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UP-TO-DATE DIRECTORIES: Just about all of the radio-specializing legal and engineering fraternity who went off to the wars are back at their old stands now. Hence we are revising our directories, starting with Supplement No. 11A herewith covering attorneys specializing in practice before the FCC. Soon to come will be up-to-date directories covering consulting engineers and the FCC.

DECISION WEEK IN FM: FCC this week rolled up its sleeves and made up last week's lack of usual quota of FM grants by authorizing 25 CPs, 27 conditionals (Supplement 44D herewith). But more noteworthy than number of grants was fact that decisions on hearings in two cities (Pittsburgh and Ft. Wayne) were rendered—first since Washington decisions last spring.

It also acted on Los Angeles applications, losing no time after Hughes dropout (Vol. 2, No. 43) had left enough channels to go around without need for hearing. Thirteen of L. A.'s 14 applications got conditionals; the 14th, Hollywood Community Radio Group, was continued because its application is vague and incomplete.

"Two-to-a-customer" rule took a beating in L. A., CBS getting its fifth grant, Unity (ILGWU) and ABC getting their third each.

Pittsburgh and Ft. Wayne decisions were among the easier ones to make, since there are enough channels to go around. However, Liberty Broadcasting Co., Pittsburgh, got proposed FM denial because of overlap with its station in Steubenville. But it did get a proposed AM grant—possibly as a consolation prize!

Tightened situation in Springfield, Mass., necessitated designation for hearing, date not set.

Channel scarcity in Tulsa, Okla. was relieved by finding two more channels by juggling assignments as follows; you should make these changes in your copy of the FM Channel Allocations (Supplement No. 43): Add Channels 257 and 259 to

Tulsa; add 236, delete 232, at Pampa, Tex.; add 230 and 232, delete 238 and 240, at Elk City, Okla.; add 238 and 240, delete 257 and 259, at Oklahoma City.

Publisher-broadcaster Gordon Gray got Class B conditional for Winston-Salem, N. C., contingent on moving studio of his pioneer WMIT, atop far-away Clingman's Peak, out of Winston-Salem.

IS OBSOLESCENCE OBSOLETE? If you're worrying lest color TV render monochrome transmitters and receivers obsolete, big RCA says "don't."

And this time the No. 1 proponent of immediate TV in black-and-white on low band backs up this advice with a revolutionary development—an all-electronic system of color TV that is "flickerless" and "practical without rotating discs or other moving parts."

Here's the real significance of the company's disclosures and demonstrations to radio manufacturers, FCC officials and newsmen at its Princeton Laboratories Wednesday:

Even should TV move into the uhf band, present TV receivers, by means of a simple converter, would be able with RCA's system to extract satisfactory black-and-white images out of color transmissions. And black-and-white transmitters can be used either to parallel the upper band system or, with additional equipment, to become part of the color system. Thus, neither receiver nor transmitter becomes obsolete.

It was RCA's first real powerhouse counter-attack against CBS's contention that the imminent advent of color TV will render monochrome obsolete, requiring new wave bands and entirely different receivers. In unwrapping it, RCA did not concede that color is here even with its system—Gen. Sarnoff emphasizing that his 5-year timetable for color TV (fixed last December) still holds.

Despite Gen. Sarnoff's disavowal of any desire to "quarrel" with CBS ("only we don't want the public to get the wrong impression," he added to

reporters), the revelation of RCA's system was undoubtedly hastened by the fact that Dec. 9 has been set for the CBS-requested color standards hearing before the FCC (Vol. 2, No. 41).

RCA may demonstrate the system again at the Washington hearings (though most of FCC top officials have now seen it) and challenge CBS to prove that its mechanical scanning system is superior. If electronic color will render mechanical color obsolete, RCA will contend, why adopt standards for the CBS or any other mechanical system?

That the system has excited renewed interest in TV among manufacturers, was manifested by some of the questions they asked. They got firm and affirmative answers when they asked, in effect, "Does this mean that we can go ahead and produce black-and-white receivers without worrying about obsolescence?" And they were assured the converter could be produced for a reasonable price—somewhere between \$25 and \$40. When top engineers of big patent licensees of RCA, men like Philco's F. J. Bingley and DuMont's T. T. Goldsmith, asked highly technical questions, they got ready and reassuring answers from RCA's research chief, E. W. Engstrom. He frankly told them his company was well aware of the still unsolved problems and was working on them.

Shown at Princeton were color slides and a Technicolor movie received in natural color on two sets with 15 x 20" screens. The images were clear, bright, satisfactory and, as claimed, completely flickerless. Simultaneously, a low-band receiver showed the same scenes in black and white, also quite satisfactorily. **Nub of system is this:**

Color from subject scanned is split into red, blue and green components, each of which is transmitted separately and continuously. Three kinescopes ("Trinoscope") at the receiver pick up the respective impulses, project the images into color filters, and all 3 colors are superimposed on the screen. Black-and-white pictures are made out of the green component of the uhf color transmission. Simple addition of a frequency converter permits present low-band sets to do the job. However, a new receiver is necessary for color.

Transmission at the demonstration was by cable, but Engstrom said radio transmission offers no serious problem. Radio band width for the 3 colors is expected to run about 13 to 16 mc.

Gen. Sarnoff was in an expansive mood after the demonstration, told newsmen "any claim color is here today is just pure bunk and nothing else." Even what was shown is not ready for the public, he said, because it takes 5 years to bring any new radio system to the practical state. He cited the transitions from rotary spark to quench gap and the change to superheterodyne as examples of what he called 5-year cycles.

"It will be a 5-year job," he said, "to bring any system of color into that state of practical use that black-and-white is now." RCA's color time schedule was stated as: film, 3 months (but achieved Wednesday); studio live, mid-1947; outdoor live, late 1947; theatre-size, 1948.

As for mechanical vs. electronic color, Gen. Sarnoff said it was like comparing the horse-and-buggy to the Stratoliner.

One very well informed (and neutral) engineer regarded as an expert in TV sums up the whole color situation this way: "There are about as many color systems as there are TV inventors, all of them with some weakness. CBS's system, of course, would make obsolete present receivers and has that rotating disc with its disadvantages. RCA's system demands three tubes instead of one, close alignment of the three colors, and the black-and-white images derived from the green signal suffer some loss in contrast at this stage of development.

"Further, in RCA's case, satisfactory converters necessary to change low-band sets to uhf will have to sweat out the ills that all converters seem heir to (as in FM). Of course, trouble-free, all-electronic color will be approached when all colors are in one tube, presenting no problem of registration. Developing such a tube is quite a job, but RCA tells us it expects it can do it."

Thus the color pot begins to boil. The Dec. 9 hearing (expected to run 5-8 days) is certain to go into the rival claims, not to mention abstruse discussions of optics, color theory and mechanics, etc. FCC has a wide open mind, its members and staffmen eager to learn anything of value, willing to be shown. For example, the Commission is by no means irrevocably committed to the 480-920 mc band for color. If someone can show good reason for color around, say, 5,000 mc, he too will get an attentive hearing.

WGN GETS 36th TV: Add the Chicago Tribune's WGN Inc. to your log of CP holders for new commercial TV stations, and delete Jacksonville (Fla.) Broadcasting Corp. from the list of applications pending (Supplement 18A). Your log, therefore, taking into account the 5 grants and 3 withdrawals since it was published Sept. 28, should now show 36 CPs outstanding, 32 applications pending.

WGN Inc. got Channel No. 9 (186-192 mc), with 18.4 kw visual power, 11.4 kw aural power, 496 ft. antenna height. It was the fifth Chicago grant to date, 2 more channels (Nos. 11 and 13) still being available, with no seekers as yet (see allocation table in TV Rules, Supplement No. 17). The Jacksonville (WPDQ) withdrawal was expected, indicated by fact it never pursued its application very diligently so far as technical data is concerned

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McDonough.
- ROSENBERG, ALLAN R.**
Rosenberg & Sharfman, 1822 Jefferson Pl. NW, Washington 6,
D. C. Republic 1041.
Warren L. Sharfman.
- ROWELL, RUSSELL**
Spearman & Roberson, Munsey Bldg., Washington 4, D. C. Metro-
politan 0023.
Paul D. P. Spearman, Frank Roberson, John C. Spearman, Mau-
rice R. Barnes.
- RUSSELL, PERCY H. Jr.**
Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg.,
Washington 4, D. C. National 1464.
Louis G. Caldwell, Hammond Chaffetz, Reed T. Rollo, Donald C.
Beelar, E. D. Johnston, Kelley E. Griffith, Chauncey P. Carter Jr.
- SCHARFELD, ARTHUR W.**
Loucks & Scharfeld, National Press Bldg., Washington 4, D. C.
Metropolitan 1070.
Phillip G. Loucks, Verne R. Young, Joseph F. Zias, Maurice M.
Jansky.
- SCHROEDER, ARTHUR H.**
Miller & Schroeder, Munsey Bldg., Washington 4, D. C. Metro-
politan 2594.
Neville Miller.
- SCOTT, FRANK D.**
Munsey Bldg., Washington 4, D. C. National 7533.
- SEGAL, PAUL M.**
Segal, Smith & Hennessey, Woodward Bldg., Washington 5, D. C.
District 5405.
George S. Smith, Philip J. Hennessey Jr., Harold G. Cowgill,
David E. Tolman, Harry P. Warner.
- SEWARD, P. W.**
Earle Bldg., Washington 4, D. C. District 4743.
- SHARFMAN, WARREN L.**
Rosenberg & Sharfman, 1822 Jefferson Pl. NW, Washington 6,
D. C. Republic 1041.
Allan R. Rosenberg.
- SHER, ROBERT E.**
Miller, Sher & Oppenheimer, Woodward Bldg., Washington 5,
D. C. Republic 3028.
Jesse I. Miller, Monroe Oppenheimer.
- SHUEBRUK, PETER**
Fly, Fitts & Shuebruk, 30 Rockefeller Plaza, New York City 20.
Circle 7-3040.
James Lawrence Fly, William C. Fitts Jr., William J. Durka.
- SIRICA, JOHN J.**
Shoreham Bldg., Washington 5, D. C. National 3454.
Thomas C. Scalley.
- SLAUGHTER, HARRISON**
Pierson & Ball, Munsey Bldg., Washington 4, D. C. Republic
2566.
W. Theodore Pierson, Ralph L. Walker, Thomas N. Dowd, Ver-
non C. Kohlhaas, F. Cleveland Hedrick, Frederic J. Ball.
- SMITH, GEORGE S.**
Segal, Smith & Hennessey, Woodward Bldg., Washington 5, D. C.
District 5405.
Paul M. Segal, Philip J. Hennessey Jr., Harold G. Cowgill, David
E. Tolman, Harry P. Warner.
- SMITH, KARL A.**
Hogan & Hartson, Colorado Bldg., Washington 5, D. C. National
2006.
Nelson Hartson, John S. Brookes, Edmund L. Jones, Duke M.
Patrick, Lester Cohen, Corwin Lockwood.
- SMITH, SIDNEY V.**
Mechlin, Marshall & Smith, Tower Bldg., Washington 5, D. C.
Republic 0797.
Ernest F. Mechlin, Richard C. Marshall III.
- SOUTHMAYD, JOHN P.**
Fisher & Wayland, Earle Bldg., Washington 4, D. C. District 4234.
Ben S. Fisher, Charles V. Wayland, Charles F. Duvall.
- SPEARMAN, JOHN C.**
Spearman & Roberson, Munsey Bldg., Washington 4, D. C.
Metropolitan 0023.
Paul D. P. Spearman, Frank Roberson, Maurice R. Barnes, Rus-
sell Rowell.
- SPEARMAN, PAUL D. P.**
Spearman & Roberson, Munsey Bldg., Washington 4, D. C.
Metropolitan 0023.
Frank Roberson, John C. Spearman, Maurice R. Barnes, Russell
Rowell.
- ST. CLAIR, ORLA**
Wheat, May, Shannon & St. Clair, Shoreham Bldg., Washington 5,
D. C. Republic 4123. San Francisco Office: Mills Tower, Ex-
brook 7672.
Carl I. Wheat, Robert E. May, Charles V. Shannon, Omar L.
Crook, Stanley M. Morley, A. Dale Cobb.
- STOLLENWERCK, FRANK**
National Press Bldg., Washington 4, D. C. National 7846.
- STOUT, CLAIR L.**
Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C.
Metropolitan 3535.
Fayette B. Dow, Horace L. Lohnes, Fred W. Albertson, Meredith
M. Daubin, Robert L. Irwin, Joseph Keller, Thomas W. Wilson,
Paul O'Bryan, John P. Carr, Francis X. McDonough.
- STRONG, GEORGE E.**
Woodward Bldg., Washington 5, D. C. Metropolitan 2880.
- SUTTON, GEORGE O.**
National Press Bldg., Washington 4, D. C. National 7949.
John H. Midlen, William Thomson.
- TAYLOR, SUTHERLAND G.**
Foote & Taylor, 1028 Connecticut Ave., Washington 6, D. C.
Republic 3764.
Edward A. Foote, Paul Kirby Hennessy.
- THOMPSON, CHARLES E.**
1703 K St. NW, Washington 6, D. C. District 2724.
Andrew G. Haley, James A. McKenna Jr.
- THOMSON, WILLIAM**
National Press Bldg., Washington 4, D. C. National 7949.
George O. Sutton, John H. Midlen.
- TOLMAN, DAVID E.**
Segal, Smith & Hennessey, Woodward Bldg., Washington 5, D. C.
District 5405.
Paul M. Segal, George S. Smith, Philip J. Hennessey Jr., Harold
G. Cowgill, Harry P. Warner.

TUHY, STEPHEN JR.

Albee Bldg., Washington 5, D. C. Metropolitan 2004.

VESEY, HOWARD W.

Vesey, Wheeler & Prince, Bowen Bldg., Washington 5, D. C. Metropolitan 3475.
Edward K. Wheeler, D. F. Prince, William A. Clineburg.

WALKER, RALPH L.

Pierson & Ball, Munsey Bldg., Washington 4, D. C. Republic 2566.
W. Theodore Pierson, Harrison T. Slaughter, Thomas N. Dowd,
Vernon C. Kohlhaas, F. Cleveland Hedrick, Frederic J. Ball.

WARNER, HARRY P.

Segal, Smith & Hennessey, Woodward Bldg., Washington 5, D. C. District 5405.
Paul M. Segal, George S. Smith, Philip J. Hennessey Jr., Harold G. Cowgill, David E. Tolman.

WAYLAND, CHARLES V.

Fisher & Wayland, Earle Bldg., Washington 4, D. C. District 4234.
Ben S. Fisher, John P. Southmayd, Charles F. Duvall.

