

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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YOUR NEW TV DIRECTORY IS OUT: TV Directory No. 4: Television Rates & Factbook runs 32 pages this time -- exactly twice size of one we issued last April. This doesn't merely bespeak enterprise on our part, rather reflects pace of TV industry's growth. Besides rate cards of 4 networks, new volume includes rates and data of 8 more stations -- 31 in all; actually, 30 are on air commercially, but we've added Toledo's WSPD-TV because it's due to start this month. Our July 1 directory's list of CPs outstanding totals 78, applications pending 285. These figures compare with April 1 edition's 23 stations on air, 70 CPs, 183 applications. New directory also includes these reference features: list of experimental stations, tables of present and proposed channel allocations by cities, Directory of TV Program Sources (reprint of our Supp. No. 60), maps of Bell System's actual and projected coaxial-microwave lines. Extra copies of TV Directory No. 4; Television Rates & Factbook are available to subscribers at \$2.50 each, to non-subscribers at \$5.

Note: TV Addenda 4-A (blue pages), sent herewith to our full-service subscribers, begins new series of weekly reports on new stations going on air, new CPs granted, new applications filed, with which you can keep directory up to date.

EAGER SEEKERS FOR MORE CHANNELS: "Never have so many lawyers and engineers been engaged by so many clients to contend for so few channels so belatedly." That quip about sizes up TV channel allocation hearing whose 115 appearances occupied en banc FCC (Comrs. Coy, Hyde, Jones, Sterling, sitting) all this week, resumes next Wednesday. Some 200 of radio's engineering and legal elite attended, along with sprinkling of principals. Some one also suggested that enough fees and expenses were probably involved in big hearing to build a TV station. Irony is that most of the now-eager-seekers for channels might have had them for the mere asking only 6-12 months ago. As week ended, this was way things looked:

(1) FCC looks askance on any proposal allowing interference within 5,000 uv/m contour of existing or proposed station. (2) Though few witnesses made provisions to account for tropospheric bending, or extension of signal range due to atmospheric, Commission and staff seemed highly conscious of what signal refraction might do to best drawn contour maps. (3) Often overlooked were FCC regulations that allocations must be made on premise of 50 kw-500 ft antenna ratio; witnesses used present station outputs, or powers and heights requested, to show how channels might be squeezed in. (4) General agreement among engineers that, though maps showed interference, in most cases viewers could get signal by properly directionalizing their receiving antennas -- at cost of a few dollars more.

Directional antenna problem was thrown into FCC lap in proposal of CBS-Washington Post to move No. 12 into Washington, opposed by Baltimore principals; also in Yankee Network's No. 3 in Bridgeport, opposed by New York's WNBT and WCBS-TV. But Yankee's proposal to move Hartford channel to Bridgeport met united opposition of Hartford grantees and applicants, including Hartford Times (WHT), erroneously reported in our Special TV Supp. of June 5, 1948 as favoring plan. Another high spot was ex-Comr. T.A.M. Craven's assertion "hearing seems almost a waste of time" in light of uhf. Over Commission counsel Plotkin's objections, he suggested FCC immediately declare that 22 channels in the 500 mc region will be opened for

commercial use by next October. FCC has ordered hearings Sept. 20 (Vol. 4, No. 19-20). Possibility of uhf adding channel availabilities was implied by Plotkin himself by consistently asking engineer-witnesses whether they would recommend deviations from FCC plan if 24 channels were available instead of present 12. Always the answer was in negative.

RADIO WITHOUT VACUUM TUBES: We don't know whether it will replace the radio tube, but when traditionally conservative Bell Labs engineers say they think it may cause a "minor revolution" -- it's worth watching. It's a tiny (half-inch) "transistor," made up simply of pinpoint-sized chunk of rare metal germanium and 2 fine wires, reminiscent somewhat of old cat's whisker. At Wednesday press showing, unit did impressive job of out-and-out substitution for tubes: 12 served as superhet AM receiver, required no strong signal since each can amplify at least 100 times. Unit has amplified frequencies up to 10 mc, also works as oscillator, takes phenomenally low power to operate -- about one-tenth flashlight bulb requirements. Transistor seems to be simplicity itself: clue is in behaviour of semi-conductor germanium, which takes current from one lead-in, amplifies it and passes it on. Bell engineers suggest its use where vacuum tubes impractical, aside from obvious substitution for tubes. They won't say yes or no to speculation that device might make TV networking possible with ordinary wire lines. There are no cost figures yet, but simplicity would lend to mass production, say inventors Dr. John Bardeen and Dr. Walter H. Brattain who worked under Dr. William Shockley.

BRAINY YOUTH TAKES OVER REINS: At 36, Charles R. Denny becomes executive v.p. of NBC, assuming mantle of resigned Frank Mullen (Vol. 4, No. 20). At 33, Gustav B. Margraf becomes NBC's v.p. and general attorney, vice Denny. On administrative side of TV, now within his purview, Denny has as right-hand bowers Noran E. Kersta, 36, and Carleton D. Smith, 43. On West Coast NBC's operations are in aged (50) hands of v.p. Sidney N. Strotz, whose TV chief is Harold Bock, 33. And in Washington, veteran v.p. Frank M. Russell (53) has as his operations chief William McAndrew, 33. Strotz, incidentally, returns to Hollywood next week "until fall" -- but it's an open secret he has no intention of residing in New York, whatever his TV title.

These ages epitomize today's prime qualification for TV's management and operation -- youth and vigor, factors which impelled RCA-NBC board chairman Sarnoff and board to pick Denny and Margraf, also to select David C. Adams, 35, as v.p. and gen. attorney of RCA Communications. Their ages and their records: "Charley" Denny, govt. career lawyer who rose to be FCC chairman, then quit 8 months ago to join NBC (Vol. 3, No. 41). "Gus" Margraf, local boy from Cape Girardeau who made good in big way in his only job since college (with RCA's law firm of Cahill, Gordon, Zachry & Reindel), and who was graduated first in his classes at Southeastern Mo. State Teachers College (A.B. '36) and at Duke (law '39). "Dave" Adams, who quit FCC as asst. to gen. counsel to go with Denny to NBC, led his Buffalo U class (law '37); he succeeds Glen McDaniel, 36, who goes to RCA as v.p. and asst. to Gen. Sarnoff.

THE ANOMALY THAT IS FM: Status and trends in FM provide a current anomaly. In spite of continued dropouts (60 since Jan. 1), number of FM stations on air has risen to 570 (licensed or STAs) at this mid-year point. And as our weekly FM Directory Addenda (pink sheets) show, new applications are just balancing cancellations of grants and withdrawals of applications. Chicago is an interesting case in point: In recent weeks, UAW-CIO and WGES dropped grants and WAIT pulled out application; yet 4 applicants still want in. FM stations granted or asked for totaled 1,124 at half-year mark (142 licenses, 895 CPs and CGs, 87 applications), compared with 1,124 last Jan. 1 and 1,095 July 1, 1947. By contrast, AM log now totals 2,040 stations (1,680 licenses, 360 CPs) as against 1,961 on Jan. 1 (1,505 licenses, 456 CPs). Applications for AM aren't as numerous as they used to be either; on Jan. 1 there were 604 for new stations, 229 for changes in facilities; now there are 477 and 187, respectively. And to recapitulate TV's well known jump: Jan. 1 figures were 16 on air, 56 CPs, 84 applications; mid-year scores are 31, 78, 291, respectively (see TV Directory No. 4 and Addenda 4-A).

WELL-HEELED BACKERS FOR TV: More "millionaire money" seeking to invest in TV stations: Edward Lasker, ex-adman, now a Hollywood producer (Walter Wanger Pictures Inc.), son of famed Albert D. Lasker (Lord & Thomas), applied this week for Channel No. 2 in Denver, now 8 for 5; No. 7 in Salt Lake City, now 3 for 4. He states net worth at about \$4 million, gives TV business manager as M. R. Schacker, himself an applicant for TV in Santa Barbara and Sacramento (TV Addenda 3-B). Other TV applications this week:

For Wichita, Kan., Lawrence Heller, ex-owner of WINX, Washington, No. 4 -- first for city's 4 channels. For Elmira, N. Y., WENY-Star-Gazette (Gannett), No. 9. For Tulsa, Okla., KVOO-Skelly Oil Co., No. 8 -- now 5 for 3. For Erie, Pa., No. 3. For Nashville, Tenn., WSIX, No. 5. [For fuller details about these applicants, see TV Addenda 4-A herewith, first addenda to new TV Directory No. 4.]

Expected to file soon are Westinghouse's WOWO, Fort Wayne, and Salt Lake City's KUTA. WAGA-TV, Atlanta, has applied for STA for commercial operation, but doesn't indicate starting date. Raytheon, whose Waltham CP is being held in abeyance by FCC for lack of diligence in construction, says it hopes to get tests going on Channel No. 2 within few weeks, FCC willing. Withdrawn Friday was application of John Laux's WPIT, Pittsburgh, leaving 7 for 3 there.

THE SET MAKERS BUZZ AND HUM: Burgeoning TV plans of more name manufacturers were unfolded in week highlighted by these noteworthy predictions by Emerson's president Ben Abrams: (1) That radio makers will attain average annual business exceeding \$2 billion by end of 1949. (2) That whereas TV now accounts for about 20% of industry's total dollar volume, it should account for 75% by end of 1949, saving only a national emergency -- something of a departure from his thinking last year when he remarked some radio manufacturers were devoting "inordinate portion of productive capacity to TV" (Vol. 3, No. 51). (3) That prices of radios are more likely to be raised than lowered due to upward spiral of wages and materials, though TV offers "possibilities of lower prices because of improving manufacturing techniques." (4) That Emerson itself has \$25 million worth of business on books for next 3 months, 25% of it TV. The ever-spectacular Mr. Abrams was talking with distributors at preview of company's new 1949 models. Week's newly reported TV lines:

1. Emerson's 6 models, which did not include "under \$200" unit once predicted (Vol. 3, No. 51). But it did include table model to contain RCA's new 16-in. metallic tube (Vol. 4, No. 5 et seq) promised at "under \$500" before end of year -- first set with that tube yet announced. Even RCA hasn't disclosed own models, which it says won't be ready before Xmas, if by then. Emerson line also includes 10-in. table model, to sell at \$269.50; same in console, \$299.50; same in console with AM FM-phono, \$495; 12x16-in. projection table set, under \$500; same in console, under \$600.

2. First Bendix TV line turns out to be 10-in. TV-only table sets in mahogany (\$329.95) and blonde (\$339.95), and a TV-AM-FM-phono console (\$599.50). They're trade-named "Front Row," have push-button tuning, feature "Telewave" built-in antenna claimed adequate for local stations. Direct-to-dealer setup offers better markup (Vol. 4, No. 20); consumer promotion emphasizes "middleman's profits are yours in direct cash savings." Bendix gives one exclusive franchise per community.

3. Crosley distributors got first view of 12-in. table model plus FM (\$445) at their Cincinnati convention this week. It's virtually same as DuMont "Chatham" (Vol. 4, No. 24) under their manufacturing agreement. Crosley also continues its 10-in. table (\$375) and "Swing-a-View" console (\$795).

4. Magnavox announced Fort Wayne plant will now be devoted entirely to TV production, expected to reach 10,000 per month by fall. This week it set up 3 period rooms in swank Fifth Ave. Lord & Taylor's furniture dept., employing TV sets as central decorative pieces.

5. Brunswick has same "interior decoration" idea, announced it will enlist interior decorators as "second line" salesmen for its \$495-\$1,950 line (Vol. 4, No. 22). Idea is to promote stylized furniture models, give decorators about 10% out of 45% markups of local franchisers.

Battle of the fiscal giants that is the San Francisco TV hearing (Vol. 4, No. 23, 26) turned this week on alleged conflicts of interest between theaters and TV, AM and TV, was set to go through Saturday session if necessary to conclude. Noteworthy were estimated cost figures as finally tendered by each applicant: CBS, \$686,000 installation and \$685,000 first year's operation; KROW, \$290,000 and \$180,000 (will use AM-FM facilities jointly); Paramount, \$493,000 and \$600,000; 20th Century-Fox, \$691,785 and \$924,693 (first year deficit: \$591,735); Edwin Pauley, \$540,000 (plus leasing studio) and \$535,000.

Actual costs of Milton Berle's "Texaco Star Theatre," smash-hit TV show on NBC Tuesday nights, runs sponsor around \$7,500—between \$5,000-\$6,000 weekly for talent package (according to Wm. Morris Agency's Phil Murray) and \$1,900 less 52-week discounts for 7-station hookup (according to NBC ratecard). Show isn't planned for kinescope recording yet. Revival of vaudeville it presages (Vol. 4, No. 24) has other such formats now developing, notably CBS's Sunday night "Toast of the Town."

Cecil B. DeMille is still another big-name Hollywood producer planning to turn out films for TV; he plans separate new corporation. Another proposed syndicator of films to TV was divulged at FCC's San Francisco TV hearings when 20th Century-Fox said it is readying 2 features: "Guess Who" quiz, drawn from its film library of 80 million feet; "Telemystery," half-hour dramas.

FCC went through with its proposal to quit issuing STAs for nighttime operation of daytime or limited time AM stations (Vol. 4, No. 6), effective Aug. 16. Commission said degradation of signals offset public service claimed for practice and that fulltime stations should be doing nighttime public service job anyway. FCC again pointed out that daytimers can build fulltime FM stations. Comr. Hyde dissented, saw no need for absolute injunction which permits no exception, recalled that no one in industry supported Commission's proposal during hearing.

House committee to investigate FCC (Vol. 4, No. 26) says it will get under way immediately, consists of Reps. Forest A. Harness (R-Ind.), chairman; Leonard W. Hall (R-N.Y.), Charles H. Elston (R-O.), J. Percy Priest (D-Tenn.), Oren Harris (D-Ark.). Staff, taken from Harness' subcommittee on Publicity and Propaganda, is headed by Canton, O. attorney Frank T. Bow (ex-war correspondent for Brush-Moore newspapers) as general counsel.

Against RMA's total post-war production figure of 399,590 and our own estimate of over-all 450,000 (Vol. 4, No. 26), Gallup Poll's Audience Research Inc. reports total of 354,000 TV sets in use as of June 15—314,000 in homes, 40,000 in bars and public places. Gallup also forecasts minimum of 1,100,000 more families buying sets in next 12 months, says an additional 5,400,000 would be in market for sets if average price were down to \$200 (now around \$400).

DuMont's James Caddigan, who masterfully-minded GOP convention production job, is relieved of WABD program directorship (succeeded by Tony Kraber, ex-CBS) and will devote fulltime to network programming henceforth. Veteran radio salesman Humboldt Greig, ex-ABC, has been made sales manager of WABD; Halsey Barrett, sales service manager.

FCC Chairman Coy has assured RMA Commission has no intention of changing numbering of TV channels (Vol. 4, No. 25).

New FCC Comr. Frieda B. Henneck is due to be sworn in at noon, Tuesday, July 6, in Room 3000, Postoffice Dept.

Further corrections, previously unannounced, in FCC's proposed revisions of TV channel allocations came to light Tuesday at start of hearing on alternative proposals (see story this issue). In addition to previously announced 2 corrections—Columbus, Miss., now 7, (9), and Rocky Mount, N. C., now (3)—you should delete Belleville, Ill. (it's part of St. Louis area). These changes also should be made (correction indicated): Cherokee, Ia. (2); Iowa City, Ia. (11); Henderson, Ky. (4); Owensboro, Ky. 6, 8; Portsmouth, O. (12); Ponca City, Okla. (11); Sioux Falls, S. D. 5, 12. These corrections should be made in your Supp. No. 58, are incorporated in Part V of our *TV Directory No. 4*.

Noteworthy facts disclosed in compiling our newly issued *TV Directory No. 4: Television Rates & Factbook*: (1) Of 30 commercial stations on air as of July 1, 6 are non-broadcasters; of CP holders, 16 out of 78; of applicants, 76 out of 285. (2) Number of TV receivers reported for each area don't add up to total estimated postwar production of 450,000 (Vol. 4, No. 26), but difference is attributable to factory, distributor, dealer inventories. Total in *Factbook* is 406,450.

Ignition interference to TV can be licked, but it's up to auto industry, says RMA's Committee on Vehicle Radio Interference (K. A. Chittick, RCA, chairman). Recent tests at Marlton, N. J., with 500 uv/m signal from WFIL-TV, show that sparkplugs with built-in suppressors reduced interference to 33 uv/m at 70 ft from receiving antenna. This value was considered satisfactory and compares with 35 uv/m at 50 ft standard agreed to in 1944 Rye, N. Y., tests. RMA and Society of Automotive Engineers have been passing buck for years, former claiming car-makers can solve problem more easily and cheaply than set-makers.

New FM table models: Zenith's \$49.95 AM-FM (high band only), AC-DC unit with 5½-in. speaker. Idea Inc., 4125 E. 10th St., Indianapolis, reports production of \$39.95 FM-only, 7-tube, AC-DC set, offers it to FM stations at \$22.95 for resale at station's own price. Tele-Tone is reported out with \$29.95 AM-FM set. Bendix has \$59.95 job, with built-in antenna good for "all ordinary use."

Philadelphia's WFIL-FX reports 7 "sponsors" signed for the facsimile edition of *The Inquirer* it will start broadcasting July 15, 3-3:30 p.m., on 45.3 mc, 8 pages to carry ads for following in same format as newspaper ads: Bold Cigars, Greystone Wines, Mort Farr, J. M. Korn Adv. Agency, Land Title Bank, Lit Bros., Parkway Bread.

More special editions for TV, in addition to those we last reported (Vol. 4, No. 25): *Variety*, out in mid-July with radio-TV preview; *Trenton Times-Advertiser*, June 20, 14-page section; *Newark News*, June 4, 14 pages.

Next big TV sponsor probably will be Philco, either network or off-tube recordings or both; it's dicker with Actors Equity for one-hour versions of old Broadway hits. Starting on NBC July 4 is General Foods (Maxwell House Coffee), "Try and Do It," audience participation, Sundays, 8:30-9 p.m. Other new TV sponsorships:

On KTLA, Los Angeles: General Time Instrument Corp. (West-cloz, Seth Thomas), 1-min. films, thru BBDO; Willy's of Hollywood (women's hosiery manufacturer), partic. in "Shopping at Home," which now has 15 sponsors.

On WNBW, Washington: Gunther Brewing Co., Laurel harness racing meet, 8 shows, thru W. Wallace Orr Inc., Baltimore.

On WABD, New York: Pioneer Scientific Corp. (Polaroid TV filters), Jerome stadium wrestling, Thu. nights, thru Kayton Inc.

On KSD-TV, St. Louis: Union Electric Co., "Tele-Quiz-Calls"; Dowd Sporting Goods Co., "Sports Album," film.

