

MARTIN CODEL'S

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

Television Digest

and FM Reports

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August 2, 1947

CBS IN FOR CHICAGO TV: Tightening TV situation in Chicago caused CBS this weekend to put in its first TV application since FCC color decision dashed its hopes that uhf TV was here (Vol. 3, No. 12). CBS seeks Chicago TV Channel No. 11, wants to put out 21 kw visual, 22.2 kw aural power, plans to spend \$300,000 on construction. Studio and transmitter will be at site of WBBM-FM's transmitter, 1 North LaSalle St. Other cities are ticketed for CBS video, but which ones officials won't divulge. It's not hard to guess that net wants in where it now has AM outlets -- Boston (WEEI), Minneapolis (WCCO), St. Louis (KMOX). TV channels in Washington (WTOP) and Los Angeles (KNX) are all spoken for.

Chicago now has one licensee (WBKB-Paramount), 3 CP-holders (WENR-ABC, WMAQ-NBC, WGN-Chicago Tribune) and 2 applicants (WIND and WBBM-CBS), leaving single channel open. Chicago Times application, which was due to be filed soon, is being held up pending outcome of Marshall Field bid for newspaper (Vol. 3, No. 30).

Rx FOR TROPICS—FM: One of FM's most enthusiastic uncles, consulting engineer C. M. Jansky, and the FCC will show tropical broadcasters an out to their exasperating problem of high noises and poor propagation in the AM band. Wednesday, the 600 delegates to Atlantic City conference will hear Maj. Armstrong's 160 kw Alpine, N.J., station (110 miles) picked up by antenna on 120 ft tower, piped through 7-mile, 16,000 cps lines to Atlantic City's 1 kw WBAB-FM and rebroadcast. Since tropical broadcasters are sceptical about FM's range, idea is to show how easily signal can be bounced from station to station without wire lines -- which are pretty sketchy in most countries concerned anyway. Should delegates take to FM, it might ease demands (expressed in subcommittee proposal) for additional space in tight high frequency band. Delegation chiefs will be given personal FM sets. Some Continental Network stations plan to carry the program.

HOW QUICK IS "SHORTLY"? Now it's all up to AFM Prexy Petrillo to take the shackles off FM -- by rescinding his ban on AM-FM music duplication. And he'd better do it soon, or the subject will come up to haunt him again when House Labor subcommittee begins hearings in Hollywood Aug. 4 on labor situation in movie industry. House Labor Committee Chairman Hartley, on eve of departure for Los Angeles Thursday, said that scheduled 3-week Hollywood probe would look not only into "involvement" of the movie industry with TV through the AFM ban on musicians and musical scores for video (Vol. 3, No. 30), but also into Petrillo's "control" of FM broadcasting.

Petrillo meeting with representatives of all 4 networks Thursday in Chicago resulted in innocuous statement that "Mr. Petrillo agreed to take the matter under consideration and to announce a decision shortly." Although none would talk, feeling of optimism seems to pervade all ranks. FMers seem particularly elated.

Reason for delay in announcing end of AM-FM duplication ban is thought to be for purpose of permitting Petrillo to advise AFM locals of his change of mind, the networks their affiliates of withdrawal of prohibition. Other, more cynical sources, say Petrillo has always been a tough negotiator, probably wants some quid-

pro-quo from the nets for ending edict. In either event, it looks pretty good for FM. Rep. Kearns, chairman of House Labor subcommittee, wired us Friday: "Things are looking up for FM."

Meanwhile, FMA's Bill Bailey in open letter to Broadcasting Magazine, revealed reason for much edited NAB news release on subject last week. Nets said prohibition was in their contracts, reports Bailey, thus they couldn't take any action until Petrillo modified terms to permit duplication. Bailey says he called this by citing contract provisions which made no mention of ban, forced networks to revise their story.

STILL MORE TV SETS: If manufacturers continue coming out, almost weekly, with TV sets, looks like it won't be long before force of competition will begin driving prices down -- even though Philco's James H. Carmine told distributors this week there was little hope of price reductions in 1948. At the moment, set-makers are going like sixty to get their video instruments on the market at prevailing prices. Most recent TV sets are Garod Radio Corp's AM-FM-phono console and Sonora's TV-only table model. Both have 10-inch, direct view tubes.

Garod combination, unveiled this week at New York's Park Central Hotel, will retail for \$695, be ready for market late in September. RCA installers will make Garod installations, charge same as for RCA sets. Hard on heels of console, Garod will initiate production of TV-only console, to sell for \$450. Equipped with casters, latter set will be touted as movable -- it will be possible to change its position easily for best viewing.

Sonora set to sell for \$350 was shown at Chicago distributor conference at Drake Hotel, with production scheduled to begin Oct. 1. Company said it hoped to put out 1,000 sets during rest of year -- 200 in October, 300 in November, 500 in December. Installation policy has not yet been formulated.

New Transvision 12-inch kit, shown at New York's Waldorf-Astoria, sells for \$289.50; with FM price is \$359.50. Kit includes folded dipole antenna and 60 feet of lead-in cable. Cabinets can be bought separately, prices ranging from \$29.91 to \$39.95. Plastic lens that blows up smaller pictures to 12-inch size was also shown, priced at \$44.95. New Rochelle, N.Y., company said it sold 10,000 kits (7-inch screen at \$159.50) during past 12 months. Newest TV-kit maker we've just heard about is Electro-Technical Products Inc. of Philadelphia. Its "Telekit" sells for lowest yet, \$77.50, has 7-inch tube.

U.S. Television reported this week that its 1,000th projection set had been produced July 24, that it plans to bring out its new big-screen (19x25 inches) set this month (Vol. 3, No. 28).

FMers GRIPE ABOUT LINE RATES: Long simmering resentment on part of FMers against AT&T -- on question of intercity line rates -- is threatening to break out into open. FM broadcasters (particularly Continental Network group) feel "if TV can't afford to pay cable rates AT&T proposed and then withdrew (Vol. 3, No. 29) because it's still experimental, then FM should be considered in same light." Adding fuel to fire is present unavailability of 15 kc lines (necessary to handle FM's full fidelity range).

What hurts CN operators is that nationally sponsored TV programs are being sent down from New York to Washington without cable costs, while non-commercial FM programs originating in Washington and sent up to New York must pay line charges -- about 22 cents per hour per mile plus connection charges for what they consider "substandard" Class AA lines (8,000 cps). Regardless of reasons, that's a subsidy, FMers aver. In fact, it's discrimination, they say. TV sponsors, of course, do not yet pay extra for telecasts in more than one city.

All that's needed for 15 kc lines is terminal equipment, telephone company says. Equipment can be available 8 months after it is ordered. But, FMers say, nothing has been done. Telephone company, on the other hand, says none has ordered

such lines. FMers rebut, say none has ordered commercial TV circuit either, but company has made them available for video. Use of 15 kc lines on experimental basis (without a fee) was broached to AT&T officials about a month ago by FM & Television Magazine's Milton Sleeper. He was told then that AT&T considered nothing about 15 kc lines experimental. Whole subject is due for an airing in near future.

Meanwhile, rates for TV use of coaxial await meetings between TV broadcasters and telephone company ratemakers. Meetings aren't expected until Fall; new schedule may not be filed for some months after.

COLORFAX AND SOMETHING MORE: Mighty nice is Capt. W. G. H. Finch's color facsimile ("colorfax"), shown in New York this week. Far more exciting, however, is his solution to one of FX's major handicaps -- paper. He and his research director, Dr. LaVerne R. Philpott, have bypassed use of troublesome expensive electro-sensitive paper. Any kind of paper, including newsprint, will handle it.

System involves splitting light from scanned material into primary colors and transmuting their values into radio signal (handled by FM) which actuates vari-colored pencil leads at the recorder. Results, says Finch, are permanent, of unlimited color range, require no further processing. Reproduction rate, for color, is 7 sq. in. per minute; but it will record black and white at 28 sq. in. -- same as old system. Company admits some bugs in equipment, but assures that all will be gone in time for showing to newspaper publishers at 1948 ANPA meeting in New York. Meanwhile, v.p. of sales A. J. (Gus) Eaves says plan is to have two receivers, \$150 home model and \$250 industrial model, on market in about a year. Simplicity, he says, will undoubtedly make costs at both ends of system cheaper than present equipment. Nevertheless, company still isn't abandoning production of present equipment.

FM SETS, BY HOOK OR BY CROOK: WIBW's enthusiasm for its "blooper" unit for converting AM sets to FM (Vol. 3, No. 29) has blossomed into production with prices quoted and promise of 60-day delivery. Individually packaged units, with tube, folded dipole antenna and all set attachments are \$8.90 in lots of 1,000; \$8.40 for 5,000, \$7.90 for 10,000 or more FOB, Kansas City. WIBW claims that converter, called "Marquardt's Blooper" after station's chief engineer K. G. (Pug) Marquardt, produces quality limited only by audio end of AM set to which attached.

Very favorable rumblings, nothing official yet, still come from Hazeltine (Vol. 3, No. 30), whose FM circuit is scheduled to appear in AM-FM combinations rumored to retail as low as \$29.95. Non-technical FMers have heard it and they say it's good; we haven't any engineer's report on it yet.

Cooperatives' struggle to get sets is also bearing fruit. Cooperative Broadcasting Assn., Washington FM-CP holder, reports unnamed New York manufacturer now building \$50-\$60 sets for them. National Cooperatives, representing virtually all consumer cooperatives and some 60% of farmer co-ops, reports Chicago set-maker about ready to go for them with \$65-\$70 unit. ILGWU, which said it would buy 20,000 sets for its members when it got New York CP (Vol. 2, No. 30), says it's fidgeting awaiting final decision on New York hearing before it can give factory firm order.

Transvision Inc., apparently making out in TV, moves into FM with a \$64.95 set kit, a \$14.75 tuner kit (without tubes). Among "name" set-builders, Westinghouse and Sonora are latest with table AM-FM, former with tentative price of \$99.95, latter at \$59.95 and \$62.95. And another tuner for your books -- \$59.50 unit of Approved Electronic Inst. Corp., 142 Liberty St., N. Y.

Time Magazine this week lends its massive circulation to great weight of encomiums pouring in on the Pilotuner (Vol. 3, No. 30), and in passing, embraces FM with a fond hug: "Comparatively few.....have actually enjoyed FM's nearly staticless, high-fidelity charms. A new gadget, marketed last week, may change all that -- even though the radio revolution which would make FM broadcasting commercially sound may still be a long way off."