WELCH, VINCENT B.

Welch & Mott, Occidental Bldg., Washington 4, D. C. Executive 1398.
Harold E. Mott.

WHEAT, CARL I.

Wheat, May, Shannon & St. Clair, Shoreham Bldg., Washington 5, D. C. Republic 4123. *San Francisco Office:* Mills Tower, Exchange 7672.
Robert E. May, Charles V. Shannon, Orla St. Clair, Omar L. Crook, Stanley M. Morley, A. Dale Cobb.

WHEELER, EDWARD K.

Vesey, Wheeler & Prince, Bowen Bldg., Washington 5, D. C. Metropolitan 3475.
Howard W. Vesey, D. F. Prince, William A. Clineburg.

WILKINSON, ERNEST L.

744 Jackson Pl. NW, Washington 6, D. C. National 1114.
Glen A. Wilkinson, Francis M. Goodwin, Warde M. Cameron.

WILKINSON, GLEN A.

744 Jackson Pl. NW, Washington 6, D. C. National 1114.
Ernest L. Wilkinson, Francis M. Goodwin, Warde M. Cameron.

WILNER, MORTON H.

Keane, Wilner & Bergson, Barr Bldg., Washington 6, D. C. Executive 0124.
Michael J. Keane Jr., Philip Bergson, John James Bernard.

WILSON, THOMAS W.

Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Metropolitan 3535.
Fayette B. Dow, Horace L. Lohnes, Fred W. Albertson, Meredith M. Daubin, Robert L. Irwin, Joseph Keller, Clair L. Stout, Paul O'Bryan, John P. Carr, Francis X. McDonough.

WOZENCRAFT, FRANK W.

Case & Wozencraft, Hibbs Bldg., Washington 5, D. C. National 1841.
Norman S. Case.

YOUNG, VERNE R.

Loucks & Scharfeld, National Press Bldg., Washington 4, D. C. Metropolitan 1070.
Philip G. Loucks, Arthur W. Scharfeld, Joseph F. Zias, Maurice M. Jansky.

ZIAS, JOSEPH F.

Loucks & Scharfeld, National Press Bldg., Washington 4, D. C. Metropolitan 1070.
Philip G. Loucks, Arthur W. Scharfeld, Verne R. Young, Maurice M. Jansky.

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 to 44 C.

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

Construction Permits Granted Oct. 31, 1946
(Total to date: 356)

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Birmingham, Ala.....	Birmingham Broadcasting Co. Inc. Antenna, 645 ft. Channel, 93.9 mc (No. 230). Power, 30 kw.	WBRC
Elmwood Park, Ill.....	*Elmwood Park Broadcasting Corp. Antenna, 240 ft. Channel, 103.5 mc (No. 278). Power, 320 watts.	--
Columbus, Ind.....	Syndicate Theatres Inc. Antenna, 270 ft. Channel, 95.3 mc (No. 237). Power, 31 kw.	--
Ft. Wayne, Ind.....	Farnsworth Television and Radio Corp. Antenna, 500 ft. Channel, 95.5 mc (No. 238). Power, 20 kw. Granted 10/28/46.	WGL
Ft. Wayne, Ind.....	Fort Wayne Broadcasting Co. Inc. Antenna, 500 ft. Channel, 99.1 mc (No. 256). Power, 20 kw. Granted 10/28/46.	--
Ft. Wayne, Ind.....	Northeastern Indiana Broadcasting Co. Inc. Antenna, 350 ft. Channel, 95.1 mc (No. 236). Power, 20 kw. Granted 10/28/46.	--
Kokomo, Ind.....	Kokomo Broadcasting Corp. Antenna, 400 ft. Channel, 101.5 mc (No. 268). Power, 34 kw.	WKMO
Terre Haute, Ind.....	Banks of the Wabash Inc. Antenna, 200 ft. Channel, 96.7 mc (No. 244). Power, 20 kw.	WBOW
Dearborn, Mich.....	*Herman Radner Antenna, 350 ft. Channel, 104.3 mc (No. 282). Power, 480 watts.	WIBM (Jackson)
Grand Rapids, Mich.....	Grand Rapids Broadcasting Corp. Antenna, 390 ft. Channel, 93.1 mc (No. 226). Power, 10.5 kw.	--
Asheville, N. C.....	Radio Station WISE Inc. Antenna, 670 ft. Channel, 94.7 mc (No. 234). Power, 9.6 kw.	WISE

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Wilson, N. C.....	Penn Thomas Watson Antenna, 500 ft. Channel, 96.9 mc (No. 245). Power, 20 kw.	WGTM
Canton, Ohio.....	The Ohio Broadcasting Co. Antenna, 410 ft. Channel, 97.1 mc (No. 246). Power, 9 kw.	WHBC
Marion, Ohio.....	Marion Broadcasting Co. Antenna, 325 ft. Channel, 102.3 mc (No. 272). Power, 2.3 kw.	WMRN
Youngstown, Ohio.....	WFMJ Broadcasting Co. Antenna, 330 ft. Channel, 98.5 mc (No. 253). Power, 50 kw.	WFMJ
Shawnee, Okla.....	KGFF Broadcasting Co. Antenna, 300 ft. Channel, 96.3 mc (No. 242). Power, 7.2 kw.	KGFF
Allentown, Pa.....	*Penn-Allen Broadcasting Co. Antenna, 180 ft. Channel, 105.1 mc (No. 286). Power, 1 kw.	--
Pittsburgh, Pa.....	Allegheny Broadcasting Corp. Antenna, 495 ft. Channel, 93.3 mc (No. 227). Power, 20 kw. Granted 10/28/46.	KQV
Pittsburgh, Pa.....	Pittsburgh Radio Supply House Antenna, (a). Channel, 94.9 mc (No. 235). Power, (a). Granted 10/28/46.	WJAS
Pittsburgh, Pa.....	WCAE Inc. Antenna, (a). Channel, 92.5 mc (No. 223). Power, (a). Granted 10/28/46.	WCAE
Pittsburgh, Pa.....	West Virginia Radio Corp. Antenna, 500 ft. Channel, 93.7 mc (No. 229). Power, 20 kw. Granted 10/28/46.	WAJR (Morgantown, W.Va.)
Harrisonburg, Va.....	Shenandoah Valley Broadcasting Corp. Antenna, 1,845 ft. Channel, 94.3 mc (No. 232). Power, 37.2 kw.	WSVA
Norfolk, Va.....	WTAR Radio Corp. Antenna, 345 ft. Channel, 93.1 mc (No. 226). Power, 33 kw.	WTAR
Beloit, Wis.....	Daily News Publishing Co. Antenna, 330 ft. Channel, 93.9 mc (No. 230). Power, 3.8 kw.	--
Cheyenne, Wyo.....	Frontier Broadcasting Co. Antenna, 750 ft. Channel, 95.7 mc (No. 239). Power, 9.5 kw.	KFBC

(a) To be supplied.

Modifications of CPs Authorized Oct. 31, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Twin Falls, Ida.....	Radio Broadcasting Corp. Change antenna to 270 ft., power to 3 kw.	KTFI
Rock Island, Ill.....	Rock Island Broadcasting Co. Change antenna to 385 ft., power to 36.6 kw.	WHBF
Cincinnati, Ohio.....	Cincinnati Times-Star Co. Change antenna to 600 ft., power to 12.6 kw.	WKRC
Harrisburg, Pa.....	The Patriot Co. Change antenna to 770 ft., power to 6.3 kw.	--
Amarillo, Tex.....	Plains Radio Broadcasting Co. Change antenna to 390 ft., power to 50.4 kw.	KFDA

Conditional Grants Oct. 31, 1946
(Total to date: 234)

Los Angeles, Cal.....	American Broadcasting Co. Inc.	KECA
Los Angeles, Cal.....	Earle C. Anthony Inc.	KFI
Los Angeles, Cal.....	Cannon & Callister Inc.	KIEV (Glendale)
Los Angeles, Cal.....	Columbia Broadcasting System Inc.	KNX
Los Angeles, Cal.....	Consolidated Broadcasting Corp. Ltd.	KGER (Long Beach)
Los Angeles, Cal.....	Echo Park Evangelistic Association	KFSG
Los Angeles, Cal.....	KMPC, Station of the Stars Inc.	KMPC
Los Angeles, Cal.....	Los Angeles Broadcasting Co. Inc.	KFAC
Los Angeles, Cal.....	Radio Broadcasters Inc.	KRKD
Los Angeles, Cal.....	Southern California Broadcasting Corp.	--
Los Angeles, Cal.....	Standard Broadcasting Co.	KFVD
Los Angeles, Cal.....	Times-Mirror Co.	--
Los Angeles, Cal.....	Unity Broadcasting Corp. of California	--
Hartford, Conn.....	The Hartford Times Inc.	WTHT
Tallahassee, Fla.....	*Capital City Broadcasting Corp.	WTAL
Savannah, Ga.....	Carter C. Peterson	--
Jefferson City, Mo.....	Capital Broadcasting Co.	KWOS
Asheville, N. C.....	Radio Asheville Inc.	AM-CP
Raleigh, N. C.....	The News and Observer Publishing Co.	--
(b) Statesville, N. C.....	Statesville Broadcasting Co. Inc.	--
Winston-Salem, N. C....	Piedmont Publishing Co.	WSJS
Tulsa, Okla.....	Public Radio Corp.	AM-CP
Bethlehem, Pa.....	Associated Broadcasters Inc.	WEST (Easton)
Ft. Worth, Tex.....	Lone Star Broadcasting Co.	--
San Antonio, Tex.....	Southern Broadcasting Corp.	--
Janesville, Wis.....	Southern Wis. Radio Inc. (Gazette Printing Co.)	WCLO
Wausau, Wis.....	The Journal Co.	WTMJ (Milwaukee)

(b) On Winston-Salem frequency.

Note: Channel for Tribune Building Co., Oakland, Cal., corrected by FCC to read 94.1 mc (No. 231). Make change in Supplement No. 44C.

—though, like a few others also expected to withdraw, it hung on longer than anticipated.

Your Supplement No. 18A will be complete if you delete from the Applications Pending column the Jacksonville application and the Los Angeles-San Francisco applications of Hughes Tool Co., as reported last week; and if you transpose to the CPs Outstanding column, besides WGN, the following grants since Sept. 28: **San Francisco**, Associated Broadcasters Inc.; **Indianapolis**, William H. Block Co.; **Minneapolis**, Minnesota Broadcasting Co.; **Philadelphia**, William Penn Broadcasting Co.

RCA's TV SETS ON SALE: What it calls "T-Day," this Sunday, finds RCA releasing full-page ads in New York, Newark, Albany, Philadelphia and Chicago definitely offering medium-priced TV sets to the public. Buyers may have to get on waiting lists, as for cars, but dealers in those cities now have demonstration models, a few to sell immediately, more promised soon from an accelerating production line.

RCA sources conservatively estimate deliveries of 5,000 to 10,000 units by Christmas, which means more than that company produced pre-war (about 5,000). The company calls this its "sample year"—the test period for popular reaction to TV. Next year, it anticipates production geared to demand, more models to offer, a widened market as more stations go on the air.

Los Angeles and Washington, with only sporadic service from their still-experimental stations, are not on RCA's marketing schedule as yet, though a few demonstration models will reach those cities, too. And Detroit, where the *News* promises to get its station on the air before Christmas, and such other cities as secure CPs for TV and build stations (Supplement 18A) will get consignments of sets as they can be channeled—not only by RCA but by rival set producers.

RCA words its "T-Day" ads with circumspection—for obvious reasons. It pictures the \$350 model, on the viewing screen of which is a football shot. Underneath is this legend: "Prices start at \$225. Table set shown, the 63OTS, is \$350. Cabinet in fine-grain walnut 25½" wide, 14½" high, 18¾" deep. Picture size 52 sq. in. Console and combination models in production. All Victor sets are sold with an RCA Victor Television Owner Policy."

This is the gist of the rest of the story on RCA's TV line—what is not told in the ads:

Only a few of the \$225 table models with 7" direct viewing tube are available yet, more will be later, and that is the cheapest set in sight at present. Neither the \$225 nor \$350 model (latter with 10" tube) contains regular AM-FM bands, though they do of course have "sound tracks" which the ads call the "Golden Throat" tone system. Auto-

matic selector tunes in all of the 13 TV channels, perfectly synchronized ("Eye Witness picture synchronizer"), and pictures are so bright, ad says, you can see them with living-room lights turned on.

The console and combination models mentioned in the ad refer to two models to be available after Jan. 1, one to cost \$750 (with 10" direct viewing tube) and the other \$1,250 (with 18 x 24" large-screen reflected image). Both will contain AM-FM-phonograph.

The "Owner Policy" is a warranty, entitling buyer to one full year of "perfect operation" of his set, including installation, antenna, replacements, etc. This costs \$45 additional. Since TV poses special problems before it can be made to work in the home, RCA has been training special personnel for installation and servicing—and that's the fee for their services. So the actual out-of-pocket cost of a working set, if you can buy one after Sunday, will be \$395 for the 10" screen model, \$270 for the 7" screen model.

RADIOS DECONTROLLED: It remains to be seen—OPA having decontrolled radio sets and cabinets Wednesday, parts and tubes Friday—whether prices move upward or remain stable. Crosley's R. C. Cosgrove, RMA president, said after the set decontrol order: "Decontrol will not result in any general increase of prices to the consumer." But Bendix's sales manager, L. S. Truesdell, said: "Manufacturers of quality radios can adjust their prices on a fair and equitable basis."

FM comes mostly in console or quality sets. So if prices of consoles go up (since trade sources now predict most will henceforth have FM), it would seem to bode none too well for FM. On the other hand, competitive factors are seen pushing prices down since supply now exceeds demand in all but higher cost radio-phonograph models. Moreover, **Zenith has shown way to table models with FM**, which others will emulate. In fact, Zenith claims to have produced 70.7% of all table models with FM reported by RMA for whole industry up to Sept. 13, and 62.2% of all radio-phonograph combinations with FM. RMA records for first 9 months of year show 7,187 FM-equipped table models, 42,465 radio-phonographs with FM, produced by whole U. S. industry.

FM vs. 750 KW CLEARS: One of the hurdles the Clear Channel Broadcasting Service will have to leap, when the FCC resumes its perennial clear channel hearings in January, is the CBS plan for a 200-station FM network, plus 2 high powered AM clears, to blanket the country with good, usable, day and night signals (Vol. 2, No. 17). A CCBS spokesman admits the network plan will have to be disproved.