On KFI-TV, Los Angeles: first contract signed for Hoffman Radio Corp. sponsorship of Rose Bowl Parade next Jan. 1, thru Dan B. Miner Agency.

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July 10, 1948

WHAT'S WRONG ON CHANNEL No. 13? Tough luck station of TV is Newark's WATV, whose Channel No. 13 signals (210-216 mc) sweep across Jersey flats and down coast but can't be received in great part of metropolitan New York area. Owners Rosenhaus (Serutan) and Bremer have curtailed operation to minimum, do no live studio programs, even let program director Paul Belanger go, pending results of survey to find out what's wrong. Washington consulting engineer E. C. Page has been engaged as "doctor" by RCA, which sold transmitter, to start probe next week to determine whether fault lies in transmitter, West Orange site, terrain, tall buildings, receivers, receiver antennas, or what. There's even suspicion No. 13 may not be adequate -- WATV is first station ever to operate on that highest channel in present TV spectrum. Col. Page firm last winter did independent survey job (Vol. 4, No. 9) comparing WNBW's Channel No. 4 (66-72 mc) vs. WMAL-TV's No. 7 (174-180 mc) when latter was first "high-band" TV station on air. It was learned that, given similar terrain and conditions, higher band did somewhat better job, according to paper read at recent NAB convention.

Note: Other CP holders for Channel No. 13 are: WAFM-TV (WAPI), Birmingham; KLAC-TV, Los Angeles; WAAM, Baltimore; WKAL-TV, Rome, N.Y.; WHIO-TV, Dayton, O.; WJAC-TV, Johnstown, Pa.; WSPD-TV, Toledo (starting tests July 10).

THE INDISCREET MR. WILLOUGHBY: Don't take too seriously those startling off-the-cuff remarks about imminent TV channel shakeups, early emergence of color, attributed to FCC acting chief engineer John A. Willoughby. Nor does close inquiry reveal any disposition, at either high or low level radio officialdom, to go along with Willoughby's purported thinking. It's an open secret the popular but sometimes indiscreet "Doc" Willoughby put his foot into it, if correctly quoted. But despite cats he stirred up, speculation and gossip he provoked, Commission isn't taking any official cognizance of reported remarks, except to indicate that whatever he may have said were personal opinions, not FCC policy. As for suggestion he might have been launching "trial balloon" for an FCC harassed for more space for TV, nobody in responsible position takes that seriously.

Here's nub of what he was reported in "Broadcasting" as having told recent meeting of South Carolina Broadcasters Assn: (1) That lower end of present TV band, Channels 2-6, will be or will have to be deleted in about 2 years to make way for fixed and mobile services. (2) That color TV will be here commercially in perhaps 2 years. (3) That upper end of present band, Channels 7-13, will be used much longer time, perhaps 10 years or more, but will be devoted to "low definition" TV while channels above 500 mc will be used for high-definition black-and-white and color.

Careful checking discloses: (1) That Willoughby privately has maintained ever since 1945 allocations that TV belongs upstairs in uhf bands, that fixed and mobile services need more space obtainable only from present low-band TV channels. (2) That he claims he was misquoted; though he doesn't recall exactly what he did say, he says he didn't mean to leave impression low-band is going to be curtailed in near future or color is as close as 2 years away. All he recalls saying, he avers, is exactly what Chairman Coy stated in his Los Angeles NAB speech -- that FCC will be "looking for more space" for fixed and mobile very shortly. (3) That "Broad-

casting" stands by its story, derived from persons attending meeting, handled by a highly competent and reliable reporter.

Keenly sensitive to growing importance of TV, paucity of channels, actual and potential regional and political pressures for more, Chairman Coy said: "I'll make no comment until you can show me exactly what Willoughby said. That report in 'Broadcasting' is not what he said. We don't know what we'll do [about TV]. After all, that's what we called the Sept. 20 uhf hearing for -- to find out what we can about transmission in 500 mc band. What we do depends on what we find out then."

THE TV PACE IS SWIFT, OUTPUT UP: TV's pace is so swift these days, promises to become even more so when 16-in. tube models begin to emerge about end of year, that Philco has decided it isn't going to wait for distributor meetings to show its new video lines. Instead, it's going to show them as they come out of lab and into production. Change in established policy comes on heels of this week's distributor showings in New York and Washington of 3 additions to TV line: 12-in. consolette at \$424.50, lowest price yet for any 12-in. model; same in console with AM-FM-phono, at \$675; new 10-in. console with AM-FM-phono, \$595. Indicated was dropping of 7-in., leaving only Motorola, Hallicrafters, Admiral, Belmont, Tele-tone in that field.

Philco is reported getting its 12-in. tubes from Sylvania, also owns little Lansdale Tube Corp., but just what output these companies have remains undisclosed. Cathode ray tube bottleneck looms serious, sales v.p. James Carmine reportedly predicting shortages may brake zooming TV set production rate before year's end. He told New York distributors supply of 10-in. inventories will be exhausted within next 6 weeks, thus putting most popular-selling models on current production basis. He also reported Philco's TV schedule calls for 4,500 a week until end of August, then 8,000 weekly, 200,000 total for 1948, 700,000 for 1949.

Other TV receiver news: Andrea reduces 12-in. table model with AM-FM to \$499 (from \$695); same set in console remains \$795....Sparton showed its first TV set, 10-in. console, not projection model, with image reflected from mirror inside top lid, \$375....Stewart-Warner promised new line in month or so, is discontinuing all 4 present models (Supp. 57)....Motorola published trade ad month too soon, showing new 10-in. table model, but says neither specifications nor price yet jelled; that and other sets will first be shown to distributor convention in Chicago, Aug. 11-13....Nielsen began delivery of 10-in. console, \$449....Westinghouse will have 10-in. table model out next month, then combination consoles, prices not yet stated....Remington put new 12-in. table model on sale in New York at \$495.

CANADA PACT AND REALLOCATIONS: Newly and belatedly TV-conscious Canada, whose govt.-owned CBC hasn't yet decided which channels its own stations will operate on, which it will assign to private interests, has entered into tentative allocation agreement with U.S. -- most significant topic of second week of TV allocations hearing (Vol. 4, No. 27). Details were disclosed as skeleton en banc Commission (Coy, Hyde, Sterling) finished up all individual appearances, scheduled general issues for July 26-27: DuMont's plan for more channels, Westinghouse's Stratovision, CBS's directional antennas, TBA's general comments. As preliminary, before hearing adjourned Friday, DuMont's T. T. Goldsmith got into record his 10x16-ft allocation map, proposed 8 more channels to be taken from govt. allocations in lower bands (govt. to go to 475-890 mc). He also proposed rules be modified to protect to 2,000 uv/m contours, instead of present 5,000, permit 500 kw at 500 ft. instead of present 50 kw (thus make possible cheaper receivers).

Still subject to State Dept. protocol, allocations of TV frequencies within 250 miles of border are based on protecting Canadian stations to border, no matter what the level of signal. U.S. metropolitan stations, under our rules, are protected only to 5,000 uv/m contour, rural to 500 uv/m. Thus "veto power" in hands of Canadians was heatedly objected to by Buffalo, Cleveland applicants, claiming they could never under agreement's terms expand to rural coverage. FCC's Curt Plummer, who handled details, insisted "veto" works both ways since U.S. could object to Canadian interference.

COLD WAR & THE RADIO INDUSTRY—II: You needn't worry much about inroads into radio equipment production, including TV, by govt. electronics purchases during current fiscal year. That's latest consensus of best govt. and civilian informants -- barring, of course, any serious change in preparedness picture (Vol. 4, No. 18, 25). This conclusion holds, we're told, despite fact almost \$400 million have been earmarked for electronics procurement -- \$200 by Army, \$137 by Air Forces, \$51 by Navy, plus requirements of all other govt. departments. Dollar-wise, this \$400 million looms very large, considering that manufacturers produced about \$1 billion worth of goods in 1947 and only about \$150 million worth went to govt.

Here are reasons given why govt. buying is expected to have negligible effect on radio in general, TV in particular: (1) Military procurement officers say past couple months have seen phenomenal increase in request for govt. contracts from radio manufacturers of all sizes ("including big boys like RCA and Philco") who have plenty of unused capacity. (2) Sizeable piece of that \$400 million won't actually be spent on electronic equipment, substantial chunk going to sub-contractors who make such things as mechanical parts for radar. (3) Part of the money (about 12% in Army's case) goes into research.

Western Electric's Fred Lack, chairman of RMA's Industry Mobilization Policy Committee, says flatly he doesn't expect govt. procurement to have any effect on TV production in coming year -- though military procurement officers say they have no way yet of gauging impact of their buying on TV. For example, they don't know how many cathode ray tubes they'll buy; they generally use 5, 7, 10, 12-in. sizes, seldom any larger.

RMA committee hasn't yet met with govt. people to present its ideas on planning (Vol. 4, No. 25) since it still has a lot of intra-committee work to do. Further, says Lack, it will probably take Congressional action to clear up inefficiency and confusion devolving from fact that each service buys equipment independently; it's not services' fault, he points out, but Congress' because of way it appropriated money. Besides Lack, RMA committee consists of Paul V. Galvin, Motorola; Frank M. Folson, RCA; Harry A. Ehle, International Resistance Co.; George R. Haase, Operadio Mfg. Co.; H. L. Hoffman, Hoffman Radio Corp.; W. A. MacDonald, Hazeltine; R. C. Sprague, Sprague Electric Co.

SIGHT AND SOUND

Radio and associated industry tycoons loom large in Treasury Dept. report on 1946 salary-bonus income roll (above \$75,000) headed by moviemanager Charles Skouras (\$985,300)—his brother Spyros of 20th Century-Fox being down for mere \$201,899. List includes: David Sarnoff, RCA, \$132,083; Niles Trammell, NBC, \$75,220; Frank Stanton, CBS, \$94,010; C. G. Stoll, Western Electric, \$100,700; W. F. Hosford, Western Electric, \$75,700; Sigurd Larman, Young & Rubicam, \$93,985; and Westinghouse's A. W. Robertson, \$134,698; G. H. Bucher, \$132,583; G. A. Price, \$114,632. Zenith Radio's current report to stockholders, incidentally, lists president E. F. McDonald's salary for fiscal year ending April 30 at \$105,000; executive v.p. Hugh Robertson, \$105,000; sales v.p. H. C. Bonfig, \$76,905.

AT&T clarified TV tariff this week by filing amendment to 4-hour-per-day monthly rate (\$25 per airline mile) permitting use of non-consecutive, 15-min. segments. Bell System will tote up quarter-hour (or half-hour) periods in arriving at number of hours used. Heretofore, TVers weren't sure whether each 15-min. interval counted as full hour or not, since tariff (Vol. 4, No. 13) referred to rate "per hour or fraction thereof."

Edward T. Ingle remains as radio director of Republican National Committee throughout campaign, though Gov. Dewey's personal radio advisor probably will be his old friend and neighbor Ford Bond. Among radio's "knew-him-whens," Ed Ingle sang with Dewey in U of Michigan glee club, also Ann Arbor Methodist Church choir.

Next new TV stations and markets: Toledo, where WSPD-TV was to begin Channel No. 13 equipment tests July 10, hopes to go on regular schedule July 19, depending on tests. Albuquerque where KOB-TV expects to start early in August (on No. 4), go commercial as soon as operating properly. Atlanta, where WSB-TV is aiming for latter August tests (No. 8). Also aiming for August starts are ABC's WJZ-TV, New York (Aug. 10); WAAM, Baltimore. Now testing, not yet ready for commercial STA, is KFI-TV, Los Angeles. We'll let you know about other CP holders' starting plans as soon as we hear from them.

As TV set circulation increases, so do station rates. Both NBC and CBS have announced they will hike basic time rate to \$1,000 per hour next October for key outlets WNBT and WCBS-TV, New York. Additionally, NBC's TV network rates, published in our *TV Directory No. 4*, will be boosted at same time for 5 of its present 7 TV affiliates: WPTZ, Philadelphia, \$300; WRGB, Schenectady, \$200; WBAL-TV, Baltimore, \$250; WNBW, Washington, \$250. No changes are announced for WBZ-TV, Boston, or WTVR, Richmond.

TV manufacturers have really been beating path to door of Bureau of Standards' Dr. Cleo Brunetti, printed circuit expert, who says you can expect many receivers to have PC components by next year. Currently, he's tremendously interested in Bell Labs "transistor" (Vol. 4, No. 27), calling it a "true scientific first" which should fit in naturally with printed circuits.

Highlighting week's TV business news: Gimbels of Philadelphia sponsoring its noted "Uncle WIP" program on WIP simultaneously over WCAU-TV, Mon., Wed., 6-6:15 p.m., 13 weeks, jointly with Peirce-Phelps Inc. (Admiral radios); and J. L. Hudson Co. dept. store, Detroit, sponsoring 3 afternoons of 1948 Olympic swimming competitions on WWJ-TV. WPTZ, Philadelphia, reports M. Buten & Sons, paint manufacturers, offering "Buten Weather Man," weekend weather conditions in nearby resorts, Thurs., 7:45-7:50 p.m. And July 12 Beau Jack-Ike Williams lightweight championship will be sponsored by Ballantine on WFIL-TV and ABC hookup.

Meredith Champlain Television Corp. is new name of TV applicant for Albany (formerly Meredith Publishing Co.)—Stephen Rintoul, president, whose 10 kw AM station WXXW is due to go on air there as ABC outlet in latter July; E. H. Meredith, treas., v.p. of Des Moines magazine publishing company. Rintoul's Champlain Valley Bestg. Corp., WXXW licensee, acquires 20% of new TV company; Meredith interests acquire about 6% of WXXW, which Rintoul continues to control independently of TV project.

More favorable radio earnings reports: Zenith for fiscal year ending April 30, 1948 did record peacetime volume of \$79,406,133, up 38% from preceding year; profit for year was \$3,484,514. Motorola's sales volume first 6 months of current year ran \$25,888,000, up 22%; net profits after all charges of \$1,550,796 (\$1.94 per share) compare with \$1,379,774 (\$1.72) for first half of 1947.

"Demand for Philco television receivers is exceeding even our most optimistic forecasts," reports Philco's president William Balderston to company stockholders — and first quarter sales reflect it: \$58,661,000 vs. \$50,187,000 in same period last year, 17% gain attributed to "rapid growth" of TV and gain in refrigerators. Earnings after all charges, including \$600,000 for inventory reserve, were \$1,958,746 (\$1.24 per share) vs. \$1,609,754 (\$1.10).

Captioning 6-page pictorial article on TV "1948 is Television's Big Boom Year," July 20 *Look Magazine* falls for some common errors—tells readers that by end of year there will be "over 100 stations" (actually there will be 45-50 at most) as against today's 27 (actual figure is 30). By end of 2 years, *Look* says TV will have audience of 65 million, employ 100,000 persons; within 5 years it will be "one of 10 largest industries of the nation."

DuMont will issue 150,000 shares of 5% preferred stock at \$20 which, with current profits, will be used for working capital, if stockholders approve at special meeting July 22. Presently authorized capital stock is 2,440,000 Class A common, of which 1,471,040 are outstanding, and 560,000 Class B, all issued and outstanding, par value of each 10 cents (currently quoted over-counter at around 14).

TV makeup men are on hand for Democratic convention—NBC sending expert Dick Smith to do job on politics; WFIL-TV bringing Max Factor's Hal King from Hollywood to do same. NBC disclosed that at GOP convention it put makeup on Dewey, Taft, Stassen, Warren before they were interviewed.

Sylvania's cathode ray expansion plans, also need for more facilities for flourishing receiver tube market, are disclosed in new financing announced this week: (1) bank loan for \$14,000,000, (2) plan to sell 200,000 shares of common stock.

Part I of NAB's TV report, titled "The Decision," is due out in early August. It's designed to help prospective TV applicants make up minds. Other 2 parts, "Building" and "Operating," will follow. Reports are currently full-time job of Charles Batson, information chief.

Signs of the times: Of 25 members making up NAB's newly constituted board, 14 are from stations in for TV: Harry Bannister, WWJ-TV, Detroit (on the air); 4 CP-holders T. A. M. Craven, Cowles-Minneapolis; Clair McCullough, WGAL, Lancaster; H. W. Slavick, WMC, Memphis; Clyde W. Rembert, KRLD, Dallas. Also 9 applicants: G. Richard Shafto, Surety Broadcasting Co., Charlotte; Hugh B. Terry, KLZ, Denver; Harold Fellows, WEEL, Boston; Henry P. Johnson, WSGN, Birmingham; Howard Lane, WJJD, Chicago; Paul W. Morency, WTIC, Hartford; Campbell Arnoux, WTAR, Norfolk; Charles C. Caley, WMBD, Peoria; Michael R. Hanna, WHCU, Ithaca, N. Y. Board meets July 22-23 in Washington.

Chicago's WGNB will duplicate its AM affiliate WGN all the way beginning Aug. 25—quite a blow to proponents of non-duplication, since WGNB and director Marion Claire have been kingpins of independent programming and FM in general. Move is reported as part of *Chicago Tribune's* current economy drive. FMA's Bill Bailey says there's absolutely nothing to rumors that Miss Claire will now drop her FMA positions (board member, chairman of Region 3, chairman of convention committee).

FMA cut loose this week, said it would no longer merely promote FM but would also advise members on "general problems incident to FM operation." NAB's Judge Miller said official NAB reaction would have to come from board, but he doubted there would be any; meanwhile, he said, NAB would continue to assist its members with FM problems. FMA at same time broadened membership appeal by inviting dealers to join.

For your convenience in keeping your FM allocation plan (Supp. No. 52) up to date, we've consolidated all changes reported since its issuance last year in Supp. 52-A, herewith. We'll continue to report subsequent changes in our pink FM Addenda (55 series).

You know radio is deep into movies, nearing the hyperbolic jargon of Hollywood, when one NBC affiliate greets NBC-TV's "kinescope recording" coverage of GOP convention as "The miracle of all ages"! It's part of buildup NBC is giving its off-tube syndicate service, indicating keen rivalry in this field with DuMont's "tele-transcriptions" (Vol. 4, No. 22). Next: someone is coming along with TV's "super-colossal epic of the epochs."

Best bibliography of literature of TV yet done by anybody is 35-page *Television Bibliography* published by NBC General Library, listing technical and non-technical books, brochures, reprints up to March, 1948; current TV magazine, newsletters, etc. (20); magazines partly TV (28).

Gallup Poll discloses only 4% of voting public happened to see any part of GOP convention on TV—far out of proportion to intense interest it evoked (Vol. 4, No. 26), certainly emphasizing again enormity of potential receiver market.

Paramount and Democratic convention TV pool finally came to agreement: Paramount can show Democratic convention in its New York theater next week, will pay pool rumored \$3,000-\$5,000 for rights.