NE PLUS ULTRA IN HOME MUSIC: You don't have to be a longhair to hanker for one of RCA's "dernier cri" radio models, named the "Berkshire" for Boston Symphony's famed Tanglewood Music Center in the hills near Lenox, Mass. But you do have to fork out \$1,800 to \$4,000 for one of these plush combinations, latter price highest yet, covering magnificent breakfront bookcase cabinet standing 7 ft high and containing AM-FM-phono plus large-screen TV.

Berkshire line of 4 sets, offering fully faithful sound range from 30 to 15,000 cycles, was demonstrated in dramatic fashion at Tanglewood Tuesday. At one juncture Conductor Serge Koussevitzky had orchestra stop playing. Yet you hardly knew it as symphonic rendition continued from Victor record. Audience literally gasped as it gradually grew aware its beloved Boston Symphony was coming out of spotlighted music box (\$1800 model) off recording cut several days before; even the 80-odd musicians sat agape. The fidelity was absolute.

Brilliant Berkshire presentation, idea of RCA Victor's Hal Desfor, was recording division show largely, though radio (FM particularly) wasn't overlooked. And Dick Hooper's chain TV unit, freshly back from Italy, was on hand to televise astonished crowds. Event launched RCA into custom field. It will now make any kind of set to order under new Consumers Custom Products Department headed by ex-Marshall Field, Montgomery Ward executive, Harriett M. Higginson. Company is frankly out to gobble some of class market thus far captured largely by Capehart, Fisher, Scott. New division's engineering head, Marvin Hobbs, recently chief engineer for Scott, feels RCA has added advantage of top know-how.

SIGHT AND SOUND

NBC top drawer changes is for purpose of permitting NBC President Trammell and Executive V.P. Mullen to devote more time to overall management affairs and the problems of expansion, "particularly in the new field of television broadcasting," Trammell stated this weekend. Re-alignments make Ken R. Dyke administrative v.p. in charge of program, continuity acceptance, public service (continuing in charge of broadcast standards and practices); I. E. Showerman, v.p. in charge of Central Division (formerly manager). Retiring were A. L. Ashby, long time general counsel, and Clarence L. Menser (Fred Allen's bete noir), v.p. of production and programming. Henry Ladner has been named acting general counsel.

Relief for small stations (AM as well as FM) is seen in FCC proposals this week to revise commercial radio operator examinations and licences. Crux of change is permission to use as chief engineer of FM stations (and AM stations if they radiate not more than 1 kw) Technician-Operator instead of higher category Engineer-Operator. At present all stations must have first class radiotelephone operator as chief engineer. Revised exams also will ensure operators' knowledge of most recent advancements in broadcasting arts. Deadline for comments is Sept. 1; if oral argument necessary, Commission will set date.

Phone Vision gets the once over from FCC's George Sterling and Curt Plummer Wednesday, when Zenith will run a special demonstration of its pay-as-you-look TV system in Chicago. Searching for equivalent of FM "pig-squeal" nomenclature (applied to Muzak proposal pre-war), sceptics have been rolling term "astigmated TV" on their tongues.

Richard W. Hubbell & Associates has worked out agreement with engineering management firm of Anderson & Merryman, New Orleans and New York. Hubbell, author and ex-Crosley TV chief, last week announced association on consulting basis of famed inventor-engineer Dr. Alfred N. Goldsmith. Also added to staff last week were Thomas H. Hutchinson (ex-RKO Television) and Philip Booth (ex-CBS).

TV and motion pictures were found to be identical in a decision this week by Dauphin County, Pa., court. Ruling on Philadelphia tavern owners' appeal from State Liquor Board order that \$120 entertainment permit must be secured when video was shown in pubs, Court found that motion pictures were covered in statute, that TV and movies were similar in that they entertained patrons visually. Decision affects more than 300 members of the Philadelphia Retail Liquor Dealer Association, has decided implications for TV-equipped bars in other cities.

Fight for Los Angeles' TV Channel 4 goes to oral argument Aug. 25 with KFI claiming that it, rather than NBC, should have what it calls better wavelength. KFI was assigned Channel 9, had petitioned for reversal, was turned down (Vol. 3, No. 24), even went to court for decision. Latter action has been dropped pending outcome of oral argument.

They're ex-GI's, all right, but that fact is far overshadowed by a well-developed sense of showmanship. The 5 vet owners of FM station WFMZ, Allentown, Pa., opened up Wednesday with 15,000 on hand for ceremonies, with sendoff by Gov. Duff, Deputy Chief of Staff Gen. Collins, Ezra Stone, Fred Waring Glee Club, Deep River Boys, etc. FMA's Bill Bailey was there to shake hands of boys whose president, Ray Kohn, is FMA board member.

Add TV customer-pull note: TV's drawing power in bars, restaurants, hotels, is pretty well established. This week, usage of TV set to pull in movie patrons was reported from Asbury Park, N. J., by DuMont Receiver Mgr. Ernie Marx. Seems local theater there installed video set, found it not only attracted additional movie customers, but substantial number paid admission on night nights, other special events hours just to watch TV screen.

Clear Channel hearing has been moved up again, this time to Sept. 29, thus avoiding conflict with NAB convention. It's expected that convalescing Counsel Louis Caldwell will be back in harness full-time by then. At present Caldwell is spending half-days at his office.

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August 9, 1947

FM NETWORK STILL ON A LEASH: We refuse to believe Continental (FM) Network's promoters don't have plans to shoot the works and wean the chain from its 3-program weekly diet (Vol. 3, No. 23). What with 20 stations (see map herewith) already carrying the shows via more than 1,000 miles of radio links and 522 miles of wire lines, what with over 40 eager inquiries on file (one from California recently!), what with several new stations taking the air with STAs each week, they just can't hold back too long. Everett Dillard and Hudson Eldridge, of key station WASH, assure us our map will shortly be obsolete.

On matter of 15,000 cps lines which CN wants in preference to present 8,000-plus hookup (Vol. 3, No. 31), AT&T hasn't yet been formally approached. But preparations are going on, may result in huddle with phone company soon. AT&T ratemen are still adamant, insist 15,000 cps lines aren't experimental, say rate would be "about" twice that of Class A (4,500 cps) broadcast circuits: \$.15 per airline mile per hour, \$.0375 for each additional quarter-hour, \$2 minimum for occasional use, \$20 per month for station connection charges plus \$1.75 per hour of use.

PARAMOUNT-DuMONT DEADLINE: Approach of Aug. 15 deadline on 3 Paramount, 2 DuMont TV applications, extended last May for 90 days, means film company probably will ask FCC next week to reconsider edict it dispose of DuMont stockholdings if it wants more stations. Commission had ruled movie firm's holdings in DuMont, though minority, were such as to make them as single entity and thus not entitled to more than limit of 5 TVs (Vol. 3, No. 3, 4, 5, 19). If Commission won't reverse ruling, chances are Paramount will ask for -- and get -- another extension on promise it will eventually dispose of DuMont stock when market is more propitious. Film company now owns 2 stations (Chicago's WBKB, Los Angeles' KTLA), really wants to build others sought in Boston, Detroit, Dallas (Supp. 18-C). DuMont operates New York's WABD, Washington's WTTG, holds CP for Pittsburgh, wants Cleveland, Cincinnati.

BIG INTERESTS GOING INTO TV: That new blood we've reported going into TV (Vol. 3, No: 29, 30) is being infused slowly -- but surely. In wake of CBS application for Chicago (Vol. 3, No. 31) this week 2 more were filed: one for Dallas, Tex., one for Wilmington, Dela. These make 6th and 7th to come in since we published our last TV Directory (Supp. 18-C), just after FCC's decision on color TV (Supp. 49).

Next week, long-awaited Chicago Times application is due for filing, indicating Marshall Field intends entering TV in view of his now assured purchase of that newspaper. This would make third application for Chicago's 3 remaining channels. We've heard rumblings, too, that others on line of the coaxial -- notably ex-Congressman Elmer Wene's WTTM, Trenton, N.J., and Publisher John H. Perry's WJHP, Jacksonville, Fla. -- may shortly join the TV parade.

Dallas application represents big oil money; it's by Lacy-Potter Television Broadcasting Co., partnership of multi-millionaire Rogers Lacy (yearly income stated as in excess of \$1,000,000) and Tom Potter (worth over \$500,000, annual income over \$50,000). Potter also is applicant for AMs in El Dorado, Kan. and Seminole, Okla.,

was in for Concordia, Kan. but dropped that one. They ask for Channel No. 8 (180-186 mc) with 35 kw visual, 18.5 kw aural power, say they'll spend \$300,000 on construction, \$20,000 monthly on operation. Studios and transmitter (RCA) will be in 47-story Rogers Lacy Hotel, now building, plans calling for TV set in every room.

Dallas Times-Herald at present holds apparently moribund CP for TV. Interstate Theatres Inc. (Paramount) application is pending. City has 3 channels assigned it (Supp. 17), so that Lacy-Potter's is third. Possibly now Dallas News (owning 50 kw WFAA) will leap into action, forcing hearing -- though it might ask for one of Fort Worth's 3 channels, only one of which has yet been spoken for (grant to Amon Carter's WBAP-Fort Worth Star Telegram).

Wilmington application is from Steinman brothers' WDEL, reinstating previously dropped application asking for city's sole assigned channel No. 7 (community). It specifies \$114,500 for construction. It's a natural (as Trenton would be) since it's in strategic position to tap already existing coaxial. Steinmans have no present plans to reinstate other TV applications they once filed but dropped -- for Lancaster (WGAL) and Harrisburg (WKBO). Wilmington application also is in line with current thinking among some broadcasters, as reported to us by spokesman for big equipment firm: "One trend seems to be an increasing interest in low powered transmitters for small communities, particularly if these happen to be located where a relay or network is likely to be constructed."

JUMPING THE GUN ON PETRILLO: Fact is that AM-FM duplication has already begun in good many places -- and with nary a peep of objection from Jimmy Petrillo, his locals or networks whose shows are being duplicated. It's being done either on advice of individual station counsel or simply in confident expectation music union's ban is about to be lifted. Our own conviction, born of what has transpired on AFM front in recent weeks (Vol. 3, No. 28-31), is that it won't be long now before duplication will win full and formal blessing of a now more conciliatory Mr. Petrillo. Indeed, network spokesmen told us as we prepared for press Friday night they expected word from him any moment. "But," said one, "you know how he is -- great for those midnight decisions or eleventh hour blitzkriegs." For most part, like zealous FMA, nets seem to feel cards are now stacked in favor of duplication, and they're prepared to pass the good word on to their affiliates the moment they learn Petrillo's mind.