The CCBS plan makes no reference to FM,

except as one of several means of rural coverage considered by CCBS engineers but found unsatisfactory. The plan, endorsed by all 16 members (all 50-kw outlets), proposes a minimum of 20 clears, each with a 750-kw station. How CCBS intends to overcome the 50-kw power ceiling fixed in the 1938 Senate resolution (by Senator Wheeler) is a moot question at the moment. CCBS feels that if FCC is sold on its plan, it will find the means to secure Congressional relaxation of any power limitation. (Wheeler resolution is not law, merely expresses "sense" of Senate.) With some reshuffling of network affiliations, it is claimed the CCBS plan permits practically the whole country to receive good signals from all 4 networks during night hours. Other changes for Class 1-B and regional outlets, to better day and night groundwave service, are also embraced in the plan.

BUSY WEEK IN AM, TOO: Welter of FCC actions this week included 27 new AM grants, 8 proposed decisions granting AMs, 9 changes of station ownership or control (several including FM facilities). Most of AM grants, as usual, were for local low power or daytime outlets in tiny communities—though there was one significant one to owner of Kansas City's KMBC, authorizing 5 kw daytime on 550 kw in Concordia, Kan., in center of State, designed purely as farm station with major programs piped from KMBC. Among transfers authorized was \$450,000 purchase of WHOM, Jersey City, from Cowles interests by Generoso Pope, publisher of *Il Progreso Italo-Americano*; sale to local interests, for \$270,000, of WAZL, Hazelton, Pa., by Steinmans; \$700,000 purchase of KJR, Seattle, by Marshall Field interests; purchase of \$100,000 interest in KALL, Salt Lake City, by *Salt Lake Telegram* and Publisher J. F. Fitzpatrick, conditional upon disposal of latter's minority interest in KSL; \$300,000 sale of WEEU, Reading, Pa., to Hawley Bcstg. Co.

WHAT PRICE FIDELITY? That old FM-involving argument—whether people like high fidelity—flares anew in the professional prints. Sparked by the survey by CBS's Howard A. Chinn and Philip Eisenberg, concluding most people don't go for full tonal range, a symposium in the October *Proceedings of the I. R. E.* goes into a high-dome, psycho-audio disquisition on the subject. And the October *Fortune*, discussing "Music for the Home," gives it treatment for the layman that boils down to this: If you've got a good ear, and want to satisfy it, you've got to pay for it.

Fortune publishes a tabular on 1947 consoles, complete with details on prices, pickup and speaker characteristics, frequency ranges, as claimed by manufacturers. These are the consoles with FM, as listed by *Fortune*, with price ranges:

Ansley, \$350-\$800; Bendix, \$250-\$400; Brunswick, \$500; Capehart (and Panamuse), \$495-\$1,295;

E. C. A., \$175-\$325; Emerson, \$160; Espey Philharmonic, \$210; Fada, \$150-\$200; Farnsworth, \$185-\$225; Fisher, \$885-\$1,000; GE, \$325-\$475; Majestic, \$425; Meissner, \$850; Scott, \$1,042; Stromberg-Carlson, \$200-\$600; Westinghouse, \$257-\$309; Zenith, \$229-\$314. Those also making consoles with AM only: Ansley, \$200-\$250; Espey Philharmonic, \$180; Farnsworth, \$134-\$165; GE, \$198; Magnavox, \$262-\$388 (FM optional); Zenith, \$146.

Of course, many more are making, or have announced plans to make, FM-AM consoles—notably Philco, RCA and Crosley. But details weren't available at time *Fortune* story was written.

TELEVISION NOTES: TBA elects officers and 3 new directors next Jan. 7. Board Thursday named nominations committee comprising 3 directors—Allen B. DuMont; F. J. Bingley, Philco; G. E. Markham, GE. Outgoing officers and directors: J. R. Poppele, WOR, president; Mr. Bingley, v.p.; O. B. Hanson, asst. secy-treas. Other outgoing directors: Paul Raibourn, Paramount; E. A. Hayes, Hughes Tool Co. (resigned). Directors with unexpired terms: Ernest H. Vogel, Farnsworth; Curtis W. Mason, KFI.

TV cartel case of Dept. of Justice (Vol. 1, No. 17) looks considerably weaker, lawyers says, as result of dismissal of case against Scophony Ltd. (British) Wednesday in Federal district court for lack of jurisdiction. Further long delay in trial of remaining 7 defendants is regarded certain, especially if Justice appeals this week's decision to U. S. Supreme Court. Also, Justice lost one of spark-plugs in case with recent resignation of Attorney Joseph Borkin.

Scott Radio will introduce a TV companion piece to its present FM-AM-phonograph combination Nov. 7, at New York's Hotel Pierre; video set, made for Scott by DuMont, will utilize radio console's audio system through simple attachments.

Look for IBEW to try pushing out NABET at NBC's WNBT. With IBEW already entrenched at WCBS-TV and IATSE staking a claim in video field, jurisdictional free-for-all is in the wind.

British set makers have been assured by BBC, which is reviving TV with 405-line definition (as against 525 lines here), that they need have no qualms about TV receiver obsolescence for at least 3 years.

Dr. Douglas Ewing, assistant director of MIT's respected Radiation Laboratory, has been signed by RCA to head its Teleran (TELEvision and Radar Air Navigation) development.

SIGHT AND SOUND: Move is on to postpone scheduled Nov. 11 Washington meeting of steering committee for projected new FM promotional organization (Vol. 2, No. 43); week's deferment is being asked so as not to disrupt Armistice Day weekend. Chairman Dillard (KOZY-WSDC) of Objectives Committee reports heightening interest in project, more broadcasters and manufacturers seeking to join up . . . **Fillip to FM** given by FCC Acting Chairman Denny at NAB convention (Vol. 2, No. 43) was followed Thursday by an ABC directive authorizing all affiliates to carry certain AM programs (107 in number, all non-musical, hence not coming under Petrillo ban), simultaneously on their FM outlets where they have them . . . **Circular polarization** has so favorably impressed FCC engineers (Vol. 2, No. 43) that you can look for informal industry-Commission conference on subject sometime in next two weeks. If no great objections are raised, FM rules may be liberalized for broadcasters who desire to go ahead with that type of transmission.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 45

November 9, 1946

FM POLARIZATION RULE: As expected, FCC this week amended FM Engineering Standards to permit circular or elliptical polarization (Vol 2, No. 43). Emphasized was fact that amendments (Supplement No. 40A herewith) make new polarization optional, and in no way change allocation picture. If broadcaster decides to use circular polarization, he is permitted to double power since half goes to vertical component of antenna.

Though new system promises better service, high powered stations won't be able to take advantage of it until someone develops an antenna with some gain. And Class A stations which can get by with one-bay antennas aren't likely to use it until manufacturers offer an antenna for circular polarization at same cost as present antennas.

TV AND FM LINEUPS: You can expect several more low-band TV applications to be filed soon, prompted (1) by the public interest excited by sets already on the market, and (2) by last week's disclosure of RCA's projected electronic color system and its promise that low-band won't be rendered obsolete overnight. But high cost of TV, real reason why 70-odd applicants have dropped since last December, still militates to hold number of TV broadcasters down (Supplement 18A).

FCC hasn't formally dropped it from the list of pending applicants, but you can eliminate Connecticut Television Co., Darien, Conn. (Bridgeport) whose prime mover, Ralph C. Powell, formerly with Presto, advises us it is not going ahead. In June FCC advised applicant it must complete data in 30 days; applicant failed to respond, so assumed it was dropped.

On the FM front, now that log-jam of hearing decisions has been broken (Vol. 2, No. 44), FCC is striving to clean up cases involving 4 more areas before month is up—New York, Cleveland-Akron, Providence, Dayton-Springfield. It has instructed Examiner Al Guest, who presided over New York cases, to complete recommendations at earliest possible moment. Long-delayed Boston FM de-

cision now is certain to await Comr. Durr's consideration after his return from Europe next week.

Guest also handled New York TV hearing (6 for 5 channels), decision on which may be expected momentarily. Only other TV hearing case, Los Angeles, should be ready for decision now, what with Hughes withdrawal (Vol. 2, No. 43) leaving no contest (7 for 7).

ELECTIONS AND RADIO: It's a bit early to appraise, with exactitude, the effects of the elections on the radio industries. But this much merits comment and speculation:

The radio community — broadcasters, manufacturers, et al.—generally share the country's obvious desire for new management in Washington. They also have high hopes for the promised removals of government restraints, for relief from business uncertainties.

But the Democrats still control the Administration, including FCC—and they will for at least two more years. President Truman must yet fill the Democratic vacancy left by Paul Porter's shift to OPA last February. Though he yearns for the relative serenity of his old FCC chairmanship, the job would seem to hold much less lure for Porter now, even though OPA is fast being liquidated.

FCC faces rough seas ahead—needling by Congressional committees, reduced appropriations, curtailed staff, threatened investigations. Certainly Republican pressures on the FCC will be as great as they were under both Hoover and Roosevelt regimes—probably greater in the flush of the GOP's newly regained power.

Col. Robert McCormick (*Chicago Tribune-WGN*) having emerged as the Midwest's most powerful political leader, it's possible his influence may be exerted toward reopening the high power issue, quiescent since the Wheeler Resolution fixing 50 kw as ceiling but reviving under the clear channel group's prompting (Vol. 2, No. 44).

If GOP adopts the Congressional reorganiza-

tion plan authorized by last Congress (it doesn't have to), the reduced number of committees will throw traditional seniorities all askew. Normally, Rep. Lea's House Interstate & Foreign Commerce Committee chairmanship goes to Rep. Wolverton (N. J.), Senator Wheeler's Interstate Commerce Committee chairmanship to Senator White (Maine). These are the committees having to do with radio.

Senator Wallace H. White Jr., co-author of the two radio acts, is the best-informed man on radio on Capitol Hill. But he has been minority floor leader, presumably now becomes majority leader, leaving him little time for committee work. If he so chooses, his committee rank devolves on Senator Tobey (N. H.), who is also ranking member of Banking & Currency, which he may prefer to head. In that case, 75-year-old Senator Reed (Kan.) would take the committee.

As for the Blue Book, Leader Joe Martin, next Speaker of the House, has promised a probe, and GOP Chairman Carroll Reece has attacked its "freedom of speech" implications. But that was before the elections—indeed, before the Chicago "love feast" where FCC's Denny and NAB's Miller stopped their name-calling and, as lawyers, averred in friendliest fashion that they would welcome a court test of their different interpretations of the Blue Book's purport.

Lots of broadcasters would rather not have the Blue Book aired by any Congressional committee, as against the courts, in frank fear that its criticisms of excessive commercialism might strike a popular chord among many legislators. They fear it might even lead to legislation they don't want—such as restrictions on kind and amount of commercials, fixing percentages of free time as a license condition, etc., which lawyers say Congress has full power to enact.

(This is a non-partisan subject. Talk to Senator White, for example, and he will berate the broadcasters for overcommercialism and bad taste—has often said Congress ought to do something about it.)

The plain fact is that it's pretty hard to arouse the ordinary citizen on the "freedom of speech" issue when he regularly hears Drew Pearson, Upton Close, Walter Winchell, Fulton Lewis Jr.—and the politicians themselves—in provocative and constantly controversial discourses on the air, without any apparent let or hindrance from Washington.

As for the legislators, who use the radio for their own speeches and who regularly participate in such free discussions as Town Meeting and the American Forum, it will be harder yet to sell them the idea that freedom of the air is being infringed—at least, not until frequent and egregious case examples are forthcoming.

COLOR TV SHOWDOWN: RCA's disclosure of its all-electronic color TV development last week (Vol. 2, No. 44) apparently caught CBS totally unaware, as it did just about all the radio industry—including most of the 30 members of RTPB's TV Panel.

CBS's Dr. Peter Goldmark, in company with other RTPB panelmen, saw a special demonstration at Princeton Tuesday. But he had nothing to say. In fact, official CBS policy is to say nothing for the present, although informal reactions seemed to be that anything that promotes color TV is to the good.

Inasmuch as electronic and mechanical systems are incompatible, it would appear that the Dec. 9 FCC hearings, sought by CBS, will assume a somewhat different complexion from that contemplated at time of the hearing order (Supplement No. 45).

It's a fair guess that CBS will claim its mechanical system is as good as, if not superior to, the RCA system. It's to be expected, too, that CBS will **plump hard for color now**, as against the 4-5 year developmental period RCA regards as necessary. And it may be assumed also that CBS will **stop deprecating black-and-white**; this is the one feature of its color campaign that has obviously gotten under the skin of those who want TV now under the monochrome standards approved by the FCC.

As for the mechanical vs. electronic systems, their relative qualities are capable of measurement and comparison, which presumably the FCC will demand. As for CBS's claim that color TV is ready now, so why wait, the burden of proof as to immediacy (standards, equipment, field tests, etc.) falls upon that company and those who go along with it—presumably Federal, Bendix and Zenith and possibly Westinghouse.

Against mechanical scanning, as such, the electronics advocates are expected to make less of a case than their publicity to date indicates—for a lot of engineers pooh-pooh RCA's attack on "moving parts", which they say would be no more annoying in a TV set than they now are in mechanical refrigerators.

On the other hand, there isn't any question about the "sex appeal" of an all-electronic system, both to the scientist and to the electronic-minded public.

It all boils down to this, which the FCC may be expected to insist upon having fully and satisfactorily answered:

Granting that color is the desirable end to be sought, which system holds present or reasonably near future possibility of ideal performance? And which is the most practicable?

Thus far, besides CBS and RCA, the only certain witnesses are those from RTPB's panel—

Amendments to Text of

FCC ENGINEERING STANDARDS GOVERNING FM BROADCASTING

To Permit Circular or Elliptical Polarization

(Ordered November 7, 1946. Underlining indicates new text.)

ORDER

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 7th day of November, 1946;

WHEREAS, The Commission finds that an improvement in FM broadcasting may be achieved by permitting, on an optional basis, licensees of FM stations to utilize circular or elliptical polarization, without in any way changing the present requirements that all FM licensees (including those who avail themselves of the option of utilizing circular or elliptical polarization) utilize horizontal polarization;

IT IS ORDERED, That the Standards of Good Engineering Practice concerning FM broadcast stations are amended as set forth in the attached appendix.

IT IS FURTHER FOUND AND ORDERED, That whereas this amendment is promulgated under authority of Sections 303(e), 303(g) and 303(r) of the Communications Act of 1934, as amended, and that the changes made are purely optional with the licensees, notice and the public procedure required by Section 4 of the Administrative Procedure Act are hereby found unnecessary and the amendment to the Standards of Good Engineering Practice is hereby made effective immediately.

AMENDMENTS

Sec. 1. DEFINITIONS.