Worth consulting: *Sponsor Magazine's* new feature, starting July, logging "TV Available Live Package Programs," also its new list of 114 advertising agencies now having TV departments.

Recommended for TV servicemen: Philco's series of instructional pamphlets titled *Television Trouble Shooting*; also its 140-page *The Servicing of Television Receivers*, available from Philco Service Division, Philadelphia, \$2.25.

RCA says its kinescope production will almost double when 40,000 sq. ft. of additional space is made available in Lancaster tube plant addition now under construction.

THE TV SUMMER POT SIMMERS: Only 5 new TV applications this week, fewest in 6 months, probably due to preoccupation of so many lawyers and engineers with FCC re-allocation hearings. But there were other noteworthy developments: (1) Los Angeles' KFAC (C. L. Cord interests) indicated it will apply for Channel No. 13 there, now assigned Thackrey's KLAC-TV, due to be sold to Warners (Vol. 4, No. 18-26) -- thus precipitating protracted legal squabble, probably also attracting other applicants. (2) Ordering of hearing on WDIA Memphis application, though enough channels are available (4 for 4), on question of financial ability -- first such move by FCC.

Week's TV applications: For Little Rock, Ark., Southwestern Publishing Co., Fort Smith, Channel No. 8 -- third by publisher Reynolds, seeking also Tulsa, Oklahoma City. For Ithaca, N.Y., WHCU-Cornell U, No. 4. For San Antonio, Tex., KONO, No. 12 -- now 3 for 3. For Salt Lake City, KUTA, No. 2. For Seattle, Edward Lasker, No. 7 -- now 6 for 3; he also seeks Denver, Salt Lake City (see TV Addenda 4-A).

DIMINUENDO FOR THE PROJECTIONS: Say what some set makers will about their projection receivers (i.e., home models using lenses and reflection screens to frame images up to newspaper-page size), simple fact is they aren't being produced in great numbers. Out of RMA-reported 18-month postwar TV production of 399,590 sets of all kinds up to June 1 (Vol. 4, No. 26), only 19,909 were projection models, or just about mere 5%. May units totaled only 1,121 vs. April's 1,842, January's 2,295, all of 1947's 12,527. Fact that Fisher, Scott, Hallicrafters, Pilot and others are going in for Protelgram (Vol. 4, No. 25), fact that big RCA is still sold on projections, may increase rate of output -- but that's yet to be seen. Factory folk insist higher prices are main retarding factor (they're largely console models, usually combinations). But there's school of thought that insists direct-view gives more satisfactory picture. This school -- DuMont is chief protagonist, Crosley and Westinghouse apparent disciples -- looks to bigger tubes (12 to 16-in.) as answer to average home need and desire (Vol. 3, No. 47; Vol. 4, No. 4, 5, 8, 12, 23).

ECONOMIC QUESTION MARKS OF TV: Don Lee's Lewis Allen Weiss scrubbed off some of TV's glamour makeup with a rough brush when he told NAB conferees that small-time operators had better keep clear of it for the present if they don't want to get burned. So crammed with sound business judgment and plain horse sense were his impromptu remarks, we think they're worth more attention than given in our summary report from Los Angeles convention (Vol. 4, No. 21). For realistic, tough-minded, business-wise Lew Weiss knows whereof he speaks, his company having been a TV experimenter some 17 years. His was a timely note of caution against what he termed the current "fever" and "frenzy" over TV. In essence, these were his observations:

He unhesitatingly grants TV "its rich and compelling advantages over every other form of advertising" and agrees "the public is obviously ready for TV and TV is ready for the public." But, he warns: "Many broadcasters are rushing headlong into bankruptcy in a field they have confused with AM." Many cities under 500,000 already have several applicants, he notes, yet are unlikely to support even one station. He calls this a "strange phenomenon" for the broadcasting business, which developed slowly and normally, giving opportunity to train professional personnel. Then he strips TV down to its commercial buff in "cold terms of circulation," points out that the entire growth of TV is geared to receiver distribution, therefore it behooves every TV enterpriser to study that potential carefully "at the manufacturer's level." Then there's the danger of a possible move into uhf, with attendant "economic shock" and possible obsolescence -- "a risk that should be properly calculated in the light of our recent experience with FM...."

"I am tremendously enthusiastic," he concludes, "about [TV's] possibilities for public service but as a business man I cannot ignore the huge question mark that looms over and shadows its possibilities as a source of profit....TV does not present a profitable undertaking for the short-term entrepreneur, and all consideration of this new medium must be geared to a long-term evaluation....The wise broadcaster, if he is sure that he can afford it, will undertake to provide his market with the gratifying service of TV as a plus to the service provided by his AM, upon which he must depend for the income to support both operations."

EXIT RTPB, RMA-IRE PUNDITS PROBE UHF: Report on TV in uhf is first job of newly- formed RMA-IRE Joint Technical Advisory Committee which replaces old RTPB. Committee, under chairmanship of Phil Siling of RCA's Washington Frequency Bureau, really doesn't have much time to marshal information before FCC's Sept. 20 hearing (Vol. 4, No. 19, et seq). Actually, with Siling overseas until about Aug. 18, vice chairman Don Fink of Electronics Magazine will be in charge. Other members are: Dr. Ralph Bown, Bell Labs; Melville Eastham, General Radio; John V. L. Hogan, WQXR and Radio Inventions Inc.; E. K. Jett, Baltimore Sun; Haraden Pratt, Mackay; David B. Smith, Philco. IRE technical secretary Laurence G. Cumming is committee secretary.

Fink's opinion on uhf for TV is well known. Here's quote from his editorial in July Electronics: "We didn't know how to use this space [475-890 mc] for color television a year ago...We still don't know how to use it...Any immediate shift to the uhf bands would bring many more problems than it would solve...There is no great clamor at present from the public for additional television service...Certainly the pressure for additional channels, so long as it resides so largely in the broadcasting camp and so little in the body politic, must be resisted until the technical implications of a new allocations policy are thoroughly explored."

POLITICS AND THE SET OUTLOOK: TV setup for Democratic convention starting Monday is just about same as for GOP -- same pooled coverage, same rival hookups, same 30 stations getting network or film services. Stimulus to TV set sales noted during GOP week, which had added impetus of Louis-Walcott fight, is expected to be repeated but on somewhat lesser scale. It's almost too much for dealers to hope for repetition of windfall during traditionally low summer season they enjoyed week preceding and week of GOP show. Distributors in New York, Boston, Baltimore, Washington reported enormous demands then; typical of dealers' reports were those of Macy's and Davega Stores in New York, Gimbels in Philadelphia, highly enthusiastic.

Actually, normal demand plus hypo of big events had TV receiver output running at accelerated rate during June, according to preliminary reports. Whereas RMA total for May was 50,177 (Vol. 4, No. 26), June's first week ran around 12,000, second week about 15,000; and 5-week month probably means well over 65,000 when finally reported. July vacation shutdowns may decelerate this pace, but even so one big manufacturer tells us he won't be surprised if by mid-Sept. factories can't meet demand.

As for next convention telecasts, everyone expects to profit from GOP errors by exercising more care under cameras, use of makeup, etc. But New York Times political pundit Arthur Krock, in full Sunday column July 3 devoted to TV at conventions, told how many viewers wrote in incensed over shenanigans, but doubted whether TV will "hold down to a minimum the time-wasting, the artificialities and the monkey-shines." Post mortems on GOP coverage lead technicians and producers to believe they have some problems licked. They're also planning to carry Henry Wallace convention July 23-25 but haven't decided whether to handle it on pool basis.

SOME PLAIN TALK ABOUT TV vs. FM: Take it from an FM specialist, consulting engineer Murray G. Crosby, this TV boom isn't a mere flurry -- it's a popular reaction that can't be stifled. He calls TV the "new look" of radio broadcasting, opines it will slow up FM's progress somewhat, but thinks there's no reason why FM shouldn't take its rightful place as the basic medium of aural broadcasting. We quote Crosby's thoughts, as conveyed in an unsolicited letter, because his engineering forte (while with RCA 1925-44 and with Paul Godley until recently) has been FM and phase modulation -- fields in which he is recognized and highly regarded as an authority. So there's complete frankness when he adds: "In my mind, the most important factor in this [TV] boom is that its determining factor was the people. We engineers can cook up dishes for the public, but if they are not hungry for them, or if we misjudge their appetities, they will not consume the meal. The fact [is] that the people want television...and are therefore bound to be lukewarm toward the procurement of an FM radio. But there's no reason why FM cannot be sold to the public. Look what was done about skirt lengths, obviously against wishes of the women!"

MARTIN CODEL'S

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

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July 17, 1948

WSPD-TV FINDING CHANNEL 13 OKAY: There's nothing wrong with Channel No. 13 in Toledo, where second TV station ever to work topmost 210-216 mc band tested all this week, reported far happier results than Newark's WATV (Vol. 4, No. 28). In fact, WSPD-TV manager Ed Flanigan and chief engineer Bill Stringfellow are so satisfied they're putting it on regular Monday-Friday 6-11 p.m. schedule starting next Wednesday, July 21. RCA transmitter is used, same as WATV, but WSPD-TV folk think perhaps they're especially favored by flat terrain, 550-ft mast in downtown Toledo, absence of tall buildings. Reception has been possible without aerials within mile of transmitter, and good signals have been reported thus far from Lima, 70 mi., and Archibald, 45 mi. to southwest; Port Clinton, 40 mi. east; Detroit, 60 mi. north.

WSPD-TV starts its commercial T-Day with \$2,000-\$2,500 per week billings already booked, said Flanigan, including such sponsors as Ford dealers (baseball), Philco (live and film cowboy shows), Chevrolet (newsreel), probably RCA (sports), Bulova time signals, 10 local spot users (for rate card, see TV Directory No. 4: Television Rates & Factbook). City already has 600-700 sets, Flanigan reports. Dealers are geared to sell 2,500 more next 90 days. Toledo Times will publish special 24-page TV edition July 21.

Note to TV receiver manufacturers: Next new TV markets about to open up are Atlanta, Miami and Albuquerque. Atlanta's WSB-TV now reports it will start on-the-air tests Aug. 15; WAGA-TV there is also installing, will get going soon too. Miami's WTVJ, though still awaiting FCC approval of transfer of control to Wolfson-Meyer theater interests (Vol. 4, No. 17), will have GE transmitter ready for dry runs in about 10 days, reports manager Robert Venn, who plans big promotions rest of this month. Albuquerque's KOB-TV now promises to get started "sometime in August."

JOIN 'EM IF YOU CAN'T LICK 'EM: Don't think for a moment that Paramount's Barney Balaban, the Warner Brothers and the brothers Skouras of 20th Century-Fox are simply flicking their own and their stockholders' money around in the current eager scramble for TV preferment. They may not know exactly what they're after, how TV will affect their business -- but they intend to find out.

Hence Paramount's preoccupation with getting stations (it has 2 on air, is identified with 5 applications) and with its system of fast-film telecasting. Also Fox's eager quest for 5 stations, Warners' for 2. And both Fox and Warner working with RCA on large-screen theater TV (Vol. 4, No. 26). Here are some of latest moves in the current wooing of "the whispers and the shadows":

1. Fox Movietone News joined with United Press this week to make available to TV stations daily news-plus-newsreel coverage, backed by film library to document current UP dispatches. It's another evidence of Skouras determination to "join 'em if you can't lick 'em" and tacitly recognizes TV's inevitable trend toward "Every Home a Newsreel Theater" (Vol. 3, No. 44). Last January, Fox made daily 10-minute Movietone available for Camel-sponsored NBC telecasts (Vol. 4, No. 5), deal creating quite a stir in film field.

2. President Spyros Skouras implemented plans to go even more deeply into TV syndication field (Vol. 4, No. 27) by promoting 20th Century-Fox's radio manager

Irving B. Kahn to over-all TV program chief. Peter Levathas, sales manager of short subjects, also assumes TV production responsibilities. They report to Alfred H. Morton, now titled director of TV.

3. Warner Brothers detailed pioneer sound chief Col. Nathan Levinson, noted in radio field for his World War I Signal Corps record and in movies for introducing the talkies, to watch every facet of TV, particularly as it applies to theaters; has instructed him to go limit in large-screen TV experiments (Vol. 4, No. 22). He's also helping prepare FCC cases for Los Angeles and Chicago station applications, due for bitter competitive fights. Formal application to FCC to purchase Thackrey West Coast properties (Vol. 4, No. 26) is due next week.

4. Philadelphia Fox Theatre large-screen TV setup, used so successfully for Louis-Walcott fight (Vol. 4, No. 26), has been dismantled, shipped to Hollywood where technical chief Earl Sponable's staff will conduct further laboratory experiments. System holds great promise but simply isn't good enough for theaters yet, say Fox officials, who laugh at trade paper report they're contemplating ordering 100 or more units from RCA for as many theaters. Not only do present custom-built test models cost about \$100,000 each but, besides Warner setup in Hollywood, there's only one more in existence (RCA's) and only a few more building.

* * * *

Everybody's an oracle who has achieved film eminence, thanks to Hollywood's proliferous publicity machinery, so we hear or read almost daily about such things as: (a) Sam Goldwyn forecasting that TV will force Hollywood to produce better pictures to retain boxoffice (he told us himself in Hollywood recently how enthused he was over prospect of using TV trailers to promote his pictures); (b) Barney Balaban predicting theaters will carry big news events on screens as they happen (viz., Paramount's Louis-Walcott and convention shows); (c) David Selznick, Hal Roach, Cecil B. DeMille, Richard deRochemont, et al, indicating agreement with RCA's Wally Watts that TV will open up vast new markets for films (Vol. 4, No. 21) -- and casting about for ways of taking advantage of that market.

DID SCOTUS BAR MOVIES FROM TV? Fact that U.S. Supreme Court found big movie firms guilty of anti-trust law violations in connection with theater ownership doesn't necessarily mean FCC will count them out as TV applicants -- despite scareheads in trade press. It's true Commission lawyers brought subject up in connection with proposed purchase of KSO, Des Moines, by Tri-States Meredith, part-owned by Paramount, half owned by TV-seeking publishers of "Better Homes & Gardens." True also that Tri-States Meredith this week dropped KSO purchase deal, though remaining as applicant for TV in Des Moines. Lawyers differ on meaning of court's decision. Yet point about anti-trust feature of Communications Act was raised in hearings involving movie interests (Paramount-DuMont, San Francisco cases). But from what we can learn FCC has never yet turned down any applicant solely on such grounds. Moreover, political climate in Washington is changing, isn't as conducive to zealous trust-busting activities as it used to be and certainly no monopoly of TV itself is involved. On other hand, in stiffly competitive hearings involving movie interests (like Boston, Chicago, San Francisco), where Commission must eliminate some contenders, it's conceivable high court's May 3 decision might play part.

DAMN, HELL AND DEMOCRATS: Wayne Coy's no Frank McNinch, so FCC won't do anything about those occasional "damns" (and we heard at least one "hell") that fell from lips of televised subjects, including Senator Barkley himself, during Democratic convention telecasts. Prudish ex-FCC Chairman McNinch's tenure (1937-39) is best remembered for furore he created in citing NBC because Mae West made an off-color remark on the air. Nothing came of it, of course, except lots of publicity and tighter radio self-censorship.

But newness of TV medium, relatively more liberal use of language in movies than on radio, does raise spectre of TV censorship. In Baltimore this week, Maryland Theatre Owners Assn. asked State Board of Motion Picture Censors to extend its scope to TV. Theatermen said frankly it's a competitive move. They caught board

July 17, 1948

NEW DESIDERATA IN STATION DEALS: Commonplace questions in conversations and negotiations looking toward sales and purchases of broadcasting stations: "I'd like to buy that [AM] station, but what are the TV possibilities?" "The market's good, the price seems right, but can it support TV too?" "What's the TV allocation there?" These random but typical quotes tell their own story -- a story of AM broadcasters pulling out because they don't think they can stand the costly TV gaff; of new enterprisers buying into AM but with thought of getting TV, too. Examples of latter: Warner Brothers-Thackrey deal (Vol. 4, No. 26); Washington Post-WTOP (Vol. 4, No. 21); Meredith-WXKW, Albany (Vol. 4, No. 28); Stern-WDSU, New Orleans (Vol. 4, No. 24).

FCC records show 56 AM stations changed hands last year; they're still being bought and sold but at slower pace now. This new TV factor entering into AM evaluations tends generally to depress prices -- plus the diminishing prospects of getting TV permits, the prospective high cost of adding TV, the need of AM supporting TV in inceptive stages out of profits that might otherwise go for taxes. All in all, this business of experting TV too is quite a headache for radio's busy-bee (and quite prosperous) station brokers. And they've had little or no opportunity of making deals for sale of existing TV stations; too few of them yet.

WILL HISTORY REPEAT IN TV-FM? When Zenith's veteran sales chief H. C. Bonfig told National Electrical Retailers Assn. Tuesday that huge capital investment and technical know-how needed for TV and FM set production will drive "fringe" manufacturers out, he ought to know what he's talking about. During his 25 years in radio, he said, he saw exactly 788 radio names vanish, big and little (remember Atwater Kent, Kolster, Kodol, etc?). He counted 50 in last 2 years alone. He dubbed as mere "handlers of merchandise" the lads merely skilled with "soldering iron and pliers" who set selves up as manufacturers, said TV-FM require even higher degree of skill than radio, with dealers backing up sales with installation and servicing.

Bonfig's own company, though a radio pioneer and leader in FM, is one of few big-names not yet in TV -- won't be until fall. But it's a fact new names and new products are cropping out almost daily in TV receiver field (not so many in FM), some sparked by young enterprisers who got electronics training in last war. We've noticed this especially in preparing revision of our Directory of Television Manufacturers & Receiving Sets (Supp. No. 57) published last January. To the 31 set-makers, 5 kit-makers, 11 prospective set-makers then listed, we already find we'll have to add at least 25 more companies, let alone dozens of new models. Besides, we're querying scores of others reported from various sources as producing or planning to produce TVs -- though heaven only knows where they can get cathode ray tubes! New revised directory will be ready for you in month or so; meanwhile, we'll be glad to send any subscriber a typewritten list of the aforementioned 25.

TRANSIT FM TESTS IN ST. LOUIS: Budding transit radio idea (Vol. 4, No. 5, 22) is really catching on -- latest city to get hot on FM's potentially rich revenue source being St. Louis. There, local Public Service Co. (1,000 vehicles) and St. Louis Star-Times' KXOK-FM start tests next month on 20 trolleys and buses, equipment to come from Hulbert Taft's Transit Radio Inc., Union Trust Bldg., Cincinnati. Station will program from 6:30 a.m. to 10 p.m. daily. Public Service Co. of St. Louis is subsidiary of National City Lines, holding franchises in more than 40 cities (including Los Angeles, Oakland, Spokane) -- hence special significance of these tests. In Cincinnati area, Taft has already equipped 100 vehicles of Northern Kentucky Green Lines, will have 400 buses and trolleys of Cincinnati system equipped by mid-August. His WCTS(FM) started regular programs last Saturday, has more than 25 accounts already signed -- including 4 dept. stores, grocery chain, hotel, etc.