Tenor of Hollywood hearings of House Labor subcommittee was also favorable to radio, also indicated more contrite union. Local 47's president Maury Paul made statement AFM has abandoned ban on duplication, leading to speculation whether word had already gone out to locals from Chicago. But there was no verification either from locals or from Jimmy's headquarters. Sought by long distance, his office said he wasn't in but leave your name and we'll tell him you called. Obviously, there had been lots of other inquirers.

Those who've dealt with Petrillo are still wary, but it does seem AFM czar is abandoning role of despot, is willing now to do right by Our Nell. AFM took awful beating from Don Lee's Lew Weiss (MBS chairman) in Hollywood testimony. Tough ex-cavalryman Weiss charged union with having stymied FM and TV, forcing networks to bring local stations to terms by imposing secondary boycotts, running "racket" with standby rules, requiring untenable quota systems, shifting authority from locals to all-powerful Petrillo without notice.

Rep. Kearns' quarry now is TV restriction in movie contracts (no music on films for TV), which Isaac Chadwick for small producers asserted already means loss of \$100,000 a year in film rentals to TV's still few stations. Eric Johnston's MPA had v.p. Charles Boren on hand to testify: "No other clause in the contract negotiations was as controversial." That seemed to set tune of all movie magnates, who doubted legality of TV ban. But 20th Century-Fox's Fred S. Meyer said Petrillo had insisted clause must go in, remarking when confronted with legal objections: "Let the lawyers worry about that." Added Meyer: "Those of us who've dealt with the union thoroughly understand the meaning of the word 'must'."

FM CHANNELS GETTING SCARCER: FCC scraped bottom of the barrel, using its reserved Class B channels to make FM grants in Detroit, Norfolk, Scranton areas this week (Supp. 53-F herewith). And you can expect slimmer picking in more and more cities from now on. Stage is rapidly being approached where most choice markets, and some not so choice, won't have channels available any more just for the asking. Burden is on applicants to show FCC how it can be done, engineering-wise.

Clue to FCC's planning for Class A grants in major metropolitan areas is apparent in New York area authorizations this week, too. Since 12 had already been granted there (Supp. 53), the 9 pending applications had reason to worry lest channel scarcity precipitate a hearing. But Commission engineers solved problem by doubling up -- putting widely separated stations on same frequency. Chances of any new applicant getting grant there depend on where he applies; applications for peripheral towns would stand best chance. New York plan should avoid disappointing most Los Angeles applicants now scheduled for hearing, date not yet fixed. New York area, by the way, is assured at least 41 FM stations -- 20 Bs, 21 As.

HIKING TV SPONSOR RATES: More sets, higher rates, is current TV trend. Paramount's Balaban & Katz station WBKB, Chicago, raises basic hour rate (for studio shows) from \$200 to \$375 on Aug. 15, date when Chicago TV sets are calculated to reach 5,000 (last count, as of July 18: 4,112). The \$375 rate prevails until 15,000 sets are counted then rate goes to \$500 at 25,000, \$800 at 35,000, \$1,000 over 35,000 (Vol. 3, No. 5). Film rates are half or less.

DuMont's WABD, New York, on Sept. 1 hikes \$300 basic hour rate (for studio shows) up to \$800, justifying this not only on proved pulling power for TV sponsors but also on estimated 44,000-plus sets in New York area. It figures 6.2 persons per home set, 100 per tavern set, so top events enjoy audiences exceeding 500,000. Rates are less than one-third for film subjects. There's enough sponsor demand in sight to lead Dr. Allen B. DuMont to tell us he confidently expects company's telecasting operations to achieve break-even point in 1948.

It's expected NBC's WNBT rate of \$750 per hour (\$250 for films, various charges for field pickups) and CBS's \$150 for 30-60 minutes of either rehearsal or actual broadcast (same for film) will also shortly be hiked. Growing use of TV in bars, restaurants, etc. is indicated by report this week Commercial Television Corp., New York, offshoot of a refrigeration business, is renting out large-screen sets (UST) for that purpose, installing 10-20 per week. Speedup in set sales, hence faster growing audience, is seen in installment sale ads appearing in newspapers in cities with TV service; Philco dealers, introducing \$395 Model 1000 in New York market on big scale this week, offered sets at \$3.95 weekly after down payment.

[Note: For copies of TV rate cards, which show detailed rates for various classes of time use, also for time segments, write operating stations as listed in our TV Directory, Supp. No. 18-C].

NEWS, SPORTS ARE TV STANDBYS: What's TV going to do for programs? News events and sports -- these will be mainstays even when network TV makes large-scale productions economically feasible and when more and better films are made available. In fact, "Variety" recently quoted an unnamed "newsreel topper" as saying TV will render today's newsreels "deader than a doornail within 3 years." In those cities having TV stations, hardly a sports event -- from baseball and football to billiards and miniature auto racing -- is being overlooked by the telecasters. And the sports promoters aren't looking down their noses at TV either, not even the baseball owners; their deal usually is for fixed fee for rights, cut on sponsorship, if any.

In the 8 cities now having TV service (Supp. 18-C), all 6 that have big league ball teams can see their home games on TV, the seventh (Los Angeles) carrying local baseball too, the eighth (Schenectady) having no baseball. Big-league home baseball schedules now being telecast: Brooklyn Dodgers, WCBS-TV; New York Giants, WNBT; New York Yankees, WABD; Chicago Cubs, WBKB; Philadelphia Phillies and Athletics, WPTZ; Detroit Tigers, WWJ-TV; St. Louis Cardinals and Browns, KSD-TV;

Washington Senators, WTTG. Most of these games have local sponsors. Coming foot-
ball season is already attracting big-time sponsors: American Tobacco Co. has
bought 10 eastern college games, not yet specified, over WNBT, 7 Notre Dame and
Northwestern games over WBKB. Pabst Beer will sponsor all 3 home games of New York
Giants pro team on WNBT, which also plans carrying 4 Navy games from Baltimore and
Annapolis (probably unsponsored) and some games of Philadelphia Eagles and Baltimore
Colts (probably sponsored). Chicago Rockets (WBKB) will have Keeley Beer as sponsor.

SIGHT AND SOUND

George B. Storer's interest in TV in other cities be-
sides Detroit and Toledo, where his Fort Industry Co.
holds CPs (Supp. 18-C), is indicated in Friday announce-
ment of John Koepf's appointment as Fort's TV manager.
Fort's Washington man for last 18 months, personable
Mr. Koepf, ex-Proctor & Gamble radio director who served
in Navy alongside Storer, will now headquarter in Detroit
and "coordinate the plans of the company . . . in other
cities where television stations are subsequently to be
applied for."

Gross up, net down, is again fiscal story of CBS, which
this week reported \$51,411,368 gross income from sale of
facilities, talent, lines, records, etc. during first 6 months of
1947, net of \$2,919,507 (\$1.70 per share). For same period of
1946: \$46,582,052 gross, \$3,200,716 net (\$1.86 per share).
Of 1947 net, \$1,936,261 was realized from broadcasting,
\$983,246 from record manufacturing. Last year's com-
parative figures were \$2,381,683 and \$819,033—again show-
ing exceedingly important place record business has as-
sumed in CBS balance sheet (Vol. 3, No. 13).

Speculation rife whether David Sarnoff's RCA chair-
manship means he'll soon relinquish presidency and, if
so, who will succeed. Prospects: Frank Folsom, RCA Vic-
tor president; Niles Trammell, NBC president; Frank
Mullen, NBC executive v.p., ex-aide to Sarnoff.

Inquiries about purchase of WQQW, Washington, have
been so numerous since ill-starred, ill-managed "good mu-
sic" station went on block (Vol. 3, No. 29, 30), that form
letter listing its assets has been sent to several dozen pros-
pects. Confidence is expressed acceptable bid will be of-
fered to meeting of 204 stockholders Aug. 18.

Full resources of FCC's engineering staff have been
enlisted behind work necessary to complete Atlantic City
International Radio Conference Sept. 15, when new treaty
is scheduled to be signed. That's why FCC Chief Engineer
Sterling and TV Division Chief Curt Plummer couldn't go
to Chicago this week for Zenith Phone Vision showing.

Pulse Inc., scanning New York City FM set ownership,
finds some 3% (50,000 to 80,000 homes) FM equipped.
It also finds people apparently pretty fickle as to preference
among the 10 stations now programming. Its two recent
polls show little consistency of station popularity. In
Washington, the *Post* (WINX-FM) also made survey,
came up with 4.6% (14,500) FM homes.

Pool use of New York-Washington coaxial was agreed
upon by NBC, DuMont, CBS at meeting with AT&T offi-
cials. Tentative schedule is based on best feature of day
(baseball, football, etc.), with 3 networks splitting. First
2 have own Washington outlets. CBS has tieup with
Washington Star's WTVW, due on air in October—first
hookup affiliation it has yet made.

Next TV outlet to take air commercially doubtless
will be *Philadelphia Inquirer's* WFIL-TV, which telecast
first test patterns Wednesday—only 62 days after starting
to put up transmitter and antenna. Starting Aug. 11, test
patterns will be aired daily, 8-9 p.m.

RMA-NAB Joint Liaison Committee meets for second
time in Washington Aug 26, with major subject status of
FM and TV. Manufacturers feel AM-FM duplication
will give decided boost to FM set sales. TV they see as new
product lifting them out of AM overproduction doldrums.
Broadcasters naturally want to know set-makers' plans
for FM and TV (on TV, see Vol. 3, No. 30, 31). RMA
members are Sylvania's Balcom (president), Crosley's
Cosgrove (ex-president), Motorola's Galvin, GE's Baker,
Westinghouse's Evans, RCA Victor's Folsom, Strom-
berg's Manson, Farnsworth's Nicholas, Western Electric's
Lack, Emerson's Abrams, Zenith's Bonfig, Philco's Hardy.
NAB conferees are Justin Miller (president); T.A.M.
Craven, WOL, Washington; William Fay, WHAM, Roches-
ter; Gordon Gray, WSJS, Winston-Salem; James D.
Shouse, WLW, Cincinnati; Carleton Smith, WRC, Washing-
ton.

That new TV tube, reported in AP dispatch Friday
from Stanford U as making possible operation of 300
black-and-white or 100 color TV stations in limited area
without mutual interference, is same as one reported by
Bell Labs last year (Vol. 2, No. 27). It has potentials for
video networking due to broad-band (800 mc), high ampli-
fication (10,000). Stanford's Dr. Lester M. Field started
work on it at Bell with Dr. John R. Pierce, says it's twice
as effective as one reported last year.