* * *

K. Effective Radiated Power.

The term "effective radiated power" means the product of the antenna power (transmitter output power less transmission line loss) times (1) the antenna power gain, or (2) the antenna field gain squared. Where circular or elliptical polarization is employed the term effective radiated power is applied separately to the horizontal and vertical components of radiation. For allocation purposes, the effective radiated power authorized is the horizontally polarized component of radiation only.

* * *

M. Antenna Height Above Average Terrain.

(1) For Class A stations the term "antenna height above average terrain" means the height of the radiation center of the antenna above the terrain 10 miles from the antenna.

(over)

(2) For Class B stations the term "antenna height above average terrain" means the height of the radiation center of the antenna above the terrain 2 to 10 miles from the antenna. (In general a different antenna height will be determined for each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain for Class B stations.)

(3) Where circular or elliptical polarization is employed the antenna height above average terrain shall be based upon the height of the radiation center of the antenna which transmits the horizontal component of radiation.

N. Field Intensity

The term field intensity as used in these standards shall mean the electric field intensity in the horizontal direction.

Sec. 5. FIELD INTENSITY MEASUREMENTS IN ALLOCATION.

* * *

(Para. 2): Measurements made to determine the service and interference areas of FM broadcast stations should be made with mobile equipment along roads which are as close and similar as possible to the radials showing topography which were submitted with the application for construction permit. Suitable measuring equipment and a continuous recording device must be employed, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted or so arranged that distances and identifying landmarks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart. The receiving antenna shall be nondirectional and primarily responsive to the horizontal electric field.

* * *

Sec. 7. ANTENNA SYSTEMS.

A. It shall be standard to employ horizontal polarization; however, circular or elliptical polarization may be employed if desired. Clockwise or counter clockwise rotation may be used. The supplemental vertically polarized effective radiated power required for circular or elliptical polarization shall in no event exceed the effective radiated power authorized.

Current

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 to 44D.

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

Conditional Grants Nov. 7, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Salinas, Cal.....	Luther E. Gibson	---
Lakewood, Ohio.....	*United Garage and Service Corp.	---
Milwaukee, Wis.....	Myles H. Johns	WOSH (Oshkosh)

Modifications of CPs Authorized Nov. 7, 1946

Riverside, Cal.....	Broadcasting Corp. of America Change power to 20 kw.	KPRO
Santa Maria, Cal.....	*Santa Maria Daily Times Change antenna to -295 ft., power to 336 watts.	---
Macon, Ga.....	Southeastern Broadcasting Co. Change antenna to 440 ft., power to 32 kw.	WMAZ
Annapolis, Md.....	Capital Broadcasting Co. Change antenna to 370 ft., power to 16.6 kw.	---
Reno, Nev.....	*Saviers Electrical Products Corp. Change antenna to -1,170 ft., power to 760 watts.	---
Kingsport, Tenn.....	Kingsport Broadcasting Co. Inc. Change antenna to 930 ft., power to 44 kw.	WKPT

Conditional Grants Cancelled by Applicant

San Francisco, Cal....	Hughes Tool Co.	---
Washington, Pa.....	Observer Publishing Co.	---

Note: Channel for Elmwood Park Broadcasting Corp., Elmwood Park, Ill., corrected by FCC to read 105.5 mc (No. 288). Make change in Supplement No. 44D.

Chairman Dave Smith (Philco engineering v.p.) and Expert Don Fink (*Electronics Magazine*), both of whom will be subpoenaed. RTPB is drafting a report with findings and conclusions about uhf TV, but it is understood the report will contain no recommendations.

Individual RTPB panelmen, however, may be expected to appear to present their own and their company views; in fact, Smith himself very likely will appear a second time—for Philco—with some quite positive views favoring monochrome TV now, the avowed policy of his company. Nov. 25 is the deadline for filing appearances.

Members of RTPB Television Panel are: David Smith, Philco, *Chairman*; I. J. Carr, GE, *vice chairman*; G. L. Beers, RCA; H. G. Boyle, North American Philips; J. E. Brown, Zenith; F. J. Bingley, Philco (representing TBA); William E. Bradley, Philco; U. P. Case, Hallcrafters; Don Fink, *Electronics*; D. E. Foster, Majestic; T. L. Gottier, Raytheon; T. T. Goldsmith, Du Mont; P. C. Goldmark, CBS; R. N. Harmon, Westinghouse; A. G. Jensen, Bell Labs; E. Labin, Federal; Paul Larsen, Society of Motion Picture Engineers; M. L. Levy, Emerson; Harry Lubcke, Don Lee; Albert F. Murray, Washington; William A. McDonald, Hazeltine; A. E. Newton, Stromberg-Carlson; Frank Norton, Bendix; A. Packard, Colonial; John Rankin, Belmont; John Reid, Crosley; J. D. Schantz, Farnsworth; George Town, Stromberg-Carlson; C. F. Wilcott, Gilfillan (Society of Television Engineers); J. R. Weir, GE.

REACTION TO TV SETS: Not much doubt about public's eagerness to see and buy TV receivers, judging from RCA reports on its initial dealer displays this week in New York, Chicago, Philadelphia, Albany-Schenectady. Crowds blocked traffic before store windows, jammed interior displays of the new sets (Vol. 2, No. 44). Watching this reaction, one New York dealer offered a certified check for \$1,000,000 worth of sets, reports RCA, and a chain of stores sought to place an order for 2,000. Some 800 retail stores in cities having TV stations were scheduled to be selling RCA sets by end of this week, said RCA Victor's Dan Halpin, TV sales manager. Big problem is to train retail salesmen to be able to speak intelligently about the sets. Bigger crowds than ever were anticipated this Saturday when Army-Notre Dame game (Good-year-sponsored) was to be telecast, providing a perfect "show piece" for dealers.

STROMBERG'S FM ADAPTER: Latest effort to salvage the estimated 350,000 pre-war low-band FM sets for high-band reception is that of two-band enthusiast Stromberg-Carlson. Company is field-testing an adapter, to retail for \$6.35, invented by George Driscoll, manager of its Rochester FM station WHFM. Stromberg v.p. Lee McCanne says results obtained so far indicate adapter will perform satisfactorily for most pre-war sets, but samples are being sent to distributors to get more extensive data.

TV TIME SALES LOOK UP: Increasing sponsor interest in TV, as the few available receivers seem to be selling like the proverbial hot cakes, is giving heart to television time entrepreneurs. Bigtime network sponsor **General Mills** is understood to be closing TV deal with ABC for sponsorship of Chicago Blackhawks home hockey games for 27 weeks over WBKB. On that station, next Tuesday, ABC also places a one-time show for **Johnson & Johnson** (baby powder)—the Disney film, "Bathing Time for Baby."

Success of Chicago TV symposium, conducted last month as part of Electric Association's plan to make Windy City a top TV center, has led to scheduling of forum Dec. 10 to acquaint Chicago account executives with advertising potentialities of medium. Ad agency TV committee is headed by Miss Fran Harris, TV director of Ruthrauff & Ryan. Last month's sessions attracted admen from such big radio sponsors as Dr. Miles Laboratories, Quaker Oats Co., Consolidated Biscuit Co., Reliance Mfg. Co., Lever Bros., William Wrigley Co., among a dozen others.

NEWSPAPERS IN FOR FM: Newspaper interests, now identified with the ownership of approximately one-third of the AM facilities of the United States, account for three-eighths of all FM grants up to Oct. 1. That's what an FCC analysis of FM grantees (CPs and conditionals combined) will show when released shortly by FCC. Closely paralleling our own findings (Vol 2, No. 42), the FCC analysis will also show that of 540 grants up to Oct. 1, three-fourths went to AM licensees and CP holders. Half the remainder went to applicants with neither AM nor newspaper affiliations, the other half to newspapers without AM affiliations.

JUKEBOX, HOTEL TVs: Next in TV—the jukebox-styled receiver for quarter-in-the-slot reception, model of which was shown to newsmen in New York Thursday. It's called "Tradiovision," uses a 5-inch tube (smallest yet) with image designed to be reflected onto mirror on lid. Manufacturer is Tradio Inc., Asbury Park, N. J., which also produces coin-operated radios. While no price has been set, it was stated they would be sold at around \$200, or else rented, primarily for gathering places and eventually for homes. It would operate 30 minutes for 50 cents.

Engineering model in steel cabinet contained 20 tubes, was not demonstrated because of auto accident while transporting it from Jersey factory. Model was said to be larger than production line set (5,000 planned after 60 days), which will measure 9x18x16". Larger tube sizes are planned later. Tradio says it already has quarter-in-slot sound radios operating in 1,000 hotels, took full-page ad in Nov. 9 *Billboard* to offer "Tradiovision" to coin machine trade.

FATE OF LEA ACT: Issue to be decided by Federal Judge Walter J. LaBuy is simply whether the Lea Act (Supplement No. 35) is constitutional. That was the meaning of the hearing in Chicago Monday, based on the motion by AFL-AFM Attorney Joe Padway to dismiss charges against AFM president Jimmy Petrillo on grounds that Lea Act is unconstitutional.

Case can take either of two paths: If the Chicago jurist holds Lea Act constitutional, Petrillo goes on trial for admitted violation in WAAF "featherbed" case (Vol. 2, No. 24, et seq). If convicted, he can appeal to Circuit Court of Appeals. If conviction is upheld there, he can appeal to U. S. Supreme Court, provided it agrees to hear the case. On the other hand, if Judge LaBuy holds the Lea Act is unconstitutional, the Government can appeal directly to the Supreme Court.

In arguments before Judge LaBuy, Padway admitted Petrillo had violated the law (to test its constitutionality) but pictured the AFM chieftain as a benevolent labor leader fighting to save his musicians from technological unemployment resulting from radio, juke boxes, phonographs, sound movies. John S. Pratt, special assistant to the Attorney General, described the AFM as a racketeering organization which has extorted millions from the radio industry.

MOVES TO PROMOTE FM: Promotion of FM among public and dealers heretofore has been spotty and of a localized nature—done particularly well by such individual entities as WELD, Columbus, O.; WBCA, Schenectady; KOZY, Kansas City; WATG, Ashland, O. On Monday, the first formal organization devoted to "selling" FM—on the local level—came into being. Some 30 licensees, CP holders and applicants of the New York area met in Manhattan's plush 21 Club, decided to pool efforts to publicize FM, formed an executive committee comprising Capt. W. G. H. Finch (WGHF); Ira A. Hirschmann (WABF); Ralf Brent (WGYN); A. Lewis King (WFMO, Jersey City).

They did not wait for this week end's Washington meetings of the steering committee chosen at Chicago to set up a national FM promotion association (Vol. 2, No. 43). Some committeemen, meanwhile, were cautioning against too great expectation of quick results.

That FM can count on FCC assistance, was manifested again Tuesday when Comr. Jett went to Hagerstown, Md., spoke to dealers from Maryland, West Virginia, Pennsylvania communities called together by Grover C. Crilley (WJEJ-FM). He told them what to expect from FM, asserted that to retain customer good will they must acquaint buyers with FM.

Meanwhile, a more integrated FM Dept. in NAB is promised. More money, personnel, etc.

await naming of a committee to include all segments of the FM field (FM independents, AM-FMs, manufacturers, etc.). All new NAB committees are due before year's end.

TELEVISION NOTES: Race for exclusive TV tieups of major sports continues in New York area, CBS reporting Friday it had signed long-term contract to televise all Brooklyn Dodger home games starting next season. Sponsor is expected to be named shortly.

Anticipating greater TV set circulation, NBC's WNBT will not make video contracts with sponsors for more than 26 weeks. According to spokesman, costs are 3 and 4 times higher (depending on show) than card rate, which goes up to \$750 per live telecast hour plus \$100 transmission charge for more than 10 minutes of service.

Sears, Roebuck likes its studio quiz and audience participation show so well on Philco's WPTZ, Philadelphia, it is extending it for 4 Thursdays (9-9:30 p.m.) to NBC's WNBT, New York, marking first commercial TV origination from Quaker City in what NBC now calls its "television network." Three other sponsors originate from New York for Philadelphia.

Trustees of Western Reserve U, Cleveland, for whom CBS is to stage color TV demonstration next week, are being prodded into reviving interest in TV (low-band application was dropped) by reason of enthusiasm of Prof. Barclay S. Leathem, dynamic head of dramatic arts dept. City is entitled to 5 channels, has two grantees (NBC and Scripps-Howard), only one pending applicant (DuMont).

SIGHT AND SOUND: Topic of conversation at first Denny-Miller luncheon (touted as harbinger of better liaison between FCC and NAB) was electrical transcription rule, due for hearing Nov. 25. With Denny were FCC Comr. Hyde and Asst. General Counsel Plotkin. Accompanying Miller were: A. D. Willard Jr., NAB executive v.p.; Don Petty, NAB general counsel; Edgar Kobak, MBS president; T. A. M. Craven, Cowles Broadcasting; Clair McCullough, WGAL, Lancaster, Pa., NAB board members.

Veteran E. C. Page, who took over as MBS engineering v.p. after his return from Signal Corps service overseas, resigns effective Jan. 1 to resume consulting practice in Washington, with MBS as one of his clients. Earl M. Johnson succeeds to his post.

To inspect Philco's newly expanded plant, presumably also to be shown preview of Philco's still hush-hush TV set line, FCC Comrs. Denny, Jett and Hyde journeyed to Philadelphia Friday.

GE's Dr. W. R. G. Baker, v.p. in charge of Electronics Dept., now located in Syracuse, has been elected 1947 president of IRE; Noel Ashbridge, BBC, v.p. New directors: Murray G. Crosby, Paul Godley Co.; Ray F. Guy, NBC; R. A. Heising, Bell Labs.

Shelved, not abandoned, is WSyr-FM's project to bring 5,000 private brand FM sets into the Syracuse, N.Y., market (Vol. 2, No. 43); Manager Lindquist says reason for temporary dropping of idea is that independent manufacturer could not promise quantity delivery in 60-day period specified and that dealers look for brand name FM sets soon. Some dealers, however, are still considering the proposition, he reports.

Milton J. Kibler, NAB assistant director of employe-employer relations, has resigned to open offices in Evans Bldg., Washington, to specialize in labor law, particularly as applied to broadcasting.

Everett Dillard's Commercial Radio Equipment Co., has taken over the crystal manufacturing division of Aireon Mfg. Corp., Kansas City.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 46

November 16, 1946

EASING OF CP BAN: Those TV and FM grantees who have been stymied in construction because they can't get CPA approval needn't expect the present trend toward decontrol to eliminate entirely their difficulties in that field. But they can expect that their applications will now be given more sympathetic treatment. CPA, it is learned, is thinking seriously of allowing national volume of approvals for non-housing construction under the terms of VHP-1 (Vol. 2, No. 13) to rise from the present \$35,000,000 a week to \$50,000,000.