Big TV plans of ABC now include a New York Television Center occupying width of entire block on 66th and 67th Streets off Central Park West (old New York Riding Hall), containing 2 million cubic feet of usable space, executive v.p. Bob Kintner has announced. Transmitter of WJZ-TV is nearing completion atop Hotel Pierre at Fifth Ave. and 61st St., and it's still planned to start Aug. 10.

Microwave relay pioneer Bill Eddy, whose Chicago WBKB was thus able to carry Notre Dame grid games from South Bend last season, is setting up more such links to Champaign, Ill. for U of Illinois and to Lafayette, Ind. for Purdue games. Eight hops are planned, using RCA microwave equipment.

May inventory position of radio distributors, released by RMA this week, showed manufacturers shipped 492,509 radio sets to distributors, who in turn shipped 646,478 to retailers, leaving distributors with 1,122,390 (vs. 1,276,359 in April). TV figures were: 42,322 shipped by manufacturers to distributors, 34,574 by distributors to retailers, 32,061 distributors' inventory (vs. 24,313). FM figures were 48,897 shipped by manufacturers to distributors, 74,837 by distributors to retailers, 125,680 distributors' inventory (vs. 151,621). April figures were reported in Vol. 4, No. 24.

Transmitter equipment sales for first 3 months of 1948 add up to \$6,085,939, RMA reported this week: AM, \$667,435; FM, \$1,615,204; TV (including studio equipment), \$1,682,615. Remainder was AM-FM studio equipment, \$1,193,060; AM-FM antenna equipment, \$558,577.

Further hearings on revised TV allocation plan may be necessary if corrections to FCC allocation table (we incorporated them in Part V, *TV Directory No. 4*) affect any grantees or contenders. FCC this week, in issuing corrections, gave those interested until Aug. 2 to file objections, until Aug. 9 for counter-proposals, said it would hold hearings if necessary.

"Smooth efficiency" about describes improved TV coverage of Democratic convention this week. It was nicely buttoned up in *Variety* headline over dispatch by its Washington correspondent Herman Lowe: "Tele, Gawky Kid of the GOP Meet, Becomes a Man for the Demo Convention." *Variety*, incidentally, also attributes to \$3,000,000 TV budget for 1948-49 reason behind current economy slashes at CBS (about 50 employes already let go) and reports CBS now \$9,000,000 in "tele red."

GOP in interest of brevity didn't carry radio plank in this year's platform, but Democrats included this rather innocuous paragraph: "We urge the vigorous promotion of worldwide freedom in the gathering and dissemination of news by press, radio and television, with complete confidence that an informed people will determine wisely the course of domestic and foreign policy."

Another TV training clinic for technicians, devoted mainly to building and operating stations, will run week of July 19 at RCA Camden—this one with 60 enrolled, including engineers from stations in Canada, Mexico, Cuba and Australia.

Witty & Rhea is new broadcast and TV consulting engineering firm established by W. M. (Bill) Witty and H. E. (Henry) Rhea, both veterans of RCA field service; address is 6923 Snider Plaza, Dallas, Tex.; phone J8-2402. Also announcing new consulting TV engineering service is R. L. Campbell, 150 Causeway St., Boston, Mass.

One of last low-band FM holdouts, *Chicago Tribune's* WGNE, has quit 45.9 mc, is now on 98.7 mc only.

From Paramount's report on June 15 stockholders meeting: "Mr. Balaban replied that he did not know what effect television would have upon motion pictures but that television was developing very rapidly, indeed, the country was on fire about it . . . undoubtedly some people will stay at home for television while others will go to the theatres . . . there was a time that radio hurt motion pictures but ultimately radio helped motion pictures. Bing Crosby was in a large measure developed through his appearances on radio. Mr. Balaban suggested the possibility that television similarly will develop stars . . . will serve as a screen test for motion picture players."

First New York pro football sponsorship to be announced: Chevrolet Dealers Assn. Inc. (184 dealers), New York Yankee games for 3 years on WABD, thru Campbell-Ewald. NBC Television announces sale of 5:45-6 p.m. segment of "Howdy Doody" to Pioneer Scientific Corp., starting July 15, thru Cayton Inc. New sponsorships reported on WTMJ-TV, Milwaukee: Miller Brewing Co., Milwaukee General Tire Co. and Ennis Motors, midget auto races, placed direct; Norcross Greeting Card Co., spots, thru Abbott-Kimball; Canada Dry, spots, thru Maxon; City Liquor (Villa Wine), spots, direct.

More long-distance TV reception: West Newton, Mass., viewer picked up St. Louis' KSD-TV (960 mi.) for 15 min., gets New York (200 mi.) regularly with 6-element antenna; another receives WTMJ-TV, Milwaukee, at Grand Rapids, Mich. (115 mi.) with 60-ft mast and booster; a third picks up New York at Haverhill, Mass. (200 mi.), using 40-ft tower; another reports receiving WCBS-TV, New York, at Little Rock, Ark. (1,100 mi.).

Little Bell Television Inc., 147 W. 42nd St., New York, which specializes in rentals and sales of TV receivers to public places, reports as result of 10,000 questionnaires sent to all bars and grills in New York area that: 67% of those replying (number unstated) have sets; of these, 30% used rented sets; 57% said TV has boosted business, 34% said no change, 9% said business down; profit increases ranged 10-60%. Firm plans similar survey in Boston.

Long-term working agreement between Don Lee's KTSN, Los Angeles, and Hearst's *Los Angeles Examiner* involves no ownership deal, is largely a deal for exchange of news and staffs, mutual promotion, etc.

Rare morsel for those who marvel at the strange ways of the Federal bureaucracy: William L. Gleeson, KPRO, Riverside, Cal., whose CP for Channel 1 is still in force though No. 1 has been deleted, has filed request for extension of completion date! He also has filed for Thackrey's No. 13 in Los Angeles.

Availability of magnifiers, compactness, low price are criteria leading *July Consumers Reports* to recommend purchase of 7-in TVs—naming Hallcrafters, Motorola, Philco, Tele-tone.

Development of new cathode ray tube for TV sets is joint venture of Tung-Sol Lamp Works, Newark, and Cage Projects Inc., Upper Montclair, N. J. big picture TV installation experts. Tube would handle voltages up to 250 kv.

Atlanta's WAGA-TV (Storer) reports it doesn't plan commercial operation for several months, yet got STA from FCC this week to operate commercially July 12-Aug. 31.

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unprepared, so it's asking attorney general for ruling. Maryland board previews all films, levies fee of \$2 per 1,000 feet.

Choice bits about TV coverage of Philadelphia: NBC's Bob Trout telling AM audience, at about 9:30 Wednesday night, "I see on the television screen where President Truman's train is pulling into the station"...Democratic National Committee's mimeo instructions to delegates, warning them "millions of curious eyes are on us"--so they shouldn't do anything untoward while kinescope might be focused on them unawares....Splendid camera handling during boresome speeches, catching closeups of delegates, spectators, VIPs in various attitudes of attention, boredom, slumber, etc., none suspecting they were being "watched"....Best shot of all, in our book: Face of big Convention Hall clock as one speaker opened by promising to talk "only a few minutes"; same clock when he had finished -- about half hour later.

3 GRANTED, 6 APPLY, ONE DROPS: Syracuse got its full quota of 3 TV grants this week, first CPs issued by FCC in more than month. Channel No. 5 went to WSYR (Newhouse newspapers), No. 8 to Meredith Publishing Co. (Better Homes & Gardens), No. 10 to WAGE. Week also saw 6 more applications filed, one withdrawn -- that of Atlantic City World, leaving that city 4 for 1. Indicated as filing soon are WAIM, Anderson (S.C.) Independent, and Milwaukee's WMAW.

Week's applications included 2 more from Edward Lasker, ex-adman, now Hollywood film producer, asking for No. 10 in Portland, Ore., now 5 for 4; No. 7 in Fresno, Cal., now 6 for 4. Lasker previously had filed for Denver, Salt Lake City, Seattle (see TV Addenda 4-A and 4-B). Another noteworthy application asks for Channel 12 in Manchester, N.H., filed by principals of local WKBR and including such stockholders as John W. Guider, ex-Washington radio attorney, president, 30%; William J. Barclay and Scott Killgore, Collins Radio Co.; and certain employes of DuMont and WPIX, New York (see TV Addenda 4-C herewith). Week's other applicants: For Oklahoma City, KOMA, No. 5 -- now 4 for 3. For Nashville, WLAC, No. 7. For Greenville, S.C., WFBC-News & Piedmont, No. 10. [For further details about all foregoing grantees and applicants, see TV Directory No. 4 and addenda to date.]

PLAIN TALK ABOUT CHANNELS 2-6: Direct answers from those who know point to this unequivocal conclusion: FCC has no intention of deleting TV channels 2-6. So, you occupants of those frequencies, and grantees and applicants too, need suffer no qualms over those purported predictions of FCC's acting chief engineer John Willoughby that those channels are due to be taken away from TV, and that uhf for both monochrome and polychrome is only 2 years away (Vol 4, No. 28). There's not the slightest doubt now that he spoke for himself alone, not FCC -- if indeed he said what he was reported to have said. But it's still a fact that by reason of his key position he threw a mental monkey-wrench into the planning of some TV enterprisers.

Lending force to general attitude that low-band folks have nothing to fear was this strong statement by Comr. George Sterling, ex-chief engineer: "As long as I'm a member of the Commission [his term runs to 1950], I would oppose any effort to dislodge TV from Channels 2-6. If the Commission entertains any thought of removing Channels 2-6, it should have done so when channel-sharing was considered and No. 1 deleted. With the nation-wide interest in TV, both the public and industry require assurance on the part of the FCC of the permanence of these allocations. I think the deliberations of the Commission on TV allocations plainly indicate its intent."

Said Comr. Hyde: "What Willoughby is alleged to have said has no basis in any Commission deliberations." Comr. Jones subscribed to Hyde's statement. Comrs. Walker and Webster, both just back from overseas meetings, were unfamiliar with Willoughby incident, declined comment. As for Chairman Coy, his "no comment" still stands (Vol. 4, No. 28); he thinks a mountain was made out of a molehill.

But what FCC as such won't seem to recognize, in choosing to ignore Willoughby tempest, is effect on those who spent, are spending, or are expected to spend millions of dollars on low-band construction. First, there's the natural and probable further stalling on part of CP holders (36 of the 81 outstanding have held CPs for 18 months or longer). Then, there's the mental hazard among CP holders.

Here's what one wrote us: "We have a CP....and are about to get ahead with antenna construction, expecting fully to be on the air in December. Willoughby's remarks have thrown up a yellow light, which could easily turn to red, because if we are actually faced with the possibility of losing the channel, and all our effort and investment, before we barely have the opportunity to take in a dollar, there is little point in being a pioneer."

There's a disposition (and hope) in some quarters to believe there's some fire behind this smoke -- particularly in view of oft-predicted uhf as "ultimate" home of TV, of political pressures for TV channels, new members of FCC, etc. But this week's CP grant of Channel 5 in Syracuse (see story in this issue) would not indicate FCC as now constituted has any "ripper" moves in mind. Nor can Commission blink fact that 23 of the 31 now-operating TV stations, and 45 of the 81 CPs, are assigned to Channels 2-6 (see TV Directory No. 4).

IT'S SWIFTER THAN WE THOUGHT: RCA's home receiver chief, dynamic onetime Georgia Tech grid star Joe Elliott, who isn't usually given to over-statement, has been telling his distributors the TV set market will be short from now through 1950. More than that, he thinks this applies to entire field, not merely to RCA which with a few others (Philco, Admiral, Motorola, DuMont) has pretty well taken lead among name brands in total unit output. Nor does fact that several dozen more companies are entering TV set field [see story in this issue] promise to mitigate situation.

Demand is outrunning supply, Elliott tells us, because (1) more people have decided to buy sets, thanks to improving programs and recent big telecast events; (2) more TV stations are going on air, opening up more markets, besides fact most existing stations are doing wider area coverage job than anticipated; (3) cathode ray tube production isn't keeping pace with factory needs. Tube bottleneck won't be broken until more blanks are forthcoming from glass factories, tube processing capacity is increased, and such imponderables as military needs resolved.

If Elliott's conclusions are correct, it looks like waiting lists ahead for TV receivers, as for autos. Since tubes provide key to situation, we made careful inquiries this week and learned that:

The 2 main (and practically exclusive) sources of cathode ray blanks, Corning Glass Works and Kimble Glass Division of Owens-Illinois, are both hiking rate of production to meet TV's increasing demands. Neither will give figures, but good guess is present combined rate is about 80,000 "bottles" of all sizes per month. Corning's president W. C. Decker says expansion of plant for TV blanks will be completed by Sept. 1, will mean goodly increases in output by October. "By next year," he said, "we'll be turning out more blanks than we think the industry can use."

Corning makes all sizes, sells all the processors, but DuMont takes most of its now-mechanized 12-in., all of its hand-blown 15 and 20-in. Kimble makes only 10 and 12-in., also reports demand exceeding present capacity, has also mechanized 10-in. Its v.p. Stanley J. McGiveran made a noteworthy observation that's also quite a tribute to TV makers: that TV is demanding such perfection, has set up such high quality specifications, that production is perforce slow; he thinks specifications are actually more rigid than TV requires.

As for tube processing capacity, figures again are deep-dyed secret, though EMA-RMA first quarter statistics, released Friday, give slight clue: Total deliveries of all sizes numbered 170,430 (value \$4,555,476), of which 158,706 went to set makers, 10,742 to distributors (presumably as replacements), 894 to govt., 88 into export. Second quarter is expected to show immense increase, for RCA alone is unofficially reported to be turning out 30,000 or more 10-in. alone per month;ylvania, GE and DuMont are increasing slowly but steadily; smaller buyers like Rauland, Lansdale (Philco) and North American Philips, et al, will take all blanks they can get. And with such a lush market to tap, it's to be expected other tube and amp makers like Hytron, Tung-Sol, National Union, Amperex, Arcturus won't lag long.

Note: Another not-to-be-overlooked factor in TV set supply and tube situation is RCA's 16-in. glass-metal tube (Vol. 4, No. 5, et seq.), which should be coming out in receivers designed for it by Christmas, may attain 1949 total of 300,000.

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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July 24, 1948

TO BUY OR NOT TO BUY, NOW OR LATER? Retail prices of TV receivers aren't going down anytime soon, if at all. Quite the contrary, no matter what the oracles forecast for the dim, distant future. Price-cutting and radio tie-ins may be rife in some places, but they're the exception rather than rule -- and manufacturers are pulling out dealerships and threatening prosecutions under the Fair Trade Act. Considering today's inflationary spiraling of wages and materials, let alone impending scarcity of picture tubes and sets (Vol. 4, No. 29) making for sellers' market, outlook for price reductions is slim indeed; in fact, some price increases have already been posted, some incorporated into costs of new models, more expected. Actually, one British manufacturer (Scophony) is even reported talking about exporting TV sets to the American market.

So when you're asked by friends whether they should wait for next fall or next winter or next year before buying that TV set, you can assure them with reasonable certitude: (a) that TV sets aren't going to get any cheaper very soon, at least not the quality lines; (b) that waiting for next season's models is exactly like waiting for next season's car -- of course they'll be somewhat improved, but look what you're missing in the meantime; (c) that, as we heard one manufacturer advise a friend, "The best set is the one you'll buy just before you die."

FM's CAUSE CELEBRE TO COURT: Maj. Armstrong's long-threatened FM patent suit against RCA (Vol. 2, No. 52; Vol. 4, No. 13) went to court this week, NBC also named defendant as party to "monopolistic control of broadcasting." Triple damages are sought, which would be levied against every FM receiver and transmitter made or licensed by RCA, but amount isn't specified. Complaint filed in Federal District Court, Wilmington, contends RCA "belittled" his invention, sought to induce FCC to allocate to FM "so small a number of useable radio frequencies as to make its development and use on a national level impossible," refused to take out license and led others to infringe. No comment yet from RCA, but its officials have indicated they've long expected suit. Big company claims own FM system, has licensed others to use it, though most of the other big FM makers (Philco, Emerson, Crosley are notable exceptions) hold Armstrong licenses. Litigation is newest step in cause celebre which Maj. Armstrong has carried to FCC (losing out on low-band) and to Congress (where bitter hearings aren't adjourned yet).

NEW NAMES AND OLD IN TV FIELD: New companies, new trade names, new models continue to reveal themselves as we receive replies to questionnaires for our revised Directory of TV Manufacturers & Receivers. For example: Cornell Television Inc., 385 Flatbush Ave., Brooklyn (formerly Telectro Corp.), offering 10, 12, 15-in. and projection models. Coronet Radio & Television Corp., 500 W. 52nd St., New York., planning 10 and 16-in. models next January. Federal Television Corp., 210 E. Ninth St., New York (formerly Westminster Television), 12, 15-in. models. Audar Inc., Argos, Ind., table model in October. Harold Shevers Inc., 33 W. 46th St., New York, 10-in. with AM-FM-phono. Televista Corp. of America, 114 E. 16th St., New York (formerly Signal Electronics Inc.), 10-in. table model with magnifier sealed onto tube, also 10-in. table with AM-FM. Watterson Radio Mfg. Corp., 2700 Swiss Ave., Dallas, Tex.,

promising 10-in. line next January. Videodyne Inc., 33 Jefferson St., Stamford, Conn. (formerly Columbia Television Inc.), 10, 12-in. models. Toek-Master Products Co., 123 Prince St., New York, 10-in. kit.

Among older radio names, here are other previously unreported models already out or promised (installation-warranty charges omitted): Farnsworth, two 12-in. consoles with AM-FM-phono (Capehart), out next fall, prices to be announced. Sentinel, 7-in. table \$189.95; 10-in. console, \$375; same with AM-FM-phono, \$595. Ansley, 10-in. table (Beacon), \$375, ready for delivery in 2 weeks; working on 12-in. console, AM-FM-phono, \$995; 15-in., AM-FM-phono, \$1,995. Andrea, 15-in. console, AM-FM-phono, \$1,295. Air-King, 10-in. table, \$369. Regal, undisclosed TV, in Sept., but no "\$100 model" (Vol. 4, No. 22). Also, DeWald raised 10-in. table model from \$350 to \$375; and Tele-King (formerly Consolidated) and Remington were reported upping prices of their 10 and 12-in. models, respectively.

