CREEK—Tri-Cities Broadcasting Co., c/o Robert Matherne, The Daily Sun. Principals: Robert Matherne (publisher, The Daily Sun), president, 28% stockholder; Thomas W. Moore (oil company industrial relations), v.p., 8%; Beulah Mae Jackson (bookkeeper), secy-treas, 6%; L. G. Sanders (furniture), 30%; Fred Hartman (editor, the Sun), 16%; Robert Strickland (attorney), 8%; S.S. Gould (advertising mgr, the Sun), 4%. Studio, to be determined; transmitter, between Baker & Lynchburg Cedar-Bayou Rds. Estimated cost of plant, \$23,000; monthly operating cost, \$1,800. Antenna height, 202 ft.; above sea level, 227 ft. Washington counsel, Hogan & Hartson. Washington consulting engineers, Raymond M. Wilmotte Inc. (Requests Class A Station.)

Amendments and Changes

ALABAMA

BIRMINGHAM—Voice of Alabama Inc. Change transmitter to Red Mountain Gap, south of Birmingham. See Supplement No. 14A.

CALIFORNIA

ALAMEDA—Abraham Kofman & Sarah F. Kofman d-b as Times-Star Publishing Co. Requesting Class B conditional grant be changed to Class A. New antenna height, 250 ft.; above sea level, 280 ft. See Supplement No. 14A.

CONNECTICUT

BRIDGEPORT—The Yankee Network Inc. Transmitter, Tashua Hill. See Supplement No. 14A.

GEORGIA

SAVANNAH—Carter C. Peterson. Change studio to Corner of Bull & York Sts.; transmitter to Gwinnet St. See Supplement No. 14F.

ILLINOIS

CHAMPAIGN—Champaign News-Gazette Inc. Change transmitter to 2 miles southwest of Champaign-Urbana. See Supplement No. 14A.

CHICAGO—Amalgamated Broadcasting System Inc. Change transmitter to Continental Hotel, 505 N. Michigan Ave. See Supplement No. 14A.

CHICAGO—Radio Station WAIT. Change transmitter to 105 W. Madison St. See Supplement No. 14A.

CHICAGO—Radio Station WGES. Change transmitter to 2708 Washington Blvd. See Supplement No. 14A.

PEORIA—Edward J. Altorfer, et al., d/b as Illinois Valley Broadcasting Co. Change transmitter to Tazewell County. See Supplement No. 14-I.

PEORIA—Mid-State Broadcasting Co. Change transmitter to East half on NW Sector of Section 23, Township 26 North, Range 4 West, in Tazewell County. See Supplement No. 14A.

PEORIA—West Central Broadcasting Co. Change transmitter to Groveland Township, 3 miles north of Groveland. See Supplement No. 14K.

MARYLAND

BALTIMORE—Radio-Television of Baltimore Inc. Change transmitter to Keyworth Ave., extended. Antenna height, 513 ft.; above sea level, 828 ft. See Supplement No. 14K.

MASSACHUSETTS

CHICOPEE—Regional Broadcasting Co. Change transmitter to Mt. Tom, 3.5 miles northwest of Holyoke. Antenna height, 57 ft.; above sea level, 1,259 ft. See Supplement No. 14F.

MISSISSIPPI

MERIDIAN—Birney Imes Jr. Change transmitter to 31st Ave. S. See Supplement No. 14A.

NEW JERSEY

PATERSON—North Jersey Broadcasting Co. Inc. Change studio to 7 Church St. See Supplement No. 14A.

NEW YORK

NEW YORK CITY—American Broadcasting Co. Inc. Change transmitter to General Electric Bldg., 51st & Lexington. See Supplement No. 14A.

OHIO

CLEVELAND—United Garage & Service Corp. Change studio and transmitter to 14587 Madison Ave., Lakewood, O. (Requests Class A Station). See Supplement No. 14B.

COLUMBUS—Crosley Broadcasting Corp. Change transmitter to 50 W. Broad St. See Supplement No. 14B.

PENNSYLVANIA

NORRISTOWN—Rahall Broadcasting Co. Change name to Rahall Broadcasting Co. Inc. Transmitter near intersection of Old Arch Rd. and New Hope St. Antenna height, 232 ft.; above sea level, 492 ft. See Supplement No. 14F.

TENNESSEE

BRISTOL—Radiophone Broadcasting Station WOPI Inc. Transmitter site is Whitetop Mountain, Washington County, Va. See Supplement No. 14B.

Applications Dismissed or Withdrawn

CALIFORNIA

LOS ANGELES—Hughes Tool Co. (withdrawn). See Supplement No. 14A.

PASADENA—Pacific Coast Broadcasting Co. (withdrawn). See Supplement No. 14-I.

SAN FRANCISCO—Hughes Tool Co. (conditional grant cancelled at request of applicant). See Supplement No. 14A.

CONNECTICUT

WATERBURY—Harold Thomas. (conditional grant cancelled at request of applicant because of overlap with Bridgeport application). See Supplement No. 14A.