Some measure of control seems bound to continue. The Wyatt housing program for vets is scheduled by law to run until Dec. 31, 1947. CPA, which exercises the control functions under VHP, is due to be terminated March 31, 1947, but is permitted to retain its construction activities until June 30, 1947. Even should CPA be liquidated, there is talk of creating a new agency to handle all controls (sugar, rice, rents, construction) that might still be kept in effect.

THE FM OUTLOOK AND FMA: Outlook now is so rosy for FM receivers, as reported in usually reliable trade circles, that promoters of the projected new FM Association (to be known as FMA) appeared more heartened than ever after their Washington meetings of Nov. 9-11. To a man they regard set supply as the crux of their problem of audience-creation.

RCA's trade literature, not yet generally released, goes all out for FM, even includes offerings of table model combinations. Philco's new lines, not yet shown to dealers, also will play up FM. And GE will be breaking its FM story in big advertising displays next month.

These big firms, adding their voices to such outspoken and unceasing FM enthusiasts as Zenith and Stromberg-Carlson, are seen giving FM set sales additional impetus during 1947. Highly gratifying to FMers is the RCA attitude, especially in view of the apparent disinterest of its subsidiary

NBC in any effort to hasten FM along—partially explained by RCA-NBC preoccupation with TV.

Reason manufacturers have not gone stronger on FM production, the FMA group was told, was that production this year did not warrant it; also that set makers don't want to embarrass their dealers, who are still liberally stocked with AM. But the confident view was held that the time is near when virtually all consoles will be combinations, with FM-AM table models also making their appearance in gradually increasing quantities. By the end of the year, some profess, the market may be well enough supplied with FM sets to meet all demands—and the budding FM broadcasting industry can then really get going.

* * * *

It was with these thoughts that the FMA steering committee formed at Chicago (Vol. 2, No. 43) met in Washington Monday, all save 2 members present. Absent were Ira Hirschmann, WABF, New York, though he attended Saturday meeting of objectives committee, and Gordon Gray, WMIT, Winston-Salem, kept away by bad flying weather but telegraphing his full support.

Plan now is to hold first general meeting in New York sometime in January, inviting membership from FM licensees, CP holders, conditional grantees, applicants, manufacturers, transcription and news services, etc. Arrangements were left to Roy Hofheinz, KTHT and KOPY, Houston (also chairman of the steering committee); Leonard Asch, WBCA, Schenectady; Everett L. Dillard, KOZY, Kansas City, and WASH, Washington. Dillard's Washington office (International Bldg.) was made temporary headquarters.

As a starter, the 12 steering committeemen each put \$100 into a kitty. From 250 to 500 members are expected. Support from Maj. Armstrong and several manufacturers has been pledged. And an invitation to lunch next Monday with FMA steering committee, to talk over the projected

FMA, was accepted by FCC Comrs. Denny, Wakefield, Durr and Hyde.

A paid manager is proposed, functioning somewhat as does the manager of TBA. Chairman Dillard's objectives committee laid down these aims and purposes: development of FM broadcasting; publicizing the superior qualities of FM to the public; disseminating information to members; cooperating with manufacturers and suppliers; acting as liaison between members and the FCC and other agencies and organizations.

GOLDMARK'S RIPOSTE: It looks now as though the whole color TV issue has landed where it rightfully belongs—in the laps of the technicians and the FCC. No longer, apparently, is it to be the subject of publicity campaigns that heretofore have served only to confuse the public, arouse the blood pressures of the principals. FCC's hearing Dec. 9, it now seems certain, will revolve almost entirely around technical issues.

Some inkling of the CBS case for color, which the highly respected and deeply sincere Dr. Peter C. Goldmark has always kept in the realm of scientific discussion, was provided in his talk Tuesday before the New York Electrical Society. What he had to say had been awaited ever since RCA's disclosure of its all-electronic color TV system (Vol. 2, Nos. 44 and 45), for no other CBS executive had publicly made any comment after the RCA demonstrations.

In essence, Dr. Goldmark told his confreres—and this will probably be the basic case of CBS at the Washington hearing—(1) that CBS's "sequential" method for color TV is flexible enough for future developments; (2) that the CBS color system can utilize present coaxial cables for network operation; (3) that receivers under the proposed CBS system would cost less. Inferentially, at least—for he did not openly attack RCA—Dr. Goldmark indicated that RCA's "simultaneous" method is not as flexible, cannot use the coax, will mean more expensive receivers.

Basic question to be asked of CBS at Dec. 9 hearing will be whether its system will accept future TV developments. Goldmark says it will. "The CBS sequential method is a universal one," he stated Tuesday, and it will even accept all-electronic developments. RCA and other engineers opposing CBS proposals claim the Goldmark system is already knocking against the ceiling of expected developments. For example, they say, the CBS system is pegged on a 48 frames-per-second standard. Suppose someone, 6 months after standards are set, develops a tube with greater brilliance than presently used. That development would necessitate a change in frame rate (in order to overcome flicker) but that could not be done be-

cause receivers would be thrown out of kilter, since they would have been produced for the standard frame rate.

Goldmark's remarks that the "simultaneous" method "virtually precludes network operation in color" is explained thus: In the RCA system, the transmission band is divided into red, green and blue components. The coaxial cable now only accommodates 2.7 mc. Thus the cable would only pass the center, or green, component. The CBS system, on the other hand, throws each color into the whole band, one after the other. Thus, although the coax's 2.7 mc band width degrades the picture, all colors do get through.

Reason for Goldmark's reference to receiver costs was the obvious fact that the RCA system necessitates a receiving set with 3 cathodes (trinoscope) as against the CBS receiver with only 1 tube, plus color wheel.

Goldmark does admit that salvage of present low-band, black-and-white sets would not be possible through the use of a converter under the CBS system.

PROMISES OF WARTIME VT: If receiver prices begin to jump out of sight, as they're showing a tendency to do, you can expect the set manufacturers to give really serious attention to the short-cut techniques learned in making the **wartime VT (proximity) fuse**. Dr. Cleo Brunetti, young Bureau of Standards engineer who had a substantial hand in VT development under Harry Diamond, the Bureau's able chief of ordnance development, says that manufacturers haven't been slow to ferret out commercial possibilities.

Dr. Brunetti has received hundreds of inquiries from all over the world, requesting more information, particularly since VT details were made public last February and since publication of articles written by him and other engineers for *Electronics Magazine* in April and for the Bureau's *Journal of Research* in July.

Prompted by the continued intense interest in such techniques, Dr. Brunetti is in process of collecting all available data for presentation before the New York IRE meeting next March.

Printed circuits, miniature and sub-miniature tubes, tiny high-capacity condensers, sprayed resistors—all promise enormously accelerated production of cheaper, more compact, more uniform, more foolproof receivers and similar electronic equipment. These are seen as immediate uses while other ideas become less fanciful—for example, a portable TV receiver.

Example of how printed circuits speed production: one girl at Globe-Union (Milwaukee components manufacturer) can turn out 5,000 sub-assembly units in the time it takes to assemble, wire and

Current

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

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Construction Permits Granted Nov. 14, 1946
(Total to date: 365)

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Beverly Hills, Cal.....	*Beverly Hills Broadcasting Co. Antenna, -85 ft. Channel, 104.7 mc (No. 284). Power, 760 watts.	--
Sacramento, Cal.....	Lincoln Dellar Antenna, 300 ft. Channel, 102.9 mc (No. 275). Power, 9.3 kw.	KXOA
San Francisco, Cal.....	American Broadcasting Co. Inc. Antenna, 1,280 ft. Channel, 96.9 mc (No. 245). Power, 1.6 kw.	KGO
Augusta, Ga.....	Augusta Chronicle Broadcasting Co. Antenna, 375 ft. Channel, 94.9 mc (No. 235). Power, 15 kw.	--
Mount Vernon, Ill.....	Midwest Broadcasting Co. Antenna, 355 ft. Channel, 100.9 mc (No. 265). Power, 9.2 kw.	--
Corning, N. Y.....	The Corning Leader Antenna, 500 ft. Channel, 95.1 mc (No. 236). Power, 4.2 kw.	--
High Point, N. C.....	High Point Enterprise Inc. Antenna, 395 ft. Channel, 103.5 mc (No. 278). Power, 13 kw.	--
Longview, Tex.....	R. G. LeTourneau Antenna, 425 ft. Channel, 102.3 mc (No. 272). Power, 9.1 kw.	WRLC (Toccoa, Ga.)
Vernon, Tex.....	Northwestern Broadcasting Co. Antenna, 360 ft. Channel, 101.5 mc (No. 268). Power, 8 kw.	KVWC

Modifications of CPs Authorized Nov. 14, 1946

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
Ontario, Cal.....	*The Daily Report Change antenna to -110 ft., power to 310 watts.	AM-CP
Carbondale, Ill.....	Southern Ill. Broadcasting Partnership Change antenna to 310 ft., power to 3 kw,	WSIC(CP)
Chattanooga, Tenn.....	WDOD Broadcasting Corp. Change antenna to 1,040 ft., power to 42 kw.	WDOD

Conditional Grants Nov. 6 and Nov. 14, 1946
(Total to date: 228)

San Francisco, Cal.....	Pacific Broadcasting Co. (granted 11/14/46)	--
Hartford, Conn.....	Yankee Network Inc. (granted 11/6/46)	WONS

solder a score or so conventionally. Another method of circuit-making that promises terrific speed is a photographic process which, however, still has some quirks. Another is the method of Promenette Radio & Television Corp., Buffalo, N. Y., which consists of spraying metal into a grooved plastic chassis.

Dr. Brunetti sees as likely the development of the plug-in sub-assembly. Whole major units of a set can be removed, tested and replaced as easily as are tubes normally. Major set exporters, whose markets seldom have skilled repairmen, are particularly keen about that idea.

Most companies are saying little about their work along these lines, but the following were principal makers of VT fuses and components and can be presumed not to be passing anything up: Emerson, Bendix, GE, Globe-Union, Philco, Western Electric, Westinghouse, Wurlitzer, Zenith, Raytheon, Sylvania.

STILL MAKING 2-BANDERS: GE's Dr. W. R. G. Baker hasn't yet answered our telegraphed query, but the two other major manufacturers of two-band FM sets have—and what they say tells its own story well enough to require no embellishment. We asked them, simply, whether FCC Acting Chairman Denny's flat avowal that the high vs. low band issue is settled and that the 88-108 mc band is final (Vol. 2, No. 43), means they will now stop making two-band FM sets. These were the replies:

E. F. McDonald Jr., Zenith: "Re your telegram, Mr. Denny made his statement before election. There is no question in my mind now that the Senate and House investigations will force the restoration of 50 mc to FM and thereby restore FM to the farmer who needs it most. We intend to continue to manufacture two-band FM radio receivers only."

Ray H. Manson, Stromberg-Carlson: "Answering question, our plans are to continue production of two-band FM receivers because present indications are that pre-war low-band FM transmitters will continue as main source of satisfactory high power FM broadcasts until late next year when high power FM transmitters with suitable antennas and towers will be available for adequate FM broadcast coverage on the new high band."

NO SHOWS TO SHOW: One of the little ironies in TV set merchandising, now that dealers in some cities have sets to show (Vol. 2, Nos. 44, 45), is that there are no daytime programs for demonstrations—except, of course, for Saturday football games. New York's department stores are open Thursday night, but few small or large dealers are open most evenings. How, then, sell sets if there are no programs? There was a lot of chiding of the video

folk in the trade press this week, and even *Time Magazine* took cognizance of the anachronism.

WBKB's Capt. Bill Eddy in Chicago was first to come up with an answer, agreeing to transmit daily 12-3 p.m. in addition to 7:30-9 p.m. weekdays. In New York, NBC and CBS are simply putting out test patterns during daytime, although the former (RCA-owned) did put on about 15 hours daytime for initial distributor-dealer promotion. DuMont also telecasts test patterns daytime, but its INS moving tape does offer an element of value for demonstration purposes.

Last Saturday's Army-Notre Dame telecast, incidentally, was hailed by *Variety*—and justly—as the biggest TV promotion since the Louis-Conn fight in June. It was well handled, held interest throughout, attracted scores of viewers wherever TV sets were available.

STAs FOR FM TOTAL 102: Topeka's WIBW-FM (Capper) started a hot FM promotional campaign Nov. 10, coincidentally with its first emission of FM signals under an STA—bringing to 102 the total number of FM stations (licensees or grantees) now allowed to program. WIBW-FM is now on the air 3-9 p.m., non-duplicated. As part of big FM buildup it is planning formal opening Dec. 1, with local merchants, Kansas broadcasters and set distributors participating.

Thirteen others granted (or to be granted in the next few days) since our last STA listings in Supplement No. 44 and in Vol. 2, No. 42 are: WMAZ-FM and WMGL, Macon, Ga.; WCOA-FM, Pensacola, Fla.; WINC-FM, Winchester, Va.; Unity Corp. Inc., Toledo, O.; WLWA, Cincinnati; KPDR-FM, Alexandria, La.; WOAI-FM San Antonio, Tex.; WBCM-FM, Bay City, Mich.; WCOD, Richmond, Va.; WOPI-FM, Bristol, Tenn.; Southern Minn. Bcast. Co. (KROC), Rochester, Minn.; WJLS-FM, Beckley, W. Va.

There were 9 CPs and 2 Conditionals in this week's FCC decisions (see Supplement No. 44F herewith).

MOVIES BUY TV SCRIPT: Understandably, Broadway and Hollywood usually turn up their noses at the often not-so-hot dramatic productions on TV, which of course is still starving for income and still doing its best job on sports and public events. Yet the film fraternity is sufficiently intrigued with the potentials of TV that its moguls seldom miss an opportunity to have a look at it when in New York.

Thus Sylan Simon, president of Radio Cinema Theatres Corp. of California, and a director of some note, while in New York Sept. 22 watched the NBC-Dramatists Guild production of the Nelson Bond-Davis Kent fantasy, "Mr. Mergenth-wirker's Lobblies." Offered to the films before

being telecast, the script had evoked no interest. But Mr. Simon, after seeing it in the WNBTV "Broadway Previews" series, offered to buy it, paid \$25,000—first time an original script produced for TV was ever grabbed up for film production. Deal this week was hailed as proving how TV can "showcase" new dramatic productions.