* * * *

Even if glass tube makers come through as promised, even if RCA can deliver substantial number of 16-in. metal-coned tubes (Vol. 4, No. 29), one big cathode ray tube manufacturer offered us wager this week that total production of TV sets for all 1949 won't exceed this year's 800,000 -- if indeed we attain 800,000 this year. He figures tube-processing capacity simply isn't there, and won't be in near future -- regardless of number of new companies entering field. It's an enormously complicated production job, whether mechanized or hand. As for this year's anticipated 800,000 sets, there's still long way to go: RMA figures for June won't be out for another week, but first 5-month total is only 214,543. Add non-RMA and kit production, and it's doubtful real figure exceeds 235,000. True, production is accelerating (June should exceed May's 50,117, July better June, despite vacation shutdowns), but fact remains that stockpiles of standard 10-in. tubes are about depleted and industry will be living on hand-to-mouth basis rest of this year.

SMALLER CITIES APPLY, 2 MORE DROP: Top-market TV channels are just about all spoken for, if not granted, so now more secondary market assignments are being sought. This week's unusually few applications may presage a trend, for our TV Directory No. 4 and Addenda to date show very few applicants from communities under 100,000. Only 3 applicants this week: For High Point, N.C. (pop. 29,495), WMFR, Channel No. 12. For Altoona, Pa. (pop. 80,214), WFBG-Gable Dept. Store, No. 9. For Beaumont, Tex. (pop. 59,061), Lufkin Amusement Co., No. 10 -- same interests (theaters, mills, etc.) also partly own KTRE, Lufkin, Tex. [For full details about foregoing applicants, see TV Addenda 4-D herewith.]

Note: Total TV applications pending now number 299, after this week's withdrawals of Majestic Bcstg. Co. from Milwaukee (holds CP for WMIL-FM, same ownership as WOSH, Oshkosh) and of WMID from Atlantic City (Atlantic City World pulled out last week). Be sure to delete all 3 from part II, TV Directory No. 4.

'LUCKY SEVEN' FOR ABC'S FIVE: Pleased as punch with WJZ-TV signals on Channel No. 7 are engineers of ABC, after nearly 2 weeks of testing preparatory to Aug. 10 commercial debut. Indeed, chief engineer Frank Marx says he thinks 174-180 mc band best of them all, is particularly gratified he selected it for all 5 projected ABC stations. After New York come WENR-TV, Chicago, tests Aug. 15; WXYZ-TV, Detroit, Sept. 15; KECA-TV, Los Angeles, November; KGO-TV, San Francisco, December. RCA transmitters are being used in first 3, GE in California outlets -- all delivered.

WJZ-TV juice was first turned on July 11, exactly 41 days after mid-town Hotel Pierre transmitter site was agreed upon. Last Tuesday it went on daily 10 a.m. to 10 p.m. test pattern schedule, except Sundays, 10-6. Good coverage of metropolitan area is indicated in most reports, just about all complaints received being traceable to receivers or antennas. Rapid fill-in behind obstructions is proved by fact that even back of Palisades reduced signal is still in order of millivolts. There are very few multipath reflections, says Marx, though he still needs to investigate predicted possible ghosts along Hudson River. Acceptable signals have been reported from Philadelphia, 75 mi., and New Canaan, Conn., 52 mi.

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Amos Parrish Magazine

Here's an appraisal of TV, by the noted merchandise counselor Amos Parrish, that deserves to be read in full by everybody in the TV industry—especially by all telecasters, prospective telecasters, advertising people and their staffs. With an ebullient estimate like this, by a man of Mr. Parrish's stature, can it be doubted that TV as an advertising medium for department stores and other merchandisers will be long developing?

LAST August we installed in our house a television set. And ever since, we've been as avid a television fan as any bobby soxer ever was for Frankie—and for much better reasons!

Television is the biggest thing since radio. And it will outsell radio in selling goods many to one, because it appeals to your eyes as well as to your ears. And the eyes are still the window to your soul—especially your buying soul.

We have had about two glasses of beer in twenty years. But between the innings of a Yankee ball game, when they throw on the screen a picture of a glass of beer that is so cold its frost fairly bites you, brother, you want Ballantine's beer—or ale yet!

We've been suckers for automobile advertising ever since Jordan wrote his advertisement headed "The Blue Boy," and the next best one, "Somewhere West of the Laramie."

But on television a Ford is a Lincoln and a Lincoln is a miracle. Because you can *see* it. You can see it level off the bumps, and stop on a dime, and go like crazy.

When Toscanini's masterful leadership of his wonderful RCA Victor Symphony Orchestra was first televised, we found ourselves bawling like a baby. But, as they say in the orations—unashamed.

In one room we had this great orchestra coming over FM radio. And it was fine. But with television we had FM radio *and* a perfect picture of the Maestro pouring into every beat his 82 years of genius and getting a talented group of musicians working together as an inspired unit.

Was this telecast twice as effective as radio? No—it was more nearly *ten times* as effective.

The television covering of the Republican Convention in Philadelphia was nothing short of thrilling. We liked especially the job

done by NBC and Life combination.

Television viewers saw more than any delegate—including the front-rowers—just as they do at any televised event.

Sometimes television shows too much. For instance, one State Governor being interviewed by a newscaster. All the Governor needed to equip him to play the part of the wolf in Little Red Riding Hood was grandma's nightgown.

The camera seemed to curl back this politician's lips and to make perfect wolf-like equipment with which to "eat you better, my dear." The farther that cookie stays away from a television screen the longer he can stay in office.

On the other hand, another Governor—initials T. E. D.—televised excellently. He looked quick, straight, clear, honest.

The lack of attention to speakers is not only shown up but blown up manyfold. During one of the best speeches—that of Claire Booth Luce—one bird read a paper—a woman with more waistline than character giggled and also giggled to her neighbor. And during the bombastic speeches, many listeners obviously turned their minds off—their talk-talk on—or went as soundly to sleep as they could have with Mattresser Simmons' most comfortable help.

But television resoundingly caught the power of the demonstrations. It let you march and holler and go more than a little mad with the cohorts of every candidate. You were right there with them, just as you were in the ring with Joe Louis and in the orchestra being led by Toscanini.

We won't tell you about the grunts and groans of the rasslers, or the smack of the prize fighters, or the thrill of the horse races, because they might not be highbrow enough to please you. But a National Convention, a

parade, the speeches at the Herald-Tribune Forum—or even those of a President or President-to-be—are many times as interesting as they ever could be on radio alone.

How big is television? Its audience now is nearly 2,000,000. There are nearly 400,000 receiving sets in use. And by the end of this year the number of receivers will go up to 800,000 and the audience to more than 4,000,000. And 18 months from now, the audience is expected to exceed 10,000,000.

There are at this moment 30 stations—and within six months this number will be

about doubled.

Where does television go from here?

We don't know and we don't want to know what's in a televiewer set, because we don't understand it. But we know there is one thing there—one of the elements that makes up the future of America—and that means it has *no* limits.

That no-limit element is a combination of excellent reporting, teaching, entertaining, selling. This element says in undebatable terms, "Stop, Listen and *Look!*" And people will not only "Stop, Listen and *Look!*"—but they will *also buy!*

TV UNDER NAB's 'ONE BIG TENT' TOO? As NAB's Charles Batson completes Part I of report designed to help membership make up minds about TV (Vol. 4, No. 28), ex-NAB, ex-FMBI president Walter Damm is sparking move to get telecasters into NAB -- but in a separate department "separately financed and staffed and completely undominated by a board of AM broadcasters." Milwaukee Journal's AM-FM-TV chief, who urged old FMBI into NAB (leading to formation of FMA) thinks TV operators need central organization to handle copyright, film rental contracts, standard rate cards, standard advertiser-agency contracts, exchange of program ideas, etc. He has so written all TV operators, says he had 50-50 reaction -- some agreeing, others quite satisfied with TBA. NAB's president Justin Miller, also approached by Damm, suggested preliminary meeting in Chicago Aug. 11. He agrees with Damm "time is now" for NAB to expand into TV, sees no conflict with AM since most telecasters are also broadcasters and AM for most part is paying TV's way. Judge Miller foresees all radio services eventually under "one big tent," though he thinks it will be several years before TV (and FM and FX) shake down sufficiently to determine their places in radio sun. As for TBA, there's little or no inclination yet among its membership, which includes manufacturers and non-broadcasters, to merge into NAB.

EASY DOES IT FOR TV LAGGARDS: There's no present disposition on FCC's part to crack down on slow-moving TV grantees, as is being done in FM (see story below). This was apparent this week when it extended grant of KRSC-TV, Seattle, after citing it for lack of diligence (CP granted Dec. 17, 1946). Now, all 5 grantees ordered on carpet for failure to get on TV ball (Vol. 4, No. 6 et seq) have been "reprieved." Threatened get-tough attitude melted away after all alleged laggards showed cause why they aren't further along. Other 4 grantees, all now back in FCC's good graces, and all now reported building: KPIX, San Francisco (CP granted Oct. 17, 1946); Raytheon's WRTB, Waltham, Mass. (May 16, 1946); ABC's WXYZ-TV, Detroit (July 11, 1946); WJAR-TV, Providence (May 16, 1946).

Whole TV regulatory setup has been slowed down somewhat by shorn staff, vacations, preoccupation of TV engineering chief Curtis Plummer with hf broadcasting -- he and TV allocations expert Prose Walker are just back from 3 months in Geneva, go to Mexico City in September to be gone until Xmas. TV engineering staff remaining comprises acting chief Hart Cowperthwait and 3 assistants, busy as bees on allocations hearing (Vol. 4, No. 27, 28) and on preparations for uhf hearing Sept. 20 (Vol. 4, No. 19 et seq). Only area hearings officially completed are Philadelphia, ended April 11, and Harrisburg, ended May 7, both awaiting examiners' reports. Others already held but not officially completed are Reading, Detroit, San Francisco -- latter 2 involved in Paramount-DuMont interlocking ownership issue (Vol. 4, No. 20). Same question arises in Boston, Cincinnati, Cleveland cases, all still to be heard; so FCC is reported reconsidering its earlier decision to hear all these cases first, may instead settle Paramount-DuMont issue by deciding San Francisco case soon without waiting on other cases.

Some 40 cities, where applicants outnumber available channels, await hearing dates. On Thursday, Examiner Hutchison concluded Atlantic City cases -- 3 for 1, after WMID and Atlantic City World withdrew. Interesting sidelight was acknowledgment by big builder John McShane (Pentagon, etc.), testifying for Philco-Claridge Hotel application (he's part owner of Claridge), that he had negotiated to purchase Atlantic City Press-Union (WBAB), also an applicant, forcing disclosure newspaper was on block. Next hearing is Milwaukee, July 28, 4 for 3, Majestic (Myles Johns) withdrawing this week. Only others so far scheduled: San Diego, Sept. 7; York, Pa., Sept. 13; Allentown-Bethlehem-Easton, Sept. 13-17; Albany-Troy, Sept. 27-Oct. 4.

FMS TOLD TO FISH OR CUT BAIT: FCC's sharply-worded turndown of Los Angeles Times request for more time to make up mind whether to keep its CP for FM, is latest indication of policy of cracking down on FM laggards. Newspaper was told: "What you are in effect requesting is that an FM channel be reserved for you for an indefinite period of time and that you not be required to make use of that channel in the meantime." Decision called attention to 5 applications pending for city's 4 remaining Class B channels. Times sought delay until approval of its TV deal with CBS (Vol.

4, No. 18), which also has local FM permit. Stepping up get-tough policy, FCC from June 11 to July 13 offered to extend 55 CPs if stations would get on air within 60 days, gave each 30 days to accept terms or else surrender CPs. All told, 175 post-war FM grants have been turned back, "scarcity of receivers" most frequent reason.

LOW-PRICE FM RECEIVER DUE SOON: That long-predicted FM-only set for "under \$30" will be produced within 60 days by Emerson, FMA informed members this week. Confirmed by Emerson's Ben Abrams, set is ratio-detector type, table model with 7 tubes, line cord antenna for indoor aerial. It's expected to catch hold in the nearly 350 markets now FM-served (by 585 stations on air as of July 24), will be pushed with usual Emerson's small-set merchandising know-how. FMA also is awaiting answer to its petition asking FCC that 50 mc cutoff date (Vol. 4, No. 19) be advanced 2 years to December, 1950. It wants 50 mc continued for FM relaying due to unavailability of 15 kc lines, no equipment or knowledge of 940-952 mc STL bands, impracticability of 88-108 mc for relaying.

SIGHT AND SOUND

Formal FCC application in Warner Bros. \$1,045,000 deal for "package" purchase of 2 Thackrey West Coast AMs, including CP for Los Angeles TV channel No. 13 (Vol. 4, No. 18-26), filed this week, states rising newspaper costs, newsprint shortage, other *New York Post* publishing problems are taking up too much of Thackreys' time and money to enable them to retain radio properties. Among \$563,502 assets listed for KLAC is item of \$154,765 for TV organizational expenses; Los Angeles AM station's net worth is given as \$272,322, net profits \$24,670 first 6 months of 1948. KYA, San Francisco, assets are down as \$192,713, net worth \$167,551, profits \$11,684 first 6 months of 1948. Cord's KFAC, Los Angeles, hasn't yet decided whether it will contest Warners for Channel 13. Reports that oilman Ed Pauley has decided to file for it are denied by his TV representative C. L. McCarthy.

Using new kinescope recording camera developed by Berndt-Bach Inc., Television-Relay Inc., 5879 W. Pico Blvd., Los Angeles, has entered into TV transcription field, offering services to broadcaster on footage basis, i.e., sound-filming programs on order. It's first competitor of DuMont's "tele-transcription" and NBC's "kinescope recording" systems (Vol. 4, No. 22), though it only does recording job, doesn't sell equipment or syndicate shows.

Up to May 23 this year, DuMont's upsurging 1948 operations resulted in gross revenues of \$7,763,379, which compares with \$11,034,806 in all 1947, \$2,287,167 in 1946. Figures include TV receiver tube, transmitter and telecast revenues, were divulged in connection with SEC registration for proposed public offering (Vol. 4, No. 28) of 150,000 shares of 5% preferred stock (at \$20), money to be used to increase working capital, also probably purchase of new Paterson plant (Vol. 4, No. 20).

Philco is entering microwave relay equipment field, including TV relays, based on own New York-Philadelphia experience and starting with orders from Western Union. Detailed to be sales chief is Jim McLean, who relinquishes commercial managership of WPTZ to Alex Dannenbaum, ex-WPEN. Only others in that field yet are GE and RCA.

Attributed mainly to TV, Admiral's net sales first 6 months of 1948 totaled \$27,386,344, net profit \$1,237,297 (\$1.37 per share). This compares with \$21,548,786 and \$854,456 (95c per share) for same 1947 period—sales up 27%, profits 45%.

When merchandising counselor Amos Parrish speaks, the whole merchandising fraternity perks up and heeds. Hence our departure from custom in reprinting his remarks on TV in the July *Amos Parrish Magazine*. The copy sent you herewith tells its own story.

FCC Bar Association gets chance to question TV allocations proceedings Aug. 16, when oral argument on 3 weeks of cases (Vol. 4, No. 27, 28) is heard. Radio attorney group regards procedure dangerous and in part erroneous, hopes to sell Commission (among other things) on idea that any applicant must be heard whether or not channel is available for city concerned. Commission will give 20 minutes to each party, briefs to be filed by Aug. 11. Third week of recessed hearings opens July 26, starts with Westinghouse's Stratovision, to be followed by ABC on tropospherics; TBA and DuMont, general comments; CBS and NBC, directional antenna. Commission also denied again petitions of Television California (Pauley), KPOJ, KOIN to be heard, originally denied because they filed late.

Baltimore Colts grid games (7 in Baltimore, 2 in New York) and Laurel, Pimlico races in October-November (2 daily, 39 days) have been signed up by Baltimore's WMAR-TV, but will be exchanged on off-the-air basis with Washington's WTTG, same as WMAR-TV and WMAL-TV exchanges (Vol. 4, No. 26). Colts games will be sponsored on both stations by National Brewing Co., races aren't yet sold. WMAR-TV also will carry local Navy grid games with Missouri, California, Cornell; Navy-Notre Dame game, tentatively set in Baltimore, will be Gillette-sponsored.

Add TV sponsors: *Kalcdoscope Magazine*, new fashion monthly, on WNBT and WCBS-TV, New York. Also new on WCBS-TV: spots by Ward Baking Co., thru J. Walter Thompson; J. Nachman & Son (Swirl House Coats), thru Fashion Adv. Inc. On all 4 New York stations, Rheingold beer, "Miss Rheingold Candidates," starting Aug. 9 with 5-min. film, 52 times, thru Foote, Cone & Belding.

For whatever it may signify, it's noteworthy that among 60 enrollees in RCA's 5-day TV seminar course at Camden this week there were these engineers from AM stations not yet applicants for TV: M. J. Weiner, WNEW, New York; A. Goldbach, WSID, Essex, Md.; K. D. Hewson, KSAC, Manhattan, Kan.; J. W. Robertson, WFMD, Frederick, Md.; Robert W. Cross, KROC, Rochester, Minn.; G. P. Hixenbaugh, WMT, Cedar Rapids, Ia.; W. L. Evenden, WJVB, Jacksonville Beach, Fla.

First 500-watt TV transmitters sold by RCA (TT-500A) are Channel 4 and 7 jobs for Lancaster, Pa. and Wilmington, Del., ordered by Steinmans' WGAL and WDEL, respectively, scheduled for September deliveries.

Madame FCC Comr. Hennock debuts before TV cameras July 27 over DuMont's WTTG, Washington on "Meet Mrs. Markel" show (7:45 p.m.).

Having done "jobs" on Maj. Armstrong, Sylvania and TV in last year, *Fortune* is now preparing story of RCA.

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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July 31, 1948

HALF MILLION TVs AT END OF JUNE: June was TV's peak production month, RMA reporting 64,353 sets (12,870 weekly rate). Period included 5 weeks, so drop can be expected in 4-week July as vacations also take toll. June brings first half of 1948 total to 278,896, second quarter 36.3% higher than first -- acceleration and fall-winter market making it still likely 850,000 goal will be attained (Vol. 4, No. 26). Adding June to previous RMA postwar output figures, total is 463,943 sets. Boost that by about 10% to embrace non-RMA, pre-war sets, kits -- and you can figure on fully half million sets in use in the 19 areas now TV-served.

June production of all kinds of radios was 1,113,870. Auto and portable sets represented biggest chunk of AM, totaling 567,228 units. FM volume was 90,414 units, up from May's 76,435. But weekly rate declined to 18,083 from May's 19,109, first half's 26,743. Second quarter output was 41.2% under first.

June TV breakdown: 47,588 table models, 11,256 consoles with radio-phonograph (7 projection type), 5,509 consoles without phono (1,146 projection). FM breakdown: 33,706 AM-FM table models (2,682 with phono), 51,303 consoles (497 without phono), 5,405 FM-only and tuners.