Paul Bunyan and his blue ox "Babe" had nothing on
modern loggers and GE. Complete FM network is being
used in logging operations on Minnesota border by Min-
nesota & Ontario Paper Co. System ranges from two
basic stations with 300 ft. towers to five 60-watt portables
for use in log drives.

Televising LaScala in Milan, direct off stage, micro-
waving it to receivers at nearby Milan Fair, was most
exciting job RCA's Dick Hooper said he did on recent
Italian junket with chain TV unit which so excited inter-
est of Pope Pius (Vol. 3, No. 28). Hooper got back 10
days ago, was immediately assigned Tanglewood job in
Berkshires, goes next to Toronto Exposition.

"Tower" FM antenna, \$1,150 sans beacon, is offered
by Workshop Associates (Gardiner G. Greene, pres.), 66
Needham St., Newton Highlands, Mass. Claims: highest
gain per antenna height, needs no de-icing gear, sim-
plicity, less windload and weight (183 lbs) than others
of comparable gain, delivery promised 60 days after order
received.

Anyone connected with news on radio should make
Paul W. White's "News on the Air" (Harcourt, Brace &
Co., \$3.50) *must* reading; it's a textbook by ex-CBS ace
news chief, who did such a bangup wartime job.

RCA's gross income from all sources (including NBC)
was \$154,333,872 for first 6 months of 1947, its net \$8,-
825,912; for same period last year, gross was \$101,310,085,
net \$5,666,299.

Gates of Quincy, Ill. plans production line on FM trans-
mitters by early September.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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August 16, 1947

MR. PETRILLO BIDES HIS TIME: As of Friday night, still no word from Petrillo about AM-FM duplication, still the same negative response from his Chicago office (Vol. 3, No. 32). Petrillo's aides say he's out of town, others that he's resting on his farm near Chicago -- storing up strength and ideas, no doubt, for his Sept. 15 reappearance before House Labor subcommittee. Certainly, his decision will be known by then at least. Meanwhile, we're getting still more reports of AM-FM duplication, especially by independents and in some cases by network affiliates, with nobody seeming to care any more. It shouldn't be long now.

FCC's TV PLAN, LOSS OR GAIN? It's a bit too early to gauge reactions to FCC's proposal to take away community TV Channel No. 1 (44-50 mc), assign it to non-government fixed and mobile services, as means of eliminating interference probed at mid-June engineering conference (Vol. 3, No. 24). Plainly, FCC planners hate to do it, for it means TV will then have only 12 channels left, with many sets already manufactured for 13. TV spokesmen say they don't intend to give up No. 1 by default -- even though, in compensation, FCC proposes to eliminate sharing provisions between TV and other services, except government on Channels 7 and 8 (174-180 & 180-186 mc).

Detailed plan was set forth in 9-page FCC Mimeo 10421 released Aug. 14 (we'll get you a copy, if you wish). Comments and objections are invited by Sept. 15. If they warrant, FCC will set date for oral arguments. This is what proposals would do to present assignments (p. 8, Supp. 17):

(1) Two cities would lose their single channel assignments -- Trenton, N.J. and Bridgeport, Conn., where no one has yet applied. (2) Three cities would lose one channel each -- Chicago (No. 13), Cleveland (No. 7), Columbus (No. 8). (3) Eleven cities would have present channel assignments reshuffled, without losing any -- Canton, O.; Fall River-New Bedford, Mass.; Harrisburg, Pa.; Manchester, N.H.; Racine-Kenosha, Wis.; Scranton-Wilkes Barre, Pa.; South Bend, Ind.; Springfield-Holyoke, Mass.; Springfield, O.; York, Pa.; and Riverside, Cal., where KPRO has only grant thus far to Channel No. 1 (Supp. 18-C). KPRO would get No. 6 instead under new plan. None of other cities in latter category has any TV grants or applicants.

Supporting plan, FCC engineers say it would also eliminate interference on TV Channels No. 4 (66-72) and No. 5 (76-82) caused by fixed and mobile services (mainly aero) now operating in in-between band of 72-76 mc. These services would be limited to fixed circuits so engineered that interference would be nil. But 72-76 mc communications services would be allowed to continue for 5 more years.

On other hand, FCC proposal does nothing to overcome adjacent channel interference from amateurs in 50-54 mc, now playing hob with TV Channel No. 2. Nor is anything proposed to overcome harmonic interference from "hams" in 28 mc band, also to Channel 2. And no solution is attempted for harmonics from diathermy and industrial heating devices, though it's thought these will be slight once equipment makers improve their gadgets. Also unsolved is interference from TV to aircraft navigational systems in 108-120 mc band.

PROOF OF THE FM PUDDING: Several significant points about FM the 450-odd delegates from 70 countries will certainly carry home with them when International Telecommunications Conference concludes its Atlantic City sessions Sept. 28 -- all auguring well for future FM export trade:

(1) That FM offers best system for countries with underdeveloped broadcasting services, better system than AM for poor propagation areas, virtually perfect system so far as freedom from tropical static is concerned; (2) that FM's range is not necessarily limited to line-of-sight horizon, as so long believed.

Consulting engineer C. M. Jansky Jr. reports keen interest in FM among foreign technicians inspecting current Atlantic City demonstrations, which will continue. Points are proved rather potently, particularly second point, in radio relay setup (Vol. 3, No. 31) in which signals from Maj. Armstrong's Alpine transmitters (one high band, one low) are picked up 110 miles away and 7,340 ft below line-of-sight at special 120-ft receiving antenna, then carried 7 miles on special high fidelity (16,000 cps) lines to WBAB-FM transmitter. Quality is consistently tops.

Delighted, Maj. Armstrong presented heads of each delegation with Zenith AM-FM table model set. Word of warning from Prof. Jansky: Properly engineered, high quality radio relay systems for FM networks will require more than \$200 capital cost mentioned at Albany FMA meeting last April (Vol. 3, No. 16).

SHOT IN ARM FOR NAB'S FM DEPT.: Is NAB really going to shake a leg, do something about promoting FM? Its avowed policy is not to promote any special phase of radio -- but question naturally arises whether old FMBI's stepchild, NAB's FM Dept., will be adopted into NAB's departmental family as a full-fledged member if and when Arthur Stringer is named chief. Mr. Stringer is now director of special services, but primarily he's a promotion man -- and a good one. Almost anything NAB would do in FM field would be regarded as promotion, despite FMA's creation for just that purpose. Only this week FM, TV and FX stations were made eligible for representation on NAB board by mail vote of membership, provided each has 25 member stations -- so you can look for four new directors-at-large (FM gets one each for Class A, Class B).

NAB's long moribund FM Dept. was left virtually dead when Bob Bartley quit. NAB hierarchy has been too busy with other things to bother about it, though did show mild interest in FM in naming independent FMer Leonard Asch (WBCA, Schenectady) chairman of FM Executive Committee to succeed Walter Damm. Asch is also one of topkicks of FMA, has called his NAB committee for meeting Aug. 25.

That NAB doesn't like existence of "periphery" associations like FMA and TBA, is an open secret. Long-range plans are to absorb them. But it can't get FMA, which now has 195 members. As for TBA, even though networks belong, and networks are partial to NAB, they don't carry enough weight in TBA councils yet to put over merger. Incidentally, NAB has no special session on FM, like last year's, scheduled for its Atlantic City convention, Sept. 15-18, though FCC Chairman Denny may be counted upon to discuss FM again in his convention address. Nor is TV on agenda, except as it may come up in technical session or be demonstrated in exhibits.

NEWSPAPERS TO TALK OVER TV: Of the 11 TV stations operating commercially (Supp. 18-C), two are newspaper-owned -- by Detroit News, St. Louis Post-Dispatch. Of 54 CP holders, 20 are newspapers, including rich, live-wire Philadelphia Inquirer, whose WFIL-TV right now is air testing, readying for September debut. Inquirer's TV director, Ken Stowman, is convinced newspaper-TV stations have many problems in common: planning, engineering, construction, management, programs, newsreel exchanges (he has already made film swap deal with Don Lee's W6XAO, Hollywood). So, to talk all these things over, but "absolutely not" to set up any sort of organization, Stowman has invited all newspaper TV executives to confab in Chicago's Palmer House Aug. 27-29. About half the newspaper TVers quickly accepted, replies from others are awaited. Not invited were mere applicants, of whom there are 15, three identified with newspapers -- Chicago Daily News, Philadelphia News, Lancaster (Pa.) New Era, latter interests seeking TV in Wilmington, Dela. (Vol. 3, No. 32).

MORE TUNERS, CHEAPER TUNERS: First unit we've heard of containing Hazeltine's "secret" FM circuit (Vol. 3, No. 31) was unveiled this week by John Meck Industries Inc., receiver manufacturer of Plymouth, Ind., at Columbus (Ind.) meeting of Indiana FM Assn. It's a 2-tube converter, to sell at \$19.95. We have no indication of its performance other than that its makers say it brings in 7 FM stations at Plymouth. September delivery is planned through regular retail channels spurred by big promotion campaign. It's one of quite a few FM tuners and sets FMA says will be exhibited at its Sept. 12-13 convention in Hotel Roosevelt, New York. Also to be shown is unidentified 3-tube FM-only set designed to sell for \$24.95.

Airadio has begun shipments to dealers and broadcasters of its \$38 "Combinette" (Vol. 3, No. 20), heralded by full-page trade paper ads. Suggested retail price is \$56.95. Of 25,000 units scheduled for production before year's end, first deliveries go to some 100 purchasers in 80 cities (mostly broadcasters). Sales are handled by Electronics Inc., Washington (Bill Koplovitz). And WIBW's Pug Marquardt (Topeka) reports he's had numerous inquiries for samples of his Blooper (Vol. 3, No. 31), planned for early mass production.

MAIL ORDER AND CHAIN STORE FMs: When the big merchandise-wise mail order houses pick up a product, you may be sure it has arrived. So it will come as pleasant news to FMers, still dismayed by FM's junior position in manufacturing field and high prices it's fetching, to learn biggest mail order houses show deep FM-consciousness in radio sections of their new Fall-Winter catalogs. Sears Roebuck lists 4 out of 10 Silvertone consoles with FM -- one straight AM-FM console at \$99.50, three AM-FM-phono combinations at \$149.50, \$195, \$225. Montgomery Ward lists 5 out of 8 Airline consoles with FM -- one AM-FM at \$124.95, four AM-FM-phonos at \$169.95, \$209.95, \$219.95, \$229.95. Then, too, Western Auto Stores (big, little chain) last week broke ad on its \$149.50 AM-FM-phono Truetone console, pegging price on trade-in of old set. Another big chain, Alden's, is reported getting ready for FM market. National Cooperative, Chicago, selling its own "Co-op" brand of AM sets at \$24 and \$38, plans to have FM added to latter by October, hopes to sell set at \$50-\$60. On Thursday, Sparton broke full-page ad in New York Times offering \$30 trade-in credit on its \$229.95 AM-FM-phono, making cost \$199.95, plugged FM features particularly, listed all dealers in metropolitan area. And New York's giant Macy's this week began pushing, via ads and in-store promotion, an AM-FM-phone Artone for \$199.