TELEVISION NOTES: Chevrolet Motor Co. next Monday signs with DuMont for series of TV programs, format still undetermined but starting Jan. 1, to run 26 weeks (first 13 without cost to sponsor) with options up to 52 and card rate change after New York's first 100,000 receivers are sold. Time reserved is Sundays, 8-9 p.m. Agency is Campbell-Ewald. DuMont also reports its "sample" TV set will go to some dealers next week—the 15" tube model at \$1795.

Add these TV call letters, just issued, to those already listed in Supplement 18A; WNTC, Chicago (NBC); WGN-TV, Chicago (Tribune); WOI-TV, Ames, Ia. (Iowa A&M); WHAS-TV, Louisville (Courier-Journal); WBZ-TV, Boston (Westinghouse); WNBK, Cleveland (NBC); KRLD-TV, Dallas (KRLD Radio Corp.); KWIS, San Francisco (Associated-KSFO).

Sonora's Joseph Gerl and his RMA excise tax committee, meeting in Washington Friday, decided to duck issue whether TV sets come under 10% radio excise tax, plan to take it up again at next year's RMA board meeting. Committee meanwhile will campaign to persuade Congress to remove or reduce tax on radios.

Latest efforts of RCA to relieve TV of some of its clumsier technical aspects are development of new streamlined, lightweight mobile TV pickup equipment mounted on a standard 1½-ton truck and an "Antenaplex" system for TV-FM reception in multiple dwelling buildings. Dan D. Halpin, company's receiver sales manager, speaking before Philadelphia Building Owners and Managers Assn. Tuesday, advised members to include antenna systems in building plans.

WBKB, Balaban & Katz (Paramount) TV station in Chicago, reports it will shortly stabilize operations at 35 hours per week, has nearly completed its new big studio. One of few studios constructed for TV rather than converted from radio use, it is 75 x 50 ft., 26 ft. high, uses special lighting system devised by Director Bill Eddy.

Reason why Compton Advertising Inc., big New York ad agency, dropped its TV Dept. (Wyllis Cooper resigning), was that its accounts, notably Proctor & Gamble, turned down plans for video programs that encompassed considerable filmed material. On the other hand, McCann-Erickson on Dec. 1 adds Lee Cooley as TV director; he formerly handled daytime shows and TV at Ruthrauff & Ryan.

Big pre-Xmas promotion by New York's Wanamaker Store will include five days of toyland pageants televised in DuMont's giant Wanamaker studio, with children visiting Santa Claus and being televised as they get a signed certificate from him attesting their appearance in first telecasts of the kind.

New York's proposed new \$20,000,000 Madison Square Garden, Convention Hall and Parking Garage at Columbus Circle includes 2 TV studios to measure about 70 x 150 feet. TV cages are also included for covering remotes.

RKO Television's Ralph B. Austrian leaves Saturday for Churubusco, near Mexico City, to supervise installation of new RKO studio; he will be gone for several months.

SIGHT AND SOUND: Favorite figure among Washington trade newsmen is OPA Administrator Paul A. Porter—and favorite topic of conjectural writing is whether he will accept BMI presidency or other private job, return to FCC chairmanship, or take another Administration post. He hasn't resigned yet (though it's reasonable to assume he will, since OPA is fast going out of business); he parries reporters with retorts witty but courteous—and he's obviously enjoying the publicity.

Senator Wallace White Jr. told newsmen Thursday he would accept majority leadership, which now seems assured; he indicated he did not intend to relinquish committee chairmanship due him, which means he is in line (and willing) to take over Committee on Interstate and Foreign Commerce, handling radio.

New York Times' Arthur Krock devotes his Nov. 15 editorial page column to severe—and, many think, well deserved—castigation of FCC for allowing American Jewish Congress to intervene in New York News case for FM and TV. Quite aside from delaying the decisions and cluttering the record, Krock says any ruling on basis of newspaper's editorial policy would violate Constitution.

Unusual bit of promotion for FM is 5-minute transcribed talk by FCC Comr. Jett which, starting Nov. 16, Washington's WWDC is putting on once a day for 2 weeks. Ten other FM-promoting stations have received the disc from WWDC, which Manager Ben Strouse says he will furnish free to any station asking for it. Write him at 1000 Connecticut Ave., Washington 6, D. C.

Federal's proposal to build a 20 kw FM transmitter, an exception to sizes specified in the FCC's Standards, was granted tentatively by FCC this week. Present standards allow 250 watt, 1 kw, 3 kw, 10 kw, 25 kw, 50 kw, 100 kw transmitters. Federal's reason for odd size: it might take a year to develop 25 kw unit, whereas 20 kw is ready now.

REL's 1 kw FM transmitter (Model 518A-DL), now in use in 20 locations, will be in continuous operation Nov. 19 - 21 during the San Francisco IRE section meeting. Operating under special temporary dispensation from the FCC, the station (with call letters KRVU) will broadcast on 103.1 mc. Frank A. Gunther, REL v.p., will present paper on transmitter. Demonstration is planned to acquaint Pacific Coast technicians with FM's potentials for West Coast broadcasting.

Clamor for space in the versatile 30-40 mc band (fixed and mobile communications) by great variety of groups led FCC to set Dec. 2 for informal conference, preparatory to Dec. 16 oral argument. Usefulness of FM on those frequencies was pointed up last week by grants of stations to link Santa Fe and Abiquiu (pop. 700), isolated area in New Mexico without phone service.

Inquiry among manufacturers who should know indicates they don't hold much hope that German radio cabinets can be counted on to relieve current domestic shortage, despite optimistic tone of availability announcement recently by General McNarney, American Zone commander. Quantities are limited, sizes too small, hardware and in some cases trim would have to be exported to Germany to permit cabinet makers there to meet American specifications.

Critical or on-the-beam tuning of FM receivers should be eased by GE's new "electron ray indicator tube" which greatly simplifies tuning and is being used in some of GE's new receivers, as well as in sets to be produced by other manufacturers.

Change your Supplement No. 43 to add FM Channel No. 256 (99.1 mc) to San Antonio; FCC this week dug up extra channel to relieve tightening situation.

MARTIN CODEL'S

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

Television Digest

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November 23, 1946

BACK AT THE OLD STAND: Apparently, most of you feel the way we do -- that the letter-like style of reporting can tell more, in fewer words more easily read, than ordinary type. So we're glad to be back with our original printer, back to our old format, now that his strike threat seems over. It's our conception that these newsletters (as distinct from our comprehensive Supplements) should boil down to its essence the more important news of radio (principally TV and FM) -- so that you, in a matter of minutes each week, can keep abreast of major trends and developments. That you like it that way is attested by the fact that these letters, after only a little more than a year of publication, are now read by most top executives in the radio fields.

CROSLY GETS TWO TVs: Two TV grants Thursday to Crosley -- for Cincinnati and Columbus -- bring total low-band CPs to date to 38, leave only 30 applications pending. Of latter, 7 are involved in last May's Los Angeles hearing cases, now undisputed since 7 channels are available, and are due to be granted any day now. Six are involved in New York hearing of last June, seeking 4 available channels, and decision on these is also due momentarily.

Comr. Durr vainly voting for hearing (he's still unreconciled to recent authorization of sale of Crosley properties to big Aviation Corp.), FCC granted Crosley (for Cincinnati) Channel No. 4 (66-72 mc) with 34 kw visual power, 17 kw aural power, 603 ft. antenna height for station (to be known as WLWT). It granted (for Columbus) Channel No. 3 (60-66 mc) with 48 kw visual power, 24 kw aural power, 546 ft. antenna for station (WLWC) atop Columbus' tall AIU Tower. Crosley's Dayton TV application was passed over for further inquiry into possible Cincinnati overlap (distance 45-50 miles); it may be dropped, as was company's Dayton FM application.

READYING FOR TV HEARING: FCC's concern with comparative costs of TV receivers, as one facet of Dec. 9 hearing on color TV standards proposals (Supplement No. 45), was manifested this week when (1) its economic division held meeting Tuesday with representatives of 11 manufacturers to determine standards of comparison for both production and costs, and (2) it sent out questionnaires to TV set makers, asking for production and price figures for both black-and-white and color receivers. Some idea of who may be parties to hearing may be gleaned from fact that delegates came Tuesday from Bendix, CBS, Farnsworth, Federal, DuMont, GE, Philco, RCA, Telicon, Westinghouse, Zenith.

Meanwhile, no formal appearances for Dec. 9 hearing had yet been filed at week's end, though next Monday is deadline. Last-minute filing is not unusual, however. Meanwhile, also, NBC's TV chieftains (including Messrs. Royal, Kersta, et al) held confab with RCA in Camden Wednesday, presumably to lay plans for future TV promotion -- indicating no fear that color will upset their appplecart. Meanwhile, also, FCC junketeers, 19 in number and including all commissioners save Walker, journeyed to Princeton Friday to see another demonstration of RCA's all-electronic color system (Vol. 2, No. 44).

SET PRICES UP, MORE FMs: Upsurging prices seem to be order of day in radio retailing field. Survey of Washington distributors (who may be taken as typical) discloses that during 3 weeks since lifting of OPA controls, prices have gone up on such name-brand sets as Admiral, Bendix, Crosley, GE, Olympic, Sentinel, Westinghouse, Zenith. No jumps were reported as yet for Farnsworth, Freed, Philco, RCA, Scott, Stromberg-Carlson.

What this will do to set market, particularly FM, is still conjectural. One school insists prices will recede as materials shortages are met, production catches up with demand, normal competition resumes -- though these factors still discount main reason for increases: higher cost of component parts. Situation has set makers concerned enough to put it at top of agenda of RMA mid-winter conference Dec. 10-12 in New York's Biltmore Hotel.

RMA monthly set production figures, meanwhile, show all-time record month in October: 1,670,444 sets, of which 1,128,616 were table models (not including battery sets). FMs reached highest monthly total of year: 23,793, of which 22,960 were consoles, 833 table models. The FM total still doesn't bulk large, but it is going up steadily: Jan., 27; Feb., 182; March, 1,771; April, 3,784; May, 15,609; June, 16,923; July, 19,213; August, 12,717; Sept., 16,706; Oct., 23,793.

TV SET OUTPUT DIPS: It's a case now of getting on dealer's list and taking your turn, as you must for a new car, if you want a TV set -- that's how quickly the first batches of medium-priced RCA models have been taken up since its Nov. 2 "T" Day. Some 3,000 sets gobbled up the first few days from 800 dealers, is the story in a nutshell. Production by other firms is still negligible, though certain to increase shortly.

Meanwhile, the RMA's TV set production figures for October (only 827) cause puzzlement, unless last month saw stoppages on wider scale than first believed. (DuMont, for example, is said to have many of its deluxe models on factory floor, all ready to ship except for missing inductuner motors, still unobtainable.) September production was 3,242, August only 3, July had 41, according to RMA -- the sum total of post-war production. Thus the total up to Nov. 1 was only 4,113 -- indicating bigger figures may be expected for November and December, inasmuch as RCA alone still promises 5,000 to 10,000 sets by end of year, and Viewtone says it is geared for 300 per week.

SATEVEPOST PROBES FX: Facsimile -- the "sleeper," the "puzzler," which suffers from recurrent bursts of enthusiastic acclaim and strange periods of neglect (as did TV) -- has stirred the Saturday Evening Post into an article. Staffman Robert M. Yoder's Nov. 23 story is titled "Will Your Newspaper Come by Radio?" It puts FX this way: "It is a prospect that has bored, disturbed and excited newspaper publishers and radio men, for it might have multimillion-dollar consequences, if any." Yoder finds the general attitude: It's wonderful, but what good is it? He tells of its tieup with FM, of Hogan's work and Finch's, of newspapers' and radios' intention not to be caught napping -- how even old Editor & Publisher (its early radio myopia gone) has warned that FX is "no gadget." Regardless of predictions, rosy or otherwise, Yoder sees as most significant fact that FX can transmit, with absolute fidelity, any printed information faster than any other means.

RADIO TIME FOR RADIO: In an introspective mood, radio men are going to give radio a bit of self-analysis, with the public as confessors. CBS's Bill Paley, whose speech on what's right and wrong with radio was a highlight of NAB convention (Vol. 2, No. 43), opens CBS series on "Radio and the Public" to be conducted by Lyman Bryson, Sundays, 1:30-1:45 p.m. (EST), starting Dec. 1, and continuing "as long as necessary to cover the subject." And ABC's Town Meeting Thursday, Dec. 12, 8:30 p.m., has scheduled debate on "Is Radio Serving the Public Interest?" ABC President Mark Wood and another speaker yet to be chosen will argue the affirmative vs. FCC Comr. Durr and Frederic L. Wakeman, author of "The Hucksters."

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WOLFSKILL, ROBERT F.
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Associates, Kansas City: Thomas Payton, Earl Chamberlain, E. L. McCall, Orren Nigh. Washington: Everett L. Dillard, Hudson Eldridge, Kenneth M. Hollingsworth, Edward P. Lorentz, Irl T. Newton, Leigh L. Kimball. Hollywood: George Taffeau.

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NETWORK ENGINEERING DEPARTMENTS

AMERICAN BROADCASTING CO.

30 Rockefeller Plaza, New York City 20. Circle 7-5700.
Engineering Executives: Frank Marx, director of general engineering; Clure H. Owen, assistant to the director; George O. Milne, director of technical operations; James L. Middlebrooks, chief facilities engineer; Rodney D. Chipp, radio frequency engineer; John D. Colvin, audio frequency engineer; John G. Preston, allocations engineer; Rene Brugnoli, architect; Kear & Kennedy, Washington consulting engineers.

COLUMBIA BROADCASTING SYSTEM

485 Madison Ave., New York City 22. Wickersham 2-2000.
Engineering Executives, General Engineering Dept.: William B. Lodge, director; A. B. Chamberlain, chief engineer; H. A. Chinn, chief audio engineer; J. W. Wright, chief radio engineer.
Engineering Research & Development Dept.: Peter C. Goldmark, director; P. H. Reedy, chief engineer; M. Freundlich, engineer-in-charge of vacuum tube development; J. J. Reeves, studio equipment development; K. Schlesinger, general research; R. Serrell, antenna development; R. Snepvangers, recording development; G. R. Tingley, television receiver development; J. T. Wilner, transmitter development.

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York City 18. Pennsylvania 6-9600.
Engineering Executives: E. C. Page, vice president in charge of engineering (resignation effective Jan. 1, 1947, when he becomes consulting engineer in Washington); Earl M. Johnson, director of engineering; L. Learned, chief engineer of traffic division; L. Tower, chief engineer of facilities division.

NATIONAL BROADCASTING CO.