GEORGIA

SAVANNAH—Atlantic Broadcasting Co. (conditional grant cancelled at request of applicant). See Supplement No. 14A.

MICHIGAN

MARQUETTE—John P. Norton (withdrawn). See Supplement 14K.

LEGION LOOKS AT FM: Now comes the American Legion with a dossier, based largely on news stories in the radio trade press and reports in radical publications, warning against “subversive and un-American” organizations seeking to gain a foothold in radio via FM. Whereas left-wingers have had plenty to say and write about FM, this is the first outcry against labor-liberal-consumer groups seeking—and securing—FM grants. In particular, it mentions as “needing watching”: Peoples Radio Foundation and National Maritime Union, New York; Metropolitan Broadcasting Co., Washington; and multiple applicants UAW-CIO, Amalgamated Clothing Workers, International Ladies Garment Workers. It suggests local Legion chapters screen applicants, call the attention of the Legion’s Americanism Commission to “doubtful” cases. The report comes in 14 mimeographed pages, titled “Monthly Analysis: Subversive Groups and Their Activities,” September 1946, and emanates from the Legion’s national headquarters, Indianapolis.

Recent publications in behalf of left-wingers seeking to get into radio, says the report, were the CIO-PAC “Radio Handbook” which recommends that “progressive forces” get on air through FM, and Eugene Konecky’s booklet “Monopoly Steals FM”, published by Provisional Committee for Democracy in Radio, composition of which cannot be ascertained. Konecky is a onetime employe of WOW, Omaha, helped found Peoples Radio Foundation.

FIRST POST-WAR FM LICENSE: Very likely to become distinguished as FM’s first post-war licensee, KPFFM (Broadcasters Oregon Ltd., no AM), Portland, started program tests Tuesday, should be ready for license Nov. 22. Normally, stations are allowed 90 days for equipment tests, 30 days for program test. But now that FCC doesn’t demand field strength measurements for a year, equipment can be tested in fraction of 90 days. A big reason for KPFFM’s speed is availability of equipment necessary to achieve its 1.5 kw power. There may be other FM beavers just as eager, but their CPs specify powers for which transmitters just aren’t around (though Federal, at NAB convention, reported its 10 kw job about ready for delivery, with 15 orders to be shipped). Coming into view, too, is WINC-FM, Winchester, Va. (Richard Field Lewis Jr.); scheduled to start equipment tests Thursday and to radiate 15 kw.

Meanwhile, STA-holders who feel they could sell time if legally permissible can go ahead. There’s nothing in the rules that says they can’t. As attorneys view it, unless wording of the STA specifically prohibits selling time, salesmen can start trotting. And if they have success of Roy Hofheinz (KTHT-FM, Houston) they’ll be happy (Vol. 2, No. 34).

TELEVISION NOTES: RMA figures on TV set production for September are first with any perceptible weight—3,242, contrasted with 225 reported in year’s first 8 months. Mystery to us (and to RMA, which gets figures anonymously from bonded accounting agency) is that some 3,000 were “private brand,” i.e., made by manufacturer on order from someone else who puts own trademark on them October production figures are expected to leap, relatively, in view of RCA’s line now being released “T-Day” is how RCA has denominated Nov. 3, date of release of full-page ads in New York and other areas getting service, urging public to go to dealers to see demonstrations of new TV sets. Press will be told all about company’s TV merchandising plans (including immediate marketing of 10” tube model at \$350, 7” at \$225) at N.Y. conference Oct. 30 **TV pickups of public events** are becoming so commonplace now, that the fact NBC’s WNBT used 5 cameras to cover opening sessions of United Nations Assembly Wednesday, with Philadelphia’s WPTZ also carrying it, was taken as a matter of routine. As it did during Security Council meetings at Hunter College last spring, RCA provided receivers for press and overflow audiences *New York Herald Tribune* Forum next week will be televised, too, with WNBT, WPTZ, WRGB, WTTG all carrying it **TV test equipment**, consisting of sync generator, monoscope camera and distribution amplifier, is now being made available by RCA; equipment not only is useful for station operators, but assures mass production of sets and transmitters, company says Another of the Frank Mansfield market surveys for Sylvania, reporting 45.1% of 9,603,000 families thinking of buying a TV set, calculates the market thus: 1947, 420,000 sets; 1948, 780,000; 1949, 1,200,000; 1950, 1,500,000 **CPs for two new experimental TV stations** were granted by FCC this week—to North Jersey Broadcasting Co. Inc. (WPAT, Paterson) for Clifton, N.J., a reinstatement of a previous grant (W2XNJ); Allen B. DuMont Labs., Channel No. 13 (210-216 mc), 40 watts, for New York. *Los Angeles Times* was also granted extension of completion date for new experimental TV station to April 20, 1947 DuMont hearing for **TV in Pittsburgh**, scheduled for Oct. 23, was continued without date, depending on results of Paramount inquiry **C. E. “Chili” Nobles**, Westinghouse’s young Stratovision idea man, is one of subjects in “Interesting People” pictorial section of November *American Magazine* As week ended, no appearances had yet been filed for participation in the uhf color TV standards hearing set for Dec. 9 (Supplement No. 45); FCC staffers say some inquiries indicating forthcoming filing have been made.