FOCUSING FISCAL EYES ON TV: Magic appeal of TV has stockbrokers working overtime these days. Even though CBS testified it dropped some \$2,000,000 on color TV (Vol. 2, No. 50), even though it obviously can't profit from TV for some time to come, newsletter of one of biggest brokerage houses tells its customers: "The stock of this company [CBS] affords an interest in an established field with possibilities of large profits in the future from the coming development of television." It sees significance in fact 22% of WCBS-TV's time at end of last year (when it was on air only few hours weekly) was sponsored by such major advertisers as Ford, Gulf, Bristol-Myers, Borden.

Fanfares of publicity are accompanying current offers of stock in United States Television Mfg. Corp., specializing in large-screen TV sets for bars, restaurants, etc., which it claims to have distributed in larger quantities than anyone else. This week, UST announced \$2,245 set with 25x30-in screen, largest yet. Its largest screen up to now has been 19x25-in. at \$1,995. (Size of newspaper page is 16x22-in.) President Hoge sees TV's future in large-screen, says UST is perfecting home set with small tube (2-3-in.) that can provide image magnified to 12x16-in., to sell at about present prices of direct-viewing sets.

It's generally agreed in trade that first big profits from TV, as in early days of radio itself, will be made by manufacturers and dealers -- long before telecasting becomes profitable. That's certainly thinking of TV-station operators DuMont, Philco, RCA, and of most of the numerous other manufacturers going into TV (Vol. 3, No. 30, 31). So it would seem CBS, with one station and seeking only one

more (Chicago), isn't in good position to profit from TV. Nor is ABC, planning 5 TV outlets, reported in current Tide Magazine to be considering reviving last year's shelved plan for public sale of stock (probably to pay for huge TV plant outlays). Most significant fact about CBS's recent financial reports is increasing take from recording business, decreasing from broadcast operations (Vol. 3, No. 13, 32).

SIGHT AND SOUND

Most reports about resignations from FCC are likely to come true sooner or later—but meanwhile the same rather equivocal denials. From Atlantic City, Chairman Denny writes again this week: "I have made no plans for leaving the Commission." He made no comment on trade report he's been offered NBC general counselship, to which Henry Ladner succeeded (on Judge Ashby's resignation) with title of acting general counsel.

Who gets WQQW, Washington (Vol. 3, No. 29, 30, 32) will be decided next week, or after Aug. 18 stockholders meeting. Best purchaser prospect seems to be "large cosmetic firm not now in radio." Others in running: Drew Pearson, columnist; Lawrence Heller, ex-owner, WINX, Washington; Ohio Farm Bureau (Murray Lincoln, president), seeking capital "feeder" for its WRFD, Worthington, O. (AM Directory No. 1).

FCC has given Paramount-DuMont TV applications 60 more days grace, or until Oct. 15, so they still pend—until decision can be reached whether and when film company will dispose of its DuMont stockholdings (Vol. 3, No. 32).

Continental FM Network has sponsor on hook, will announce details shortly. Twenty-station hookup (Vol. 3, No. 32) this week added WNLC-FM, New London, Conn., taking shows off air from WGTR, Paxton, Mass. [Note to subscribers: We have supply of CN maps we published last week, will be glad to send you a few extra copies without cost.]

FCC Blue Book may not have been bleached, but it sure got Clorox treatment this week when license renewal of WTOL, Toledo, was okayed on grounds operation had improved tremendously since it was cited as one of 5 "horrible" examples in March, 1946 report. Only station criticised in Blue Book still not renewed is Hearst's WBAL in Baltimore, due to be heard Oct. 6 in conjunction with Pearson-Allen application.

TV power in megawatts may be solution to adequate coverage in uhf band. Suggestion is advanced by *Electronics Magazine's* editor and color TV expert, Don Fink. Saying 480-920 mc band (now 500-890 mc) may be TV's last frontier, he suggested more field testing before decision on band's adequacy. He's worried, too, lest definition be frozen at 525 lines, emphasizing that he is thinking in terms of next 25 years' development.

To convert auto radios to FM, Pilotuners (Vol. 3, No. 29, 30) have been installed in their cars by Robert Lincoln O'Brien, publisher-operator of independent FM station WLOB, Claremont, N. H., and L. J. Duncan, owner of WRLD-FM, West Point, Ga.

Howard Hughes' plans for TV (he once had applications in for Los Angeles and San Francisco, which he dropped) won't be revived, he told us while here for Senate hearing. Reason: too many other irons in fire.

NBC affiliates, holding own pre-NAB convention Sept. 12-13 at Atlantic City's Claridge Hotel, will get earful on TV second day, with RCA's Gen. Sarnoff as main speaker.

Perennial Clear Channel hearing is again postponed by FCC, this time to Oct. 14.

Westinghouse Stratovision expert C. E. "Chile" Nobles says he knows about problem of pitching and turning in airborne reception and transmission, and that means have been developed to overcome it. He didn't want to say more until he'd had a chance to read and study report last week by DuMont's T. T. Goldsmith, which questioned feasibility of skyhook system of relays and transmitters. Goldsmith's report was based on flights between New York-Boston-Washington with planeload of measuring devices.

GE's new biconical TV antenna for microwave relay reception picks up uhf beams from any direction, doesn't have to be "aimed" for each remote. Called "chicken brooder" because that's what its three sections look like when assembled, first unit goes to *Washington Star's* WTVW, due on air early this fall. Developed for 1295-1425 mc TV relay band, company says antenna can be modified to work on any uhf frequency. GE also claims it's almost 16 times more sensitive than simple vertical.

First serious attempt to buck FCC's interference standards for FM is running into difficulty. Suffolk Broadcasting Corp., holder of CP for Class A at Coram, N. Y., (Long Island), has dredged up a Class B channel and wants to convert, but FCC set it for hearing, questioning whether another Class B can be squeezed into New York City area.

DuMont's guide on TV commercial time, established in new rate card that goes into effect Sept. 1 (Vol. 3, No. 32), ranges from 1 minute, 30 seconds for a 5-minute show to 9 minutes for a 60-minute show during daytime hours (before 6 p. m.), and from 1 minute, 15 seconds for a 5-minute show to 6 minutes for a 60-minute show night time (after 6 p. m.). This is first listing of ratio of commercials to program time we've seen for TV.

Industrial Television Inc., Nutley, N. J., organized 5 months ago to manufacture bar and restaurant large-screen, direct-view TV sets, is now marketing in Washington and Baltimore. Specializing in multiple units worked from a single master control, company reports over 100 installations in New York area already, production now 50 per month. Home models are due in late fall, says President Horace Atwood Jr.

Reason why J. Arthur Rank film interests ordered DuMont image orthicon chain shipped to London last month (Vol. 3, No. 30) became apparent with issuance of experimental TV license permitting British firm to beam programs from Baird labs to 6 London theaters, also to pick up news events for projection on theater screens. It's England's first private license of kind. London report also has it that Scophony Ltd. plans production soon of set with 18x24-in. screen.

St. Louis plans big TV show, Nov. 19-23, wants to make it nation-wide in scope with exhibits by all manufacturers; but Chicago exposition planned for autumn probably won't be held until early next year, if at all.

Radio Consultants Inc. plans third of its FM symposiums in Washington's Statler Hotel, Oct. 23-25, charging \$15 registration plus \$100 fee for course.

Another newsletter in TV field started this week, called *United Video*, published at 516 Fifth Ave., New York City, Irving Yorke, secretary.

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August 23, 1947

IS TV CURE WORTH THE LOSS? Two schools of thought seem apparent among TVers pondering FCC's proposal to delete Channel No. 1 in order to obviate interference from channel-sharing mobile services (Vol. 3, No. 33). What organized TV broadcasters want done should be decided at TBA board meeting Aug. 25. One school feels that, though drastic, FCC's solution is best since it does cut out interference which June engineering conference plainly showed exists (Vol. 3, No. 24). It's understood this is opinion of TBA engineers who met Thursday. Other segment feels TV must fight to hold scant number of channels now assigned it, must at least be compensated for any loss. They want industry to demand two or three additional channels in what they claim are "watered" government bands between TV Channels 6 and 7 as price of concurrence to loss of Channel 1. They point to necessity for at least two channels in small cities and towns in order to make TV truly competitive. Under proposed plan even Bridgeport and Trenton will be left barren of TV.

SEASONAL DIP IN RADIO OUTPUT: July was 5-week month in RMA's audited calculations of radio production (June 28-Aug. 1). But it also was usual month of vacation shutdowns and slowdowns. Hence output dropped somewhat. Total sets of all kinds produced by RMA members (95% of industry) reached 1,155,456 in July, compared with 1,213,142 in June (Vol. 3, No. 29). Total for first 7 months of 1947: 9,766,100.

July TV output was 10,007 sets, compared with 11,484 in June; it breaks down to: 5,546 table models, 2,406 direct-view consoles, 187 projection sets, 1,860 radio-phono combinations, 8 converters. Seven-month total TV output: 56,396. July FM total was 70,649, compared with June's 76,624, and breaks down to: 55,988 AM-FM-phonos, 485 AM-FM consoles, 14,176 table models. FM's 7-month total: 516,212.

TALKING SOFT BUT ACTING TOUGH: We certainly called the turn wrong on Petrillo. But, then, so did just about everybody else, including our chief sources of information -- Rep. Kearns, FMA, the networks, Jimmy himself. This week's bad news adds up to no AM-FM duplication, for the time being at least. They're two separate fields, Petrillo says, "like a theater and a night club." Even the FCC licenses them separately, and besides "the FM station with no AM affiliation [our count: 289 out of 1,124] . . . should not have to suffer this competitive discrimination." So went the Petrillo arguments as he announced his edict from his Chicago throne room Tuesday.

"This does not mean that the same musicians cannot play on both AM and FM," he conceded magnanimously. "It only means that the AM operator must pay the union scale if he wants a musician to play over his station, and the FM operator must do likewise." He said 12 FMs are already paying the union pipers, but won't tell who they are -- hasn't even informed House committee yet, as promised. (We know only of Chicago Tribune's WGNB, CBS's WBBM-FM, Stromberg-Carlson's WHFM). As for unauthorized duplication already going on (Vol. 3, No. 32), it's apparently up to AFM locals to squawk first.