30 Rockefeller Plaza, New York City 20. Circle 7-8300.
Engineering Executives: O. B. Hanson, vice president and chief engineer; George McElrath, manager, Engineering Dept.; W. A. Clarke, administrative assistant; Raymond F. Guy, radio facilities engineer; C. A. Rackey, audio and video facilities engineer; J. Wood Jr., manager of technical services; E. R. Cullen, operations assistant to manager; R. E. Shelby, director of technical development; J. D'Agostino, liaison engineer; G. E. Stewart, national recording supervisor; F. A. Wankel, Eastern Division Engineer (New York); H. C. Luttgens, Central Division Engineer (Chicago); A. H. Saxton, Western Division Engineer (Hollywood); A. E. Johnson, engineer in charge (Washington); S. E. Leonard, engineer in charge (Cleveland); R. H. Owen, engineer in charge (Denver); C. D. Peck, engineer in charge (San Francisco).

RADIO CONSULTANTS

(Handling problems of management, etc., other than legal or engineering.)

L. W. ANDREWS

Radio Construction and Supervision.
1927 College Ave., Davenport, Ia. Phone: 3-8504.

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National Press Bldg., Washington 4, D. C. National 7846.

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Design and Engineering Division.
1042 Atlantic Ave., Brooklyn 16, N. Y. Main 2-8310. 117 South St., Baltimore 2, Md. Saratoga 5115. 1507 M St. NW., Washington, D. C. District 9301.
Director of Electronics: Ira Kamen. *Staff:* H. S. Barton, C. M. Spengler, J. L. Dooner, L. Gerson.

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Radio Management Consultants.
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Howard S. Frazier, Paul F. Peter.

GEORGE H. JASPERT

Consultant on Broadcasting Operation, and Management.
Little Bldg., 80 Boylston St., Boston 16, Mass. Hancock 4948.

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Technical and Business Services for Broadcast Stations.
Munsey Bldg., Washington 4, D. C. District 2292.
Robert L. Kaufman.

M. S. NOVIK

Public Service Radio Consultant.
30 Rockefeller Plaza, New York City, 20. Circle 6-3976.

THE FRED A. PALMER CO.

Advertising and Radio Consultant.
Union Trust Bldg., Cincinnati 2, O. PA 1229.

WALTER E. SICKLES & ASSOCIATES

FM-AM Program Consultants.
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DeQUINCY V. SUTTON

Radio Business Consultant.
2700 Connecticut Ave., Washington 8, D. C. Columbia 8105.

Current

CPs AND CONDITIONAL GRANTS ISSUED FOR NEW FM STATIONS

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

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

Construction Permits Granted Nov. 21, 1946
 (Total to date: 372)

<u>City</u>	<u>Applicant</u>	<u>AM Affiliate</u>
San Diego, Cal.....	Airfan Radio Corp. Ltd. Antenna, 425 ft. Channel, 100.9 mc (No. 265). Power, 33 kw.	KFSD
Tampa, Fla.....	The Tribune Co. Antenna, 490 ft. Channel, 93.3 mc (No. 227). Power, 46 kw.	WFLA
St. Louis, Mo.....	Columbia Broadcasting System Inc. Antenna, 480 ft. Channel, 94.5 mc (No. 233). Power, 41 kw.	KMOX
Greensboro, N. C.....	Greensboro News Co. Antenna, 450 ft. Channel, 98.1 mc (No. 251). Power, 23 kw.	---
Rocky Mount, N. C.....	Josh L. Horne Antenna, 500 ft. Channel, 103.3 mc (No. 277). Power 20 kw.	---
Chattanooga, Tenn.....	Unity Broadcasting Corp. of Tennessee Antenna, 730 ft. Channel, 94.9 mc (No. 235). Power, 5.4 kw.	---
Abilene, Tex.....	The Reporter Broadcasting Co. Antenna, 760 ft. Channel, 96.9 mc (No. 245). Power, 46 kw.	KRBC

Conditional Grants Nov. 21, 1946
 (Total to date: 224)

Cedartown, Ga.....	Northwest Georgia Broadcasting Co.	WGAA
Royal Oak, Mich.....	Royal Oak Broadcasting Co.	WEXL
Belton, Tex.....	Mary Hardin-Baylor College	---
San Antonio, Tex.....	Sunshine Broadcasting Co.	KTSA

Construction Permit Cancelled by Applicant

Roanoke Rapids, N. C.... Telecast Inc. ---

TV CHANNEL-SHARING: How to permit police and other services to share use of TV channels, at same time precluding interference with reception, is problem that currently has FCC engineers scratching their heads. Newly finalized allocations of frequencies above 25 mc stipulate (as stated in Commission's report of May, 1945) that "these channels may be shared on a mutually non-interfering basis." Those who want places in TV bands 44-82 and 174-216 mc include police control and relay services, point-to-point, marine control, forestry, rural telephone, broadcast studio-transmitter links, railroad terminal and yard operations. Their applications have been filed in great numbers, and in their "desperate need" for channels they are pressuring the Commission hard.

In fact, some sharing already has occurred, but only experimentally and temporarily. These include Army Signal Corps TV transmissions in the vicinity of Belmar, N.J.; Pennsylvania State Highway Patrol communications for Harrisburg turnpike; Tennessee Valley Authority.

So far, none of these services has been granted permanent space in the TV band. This is because FCC engineers haven't yet been able to get enough information to determine just how closely (geographically, frequency-wise and power-wise) assignments can be made without mutual degradation of service. Obviously, some types of services in some areas would cause no trouble at all. But such things as mobile units in frequency-crowded metropolitan areas are certain to offer problem, extent of which is yet fully to be determined. To supplement meager information on subject, FCC has asked major TV set manufacturers for what data they have, such as charts on receiver selectivity, plotted to show response 6 mc above and 6 mc below any single channel.

CBS AND TV; NEW RATE CARD: It certainly doesn't look like CBS has any intention of soft-pedaling its black-and-white TV activity, judging from (1) first formal rate card issued this week for WCBS-TV, (2) attractive mailing piece just published, in form of magazine cover with inside listing heavy schedule of Madison Square Garden and Baker Field sports telecasts, all Ford-sponsored, (3) new card survey by its "Television Audience Research Institute," seeking to learn how many families have TV sets, what New York stations they can get, whether pictures are clear or poor. This survey service will in future report on audience reactions to programs, commercials, etc., and is offered free to clients.

WCBS-TV rates are based on use of facilities rather than time, do not include variable extras such as talent, costumes, sets, props. CBS offers to produce, cast and direct, or else allows client to retain complete authority over program, and as yet imposes no rules governing length of commercials. Rates are: Up to 15 minutes, \$60; 15-30 minutes, \$90; 30-60 minutes, \$150; each additional quarter-hour or fraction, \$37.50. Rates are same for sound film. Time signals and weather reports are \$30 each when sound film is supplied by client. Editorial supervision of program material and ad copy comes under Leonard Hole, promoted this week to assistant director of TV under Director Worthington Miner.

LEE HATS GOES TV, TOO: Hot on radio are the Lee Hat interests of Danbury, Conn., sponsor of Drew Pearson, seeker of an FM station in Danbury (Supplement No. 14-P), projected sponsor of Pearson on TV hookup of DuMont's WABD-WTTG, Washington-New York. Pearson would be first regular commentator in TV, starts Dec. 17 or 19 for 13 weeks, telecasting from Washington for half hour with guest politicians, charts, films, etc. Commercial will be already-prepared industrial film. Sponsor was sold by ABC, account handled by Wm. H. Weintraub & Co.

This additional big-time sponsor for TV was announced in wake of unique contract-signing ceremony for TV time Monday. Chevrolet executives, seated in DuMont studios in Washington, signed for reported \$200,000 time deal (Vol. 2, No. 46) with DuMont people in New York, each viewing the other on twin screens. Campbell-Ewald's TV chief, Win Cass, arranged setup, seen presaging new type of business conferences in future.

COAL STRIKE AND TOWERS: Even before John L. Lewis' coal strike, steel output was running under demand -- so that radio construction faced that additional handicapped. Now, if coal strike lasts any time, outlook becomes gloomier than ever, particularly for towers. Inquiry among tower makers, which we were conducting before the coal strike, elicited this information: Blaw-Knox was quoting 4 months delay, 6 months on special jobs; Ideco (International Derrick), 5 months delay; Wincharger (Zenith Subsidiary), 3 to 5 months. All complained they were not getting enough steel. Strip-steel user Wind Turbine Co. said it has been getting numerous inquiries because it promised 1 to 3 months delivery.

DIRECTORY OF ENGINEERS: Most noteworthy fact about our newly revised Directory of Consulting Engineers specializing in broadcasting (Supplement No. 12A herewith) since its first compilation some 13 months ago, is the growing number of practitioners since war ended. Same was true about radio attorneys (Supplement No. 11A). It's also significant that quite a few more are practicing in cities other than Washington. As was the case with the lawyers, just about all of radio's large contingent of engineers in war services are back now, partaking of the business opened up by FCC's increased activity in AM, FM and TV fields.

SIGHT AND SOUND: Pearson-Allen application for Baltimore's WBAL channel (Vol. 2, Nos. 38, 39) was consolidated into hearing ordered on WBAL license renewal—and FCC hearing is set for Jan. 13. Consolidation of cases, seen as acid test of Blue Book, was ordered on premise (in Ashbacker case) that competing applications must all be heard. Counsel are girding for legal battle royal, likely to string out long time and land in courts.

Unless promoters of projected new FM Assn. hire a paid executive, or borrow a fulltime organizer from one of its sponsoring companies, plan for FM-promotion setup may come to naught. Very little was accomplished at meetings this week, except for blessing from FCC at luncheon Monday. On Thursday New York group met with NAB's Secretary Arney, convention expert, with thought he might help them organize proposed all-industry meeting in January. But nothing was decided, next moves being left to committee: Hofheinz, Dillard, Asch (Vol. 2, No. 46).

Joint NAB-RMA industry committee to handle major radio problems—"including the development of FM, TV and other public services"—was appointed this week, is due to meet shortly. Named for NAB: T. A. M. Craven, Cowles Broadcasting Co.; William Fay, WHAM-WHFM, Rochester; Gordon Gray, WSJS-WMIT, Winston-Salem; Carleton D. Smith, WRC (NBC), Washington; James D. Shouse, WLW, Cincinnati. For RMA: Dr. W. R. G. Baker, GE; Walter Evans, Westinghouse; Frank Folsom, RCA; Paul V. Galvin, Galvin Mfg.; E. A. Nicholas, Farnsworth.

Washington area itself is salient example of FCC liberality in AM grants: with two more suburban grants Thursday, 12 stations are now operating or authorized—double number operating at beginning of year. And 5 applications are pending. This, in addition to 10 FM grants (7 of them to AMs), 4 TV permits.

Seven-hour AFRA-network session in New York Friday led to no agreement. Union's proposal networks cut off programs to non-AFRA stations is still crux of dispute, networks considering such action would constitute secondary boycott. AFRA still threatens nation-wide strike.

Telecast Inc., Roanoke Rapids (N. C.) movie operators this week told FCC town was too small to support one AM, two FM stations, so dropped its CP for FM. With week's grants (Supplement No. 44G herewith), totals are now: CPs, 372; conditionals, 224.

GE has mailed out hundreds of packages of FM promotional material titled, "How to Build an Audience for Your FM Station," and including promotion ideas, sample ads, spot announcements, booklets, window banners, program listings, etc. Incorporated also was clip-sheet, which GE offers to supply on weekly basis, for free. Zenith did same thing several months ago, except its was in form of loose-leaf notebook and was accompanied by offer to spot FM sets in new station's area.

Overlapping coverage by commonly-owned AM stations, sometimes permitted by FCC, was attacked this week in petition by Attorney Paul Segal, who charged Commission with inconsistency since overlap is not allowed in FM and TV. Petition grew out of FCC's proposed decisions to allow WGAR, Cleveland, increase to 50 kw, producing overlap with WJR, Detroit, and to confirm present facilities of WJEF, Grand Rapids, to overlap with WKZO, Kalamazoo. Segal represents WADC, Akron, and WKBZ, Muskegon, which oppose respective grants.

IRE's 1946 Yearbook, listing names of more than 10,000 members, with business connections, office and home addresses, is now being delivered to membership; also included are directories of manufacturers and products. IRE will shortly move into its own new building at 1 E 79th St., New York City, plans its next convention March 3-7 in Hotel Commodore with engineering exhibit at nearby 34th St. Armory.

Army-Navy game at Philadelphia Nov. 30 is on agenda of TV pickups to be done by Bell Telephone under STA granted this week by FCC—frequencies in 4200-4400 mc band. Granted experimental CP for TV link between Los Angeles and Mt. Wilson was Southern Cal. Telephone Co., to use 3970 and 4170 mc.

ABC's new operating boss: Bob Kintner, named executive v. p. last week; he's a former Washington correspondent, joined ABC after Army service in 1944. In addition to being ABC's general attorney and secretary, Joe McDonald now is also a v. p.

FCC's FM section chief, Charles Hubert, is slated to take over Commission's New York field office, succeeding Al Guest, resigned, and Hubert's successor will be one of senior attorneys in Broadcast Division.

CBS expects to finish installation of rocket-type antenna for its reconverted WCBS-FM, New York, by end of next week; it's atop Salmon Tower Bldg. on West 42nd St.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 2, NO. 48

November 30, 1946

PEEK AT PHILCO'S TV SET: Best kept secret in a trade never noted for modesty or reticence, is the story of Philco's forthcoming line of TV receivers. You can't get a word out of Philco executives or employes. But discreet inquiries elsewhere reveal a few tid-bits of information -- enough to indicate that the sets are going to create quite a stir when the wraps are lifted.

This is what we've been able to learn thus far: Philco utilizes an exceedingly small cathode ray tube (3 to 5 inches) whose images are magnified onto a 15-inch screen. Magnification is through an optical glass, placed midway between tube and screen. Distance from tube to screen is said to be so short (perhaps 6 inches) that light loss is negligible. Considered outstanding is fact magnification is accomplished in such short distance.

Thus one distributor, saying he expects to have display models for his dealers in early January, remarked confidently that Philco sets will "revolutionize the industry, even though there isn't any industry yet." Philco itself did say, in displaying a non-working laboratory model at recent TBA convention (Vol. 2, No. 41), that its TV will have "the clearest and sharpest black-and-white picture ever achieved in television....superior to 16mm home movies." As for prices, models, etc., nothing is divulged yet.

RTPB AND COLOR TV: Here's how RTPB's Panel No. 6 voted, 18 out of 30 members present, at their last meeting on CBS's proposals for uhf color TV: 9-to-3 against the CBS-proposed standards, 9-to-4 against CBS's sequential method. The 3 favoring CBS standards were Dr. Peter Goldmark, CBS research chief; J. E. Brown, Zenith asst. v.p.; R. N. Harmon, Westinghouse. They were joined by Bendix's Frank Norton in favoring sequential TV systems (Vol. 2, No. 46) as against simultaneous. Six panelmen abstained from voting on first issue, 5 on second.