LONE VOICE IN THE TV WILDERNESS: Zenith's president Gene McDonald told stockholders meeting Tuesday: "Every television receiver on the market today is obsolete." He promised to begin delivery this fall of TV receivers "new, novel and different." He won't divulge any details yet, but maybe you can guess from gist of his remarks, as culled from Zenith press release. Here's what he said, with our comments:

(a) He said there are now only 12 TV channels, insufficient to build national service. Agreed -- but they're here now, here to stay under established FCC policy (Vol. 4, No. 28-29). Besides, they are providing excellent localized reception.

(b) He assumes FCC will decide to open up uhf to TV after Sept. 20 hearings. But he doesn't allow for inevitable time-lag between hearings, standards, allocations, applications for channels, granting of permits -- to say nothing of still-unproduced uhf transmitters, tubes, receivers. Even CBS, once plumping hard for uhf (with color), but now an eager toiler on the low bands and seeker of more, tells us it hasn't yet decided what to say at Sept. 20 hearing. So it will be surprising indeed if uhf TV gets going on any substantial scale within 2 years, probably longer.

(c) As and when uhf is occupied by TV, it will mean added facilities -- more channels, more stations, more areas covered locally, more markets for TV sets. Few expect it to displace low-band, in which by that time billions of dollars will have been invested by both telecasters and public. Moreover, there's the promise today's low-band sets can be fitted with cheap adapters to bring in uhf (Vol. 4, No. 20).

(d) Comdr. McDonald said "public is now thoroughly dissatisfied with present programming." We don't agree at all, but that's matter of opinion easily resolved by asking any TV set owner. He added, "Advertisers don't have money to support the kind of television programs the public desires." Apparently, neither telecasters nor ad folk agree with that, for they're predicating huge investments and vast plans on advertising-supported TV. And it's their money!

Statements about poor programs, lack of advertising support, recall Zenith

chieftain's talk about "televisionaries" several years ago (Vol. 2, No. 25), were obviously designed to support his Phonevision system of pay-as-you-look TV (Vol. 3, No. 27 et seq). So, presumably, Zenith receivers will include gadget that prevents reception of certain programs unless telephone operator removes interfering signal, charges for service on phone bill. But as yet it hasn't been tried commercially, nor do we know of any movie concern that has publicly indicated willingness to let Phonevision have its first-run films. TV leaders RCA-NBC are unalterably opposed, insist public can't be persuaded to pay for radio programs of any kind; others are mostly non-committal.

Against Comr. McDonald's assertion that "consumer acceptance [of Phonevision] will make it possible to sell TV receivers by the millions," the plain fact is that TV sets are already selling as fast as made. Actually, shortages are imminent (Vol. 4, No. 29-30). As for his assertion that other than Zenith's, Farnsworth's TV patents are controlling and Zenith has full rights in these, here again the fighting ex-naval officer and Arctic explorer appears to be playing a lone game. Practically all other TV manufacturers, including Farnsworth, are licensed under RCA patents. Zenith currently is involved in a bitter patent fight in Federal courts against RCA's dominant radio-TV patent pool. Comdr. McDonald may conceivably succeed in breaking up RCA's license control -- just as he broke Secretary of Commerce Herbert Hoover's wavelength control in 1926, which led to passage of Radio Act of 1927.

Note: Comdr. McDonald's office, in response to our inquiry, reports he is absent from country, won't return until about Sept. 20; meanwhile, "Zenith TV receivers are now coming down the line and will be on the market in October."

7 CPs GRANTED, MIAMI CP ON CARPET: Seven CPs, all to non-disputed, non-competitive applicants in under-top-50 markets, were granted by FCC in week otherwise notable for (1) revocation proceedings against Miami CP holder WTVJ, and (2) only one new application, probably indicating summer doldrums. The single applicant was Orlando (Fla.) Sentinel and Star (WHOO), seeking Channel No. 3. Week's CPs brought total outstanding to 88, went to:

Peoria, Ill., WMBD, No. 6. Grand Rapids, Mich., WLAV, No. 7. Kalamazoo, Mich., WKZO, No. 3. Lansing, Mich., WJIM, No. 6. Nashville, Tenn., WSM, No. 4. Huntington, W. Va., WSAZ, No. 5. Salt Lake City, KSL, No 5. [For details about all foregoing, see TV Directory No. 4 and Addenda.]

Concealing of ownership facts is charge against Miami's WTVJ, its CP ordered revoked as of Aug. 30 but given until Aug. 20 to file opposition. Manager Robert Venn had stated station would be ready to go on air Aug. 15, but that's now unlikely in view of charges. FCC alleges Venn and original backers E. J. Nelson and E. N. Claughton promised to put up \$214,000 but never did. Claughton pulled out in May, 1947 and it's charged Venn relinquished control same month to wealthy Wolfson-Meyer Theater Enterprises Inc., yet in Dec. 31, 1947 statement to FCC reported no change in ownership or financing. Application for transfer of control was filed last April 19 (Vol. 4, No 17). Meanwhile, Miami's 5-for-4 applicants want channel back in pot, though Venn says WTVJ's GE transmitter is already on hand.

Unusual request from Kansas City's KMBC asked FCC permission to go on Channel 9 immediately, contingent on outcome of 6-for-3 hearings. But all other applicants opposed, WHB and KCMO saying they want conditional grant too if any given out. Proposal is given little chance despite fact it would hasten TV service to Kansas City area. Indicating how closely little fellows, too, are now watching TV allocations, Belleville (Ill.) News-Democrat, an AM and FM but not a TV applicant, will file brief Monday objecting to FCC's "correction" to allocation plan deleting community Channel No. 11 from Belleville.

Note: Several readers have called attention to our inference last week that all alleged TV laggards have won FCC "reprieves." Fact is Raytheon's WRTB, Waltham, hasn't gotten clearance yet despite still-ungranted request for fourth CP extension (Jan. 16-July 16). Company says it was ready to start testing July 8; Boston applicants are seeking to get its channel tossed into Boston 7-for-2 hearing (7-for-1 under proposed allocations).

ALLOCATION JOB TOUGHER THAN EVER: Headaches born of TV channel scarcity throbbled more than ever this week as general proposals on allocations wound up FCC's big en banc hearing on its proposed changes in allocation plan (Vol. 4, No. 19, et seq). FCC now has to decide, after Aug. 16 oral arguments, not only contests in specific areas but whether it should adopt any fundamental changes in its basic TV allocation philosophy. Most guessers thought Commission would make no sweeping changes; but, as one commissioner told us, "There's some powerful testimony there." Chances for quick decision after oral argument seem slight, what with many commissioners and staffmen on vacation in Aug.-Sept. There's possibility of piecemeal decision -- finalizing allocation in uncontested wide open spaces first, sweating out tight areas thereafter.

Through maze of technical testimony came one incidental statement which perked up ears all around. Baltimore Sun's E. K. Jett, ex-FCC engineer-commissioner, said he was troubled over rumors of imminence of color and uhf, obsolescence of low band; he ventured that color is still 5 years off and low band still good for 10 years, with or without uhf. Here's gist of industry's general proposals, which intensified struggle between "haves" (grantees) and "have nots" (applicants):

1. Tropospheric Interference. ABC, TBA and DuMont said time's ripe for inclusion of tropospheric interference values in TV engineering standards, even if data is still slim, asserting that very serious reductions in service areas are certain to result if standards ignore them. Commission seemed impressed, may well make some provision for such interference, except perhaps in congested East where it has to balance demand for new local service against cries of "encirclement" from existing grantees.

2. Directional Antennas. Possibility of relief by use of DAs, advanced by CBS, TBA, DuMont and ABC, may have broken down Commission's shyness of DAs; members' principal questions were on theme: "Are you sure they'll work well?"

3. Stratovision. Westinghouse's quest for Channel No. 8 over Pittsburgh (Vol. 4, No. 26) was blocked, temporarily at least, when Commission noted that company's notice of appearance didn't show that some adjacent channel assignments would have to be deleted, thus violated hearing procedure. Well then, said Westinghouse, we'll have to ask for special rule-making procedure to provide for Stratovision. Legalisms aren't clear, but such request might delay final action on whole allocation plan. Should company lose out in low band, it's still primed for strong pitch for uhf at Sept. 20 hearing. Though Stratovision on nation-wide scale in present TV band would throw present allocation completely out of kilter, it was only proposal offering chance of true rural service.

4. Greater Protection. TBA plumped for extension of protection from 5,000 uv/m to 2,000 uv/m. DuMont asked for 2,000 uv/m, possibly 500 uv/m; Baltimore Sun's Jett recommended conference to settle figure between 5,000-500 uv/m; he suggested no grants beyond 500 uv/m until value settled, thought perhaps FCC might adopt different values for different parts of U.S., as in FM Areas I and II. ABC advised abandonment of fixed figures entirely, paralleling FM practice which considers economic and geographic service areas.

5. Greater Separation. DuMont and TBA asked for more distance -- DuMont specifying, generally, 170 mi. for co-channel, 85 mi. for adjacent, while TBA recommended not less than 150 mi. for co-channel. ABC told FCC to forget specific distances, adjust powers and distances to individual needs.

6. More Channels. TBA and DuMont said more space will do the trick, and DuMont showed how with elaborate map presentation. DuMont told FCC where to put 8 new channels, which would have to be quarried from heretofore impregnable Government (IRAC) allocations near present TV band. It takes a political miracle, finalized by presidential order, to shake loose any IRAC frequencies.

7. Foreign Interference. If tropospheric interference is finally given weight, agreements must be made with Cuba and Mexico, particularly Cuba, since all 12 channels are allocated to Florida. Comr. Sterling expressed concern, even though neither country yet has TV.

ABC plans big shindig for Aug. 10 commercial opening of its WJZ-TV, New York area's sixth outlet (only WOR-TV yet to come)—including Broadway parade and Palace Theater vaudeville show with big-name ceremonies. V.P. Murray Grabhorn reports more than \$500,000 in commercial commitments already, all spots except for Modern Industrial Bank's sponsorship of "Town Meeting" and Rheingold Beer's 5-min. beauty contest film series. Other sponsors listed: Benrus, Illinois Meat, Peter Paul Candy, Old Dutch Coffee, F. & M. Sehaeffer Co., Robinson Lloyd's, Rosedale Knitting Mills, Colgate-Palmolive-Peet, Brown & Williamson (Kools, Life, Raleigh), Bond Bread, Francis H. Leggett, Esso, Walco, Philadelphia Dairy Products, Philip Morris, Eastern Airlines, International Silver, Whitman's Chocolates, Aborn Coffee, Gold Seal Wax.

Wallace Party didn't ask for—it demanded and got—same TV coverage as GOP and Dems, auguring plenty of headaches ahead for radio boys during campaign. For hell hath no fury like "liberal" politicians slighted—despite obvious minor league stature of Progressive Party and despite fact Wallace crowd's Billy Sunday money-raising tactics probably make them better-heeled financially than the impoverished Democrats. In closing telecast final day of convention, Wallace himself praised TV pool reporters for "very fair and objective job." But his managers are reported burned up over "insufficient" radio coverage, especially by CBS which clocked slightly fewer AM hours than others (NBC's 9½ hours being most). Next TV political job: Communist Party convention from Madison Square Garden Aug. 2.

Big news in film syndication field this week was producer David Selznick's promise his new Selznick Television Corp. will within 60 days offer first of series of 30-min. subjects made for TV, titled "The Selznick Stage Test" and featuring new talent. He also disclosed he has signed up TV rights to Barnum & Bailey Circus, will make 25-min. individual circus subjects for TV. He told *New York Times'* Tom Pryor he "has not decided which of 4 advertisers he will accept as sponsor."

Though projection TV set output figures still trend downward (1,153 produced during 5-week June vs. 1,121 in 4-week May), RCA Victor claims its projection models are selling very well, output actually on upgrade, particularly of \$895 combination model (8PCS41). Still very sold on projections, RCA scientists claim images are equal or superior to direct-view, while executives say price is only retarding factor. See "Diminuendo For The Projectors" (Vol. 4, No. 28).

Objecting to Zenith statement about "obsolete" sets (see story this issue), Emerson's Ben Abrams in *New York Times* interview July 30 notes uhf must still be proved practicable, and if they are "usable, inexpensive conversion attachments for present receivers certainly can be turned out very quickly." Also, if phone companies should make Phonevision service available, as public utilities they must make it available to all, and conversion of existing sets to participate would be "very simple matter involving a slight change in TV circuits."

Young & Rubicam's president Sigurd Larman told a *Hollywood Variety* reporter last week his agency next fall will have more clients using TV than radio, though of course dollar volume of latter will continue far larger. Radio-TV v.p. Pat Weaver is due in Hollywood Aug. 1 to survey TV situation.

Our fan letter on handsome Mme. Comr. Henneck's first TV appearance this week (with Hazel Markel on WTTG): "Dear Miss Henneck, you're very telegenic."

To discuss how NAB should "integrate" TV (or maybe be integrated by TV), NAB's Justin Miller and Jess Willard will meet in Chicago's Palmer House Wednesday morning, Aug. 11, with 30-35 TV station operators. Invitations were sent out this week by WTMJ's Walter Damm, who first proposed project (Vol. 4, No. 30).

Investigation of FCC by Rep. Harness' committee (Vol. 4, No. 27) begins with public hearing on FCC's Port Huron decision Aug. 5-6 in Rm. 1501, New House Office Bldg. Port Huron decision said stations aren't responsible for libelous utterances over their facilities by political candidates. On Senate side, no action is in prospect in near future out of Sen. White's subcommittee (Vol. 4, No. 26).

Like CBS's, ABC stock is now traded on New York Stock Exchange, first day (July 26) of trading reaching \$9 high; recent public offering of 500,000 shares (Vol. 4, No. 19) brought total of \$1 par common to 1,689,017 shares—and \$5,000,000 loan was also floated to defray expansion, especially TV. ABC also announced election of Owen D. Young to its board; Mr. Young was first chairman of RCA, founder of NBC, former chairman of GE.

Philco attributes big second quarter earnings rise partly to refrigerators, but reports TV set production now exceeds 4,000 per week. Second quarter sales totaled \$65,956,000, earnings \$2,256,000 (\$1.44 per share), compared with second quarter last year sales of \$57,754,000, earnings \$1,627,000 (\$1.12 per share). Sales first half of 1948 totaled \$124,617,000, up 16% from \$107,941,000 same period 1947.

RCA's still-climbing gross income reached \$176,079,713 at end of first half of 1948, net after all charges and taxes being \$10,850,288 (66.8¢ per common share). This compares with \$154,333,872 and \$8,825,912 (52.2¢) in same 1947 period. There's no breakdown, but it's open secret that booming TV trade accounts for upsurge.

More than \$1,000,000 ad budget of DuMont for 1948, some \$340,000 of which has already been spent mainly in New York, Philadelphia and Washington, calls for newspaper advertising in Boston, Baltimore, Chicago and Los Angeles—indicates purpose of supplying those markets with more DuMont receivers than heretofore. Buchanan Co. is agency.

Capable WOR sales chief Eugene S. Thomas returns to his home town Sept. 1 to run his company's TV station WOIC, Washington, slated for Aug. 1 delivery of RCA transmitter, probable Sept. tests . . . Baltimore's WAAM, now building, due for Aug. tests, has Fred Allman, engineer-owner of WSVA, Harrisonburg, Va., running show as executive v.p., fulltime; Norman Kal, Washington agency head, will be manager; Armand Grant, ex-WMAL-TV, commercial manager.

Splendid documentary roundup of TV fact and opinion, with big-name bylines from TV administrators, advertisers, producers, artists, is contained in 45-page section of July 28 *Variety*. Though titled "Radio and Television Preview, 1948-49 Season," it's almost entirely, ads and all, devoted to TV.

Educators were warned by FCC Chairman Coy that their second and perhaps last chance in radio (FM) is fading while they fiddle. Speaking back home in Indiana Thursday, at Indiana U, Coy also urged schools to lay claims to uhf TV channels at Sept. 20 hearing.

Request for change to rural TV classification, first of its kind, has come from WTVR, Richmond. Station says protection to 500 uv/m, considering ground wave only, would cause interference to no one.

FACETS OF THE TV TUBE STORY: Attesting to tightness of cathode ray tube situation (Vol. 4, No. 29-30), RCA's list of 16 radio receiving tube licensees shows only 6 now making CRs: GE, National Union, North American Philips, RCA Victor, Sylvania, Zetka. Among the others, we're informed that Hytron, Tung-Sol, Tel-O-Tube, Raytheon contemplate picture tube production, but they haven't confirmed this. Remaining 6 tube licensees are: AT&T, Electronics Enterprises, General Electronics, RCA International, Sonotone, Sperti, none in kinescope field. Note: DuMont is major CR tube maker but not now an RCA licensee due to patent litigation (Vol. 4, No. 13).

Typical of radio tube-maker thinking, Arcturus' president J. R. Donahue, in response to inquiry, writes: "We had planned a long-range program early this year to engage in the manufacture of 7-in. and 10-in. sizes. However, due to acute shortage of glass, all of our plans are at a complete standstill." Yet Corning forecasts plenty of blanks next year (Vol. 4, No. 29)...North American Philips, CR tube maker since 1942, says it's concentrating on its 10BP4 (9.75-in. useful inside diameter) direct-viewing tube and its 3NP4 (2.25-in.) projection tube, plans to double 1948 production in 1949.

As for prospect blanks or tubes might be imported, Dr. DuMont tells us: "We have canvassed very thoroughly the possibility of getting blanks from Europe. We find that there is a worse scarcity there than here and they are attempting to buy blanks in this country"....And RCA Victor's L. W. Teegarden says, "So far as we know, there are no European tube manufacturers currently manufacturing American types"....Military program hasn't yet made any appreciable demands for CR tubes, heart of radar, though it may (Vol. 4, No. 28). Nor has ERP touched CR yet.

* * * *

Looks now like receivers with RCA's vaunted 16-in. metal-coned kinescope (Vol. 4, No. 5 et seq) won't be ready for Christmas market, as forecast (Vol. 4, No. 29). RCA apparently won't have them ready for quantity deliveries in time. Best prospect now is next February. Only manufacturer who has yet announced set containing 16-in. is Emerson, promising table model, at "under \$500," before end of year (Vol. 4, No. 27). It's doubtful it can have more than a few display models ready by then, since it gets tubes from RCA, which itself won't have sets out. Samples enable licensees to design pilot models; getting sets to market is another story.

TV MAKERS, OUTPUT AND PRICES: Despite lugubrious forecast by one big cathode ray tube manufacturer, that TV set output next year won't exceed this year's expected 800,000-850,000 (Vol. 4, No. 30), best thinking at the industry's top levels now is that 1949 output should run close to 1,600,000. Figured at very conservative \$250 per set average, this means \$400,000,000 retail business. It also means more than that number of picture tubes must be available, counting replacements. The usually reliable "Radio & Television Weekly" currently reports that appliance industry folk say increase in rolled steel prices may force rises in radio and household appliance prices -- but so far the big radio-TV makers indicate no plans to hike prices. Steel alone isn't enough to force increase, it's said. By same token, TV prices aren't likely to come down, either (Vol. 4, No. 30).