Not much doubt about it -- Jimmy has given the industry another kick in the slats. But there isn't any doubt, either, that he's going to have to do a lot of

explaining to House subcommittee which has him under subpoena to reappear Sept. 15 (though date will be deferred until after FMA, NAB conventions). Chairman Kearns was very surprised, at edict, said it was "contrary to my understanding."

There's at least fighting chance, too, that Dept. of Justice may move into situation under Lea or Taft-Hartley laws. FMA conferred Thursday with battery of Attorney General's staffmen, headed by Peter C. Brown, who also are slated for meetings with networks next week. FMA's Bill Bailey, hopping mad, insists networks should permit duplication at once since their AFM contracts cover "broadcasting," not AM as against FM; he says he suspects networks have private agreement not to feed musical programs to FM without Petrillo's consent.

Networks' joint telegram to Petrillo Wednesday expressed regret, asked further meetings, stated: "Your action will seriously retard the development of FM broadcasting and we therefore feel is clearly contrary to the public interest." But networks obviously are not in any hurry, probably would prefer to bide their time until they negotiate next contracts with AFM, present ones expiring next Jan. 31; they should be in better strategic position then, under new labor laws. As for NAB, it had no more comment than President Miller's remark to N. Y. Times: "This will mean continuation of the stalemate." Subject is certain to be main topic at both NAB and FMA conventions next month.

It looks now like Petrillo is adopting policy of "talk soft, act tough," intends to maintain old fear of reprisals (such as higher wage demands, strike threats) if thwarted by new labor laws. He let it be known Friday AFM isn't going into recording business, as he threatened at House hearings (Vol. 3, No. 28), but he has adopted policy of refusing to let his men play for any new recording companies. As Rep. Hartley commented to AP Thursday, day his bill became law, "Fortissimo means loud music. Pianissimo means soft music. Petrillo means no music."

* * * *

Someone's been feeding Jimmy Petrillo some rather cockeyed figures on FM, from which he's drawn questionable conclusions. He was quoted as telling Chicago newsmen there were 204 FM stations now operating, that these would increase to 3,000 in 18 months. Actually, adding the 52 licensees and 213 STAs to date (Supp. 53 and addenda), there are 265 FM stations which may be presumed to be on the air more or less regularly. Then there are 666 CPs outstanding, 247 conditional grants, only 159 applications pending. Applications now are less than half dozen weekly. How all these can possibly add up to 3,000 within 18 months escapes us.

BROADCASTING'S BIGGEST FLOP: Lots of voluble stockholders, plenty of pretty theories, much cloudy business thinking -- that's picture of last Monday's meeting to decide what to do about Washington's WQQW, costly experiment of the "liberal" fringe gone sour. Despite talk of many bidders, there was only one bid -- \$80,000, from Lawrence Heller, ex-owner of WINX, which he sold to Washington Post for \$500,000. Stockholders wouldn't approve, decided to meet again Sept. 3.

Good music, limited commercial station, which was going to show up industry's ills and foibles under "enlightened" managership of one of Blue Book's authors, ex-FCC staffman Edward Brecher, is on rocks after only 8 months operation (Vol. 3, No. 29-33). Business-wise, it's probably quickest and worst flop in radio history, will be cited often as prime example of loose thinking, impractical acting on part of pinkos, do-gooders and others who carp at commercial radio.

Station enjoys fairly large, very loyal following (not all highbrow) but has suffered from antagonism engendered from outset by Brecher policies: looking down nose at advertisers and agencies, promising city its "only honest news" (and then hiring ex-correspondent for Communist papers as news editor), even refusing to observe ordinary amenities of legitimate business. Facility isn't bad (1,000 watts daytime on 570 kc) plus CP for FM. Best business month was \$4,000, though gilded overhead runs about \$12,000. The 202 stockholders subscribed to \$132,000 in capital stock, several also going on note for \$50,000. They want to

salvage something, but obligations besides \$50,000 note include \$10,000 trust, \$4,500 owing for equipment, \$5,000 liquidation cost, \$15,000 estimated operating expenses until FCC approves a sale. Muddy thinking was manifest when some stockholders even suggested that (1) present stockholders buy more stock, (2) public be offered stock, (3) public be asked for regular subscription fees!

THE TELEVISION POT SIMMERS: There's no mistaking the symptoms -- things are beginning to stir in TV, auguring busy days ahead for everyone concerned. Even TBA President Poppele's prediction before newly formed Philadelphia Television Assn. Wednesday night, that TV industry will amount to \$250 million by June, 1948 GOP convention in that city, may not be entirely amiss. He based his estimate on 500,000 sets at average of \$500, which may not be bad guess in light of numerous manufacturers planning TV production (Vol. 3, No. 30), let alone trade estimates of up to \$10 million expenditures on advertising of TV sets during next 12 months.

This week, as Bamberger's engineering chief (WOR), Poppele announced orders placed with GE and RCA for full equipment for its projected New York and Washington TV stations, respectively (Supp. 18-C). GE promised delivery of former by next March. This makes three major TV station orders for GE -- others being for Chicago Tribune and Yankee Network (Vol. 3, No. 23).

This week, also, another TV applicant who dropped out last year asked FCC to reinstate application -- A. Frank Katzentine, WKAT, Miami Beach, Fla., who proposed spending \$165,000 on installation. His is eighth application since color decision. Long-delayed Chicago Times application (Vol. 3, No. 32) is now definitely promised within next two weeks. And Philadelphia's WFIL-TV starts programming Aug. 25, plans formal opening Sept. 13.

On merchandising side, major TV producers deride trade story sets aren't moving, say they can market all they can turn out. Confidence is bolstered by the easing of installment-buying restrictions, seen as offset to high cost of sets, also by prospect of big TV events to attract buyers -- World Series, football, 1948 politics, etc. Philco plans invasion of Washington market Aug. 27 with its Models 1000 and 2500 (Vol. 3, No. 26), former in quantity (\$395), latter in limited numbers (\$795), accompanied by big promotion campaign. Philco has concentrated so far on Philadelphia and New York areas, building service setup, is now readying to go into Chicago, Detroit, St. Louis, Los Angeles.

FM NETWORK'S FIRST SPONSOR: No mere lip-service promoter of FM, Stromberg-Carlson turns up as that first sponsor on FM's wire-radio hookup called Continental Network (Vol. 3, No. 32, 33). Big manufacturer-broadcaster has allotted unannounced but sizeable hunk of its fall-winter advertising budget to purchase 8:30-9 Friday nights for 16 weeks on full 22-station chain, starting Sept. 12. Program is live talent, with 30-piece orchestra designed for full utilization of FM capabilities, will originate from company's own WHFM, Rochester, will naturally plug FM radios. First program will be piped into FMA convention banquet hall. WHFM will also originate 8-8:30 Friday night show, sustaining but tailored with eye for another sponsor. WLAN-FM, Lancaster, Pa., joins CN this week, picking up Armstrong's signal from Alpine, N.J. Network can be expected soon to add York and Harrisburg, Pa. Competition in some cities has already led to jockeying for affiliation.

REACHING UP FOR TV SIGNALS: Hinterland bar owners, enviously and impatiently watching sports-minded elbow-benders pouring into TV-city taverns, have done something about it. Told that TV signals were going over their heads, they've decided to reach for them. In several cities, notably Allentown and Reading, Pa., you'll find towers up to 100 ft. high with nothing but receiving antennas on top. They're getting nice signals from New York and Philadelphia, over distances ranging from 40 to 88 miles. Remarkable is the kind of money going into such installations; complete setup, including receiver, cost as much as \$5,000. And some well-heeled people are shelling out the same way, just for their private home amusement. Another possibility of eking out distant TV signals is a new antenna developed by Lapoint-Plas-

comold Corp., Unionville, Conn. (Jerome E. Respass, president). Respass says he gets regular service from New York (over 100 miles), often Philadelphia (200 miles).

Regarding the tall tower idea, instead of everyone squeezing his wallet that painful way, it might pay some bright entrepreneur to look into Dr. Fritz Schroeter's proposal (Vol. 3, No. 8). What the former TV director of Germany's Telefunken suggests is a single neighborhood station to reach for TV signals, convert them to lower frequencies, transmit them to home sets by cable.

SIGHT AND SOUND

Class B conditional grantees now know which channels are earmarked for them. FCC this week issued proposed assignments (Supp. 54 herewith) which are almost certain to show up on final CPs. All conditionals henceforth will be granted with channels specified. Publication of assignments is for benefit of new applicants, who, since July 1, have had to specify desired channels. They now know which are preempted. For your convenience, you should enter these channels in Supp. 53 to 53-G; those Supplements, used with Supp. 52 (channel allocation), will show exact channel situation in any city.

RCA's Consumer Custom Products Dept. isn't telling us (or its competitors) how many of new Berkshire line of sets (Vol. 3, No. 31) it's sold thus far—but it does say the \$1,800-\$4,000 units are moving in about equal numbers. On first 200 of the \$4,000 breakfront models, which contain large-screen TV, purchasers get engraved plaques signed by Boston Symphony's Serge Koussevitsky attesting that \$500 of purchase price goes into Berkshire Music Center scholarship fund.

Nothing to lose and everything to gain, some Class A grantees in metropolitan areas are asking for modification to Class B, requesting reserved channels. Thus, *Passaic Daily News* (Paterson, N. J. grantee) wants to be on hand when New York reserved channels are passed around, and Montgomery FM Broadcasting Corp. (Silver Spring, Md.) asks for Washington's sole unassigned channel.

TV story of the week, as recounted by Bennet Cerf in *Saturday Review of Literature*: "A television salesman tried to sell one of his elaborate models to Mr. [Ed] Wynn. "Just think," he said, "you can sit comfortably in your hotel room, press a button on your television set, and a beautiful, scantily clad girl is suddenly standing before you." "In hotels I go to," Wynn said, "you can get the same thing without television. . . ."

Thomascolor Inc., Los Angeles, colorfilm system, in which BMI's Carl Haverlin has big interest and which was represented at FCC's color TV hearings, recently filed with SEC registration statement covering 1,000,000 shares of \$5 par Class A common stock which it proposes to offer public at \$10 share without underwriting. Inventor Richard Thomas was in Washington this week to demonstrate for SEC.