HOW TO FOOT TV BILL: Zenith's pioneer radio-man Gene McDonald may be firmly convinced that the TV-now advocates are "televisionaries," that advertising can never be made to pay the TV bill, that some form of wired radio by transcription is the answer—but not so Paul E. Chamberlain, GE's manager of receiver sales.

Even as McDonald was reiterating his doubts in the Oct. 14 *Broadcasting*, repeating what he wrote in the June 29 *Collier's* (Vol. 2, No. 25), Chamberlain was taking diametrically opposite viewpoints in the Oct. 11 *Printer's Ink*—asserting that "television is here now," that within two years there may be 90 to 100 TV stations, within five years 150, within 10 or 15 years 500.

Chamberlain firmly believes advertising will pay the bill—and for expensive programs, too. He omits even to mention the coaxial (cost too high?), goes into some length about microwave relays which he believes will make networks feasible, and hence justify expensive sponsored programs with mass audience and potent pulling power.

Even with only New York, Philadelphia, Chicago, Schenectady and Los Angeles covered, as now, and with three more stations which he says will begin operation within a few months (presumably in Detroit and Washington), Chamberlain says that together they will reach a potential audience of 25,000,000, or more than one-sixth our population, when receivers become available. On the subject on which he should be particularly expert—when TV receivers will be available in quantity—he ventures nothing.

CIRCULAR POLARIZATION: Known to be getting unusually favorable consideration from FCC's usually hard-to-convince engineers are recommendations on rotating, or circular, polarization for FM (Vol. 2, No. 9). System would add to complexities of transmitting antennas but, it is claimed, would relieve to great extent the frequently irksome receiver antenna problem.

Recommendations come in a report from Carl E. Smith, engineering v.p. of *Cleveland Plain Dealer's* United Broadcasting Co. (WHK, WHKC, etc.) who has been experimenting with the system on developmental FM station W8XUB, Cleveland, since early spring. If they are adopted, it means amendments to FM Engineering Standards (Supplement No. 9) to permit circular polarization in addition to present horizontal. So far as TV is concerned, system is said to raise additional problems which might overbalance the advantages.

Net effect of system is this: since both horizontal and vertical waves will be transmitted, receiver antenna, regardless where situated, is virtually certain to get satisfactory signal from one wave or the other. As situation is now (with horizontal polarization), antenna frequently has to be jockeyed

around considerably—and even then, maximum signal from all stations in area cannot be obtained. Principal disadvantages are: cost of adding vertical component to transmitting antenna and probable need for more power, since power is divided between components.

Smith says he has limited number of copies of his report for those interested; write to him at WHK, Terminal Tower, Cleveland.

SIGHT AND SOUND: What may be the answer to the FM converter impasse—and also answer to statements there are no good converters selling for less than \$50—is reported by Waterproof Electrical Co., Burbank, Cal. Company says it is manufacturing converters in triplet form (Type A, 88-96 mc; Type B, 96-104 mc; Type C, 100-108 mc), any one of which could be used in particular cities. Units will retail for \$15 . . . Peoples Broadcasting Corp., farmers' cooperative holding an AM-CP for Worthington, O. (WRFD), this week applied for rural FM to cover virtually all of Ohio from site just north of Columbus. Its engineers say 629-ft. height and 340-kw power should give almost exact equivalent of 880 kc, 5 kw, daytime AM coverage . . . Insiders discerned the fine hand of Paul Kesten, now back in New York, and still close to CBS operation, in literary quality of Chairman Paley's Chicago speech; inquiry disclosed Kesten and others did advise on it, though speech was actually Paley's own when he finished—putting best foot forward for first major utterance since leaving Army . . . Retailing at about \$25 (mounting extra) is new multi-fingered, broadband, TV-FM receiving antenna just brought out by Andrew Co., Chicago, which estimates on-market date as before Christmas . . . FCC, hard up for AM engineers, is broadcasting urgent appeal for men with EE degrees plus 2 or more years non-operating broadcasting engineering experience or the equivalent. Pay: \$4,150-\$5,905. TV and FM divisions are adequately staffed; in fact, some men have been drafted from them for AM . . . When WGAY-FM, Silver Spring, Md., goes on air late this year or early next, FCC Comr. Jett will have a chance to check his predictions of metropolitan coverage from a suburban Class A station. Mr. Jett used this Washington, D. C., suburb as an example in his article in March issue of *FM Business* . . . Promotion-wise WSYR-FM had dropped plan to get FM sets into Syracuse through purchase of 5,000 from private manufacturers, after dealers refused to handle marketing because of fear regular suppliers might not like proposition. However, dealers told Manager Lansing B. Lindquist that big manufacturers promise them FM sets in quantity soon . . . Harold B. Donley, Westinghouse manager of Home Receiver Division, Sunbury, Pa., is recovering nicely at Mansfield (O.) Hospital from serious injuries suffered in an auto accident.