

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

and FM Reports

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October 4, 1947

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

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

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

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

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

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

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

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

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

* * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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October 11, 1947

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Television Digest

and FM Reports

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October 18, 1947

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

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

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

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

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

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

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

* * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SIGHT AND SOUND

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

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

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

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

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

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

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

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

First built-in multi-antenna system for hotel under construction was reported this week by Intra-Video Corp.—Terrace Plaza Hotel, Cincinnati, which will have TV outlets in 350 rooms. RMA's booklet on TV distribution systems for apartment houses, hotels, other large buildings (Vol. 3, No. 40) continues to get good play, copies having been sent to architects, builders, landlords, etc. Simplicity of equipping homes for TV was subject of statement by RCA's Dan Halpin describing ease of running transmission line through building partition (just like bell wire). If builders get hep, he said, they can soon advertise homes "Equipped for Television."

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

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

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

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

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

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

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

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October 25, 1947

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Add TV sponsors: On WPTZ, Philadelphia, 3 weekday high school football games, by Pontiac Dealers Assn. (pool of 12). On WFIL-TV, Philadelphia, Philip Klein Adv. Agency, Tues., 8:15-8:30 p.m., with Mr. Klein as self-sponsored commentator on civic promotion series "Philadelphia, a Great City." On WTTG, Washington, National Brewing Co., Baltimore (National Premium beer), home games of Washington Capitols, pro basketball team. On WNBW, Washington, Southern Wholesalers (RCA Distributor), 4¼ hrs. per week, 8 weeks, including "RCA Victor Varieties," Tues., Wed., Thurs., 4-5 p.m., school football, Fri., 3:15-5 p.m.

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

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