Other news of the TV trade: Another new manufacturer is International Television Corp., 745 Fifth Ave., New York, organized by John B. Milliken, founder of U.S. Television Mfg. Co. With him are Willard Rich, v.p., and Seymour S. Krinsky, chief engineer, both ex-Telicor. Company has bought old Minerva plant, 238 Williams St., moves into it Aug. 15, plans full TV line, including 7-in. at \$149.50. Underwriter Henry P. Rosenfeld Co., 37 Wall St., is offering 300,000 shares of common stock at \$1....Philco's reply to reports it's discontinuing its 7-in. Model 700: "Philco is continuing to produce 7-in. receivers, though in limited quantities, and we have not as yet decided to discontinue them from our line"....Glass makers say 7-in. blanks are in diminishing demand, and distributors report 7-in. sales very often lead to trade-ins for larger sizes. But lower price and popularity of magnifiers would seem to indicate continuing market for small-image sets.

Pilot's 3-in. "Candid TV," to retail at \$99.50 (Vol. 4, No. 24), is slated for September delivery, distribution to be "evenly balanced in most important TV

centers." Schedule is same for Pilot's TV-40 projection console with 12x16-in. screen (\$798)...Avco's Victor Emanuel in first "newsletter to stockholders" reports Crosley Division now producing 250 TV sets daily, hiking to 10,000 a month with completion of new factory facilities in August, planning 175,000 production in 1949... No radios without TV will be produced henceforth by Brunswick, specializing in stylized cabinet combinations, according to president Herbert Weisburgh....Belmont (Raytheon) promises "picture frame" TV, featuring 13x18-in. screen within ornamental frame hung on wall like portrait, controlled by chairside cabinet, extra "frames" in other rooms possible. Presumably, it's to be a "poor" man's version of astonishing custom-built job RCA's David Sarnoff has in his conference room.

THE UNSOLVED CHANNEL 13 MYSTERY: Megacycle sleuths Esterley Page and Joseph Waldschmitt, engaged to probe Newark's WATV "Channel 13 mystery" (Vol. 4, No. 28-29), haven't yet come up with the solution -- but they're convinced of 2 things: (1) That there's nothing inherently wrong with Channel No. 13 (210-216 mc), and (2) that height is the prime factor for radiations above 40 mc. The higher the frequency, the greater the height needed above immediate terrain.

After 3 weeks of on-the-spot measuring, WATV's acute problem of inadequate coverage of immediate area requires further investigation. So next steps will be: (a) to make comparative measurements next week on Toledo's 500-ft WSPD-TV, which uses same RCA equipment on same channel and reports excellent reception, and (b) to raise test antennas above WATV by 50-ft steps, using balloon or electric helicopter.

Eager to allay trepidation among other Channel 13 CP holders (next to start being Baltimore's WAAM, readying August tests), RCA headache boys refuse to believe anything's wrong with transmitter or antenna. On Friday, they issued statement saying: that signal was below computed strength close to transmitter and gradually rose to approximately the computed strength at 45 miles; that approximately same findings resulted from simultaneous FM readings; that after substituting standard dipole for super-turnstiles, same results were indicated. Statement concluded: "By all known methods of performance check, it is indicated that full power is going into the antenna....[and] it is apparent that performance is not in accord with theoretical computations. Neither RCA nor WATV have drawn any conclusions nor will they give any opinions. Simply stated, the facts to date are that the WATV signal on Channel 13 is below that anticipated. The reason is unknown."

Note: Privately, engineers are inclined to believe fault lies in West Orange mountain site, think 210-216 mc (or higher) from heights like Empire State Bldg. would produce normally high field close to transmitter. Unhappy WATV pioneers Irving Rosenhaus and Frank Bremer are inclined to think it's the transmitter. Nobody blames receivers, for WATV enjoys excellent reception at distances -- and few receiver complaints have been heard in Toledo.

OTHERS SLIPPING, BUT TV LOOKS UP: Football, symphonies, opera and forums are next on TV's steadily expanding schedules, should help round out program fare, will inevitably keep more people staying home. Though still profit-less, the zing and zip being expended on TV makes it, as the New York Times stated July 21, "the only major entertainment field -- with the possible exception of some concert programs -- to show continued growth." Front-page Times article noted that nation's entertainment industry as whole, trapped between rising costs and shrinking attendance, is now on way down to pre-war status. Movie boxoffice is 7-12% under last year, attributed to increased cost of living, competition for consumers' dollar by war-dormant industries like autos and washing machines, more diversions open to public.

Anticipating banner fall-winter, TV stations, sponsors and agencies are scurrying about these days lining up collegiate and pro grid games. Football is even better TV subject than baseball, now sponsored in all TV cities. As for symphonies, Detroit's last week went on regular Tuesday night schedule, sustaining, over WWJ-TV. NBC Symphony is expected back soon, possibly with Toscanini occasionally. TV Opera was promised this season by NBC's musical director Samuel Chotzinoff on returning last week from trip abroad with Toscanini; first may be production of "Aida."

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 7, 1948

FACTS, FIGURES AND FORECASTS: Another reason major TV manufacturers expect shortage of receivers this fall and winter -- "sellout by Oct. 1," one of biggest told us -- is that the new TV areas being opened up must be supplied (see story in this issue). Whenever a new station goes on the air, it creates demand for sets -- somewhat slowly in one-station towns, accelerated as second and third stations start, even more demand as network service and superior programs perk popular interest.

Meanwhile, existing markets ask for more and more sets; the older the market, the faster the sales. Big New York area, for example, having had TV service some 8 years, is still the "hottest" TV merchandising area in the country, takes nearly 50% of today's production. They're even talking about a "black market" there in anticipation of drain to other markets coming at same time as increased demand.

On the other hand, production is increasing, may reach expected 850,000 for this year -- and no less an authority than RCA Victor's Frank Folsom estimated, in San Francisco radio trade dinner speech Wednesday, that all TV makers next year will turn out "conservatively" 1,600,000 sets. RMA doesn't disclose individual factory figures, but every once in awhile some manufacturers tell all. Thus, though major producers, RCA, GE, Emerson, Farnsworth, et al, still aren't saying, these publicly stated estimates may account for most of that 1,600,000:

Philco says it will be producing at rate of 400,000 a year by fourth quarter of this year (per second quarterly report). Admiral reports 150,000 per year and Stromberg-Carlson 2,000 per month by fall (Vol. 4, No. 26). Crosley promises 175,000 in 1949 (Vol. 4, No. 31); Magnavox, 10,000 per month by fall (Vol. 4, No. 27). DuMont says it's gearing for 40,000-50,000 sets in 1949. Accepting these figures at face value, that would leave little more than 700,000 for all rest of industry.

ENGINEERS PONDER UHF AND LOW BAND: In light of all the talk, conjecture and apparent misinformation about uhf and TV (Vol. 4, No. 28-31), we spot-checked some top engineers this week, mostly consultants, and got some frank answers to 2 blunt questions: (1) When do you think TV will be practical on the uhf? (2) Do you think any portion of the present band should be abandoned? If so, when? What follows is a summation of the opinions of such experts as Joseph Chambers, Ronald Culver, George Davis, Everett Dillard, Glenn Gillett, Paul Godley, Jack Hogan, C. M. Jansky, Albert Murray, Dixie McKey.

There was unanimity, expressed or implied, on only one point: Decision facing FCC after Sept. 20 hearings will be very tough one. Seldom has FCC been subjected to greater pressures, including political. Certainly, as one said, the problem must be approached free of hysteria or haste. Here are the impressions gleaned:

1. When uhf? Estimates ranged from 1½ to 7 years. The 1½-year man, who has unusually rich TV background, ventured that problems of equipment, including tubes, can be viewed more optimistically than most think. He felt competition among manufacturers, if nothing else, would stimulate equipment development if uhf TV is made commercial soon after Sept. 20. Others felt equipment and coverage data will be too sketchy to form base for commercial standards for several years.

Economic and political as well as technical imponderables led some to assert

predictions are impossible. One said money won't be poured into experimentation except under commercial aegis; he thought turndown of CBS color proposal last year unfortunate from that standpoint. Another asserted uhf may prove blessing in disguise when ills of low-band begin to mount as more stations begin operations; he predicted: "Look for damaging evidence at Sept. 20 hearing on seriousness of sporadic E and F2 interference to low band."

NAB's new top-level All-Industry Engineering Planning Group met this week, leaned generally to we-need-more-information attitude. Data may not be as plentiful as hoped for; many uhf experimenters have barely gotten under way. Even RCA-NBC 504-510 mc program in Washington (Vol. 4, No. 22) looks now like it will be delayed 4-6 weeks, may not provide data by hearing time.

As for inexpensive converters to make present receivers good on uhf (Vol. 4, No. 20, 31), views were mostly pessimistic. One engineer's wry comment: "History of converters -- shortwave, FM or what have you -- is lousy."

2. Abandon any of the low band? Typical reaction: "Good Lord, no! At least not until we know we have something better." There was agreement that it's about time tropospheric interference is recognized, but little on how to make provision for it. Some said: Write a factor into standards and give measure of safety by allocating stations farther apart. Others said: Recognize grim fact that station coverage must be constricted to give all sizeable cities local service. Several noted that situation is largely a struggle of old grantees to keep newcomers from paring their coverage down.

How about sporadic E and F2? One answered: "Ground wave and tropospheric interference will be so great they'll obscure most E and F2." Yet another confessed worry: "Whenever I have a choice in applications, I avoid channels 2 to 4 -- for protection against possible sporadic E and F2."

Other angles: Consensus is that Stratovision has little chance in low band, because it would monopolize TV spectrum. Nevertheless, Westinghouse planned to ask FCC for rule-making to provide specifically for system, after getting pretty well stymied at allocation hearing (Vol. 4, No. 31). Meanwhile, oral argument on allocation hearing has been postponed from Aug. 16, date to be set, because time is needed for hearing on corrections to plan (Vol. 4, No. 27).

SLIM PICKINGS FOR PROGRAM FOLK: Flocking into seemingly lush TV pastures, proposed syndicators of live and film programs apparently are discounting fact that only 32 stations are now operating (TV Directory No. 4: Television Rates & Factbook); that they're all operating "in the red" and therefore very tight-fisted; that even by end of 1949 there probably won't be more than 125 TV stations on the air, if that many. Yet scores of additional old and new companies, most of them obscure even in theatrical field are reporting program services to TV stations for inclusion in our next Directory of TV Program Sources (Supp. 60), for which we maintain a master file.

As yet their pickings are thin, for TV advertisers reaching still-small audiences by comparison with radio, let alone deficit station operators, are prone to argue about prices, won't pay "show business" kind of money. Nevertheless, the big boys as well as little are eyeing field closely -- 20th Century-Fox, for example, is already in with both feet (Vol. 4, No. 29). And it's bruited that RKO's new control, under Howard Hughes, has eyes on possible TV markets.

Last week's "Variety" reported Paramount is casting about for ways and means of setting up "a video distributing company to parallel its film distribution activities." Paramount's main TV preoccupation heretofore, besides operating 2 stations and seeking others, has been its large-screen theater TV system. This was employed again this week in its big Times Square house to carry President Truman's address to Congress Tuesday in full. This kind of experimentation "Variety" sees as "a rehearsal for what the company feels is a logical place for it in the video picture of the future." Off-the-air, wired and delayed-film teleshows on theater screens have latent possibilities the movie moguls are seeking to plumb by studying technical methods, costs and audience reactions (thus far most favorable).

STARTING DATES OF NEW TV STATIONS: Three new TV stations go on regular schedules next week, having completed equipment tests. They're ABC's WJZ-TV, New York, whose commercial inaugural Tuesday will be accompanied by Hollywood fanfare; KFI-TV, Los Angeles, expecting momentary grant of STA; Atlanta Journal's WSB-TV, asking for STA effective Aug. 15. They will bring total TV stations in scheduled operation to 34.

Year's end could see present number of TV stations just about doubled, if plans are followed. But with delays and hitches the usual rule, we still think figure will be nearer 50 than 60 (though more may have test juice on by Jan. 1). August starts rather auspiciously, what with foregoing, plus these: Wm. H. Block dept. store's WUTV, Indianapolis (changed from WWHB) reports it's now running air tests, though won't go commercial until late fall. Tests are also due to begin before end of month at WENR-TV, Chicago; WAAM, Baltimore; KOB-TV, Albuquerque.

* * * *

Many of you have asked us for a new schedule of new TV station starting dates. Accordingly, we sent questionnaires to all save the more recent CP grantees. All but a handful replied, stating makes of transmitters, expected delivery dates, expected dates of on-the-air tests, expected commercial starting dates -- all this data open to your inspection in our office. For purposes of this calendar, however, we indicate only month within which on-the-air tests are scheduled to start, inasmuch as specific dates usually weren't given. Here's the calendar of reported test dates (for details about each CP holder, see TV Directory No. 4); you can assume regular-schedule operations generally start within month after first tests:

Now testing or preparing to test this month: WJZ-TV, New York; WUTV, Indianapolis; WSB-TV, Atlanta; WENR-TV, Chicago; KOB-TV, Albuquerque; WAAM, Baltimore.

September: WOIC, Washington; WNBQ, Chicago; WXYZ-TV, Detroit; WMCT, Memphis; WTTV, Bloomington, Ind.; WAVE-TV, Louisville, WAGA-TV, Atlanta; WBAP-TV, Fort Worth; KNBH and KLAC-TV, Los Angeles.

October: WTVO, Detroit; WDTV, Pittsburgh; WNBK, Cleveland; WTCN-TV, Minneapolis; KTTV, Los Angeles.

November: WDSU-TV, New Orleans; KECA-TV, Los Angeles; KPIX, San Francisco; KFMB-TV, San Diego.

December: WXEL, Cleveland; KGO-TV and KRON-TV, San Francisco; WDEL-TV, Wilmington, Dela.; WGAL-TV, Lancaster, Pa.; WLWD, Dayton, O.

January: WOR-TV, New York; WHTM, Rochester, N.Y.; WKRC-TV and WCPO-TV, Cincinnati; WHIO-TV, Dayton, O.; WLWC, Columbus, O.; WOW-TV, Omaha.

February: WSEE, St. Petersburg, Fla.; WKY-TV, Oklahoma City.

March: WFBM-TV, Indianapolis; WOC-TV, Davenport, Ia.; WBRC-TV, Birmingham.

Spring and Summer, 1949: WJAR-TV, Providence, R.I.; WHAS-TV, Louisville; KRLD-TV, Dallas (May); WMBR-TV, Jacksonville (July).

Fall, 1949: WSYR-TV, Syracuse, N.Y.; WJAC-TV, Johnstown, Pa.; WCON-TV, Atlanta; WAFM-TV, Birmingham, Ala.

Dates undetermined, sometime in 1949: WAGE-TV, Syracuse, N.Y.; WBNF-TV, Binghamton, N.Y.; WBNT, Columbus, O.; WBT-TV, Charlotte, N.C.; WFMV-TV, Greensboro, N.C.; WHBF-TV, Rock Island, Ill.; WDAF-TV, Kansas City; WOAI-TV, San Antonio; WOI-TV, Ames, Iowa; KEYT, Omaha.

Indeterminate status: WTVJ, Miami, Fla., reports GE transmitter delivered, ready for Aug. 15 tests, but halted by FCC charges of undisclosed ownership (Vol. 4, No. 31). WRTB, Waltham, Mass., claims it's ready for tests but CP extension not yet granted (Vol. 4, No. 31). KARO, Riverside, Cal., still holding CP for now-withdrawn Channel No. 1 (Vol. 4, No. 19). KTRV, Minneapolis, conditional status pending ownership changes (TV Addenda 4-E).

No reply: KTLX, Phoenix, Ariz.; KGDM-TV, Stockton, Cal.; WRTV and WTPS-TV, New Orleans; WKAL-TV, Rome, N.Y.; WJTV, Syracuse, N.Y.; WVTL, Utica, N.Y.; WTVN, Columbus, O.; KOVB, Tulsa, Okla.; KTVU, Portland, Ore.; KBTV, Dallas; WICU, Erie, Pa.; KLEE-TV, Houston; KEYL, San Antonio; KRSC-TV, Seattle.

TBA hierarchy isn't very keen (though as yet is saying nothing) about NAB proposals to step into TV field (Vol. 4, No. 30-31)—to be considered at meeting in Chicago's Palmer House Aug. 11 between president Justin Miller and invited telecasters (20 had accepted up to this writing). Then on Aug. 13, same place, NAB's 7-man TV advisory committee meets to implement whatever Aug. 11 meeting decides on: Harry Bannister, WWJ-TV, Detroit; T. A. M. Craven, Cowles stations; Richard Shafto, WIS, Columbia, S.C.; Robert Enoch, KTOK, Oklahoma City; Michael Hanna, WHCU, Ithaca, N. Y.; Clair McCollough, Steinman stations; Calvin Smith, KFAC, Los Angeles. All are TV grantees or applicants save Mr. Smith, reported preparing to file for Channel 13 in Los Angeles.

Next chapter in "Mystery of Channel No. 13" (Vol. 4, No. 28, 29, 31) is now being written as WATV's own consulting engineers Glenn D. Gillett & Associates study measurements made this week from \$100-per-hour Sikorsky helicopter, at varying stages up to 2,000-ft above hard-luck Newark station's 200-ft tower. Meanwhile, E. C. Page staff, retained by RCA, was making comparative measurements on WSPD-TV's Channel 13. No comments yet from either, except for Gillett's confirmation that there's nothing wrong with No. 13 and his first reaction that "things aren't as bad as initially thought."

CBS released article by station relations v.p. Herbert Akerberg this week stating CBS television "will be a reality in more than 80 cities and surrounding areas across the country in the immediate future." Article lists 5 stations this year (3 now operating), 20 in 1949, 36 in 1950, 19 in 1951—though all but handful are still in application stage, some facing competitive hearings.

Six-month income statement of CBS provides clue to policy of retrenchment (and caution) recently manifested. Gross income for first half of this year was \$48,816,986, net \$2,288,237 (\$1.33 per share) as against \$51,411,368 and \$2,919,507 (\$1.70) for same period last year. CBS's current big pitch is for its new 45-min. recordings (Vol. 4, No. 25).

Sylvania's first 6 months sales were \$48,210,076 vs. \$47,756,365 for same period in 1947; common stock earnings were \$2,111,302 (\$1.90 per share) vs. \$1,538,977 (\$1.33) same period last year. On completion of proposed new public offering of 200,000 shares to finance expansion of cathode ray tube production, company will have 1,206,550 shares outstanding.