That gives you an idea of how the engineering fraternity may line up at FCC's Dec. 9 hearing. But Panel Chairman David B. Smith by then may also have an even clearer indication of how engineers feel about color TV when he completes a mail poll of all RTPB panelmen, one which it's hoped will be less an expression of "front office" policy. He will divulge results at hearing, at which he himself will testify in a dual role -- first, as spokesman for RTPB (Vol. 2, No. 45); then, as engineering v.p. of Philco.

Star Witness Smith asked to be subpoenaed for RTPB appearance, along with Electronic Magazine's Don Fink, chairman of RMA subcommittee on uhf TV standards.

Here's the rest of hearing lineup, based on appearances filed at week's deadline; note conspicuous absence of spokesmen for GE and Farnsworth, among others active and outspoken in TV field:

For CBS -- Frank Stanton, president; Adrian Murphy, v.p.; Lawrence Lowman, TV v.p.; Dr. Goldmark; Donald Horton, manager of TV Audience Research Institute; William B. Lodge, general engineering director; Paul H. Reedy, chief engineer, engi-

neering and research dept. CBS asked for 6-10 hours for Dr. Goldmark, 2 hours each for Murphy and Lodge -- indicating stress on technical aspects. Having requested the hearing, CBS will probably be first to put in case.

For RCA-NBC -- Dr. C. B. Jolliffe, executive v.p. of RCA Laboratories, and others to be named. Depending on how hearing goes, RCA may call up big guns like Sarnoff, Zworykin, Engstrom, et al., to counter CBS claims and tell story of its all-electronic TV developments (Vol. 2, No. 44, 45, 46).

For DuMont -- Allen B. DuMont, president, and T. T. Goldsmith, research director (to oppose proposed standards, also tell of their own work on polychrome and monochrome). For TBA -- Jack Poppele, president, engineering v.p. of WOR, holder of CP for TV in Washington, applicant in New York (to oppose standards). For Bendix -- A. C. Omberg, chief research engineer, and F. R. Norton (former to discuss Bendix activity in TV, latter technical and cost aspects, presumably including cost of custom-built receivers ordered by CBS). For Federal -- Norman Young, TV dept. chief (on color transmitting equipment) and Joseph Lampe (on price and delivery estimates). For Cowles Broadcasting Co. -- T. A. M. Craven (favoring standards). For Westinghouse -- R. N. Harmon (on color transmitters). For Zenith -- J. E. Brown.

For the Commission, sitting en banc, hearing will be conducted by Asst. Gen. Counsel Harry Plotkin, with Chief Engineer George Adair and TV engineering chief Curtis Plummer.

* * * *

A glimpse into still another all-electronic color development, DuMont's, was afforded Washington engineers Wednesday while its research chief, Dr Goldsmith, was demonstrating his "Photovision" (see story in this issue). DuMont's system, which will be described at FCC hearing, takes form of a cellular cathode ray tube. Each individual cell is triangular in shape, sides of each coated separately with a phosphor sensitive only to one color -- red, green or blue. Thus color picture is obtained by using 3-gun arrangement, electrons of which would energize only phosphors of its corresponding color. Approach is understood to be along lines of late Dr. Baird of England.

ORGANIZING FOR FM: Much the same personnel that sparked the now defunct FMBI, comprises NAB's newly appointed FM Executive Committee, announced Wednesday: Walter Damm, WTMJ-FM, Milwaukee, chairman; Gordon Gray, WMIT, Winston-Salem; John Shepard 3rd, Yankee Network; John V. L. Hogan, WQXQ, New York; Leonard Asch, WBCA, Schenectady; Lester Nafzger, WELD, Columbus; Everett L. Dillard, KOZY, Kansas City; Clarence Leich, WMLL, Evansville; Cecil Mastin, WNBK-FM, Binghamton; Matthew Bonebrake, KOCY-FM, Oklahoma City. Representing NAB board, which will pass on FM Dept. policies and activities recommended by committee, are Wayne Coy, WINX-FM, Washington, and Martin Campbell, KERA, Dallas.

Since NAB committee is powerless to promote FM as heavily as they desire, FM Association organizers are going ahead with plans for organizational meeting in near future. Encouraged by warm support of FCC (Vol. 2, No 47), Messrs. Hofheinz, Asch and Dillard meet in Washington Tuesday to settle time and place of first FMA meeting. FCC's Acting Chairman Denny, in letter to group, told them, "It is highly gratifying to know that your group has now embarked on a crusade to carry the story of FM to every radio listener in the land."

MORE RADIO EDITORS: Whatever the reason -- more available space, growing popular interest, prospects of lush advertising again from radio manufacturers -- trend toward more news about radio itself is discernible in more and more newspapers. This week, New York Post started column titled "Radio and Television" edited by Paul Denis, heading staff of 4. Last week, Denver Post added columns on both radio and recordings -- naming Reporter Ken White to do former. Recently, Gannett Newspapers engaged Paul Luther, freelance of Larchmont, N.Y., to write a syndicated column on radio. Most radio columning deals with news and personalities, with special attention to highlighting day's features in advance.

\$300 MILLION BUSINESS: Official FCC accounting figures for 1945, released Friday, put American broadcasting revenues at \$299,338,133, income before Federal taxes at \$83,584,288. Revenue figure compares with \$289,104,643 in 1944. As FCC's accounting dept. breaks down the 1945 figures for 4 nation-wide networks, 6 regional networks, 901 standard stations, they took in this much money: networks (including 10 key stations of nation-wide networks), \$86,994,253; 18 other managed and operated stations (national and regional networks), \$14,004,265; 873 other commercial stations, \$198,339,614. All but a handful of stations made money, says accounting dept., in issuing its annual statistical tabulations for last year.

GRID TELECASTS CLICK: Overheard on leaving NBC's Washington studios, after viewing first-rate telecast of Penn-Cornell game Thursday (Atlantic Gas, sponsor): "Boy, oh boy, that's the way to watch a football game!" Buddies of the young veteran, one of the contingent from Walter Reed Hospital, nodded or grunted their agreement. Throughout the show, they had sat as enthralled and excited as if they were in the grandstand. In fact, most eagerly sought tickets in capital today are to grid game telecasts, which NBC is taking off the coaxial pending completion (probably in Feb. or March) of its own station, now being constructed in Wardman Park Hotel. This Saturday, it is accommodating 250 guests, including ranking military and newsmen, at Army-Navy game (Goodyear, sponsor), using 9 receivers. As merchandising tie-in, in New York and Philadelphia, RCA issued simulated stadium tickets "reserving" seat for recipient in dealer viewing rooms.

SLOW WEEK FOR FM: Lean meat of Thanksgiving week was FM, FCC granting only one conditional -- a Class A to Brooklyn Broadcasting Service Inc., New Rochelle, N.Y. (Supplement 14-L), which was disappointed by FCC ruling some time back that no Class A's were permissible in Brooklyn. (Grant will be included in next Supplement.)

UAW-CIO, FM conditional holder in Detroit, ran into competition when it applied for AM there. In hearing Monday, with 3 others applying for same facilities (680 kc, 250 w, daytime), union heard charges by competitor that UAW's charter didn't specifically permit engaging in broadcasting business and that it didn't have enough funds to start station. Union asserted that charter was broad enough to cover broadcasting, that it had enough money and could get more by membership assessment. It's also seeking FMs in Cleveland, Flint, Chicago, Newark.

Meanwhile, it appeared FM Legal Section of FCC, without chief since Charles Hubert was named New York office head, might get genial, able Sam Miller back. Possibility is that Miller, now bossing Hearing Section, may take on old FM job in addition, now that Hearing Section work load is due to decrease as new Administrative Procedures Act is implemented. In interim, FCC's trio of FM attorneys -- Hall, Mallyck, Stevens -- continue competent job of processing applications. Score so far this year: 709 processed, 198 pending.

'PHOTOVISION' BY DuMONT: This is the significance claimed for DuMont's "Photovision" for TV relays, as disclosed Wednesday by its youthful research chief, Dr. Thomas T. Goldsmith, before exceptionally large turnout (over 400) of Washington members of American Institute of Electrical Engineers:

(1) Using light frequencies for transmission, it takes advantage of plentitude of channels in light spectrum, thus overcoming scarcities in radio frequencies. (2) Cost of relays can be cut to fraction of coaxial cable cost. Goldsmith estimated New York-Washington link, with relays every 5 miles, would cost only about \$30,000. (3) For studio-transmitter links (STLs) where distances are short, system could be utilized to beam video from remote point to telecast transmitter, or from central transmitter to theatres for large-screen showings. (4) It eliminates ghosts, due to sharply defined beam, and maintains resolution of picture. Goldsmith said coaxial pictures lose 40% of definition. (5) It can be used for color.

These are potentials of "Photovision." Drawback, admitted by Goldsmith, is that system won't work in fog, though he added this is being overcome. Demonstration took place over 10-foot space. Five-mile demonstration, with both video and

sound, is scheduled soon -- possibly using DuMont's WTTG, Washington, soon to install new 5 kw transmitter and antenna, which Friday received an STA for commercial operation. Dr. DuMont is inventor of system, which is similar to sound modulated light beam communication apparatus used previously, notably by war services (Photophone). Outstanding characteristic is successful modulation of 600,000,000 mc beam with a 5 mc signal. New \$1,795 DuMont receiver used in demonstration, shown first time, excited even more interest than "Photovision."

PORTER PLANS UNCERTAIN: It's practically certain Acting Chairman Charles Denny will be named FCC chairman, now that Paul Porter, in resigning from OPA Friday, indicated he intends to leave Government service. That means a Democratic vacancy, which best guess is President Truman will fill with political appointee -- probably an outgoing Congressman. Denny's term runs to 1951, Porter's unexpired term to 1949. Porter hasn't made up his mind what he's going to do next. First, he said, he'll wind up OPA duties, help his staff get jobs elsewhere; in week or so he goes South for rest. Then he'll decide whether to consider BMI presidency (offer got lots of publicity, never reached terms-talking stage), or take some other job.

SIGHT AND SOUND: AFRA strike apparently has been averted, the major networks and AFRA reporting Friday that they had found a "workable solution" of principal issues, which have been resolved to satisfaction of both parties. No details were given, except that 2-year contract is in sight.

First round in Petrillo case testing Lea Act (Vol. 2, No. 45) is scheduled for decision Monday, Dec. 2, in Judge Walter J. LaBuy's Federal district court in Chicago. He'll rule on AFM counsel's motion to dismiss on grounds Act is unconstitutional. If he upholds Act, Petrillo goes on trial in WAAF "featherbed" case (Vol. 2, No. 24). If he holds Act unconstitutional, Government can appeal directly to U. S. Supreme Court.

Some liberalization of mechanical reproduction (transcription, recording) announcement rule (Sec. 3.407) is due, if tenor of FCC's questions during en blanc hearing Monday is any indication. Best guess is that no announcement will be necessary for spots of less than 5 minutes, that present regulation will remain in effect for longer recorded programs.

Polishing up old Part I of FCC's Rules (Rules Relating to Organization and Practice and Procedure) is amendment released last week, changes to go into effect Dec. 2. Changes were spurred by suggestions from within and without FCC. Write Commission for Mimeo. 864.

Two radio legalites played major roles in last week's Amvets convention in St. Louis. Raymond Sawyer, 37-year-old FCC Broadcast Div. senior attorney, was elected national commander, and William A. Roberts, of Roberts & McInnis, as Amvets counsel, acted as convention parliamentarian. Sawyer will leave Commission to devote full time to his new \$10,000-a-year post.

French TV experts Stephane Mallein, Yves J. Angel and Gerard J. Lehmann, who visited NAB and FCC this week, explain that diverse reports on French TV developments are probably due to fact that various American observers saw different systems--one company is working with 1,050-line TV, another with 890-line.

FCC assigned Channel No. 4 (66-72 mc) to Farnsworth's experimental TV station W9XFT, Fort Wayne, this week when it granted license to cover pre-war CP. License calls for 4 kw visual and 6 kw aural power.

J. L. Baird Co., British firm planning to install large-screen TV in London newsreel houses, announced Friday it will demonstrate 3-dimensional color TV in January.

Raytheon, microwave relay proponent, now operating New York-Boston link, this week received CPs for experimental stations in Chicago and Martinsville, N. J., beginning of Chicago-New York relay system. Estimated cost of Martinsville station is \$15,000; Chicago, \$85,000. Frequencies authorized: 3,700-4,200 mc, 5,850-6,350 mc, 10,500-11,500 mc, 16,000-18,000 mc, 26,000-30,000 mc.

RCA's most frequent public speaker on TV subjects (100 speeches in last 15 months), Dan Halpin, who has been working on TV since before the war, this week was appointed RCA Victor TV set sales manager under H. G. Baker, general sales manager of Home Instruments Dept. And Chicago engineering products sales manager, A. R. Hopkins, was this week appointed manager of communications and electronic equipment sales under W. W. Watts, v.p., handling broadcast and TV among other equipment.

New York Times, Nov. 27, devotes 2 columns to letter from Prof. Alexander H. Pekelis, consultant to American Jewish Committee, taking legalistic opposition to Columnist Arthur Krock's attack on FCC for allowing AJC to intervene in New York News FM case (Vol. 2, No. 46). FCC has right to probe News editorial content since it has broad discretionary power in competitive applications, he argues, and News itself invoked its newspaper policy to support its case. Krock replied sharply next day--and debate will probably continue until FCC decision (unless editors tire of printing it).

Flood of table-model radios now deluging market does not mean market for big sets, including FM combinations, is being killed off. At least, that's conclusion in survey of 3,000 recent buyers of small radios, conducted for Electronic Corp. of America. There will be a continuing market for small radios, it was determined, but few purchasers of such sets regard them as their "ultimate." They want bigger sets, and 32% said they wanted FM when they buy consoles.

Radio Daily reports New York Yankee baseball club is asking \$80,000 for TV rights to next season's games, or approximately \$1,000 per home game, with NBC, CBS, DuMont all supposed to be bidding. CBS already has signed Brooklyn Dodgers home games, price undisclosed.

Carl E. Smith, engineering v.p. of WHK, Cleveland, president of Cleveland Institute of Radio Electronics, and chief proponent of circular polarization for FM (Vol. 2, Nos. 43, 45), has authored "Directional Antennas," 300-page book which includes 238 pages of patterns. Book is available from CIRE, Terminal Tower, Cleveland, at \$15.