World Series games in New York will be seen via TV by 2,500,000 people. That's estimate of WOR's Jack Poppele, TBA president, who said Mutual had all rights sewed up (Gillette sponsor), would farm out video rights when series cities are decided. Talk is that New York's 3 stations would be given simultaneous or rotation rights.

Maj. Gen Roger B. Colton, ex-Signal Corps research chief, has left Washington engineering consulting firm of Colton & Foss to become Washington radio consultant for IT&T. Foss continues as William L. Foss Inc.

Collins, moving into high gear in FM transmitter production, reports it is now delivering 250-watt and 1 kw units from stock, will be shipping 3 kw's next month.

Lt. Gen. James G. Harbord, who died this week at 81, only last month relinquished RCA board chairmanship to David Sarnoff (Vol. 3, No. 28). Gen. Pershing's World War I chief of service of supply, Gen. Harbord was RCA president 1922-30, during company's great upbuilding days, with Sarnoff always his executive officer. He will go down in radio history as one of its great leaders.

RCA International's B. E. Shackelford has been nominated for 1948 presidency of IRE, mail balloting results to be announced Oct. 24. R. L. Smith-Rose, radio supt. of Britain's National Physical Lab, has been nominated for v. p. Two directors-at-large will be chosen from: B. deF. Bayly, U of Toronto, A. B. Chamberlain, CBS; J. E. Shepherd, Sperry Gyroscope; Prof. J. E. Stratton, MIT.

Importance of TV as newspaper lineage builder was cogently demonstrated when one section of *St. Louis-Post-Dispatch* carried 35 dealer ads, promoting RCA, GE, Crosley, and DuMont sets. Occasion August 6 was dedication of KSD-TV's new 20 kw transmitter and 546-ft. tower, which led newspaper to start promotion campaign also to plug St. Louis as important TV market, attract sponsors to station. KSD-TV this week asked FC for full license.

All RCA patent licensees are being urged to go into TV set production, even though competitive, as measure of stimulating industry. Thus some 100 manufacturers and trade newsmen have been invited to Camden and Lancaster, Pa., Aug. 27-28, for tour of TV production lines.

AFRA's New York convention this week made clear its intention to (1) expand and organize radio stations not now unionized, (2) fight Taft-Hartley law, (3) demand right of commentators to express their opinions on the air, (4) follow AAAA scale with respect to TV appearances.

Film documentary *March of Time* for September release is devoted to broadcasting, with due attention to TV and FM. Like "The Hucksters," it's not being greeted very warmly by broadcasters who've seen it, mainly because it stresses alleged advertiser control of programs.

July saw 75 sponsors on TV stations, reports Fred Kugel's *Television Magazine* for August, which lists them (with agencies). National accounts dominate, though there are quite a few locals, particularly radio dealers, brewers.

Articles on TV and FM are scheduled for September and October issues of *Kiplinger Magazine*—purely factual, editors assure us, not opinion like recent tirade against commercial radio.

Tiniest yet in commercial receiver field seems to be a \$5.98 hand-sized, battery, earphone set by Modernair Corp., 925 S. Grand Ave., Los Angeles.

Chicago's TV set count as of Aug. 15 was 5,027, reports WBKB which has fixed new rates accordingly (Vol. 3, No. 32).

NAB-RMA Joint Liaison Committee meeting scheduled for August 26 (Vol. 3, No. 32) has been postponed until sometime in the fall.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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August 30, 1947

WESTERN UNION PROMISES RELAYS: Western Union's proposed intercity TV relay (Vol. 3, No. 24) must be coming along, for it submitted memo to newspaper TV executives meeting in Chicago Thursday stating that it would have common carrier, microwave networks available in about 6 months at "attractive rates." New York-Chicago service is planned via 3 trunk routes: Albany-Cleveland-Detroit, Pittsburgh-Cleveland-Detroit, Pittsburgh-Cincinnati-St. Louis. Newspapermen in huddle to discuss common problems (Vol. 3, No. 33) heard plans of big news and photo services (AP, UP, INS, Acme) for TV news coverage, discussed exchanges of newsreels, swapped notes on construction, operation, costs, etc. They plan no permanent organization.

FM OPTIMISM WELL WARRANTED: No use kidding ourselves -- there just isn't a chance of 700 FM stations on the air by end of 1947. Actual figure to date: 269. Probable figure then: about 400. But that shouldn't dismay anyone for there's no magic in widely quoted figure first predicted by FCC Chairman Denny last January. FM boosters are currently proving they need no magic to warrant their optimistic outlook, e.g.:

Spurt of interest in FM in business publications -- Tide making it lead story Aug. 29, Business Week and Kiplinger magazines working up articles....Surge of queries from ad agencies, particularly about cost of Continental Network time....Increased purchases of local FM time, such as that by Philco's Washington distributor (Columbia Wholesalers) which buys one-hour nightly on WINX-FM, quarter-hour on WWDC-FM (duplicated with AM) for dealer demonstrations....Trade success stories like current one from new WJJW, Wyandotte, Mich., which reports starting 18-hour daily schedule with 57 one-year contracts on books....And, responsible for much of foregoing, beanstalk growth of Continental Network (Vol. 3, No. 32, 33) which this week added 2 more stations to total 24: WLOB, Claremont, N. H., WCFR, Fall River, Mass.

TV ON THE PRODUCTION LINE: You need only visit RCA's bustling plants at Camden (sets) and Lancaster (tubes) to get an idea of the bigness, complexity and accelerating rate of TV production. Company's newly opened and even bigger TV factory in Indianapolis, let alone Philco's equally busy TV assembly lines in Philadelphia, also impress you with the feeling that by comparison ordinary radio set production is simplicity itself, will eventually pale to peanut proportions. And RCA proudly informs you there's no such thing as factory inventory; its dealers are taking all TV sets it can turn out. So watch TV production from now on, particularly these last 4 months which are traditionally radio's best sales period.

RCA held clinic at Camden and Lancaster plants this week for about 80 representatives of 35 licensee companies -- showed them everything with frank purpose, as RCA Victor's Frank Folsom told them, of urging them to hurry into TV production. No ifs or buts about it: RCA looks on TV "to blossom into one of the most enormous businesses this country has ever known." Mr. Folsom added: "While the initial details may look discouraging, the future possibilities are so overwhelmingly favorable that there should be no hesitation....to get into television in a big way."

Big RCA's stake in other companies entering the field is plain -- popularizing TV as a whole, patent license royalties, video station equipment sales, tele-

casting (NBC). So its generous proffers of advice and actual direct service weren't merely eleemosynary. For its own part, company didn't care to disclose actual production figures, except to show that one day last week it turned out slightly over 1,000 sets and to indicate that a normal working day at Camden might produce "up to 800." Indianapolis plant has nearly twice Camden's capacity, will turn out all the large-screen sets, costs \$750,000 just to rig up for TV (\$500,000 on test equipment alone), will be in full swing by Sept. 15. Revealed for first time was new TV-AM-FM-phono console, with 10-in. tube, going out to distributors Sept. 15.

Companies represented on Camden-Lancaster junket included most of those who reported to us (Vol. 3, No. 30) they intend going into TV production before year's end, plus several others. Represented were: Air King, Automatic, Bace, Belmont, Bendix, Colonial, Coronet, DeWald, Emerson, Fada, Fisher, Garod, GE, Hallicrafters, Industrial, Jewel, Magnavox, Majestic, Minerva, Nielsen, North American Phillips, Olympic, Packard-Bell, Pilot, Radio & Television Inc., Harold Shevers Inc., Sparks-Withington, Stewart-Warner, TeleTone, Televue, Templetone, Trav-Ler, Viewtone, Warwick, Westinghouse.

* * * * *

So far as Philco is concerned, it's plain that TV merchandising is going to be "competitive as hell" -- and Philco's notoriously loyal, aggressive, merchandise-wise distributors and dealers are the boys to do it. This week, Philco came into Washington market (Vol. 3, No. 34). Next it goes into Chicago, Sept. 10; St. Louis, Sept. 14; Los Angeles, Sept. 17. Washington distributor-dealer meeting Tuesday was highlighted by first showing of new Model 1050, TV-only console with 10-in. screen, to sell for \$449.50 plus \$50 installation and servicing. It's same set as table model (No. 1000) at \$395 plus \$45; rest of line is No. 700 with 7-in. tube, No. 2500 with big 15x20-in. screen (Vol. 3, No. 26).

Philco pep-talker Jimmy Carmine made flat claim (which RCA denies) that its TV sets are already "largest selling in the world," even though company has only been in New York and Philadelphia markets up to now. He said Philco accounted for half of June's 11,484 sets (Vol. 3, No. 29), and as of Sept. 1 will be turning out \$1,000,000 worth of TV sets per week (whether at factory price or retail wasn't stated). He also said Philco is offering its big micro-lens screen to other companies, has already licensed GE, RCA, Westinghouse.

SPEEDING UP TV STATION GRANTS: If you're properly qualified, if facility is available, if no competitive application is on file...you don't have to wait long these days for a TV grant -- FCC is that eager to speed up telecast services. Thus WDEL, Wilmington, Dela., waited only 3 weeks to get grant of its reinstated application (Vol. 3, No. 32); and Elm City Broadcasting Corp., New Haven, Conn. (WHNC) had to wait only 5 weeks (Vol. 3, No. 30). On Thursday both got community channel grants: WDEL No. 7 (174-180 mc), 1 kw visual power, 500 watts aural, 281 ft. antenna; WHNC No. 6 (82-88 mc), 1.82 kw visual power, 957 watts aural, 510 ft. antenna.

You can expect several more grants momentarily -- next probably to Yankee Network, Boston (Vol. 3, No. 23); Johnson-Kennedy (WIND), Chicago (Vol. 3, No. 26); CBS, Chicago (Vol. No. 3, No. 31). Almost everything is in order at FCC, except that in case of Chicago's 2 applicants (3 channels available) Commission is inquiring into interlocking interests of CBS v.p. Leslie Atlass, who owns 19.2% of WIND.

Another TV applicant this week is Empire Coil Co., of New Rochelle, N. Y., asking for station in Avon, Conn., suburb of Hartford, using Channel 10 (192-198 mc), one of 2 assigned Hartford-New Britain area. Power would be 25.6 kw visual, 13.46 kw aural, antenna 237 ft. above ground, 579 ft. above average terrain. Construction cost is estimated at \$246,250, operation at \$10,000 monthly. Substantial manufacturer of coils and transformers for big radio set makers, including RCA (from whom transmitter has been ordered), Empire is wholly owned by Herbert Mayer and wife. Application shows total assets of \$153,882, states TV project will be financed through \$250,000 private bond issue, \$25,000 non-voting stock.

Note: Add foregoing TV grants and application to file copy of your TV Directory (Supp. 18-C).

FILGRIMAGE TO MECCA: Next scene in drama of duplication shifts to Jimmy Petrillo's domain, whither on Sept. 8 his supplicants will journey once again for audience. Networks will again seek to dissuade him from AM-FM duplication ban (Vol. 3, No. 34). Neither NAB nor FMA is in on confab, former being music czar's bete noir, but they'll do lots of talking on subject at forthcoming conventions. Networks will try to argue Petrillo down on points that duplication doesn't enlarge total audience, FM should be given its head for sake of better radio, will bring benefits in long run to musicians as well as public.

Network bigwigs conferred Thursday with Dept. of Justice attorneys -- Frank White and Julius Brauner, for CBS; Frank Mullen and Henry Ladner, NBC; Robert Kintner and Joe McDonald, ABC; Robert Swezey, MBS. Results are best described as "indifferent." Government can't be expected to act unless and until AFM actually clamps down on someone, is deemed violating Lea or Taft-Hartley acts. FM cohorts, meanwhile, say Petrillo edict is no death blow. They admit duplication is desirable, but insist FM will go forward anyhow, though perhaps more slowly, with own improved programs, own networks.

TIMELIEST TV TIMETABLE: This fall and winter will bring season of TV openings. Schedule, mainly based on RCA deliveries of new 5 kw transmitters, is about as follows: Philadelphia Inquirer's WFIL-TV, formal opening Sept. 13; Washington Star's WTVW, September-October tests; Baltimore Sun's WMAR and Hearst's WBAL-TV, aiming for early November openings, probably with joint T-Day; Milwaukee Journal's WTMJ-TV, Dec. 1; Westinghouse's WBZ-TV, Boston, December; Scripps-Howard's WEWS, Cleveland (DuMont equipment), possibly before Dec. 31. As of Aug. 25, RCA had delivered 8 TV transmitters, reports current deliveries at 3 per month. RCA's Ted Taylor estimates that by early next year 16 cities with about 23% of country's population will be served by TV stations.

RCA also predicted these stations (Supp. 18-C) will be in operation before year's end, but this doesn't jibe with our information: WLWT, Cincinnati, which may test with football this fall from Crosley's experimental W8XCT but won't get going commercially before Feb. 1; WTCN-TV, Minneapolis; KFI-TV, Los Angeles; WTVT (WSPD), Toledo; WPEN-TV (Bulletin), Philadelphia; WAAT-TV, Newark; NBC, Los Angeles; WBAP-TV, Fort Worth; KSTP-TV, St. Paul. Foregoing should be among first to take air in early 1948, plus others like Buffalo News' WBEN-TV, Los Angeles Times' KTTV, NBC Cleveland, NBC Chicago, Bamberger's WOR-TV, New York, and WOIC, Washington.

WBAL-TV pulled coup by engaging NBC's Harold P. See, TV pioneer and one of best operations men, as its television manager. He reports Sept. 15. Next Monday, WBAL inaugurates its magnificent new studio building on Charles St. (7 radio and 2 TV studios), designed as showplace. In connection with planning for TV station, best prepared document we've yet seen is Milwaukee Journal's outline for its opening. Plans include radio relay from Chicago. Initial rates are \$600 per hour (5 hours rehearsal time), \$160 per hour for film, special rates for remotes. Write Walter Damm for a copy; it's well worth study.

HOLD THAT TV CHANNEL: Thinking of TBA committee named to formulate policy, plan and tactics to oppose FCC proposal to take Channel No. 1 away from TV (Vol. 3, No. 33, 34) seems to be along these lines: TV cannot afford to lose any frequencies -- in fact, actually needs more. It's impossible to share TV channels with other services, governmental or non-governmental. There's plenty of space in oversupplied, unused government bands between Channels 6 and 7 (108-174 mc) not only to take care of other services but also to permit two or three more channels for TV. TBA is going to oppose giving Channel 1 to mobile services as means of doing away with channel-sharing interference. Board this week named this committee to carry the fight: WOR's Jack Poppele (president), Philco's J. F. Bingley, Washington counsel Thad Brown. They must file objections with FCC by Sept. 15. Board also elected CBS's Larry Lowman, TV v.p., to directorship to fill out term of Ernest Vogel, resigned from Farnsworth. Approved was WWJ-TV (Detroit News) application for membership, giving TBA third newspaper-owned member (others: St. Louis Post-Dispatch's KSD-TV, Chicago Tribune's WGNA).

TV REVIVES THE KIT BUILDERS: Eager little beavers in TV set field, an uncounted factor whose output has added thousands to video audience, are the kit makers. They're reviving interest among growing army of adept, gadget-minded hobbyists and "hams" who like to build their own. Pre-war, Meissner and Andrea led slim field. One kit maker (Transvision) announced it has sold 10,000 in last 12 months. Altogether, there are six electronics firms who put out TV components in various stages, with instructions, diagrams, etc. to simplify assembly:

Dynamic Television Associates Inc., 155 Prince St., Brooklyn, N. Y., kit with 7-in. tube \$159.50, with wooden cabinet \$174.50. Electro-Technical Industries, 121 N. Broad St., Philadelphia, "Telekit" with 7-in. tube \$120, cabinet \$24.50 more; with 10-in. tube \$189, cabinet \$29.50 more. Republic Television Inc., 7 E. Madison Ave., Dumont, N. J., kit with 7-in. tube \$165, including dipole and lead-in wire. Telesonic Corp. of America, 5 W. 45th St., New York City, kit with 7-in. tube \$159.50, 90-day guarantee. Television Assembly Co., 387 Bushwick Ave., Brooklyn, N. Y., kit in assembly form with 10-in. tube \$229.50. Transvision Inc., 305 North Ave., New Rochelle, N. Y., kit with 7-in. tube \$159.50, with 12-in. tube \$289.50, latter with FM \$359.50. Transvision also offers plastic lens for blowing up 7-in. screen to 12-in., price \$44.95. Old-timers Meissner and Andrea, so far as we can determine, have no kits on market now.

SIGHT AND SOUND

Business and program assistance to FM stations—that should be policy of NAB and its FM Dept., in opinion of FM Executive Committee meeting Monday (only 5 of 10 members attending). They resolved NAB board authorize FM Dept. to devise method of measuring FM receiver ownership by areas, survey current FM station rate practices, encourage more extensive FM broadcast schedules, supply FM stations with NAB trade data. Committeemen Asch, Bonebrake, Dillard, Leich, Mastin, all ardent FM boosters, indicated they're satisfied FM no longer regarded as merely "poor relation" of industry, were pleased with Arthur Stringer's appointment as director of FM Dept. (Vol. 3, No. 33).

If it's fun they want, NAB intends to provide it aplenty during Atlantic City convention Sept. 15-18, as befits so well-organized and well-heeled an organization. Many delegates plan bringing families, making vacation out of it. On serious side, growing list of exhibitors (including FM and TV) is impressive. This year's list of speakers, besides FCC Chairman Denny, includes Rep. Clarence Lea (D-Cal.), author of Lea Act; Mexico's Goar Mestra, v.p. of Inter-American Broadcasters Assn.; Joseph Sedgwick, Canadian Assn. of Broadcasters.

Best bet for new FMA head is Everett Dillard, Washington consulting engineer, operator of WASH, Washington, and KOZY, Kansas City, and with Maj. Armstrong, leader in formation and growth of Continental Network. Present FMA president, Roy Hofheinz (KTHH, Houston), has indicated he won't run again. Main speakers at FMA convention Sept. 12-13 at New York's Hotel Roosevelt will be FCC Chairman Denny, RMA President Balcom (Sylvania.) Executive Director Bill Bailey reports 202 members.

One FM puzzle, to which GE has given us at least a partial explanation, is why FM broadcasters are going on the air at such a slow rate—only 4 this week (Supp. 53-I herewith)—in spite of heavy transmitter deliveries. Announcing shipment of its 150th unit (fifty-four 250-watt, 21 one kw, 75 three kw), GE says that among buyers are non-commercial educationals and 10 foreign countries: Italy, Peru, Belgium, Canada, Ecuador, Colombia, Mexico, Norway, Puerto Rico.

Pioneer, live-wire WWJ-TV, *Detroit News*, with Oldsmobile as sponsor, will telecast all 6 Ann Arbor grid games of II of Michigan, employing 49-mile radio relay www.americanradiohistory.com

Everybody's predicting new jobs for FCC Chairman Denny (including ourselves), so might as well report latest in rumor crop: that he and Verne Wilkinson, asst. gen. counsel, will open own Washington offices and tie up with New York law practice of ex-Chairman Larry Fly. From Atlantic City, Denny repeats his cryptic if not equivocal denials (Vol. 3, No. 33).

RCA's multi-antenna system for apartment house installation got unqualified TBA blessing this week after demonstration to its engineering committee. TBA technicians found it was not only "fundamentally correct," but "ready for commercial use." System also covers multiple reception of AM, FM, SW signals. Telicon, which demonstrated its Intra-Video system last May, this week appointed Newark's L. Bamberger & Co. first agent to sell the installation.

Bendix, combining Hazeltine's and its own know-how, says it "hopes" to get out a \$39.95 table AM-FM in January. If it does, and no one beats it to the draw, it'll be cheapest such model. Lowest-priced to date are Lafayette (\$54.95) and Zenith (\$59.95) with Emerson promising one for \$50 in October. In meantime, Noblitt-Sparks is now delivering good-looking \$74.50 table AM-FM Arvin.

Biggest AM station to pull out of FM is 50 kw WCKY, Cincinnati. Station indicated it can't afford FM at present. Another AM dropping this week, pleading money troubles, is KWIN, Ashland, Ore., whose AM, only partially covered by insurance, burned down last year. Previously, *Kansas City Star* (WDAF) was biggest AM operator to get cold feet about FM (Vol. 3, No. 27).

Death of Albany's WOKO has been postponed from Aug. 31 to Sept. 30 to permit it to wind up affairs. FCC this week (AM Directory 1-P) proposed to grant facility to Governor Dongan Broadcasting Corp., composed of 35 Albany stockholders headed by commentator James T. Healey, WSNY, Schenectady.

Hearings on FCC proposal to change operators' requirements (Vol. 3, No. 31) have been asked by NAB, which reports it has gathered comments from membership that should be considered before changes are made.

RKO's Ralph B. Austrian, one of savviest moviemans so far as TV is concerned, quits presidency of film company's TV subsidiary Sept. 15 to become v.p. in charge of TV for Foote, Cone & Belding, New York.