Boyish-looking Fred Ziv, whose credo "the program's the thing" lifted him in the last few years to top rung of transcription producers, has bought World Broadcasting System from Decca for reported \$1,500,000. It's oldest of the big transcription libraries, has nearly 700 subscribers. Ziv is also one of the first in TV film syndication field.

Channel 7 coverage study of WNAC-TV, Boston, by consulting engineer George Davis, is due out soon. Davis says preliminary indications are that coverage is substantially as expected, very satisfactory, paralleling findings in measurements of Channel 7 signals of WMAL-TV, Washington (Vol. 4, No. 9).

Philco's F. J. (Bing) Bingley quits TV post in Philadelphia Aug. 16, becomes engineering chief of Bamberger's WOR-TV, New York, and WOIC, Washington, planning microwave-axial hookup that may become nucleus of Mutual TV network.

Another big special TV edition: *New York Herald Tribune*, Sunday, Aug. 8, timed for WJZ-TV opening.

Hollywood-style opening planned for WJZ-TV Tuesday, 7-11:30 p.m., with Ray Bolger as m.c., and such name stars at Palace Theater show as Beatrice Lillie, Paul White-man, Pat Rooney Jr., Buck & Bubbles, James Barton, Ella Logan, plus ABC shows and personalities. It will be New York area's sixth station, nation's 32d.

New England Television Co., Fall River, Mass., applicant for 7 TV stations (though limit is 5), through general manager Lewis M. Tarnapol, says "it always has been and still is very much our intention to pursue our several applications in hearing." Reports it might drop arose from withdrawal of Robin Compton as engineering representative. It seeks stations in Fall River, Boston, Springfield, Worcester, Buffalo, St. Louis, Kansas City.

Senate attention to TV allocation problem can be expected, among other things, from Interstate Commerce subcommittee now headed up by hell-raising Sen. Tobey (R-N.H.). Agenda of study during recess, released this week, would leave virtually no communications stone unturned. Common carriers, allocations, treaties, patents, lobbies, FCC procedure and personnel, communications secrecy—all are scheduled for scrutiny. Tobey had this comment on FCC: "I am very much impressed with some of the new blood in the FCC and I am confident that some mistakes of the past will not be repeated." New member of subcommittee (Vol. 4, No. 26), now that Sen. White has retired, is Sen. Hawkes (R-N.J.).

NAB All-Industry Engineering Planning Group, in addition to discussions on TV allocations this week, set up committee to advise FCC on needs for sound channels for remote pickups, including TV. Group, designed to present broadcasters' views to JTAC (Vol. 4, No. 28), appointed committee headed up by Jack DeWitt to determine, among other things, frequencies needed to supplement TV pickup channels in microwaves which carry picture only. At present, sound from remotes is carried by wire. *Baltimore Sun's* Jack Jett is All-Industry Group's liaison with JTAC.

Price schedule on Tele-transcriptions (Vol. 4, No. 22) has been issued by DuMont, breaks down into 4 classifications: off-kinescope films of live shows-to be used as extension of networking; reference and file purposes only; auditions and tests; one-min. commercials for future use. Copies obtainable from DuMont, 515 Madison Ave., N.Y.

Give-away programs, including those with huge Hoopers, are apparently gone geese under FCC's new proposed ruling calling them violations of lottery provisions of Communications Act. FCC is accepting briefs on proposed rule until Sept. 10.

Baltimore's WBAL-TV and WMAR-TV have both issued rate cards No. 2, effective Sept. 1, each with basic one-hour studio rate of \$350, film \$250. Detroit's WWJ-TV also announces new rates as of Sept. 1, including Class A at \$420 per hour, \$60 per announcement; Class B, \$350 per hour, \$50 announcement.

TV receiver radiation limitation of 25 uv/m at 1,000 ft for channels 2-6 is RMA's recommendation passed on to members for approval. Figure for channels 7-13 will come when "more experience gained." TV receiver committee (I. J. Kaar, GE, chairman) also said members are studying higher intermediate frequencies to relieve interference, withdrawing support of 21.25 to 21.9 mc.

Renewed curbs on installment buying by Congress will inevitably affect TV set purchasing—but long-run effect isn't seen serious to trade in view of receiver shortages expected this fall and winter and probably next year.

2 WOULD SHARE, 2 QUIT, 5 APPLY: Interesting proposal during otherwise very quiet week in FCC's TV activities: WSAN, Allentown (Call & Chronicle) and Easton Express (WEEX-FM) ask permission to share time on Channel No. 8, each to telecast on alternate days from own plant. Contiguous Pennsylvania communities, with Bethlehem, are jointly assigned that single community channel, for which 5 have applied. Although time-sharing was common in early AM days, it's rare in AM now, and this is first time ever proposed in TV. Applicants admit it would be temporary expedient, but show they can cover one another's towns and together will aggregate more hours on air than minimum requirement of rules. All 3 rival applicants are opposing, will fight proposal at Sept. 13-17 hearing if FCC permits it to become an issue.

Two TV applications were withdrawn this week, 5 new ones filed, and Miami's WTVJ-CP requested hearing on charges of concealed ownership (Vol. 4, No. 31), revocation order suspended in meantime. Withdrawals were: WRBL, Columbus, Ga., leaving none for 2; M. R. Schacker, from Sacramento, leaving 4 for 3. Mr. Schacker did not withdraw his Santa Barbara application (though may do so if Harry Butcher's KIST files); he is also business manager for Hollywood producer Edward Lasker's 5 applications (TV Addenda 4-A, 4-B, 4-C). Possible dropping of WMIN, St. Paul application is foreseen, following sudden death this week of Owner Edward Hoffman.

Week's TV applicants: For Orlando, Fla., Sunshine Television Corp., Channel No. 10 -- same ownership as WSEE, St. Petersburg, of which it would be satellite. For Louisville, Ky., Mid-America Bcstg. Co., No. 13 -- holder of CP for AM station WKLO, headed by industrialist James F. Brownlee, pres., investment banker Milton S. Trost, v.p. For Grand Rapids, Mich., WOOD, No. 9 -- Harry Bitner interests. For Tacoma, Wash., Television Tacoma Inc., No. 4 -- joint enterprise of KTBI (H. J. Quilliam) and Tacoma Times (Scripps Newspapers, no connection with Scripps-Howard). For Charleston, W. Va., WCHS, No. 13 -- John Kennedy. [For details about applications, see TV Addenda 4-F herewith.]

NO BOTTLENECK IN 'BOTTLES' SOON: Further assurances from the 2 big glass makers, who supply just about all of TV's cathode ray blanks: (1) Writes John L. Ward, Corning Glass Works' manager of electrical products: "The increased production facilities which we are converting to the manufacture of bulbs should allow us to meet all domestic requirements and be in the position to supply blanks for export. We expect these additional facilities will be in production in the latter part of 1948." (2) Said Stanley J. McGiveran, v.p. of Owens-Illinois Glass Co., newly named manager of its Kimble Glass Division: Production of TV bulbs will catch up with demand "in the very near future." Kimble also is mechanizing its 10 and 12-in. facilities, does not make other sizes as does Corning.

So, if there's any bottleneck in picture tubes next year, it will be in capacity of the processors to turn out finished product. Both Corning and Kimble say, too, that they are not now shipping blanks to any foreign countries.

MORE JOTTINGS ABOUT TV TUBES: In reporting on RCA's 16 tube licensees last week, and noting that only 6 make cathode rays, we didn't mean to imply they were the only ones capable of making tubes for TV. In addition, of course, there's DuMont (as mentioned); also Rauland, Lansdale (Philco), Lectrovision... Sylvania reports demand for CR and other TV tubes is so great it's doubling floor space of its plant at Emporium, Pa.... National Union reports present production of 7, 10, 12½-in. direct-view and 4-in. projection tubes is "gradually catching up to backlog demands"; adds that capacity of nearly 20,000 TV picture tubes per month is anticipated by latter 1949.... Hamilton Hoge, president, U.S. Television Mfg. Co., explains recent SEC registration of common stock in Zetka to be issued at \$1: "The proceeds will be utilized to increased the present Zetka facilities and working capital for the purpose of making 15-in. and 12-in. direct view tubes. At present we [UST] own approximately 55% of Zetka, and at the conclusion of the financing will own a little over one-third".... State Dept. is chary about licensing CR tube exports (for radar) to most other countries but admits a few are going out. It "suggested" to one company it decline big CR tube order from Russia, an order the company didn't want anyhow.

REPORTS FROM THE TV SET MAKERS: Long-promised, that low-price Sears Roebuck TV receiver (Vol. 3, No. 13) may actually materialize soon -- though no data is available yet. Tipoff comes in Sylvania stockholders report this week, which refers to demand for its tubes becoming "further accentuated this fall when Colonial Radio gets into production of its new line of television sets for Sears Roebuck." Colonial is a wholly-owned Sylvania subsidiary, with plant in Buffalo that turns out "Silver-tone" line of radios for Sears.

Three more familiar radio names announcing first new TV lines: Majestic, now producing 7-in. table model at \$199.50, 7-in. console with AM-FM-phono at \$399.50; promises 10 and 16-in. consoles with AM-FM "in about 6 months." Temple-tone, starting this month on 7-in. table model, 7 channels, no other details; says other models to be announced. Freed, promising that by Oct. 1-15 it will have modern and period style consoles with 12 and 16-in. tubes, with AM-FM-phono, priced from \$595 to \$995.

RCA is bidding for club, hotel, church, small-theater trade with its projector model TLS-86 (\$2,650 plus \$250 average installation), capable of screen sizes from 3x4 to 7x9-ft., says it has sold about 30 already -- including several to telecasting stations for their "screening rooms"...Transvision Inc., New Rochelle, N.Y., biggest of TV kit producers, plans exhibition for distributors Aug. 16, for public Aug. 17-18, at New York's Waldorf-Astoria, displaying kits for 7, 10, 15-in. kinescopes -- also built-in lenses, custom-built cabinets.

Other news notes about TV receivers and makers: Motorola has 3 new 10-in. models due for showing in Sept., details undisclosed...Belmont's 7-in. table model at \$179.50, 10-in. console at \$299.50, will be sold under Belmont-Raytheon trade name; 7-in. set is portable, uses indoor aerial, operates on either AC or DC.... Westinghouse reports new H-196 table model, 10-in., \$319.95 list, ready for delivery end of this month; also has shown 10-in. console with AM-FM, due out at end of Sept., around \$600....Ansley has absorbed Cleervue Television Corp. (Supp. 57), all of whose production is now under Ansley trademarks....Meissner (Maguire Industries) reports table model at \$249.50, less kinescope; can use either 10, 12 or 15-in. tube which is charged for additionally....New TV kit maker Certified Radio Laboratories, 5507 13th Ave., Brooklyn, reports it will have complete 10, 12, 15-in. sets in fall; now offers 7-in. kits at \$99.50 and \$119.50, 10-in. at \$134.50 and \$154.50.

CULLINGS FROM CONTEMPORARIES

"With grunts of delight," says Aug. 9 *Time Magazine*, "Wall Street last week woke up to the wonders of television. Out poured a dozen market letters puffing TV. Jacquin, Bliss & Stanley recommended television stocks because they offered 'romance possibilities' and had 'the greatest sex appeal.' What was making the Street goggle was the way TV had come to the rescue of the radio makers--and in the nick of time. Dollar sales of radios had slumped badly . . . were running more than 25% lower than last year, with no hope of betterment as dealers slashed prices to unload. What made up for this slump was the increase in television . . . close to 15,000 sets a week. . ."

Shades of not so long ago, when older and now wiser newspapermen looked down their noses at radio! From recent syndicated column of *New York Herald Tribune's* John Crosby: "Life paid \$150,000 to NBC (exclusive of costs) for the combined Life-NBC television broadcasts, one of the more expensive promotion stunts of our time. DuMont promptly teamed up with *Newsweek*. The effect of this brief, unnatural courtship was to make television bugs of a good many men whose lives have been spent in periodicals." Note: Watch for some permanent tieups as result of that "unnatural" courtship.

Signs of the TV times: After 29 years as *Radio News*, magazine was renamed *Radio & Television News* with August issue. In that issue, Part 5 of "Modern Television Receivers" contains handy chart making technical comparison of 15 makes of receivers.

If you're concerned about uhf TV, we recommend you read full text of RCA comparative propagation studies on 67 mc, 288 mc, 510 mc, 910 mc in June *RCA Review*, results of which we reported last April (Vol. 4, No. 15). Copy of article can be secured from George M. K. Baker, manager, *RCA Review*, Princeton, N. J. Study found shadow effects increasing as higher frequencies were used, severe multipath effects at 510 mc and 910 mc, which could be overcome somewhat by proper antenna orientation.

"Tele-Juke, 7-foot Musical Goliath, Muscles Way Into City's Taverns." That's headline of awe-struck story in Aug. 7 *New York Times* by Murray Schumach. He tells how Videograph Corp.'s huge television-jukebox combination has appeared in 25 New York places, takes in average of \$35 weekly (5¢ for one record or 3 minutes of TV).

Better Business Bureau's code for TV set advertising, requiring clear and conspicuous indication what price includes, might also have embraced more explicit statement of picture sizes than oft-misleading ones now published. August *Electronics* says: "Picture sizes advertised by some makers of direct-view television receivers cause us to wonder if something has recently gone wrong with our math. When we figure out the largest rectangle having the correct frame dimensions that can be placed within a circle this is what we get: 3-in. tube diameter, 4.3 sq. in.; 7-in., 23.2; 10-in., 48; 12-in., 69; 15-in., 108; 16-in., 123." *Electronics* asks: "Are the copy boys cutting corners, or just where are we wrong?"

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PORTENTS, PRICES AND PRODUCTION: Another portent that TV receivers aren't going down in price (Vol. 4:30), more likely will go up: RCA has hiked radio tube prices, varying from just under 5% on cathode rays to 8-10% on most others, somewhat more on several, effective Aug. 14. GE, Sylvania, Raytheon, North American Philips indicate they too will boost their tube prices, but DuMont's G. Robert Mesger said his company hasn't considered doing so. Increases are attributed to higher labor, glass, component, transportation costs.

RCA states prices of its radios and TV receivers won't be raised -- but Emerson, Arvin, Tele-King, Teletone immediately announced increases, and more such announcements are expected. On the other hand, in wake of introducing new lines, Westinghouse reduced price of its 10-in. TV consolette (H-181) from \$485 to \$399.95; also cut radios -- table model from \$44.95 to \$34.95; one AM-FM-phono console from \$214.95 to \$189.95, another from \$329.95 to \$279.95.

Another trend note: RMA's over-all radio figures for July will be way down, perhaps less than half of normal -- but TV weekly rate is holding its own. In fact, 4-week July's output looks good for at least 50,000 units (as against 5-week June's 64,353) since first 2 weeks ran just about 25,000. If this is case during vacation shutdowns and summer dogdays, rest of year is expected to achieve record totals each month -- especially with so many more set makers entering TV field (watch for our new Directory of TV Manufacturers & Receivers).

Increase in FM distribution is also foreseen this fall since nearly all consoles incorporate it, and more table models, some FM-only, are expected. Fondest hopes are based on Emerson's "under \$30" FM-only model promised soon (Vol. 4:30).

TV DEMANDS, DELAYS AND THE FCC: "When will our city get TV?" That inquiry is being received by FCC from the public -- at the very moment it becomes more and more obvious that many sizeable cities won't get local service for close to 2 years, often longer. More than that, some big cities with one or more stations on the air or a building will get no more stations for comparable periods. All FCC can tell its increasing host of inquirers is status of local TV: how many channels allocated, how many CPs and applicants (if any), where they stand.

National advertising and publicity out of all proportion to amount of TV service now available (only 19 areas with stations in operation) have quickened demand from public which has no concept of delays involved. In addition, viewers in fringe areas are beginning to find their expensive installations less and less useful as they experience interference from new stations. Their only hope is local service. One manufacturer of distance antennas has sent blistering letters and telegrams to FCC, RMA and his Congressman, complaining that new stations are ruining his installations. In fact, complaints impelled FCC to issue release this week telling public long-distance TV reception is only a temporary thing.

Here's how the situation shapes up, assuming for sake of analysis that FCC will make no sweeping allocation changes as result of recent hearings (Vol. 4:31): (a) Now tied up in competitive hearings are applicants in 25 areas with no present service or CPs. Only 3 of these have been heard, only 2 hearing dates set, 20 no

dates yet. (b) Assume FCC finalizes allocations much as proposed, say, within a month, and assume all competitive applications are heard by Jan. 1 -- an unlikely date since FCC has only 9 examiners, all loaded with other cases; also unlikely since many TV applicants exert every effort, often successfully, to delay hearings. (c) Once hearings are held, it's close to 6 months before CPs are usually awarded; some bitterly contested decisions take even longer. (d) CP grantees get 2 months to begin, 6 more months to complete construction. Very few can or will manage that. To date, it has taken most CP holders 3 and even 4 six-month extensions before getting on air. Assuming speedier availability of equipment will cut extensions down to one per grantee, it still would take 14 months between grant and on-the-air tests.

Thus our 2-year figure stands up very well -- errs on conservative side, if anything. FCC might do something to cut that time-lag down, such as hastening decision on allocations; giving TV hearings high priority; gearing examiners and staff to push decisions through; wielding big stick over laggards. But it has shown little such disposition thus far. Nor is there any indication Sept. 20 uhf hearing is holding things up.

Of the 45 competitive TV hearings ordered by FCC to date, these are the 25 no-TV-no-CP areas thus tied up so that considerable delays are certain: Fresno, Sacramento, San Jose, Denver, Hartford, Waterbury, Des Moines, Portland, Me., Fall River-New Bedford, Lowell-Lawrence, Springfield-Holyoke, Worcester, Flint, St. Joseph, Atlantic City (heard), Albany-Troy (hearing Sept. 27-Oct. 4), Akron, Youngstown, Allentown-Bethlehem-Easton (Sept. 13-17), Harrisburg (heard), Reading (heard), Scranton-Wilkes-Barre, York, Wheeling, Madison. And if FCC doesn't hurry up and grant uncontested applications faster, even more cities will be tied up. Also, no grants can be made in cities below first 140 markets until proposed allocation is final. Note: At WJZ-TV inaugural Tuesday, FCC Chairman Wayne Coy said: "In 2 years from now I expect to see 400 stations either in operation or under construction."

AM & TV—IDENTITY AND DIVERSITY: Big NAB (budget: more than \$750,000) isn't going to swallow up little TBA (budget: \$20,000) -- not if sentiment of those attending Chicago meeting Wednesday means anything. On the contrary, the 22 TV station-network folk attending conference with NAB president Justin Miller, convened at suggestion of Walter Damm (Vol. 4:31), agreed there were "areas of identity and diversity between the sound broadcasting and television industries," urged joint committee to study ways and means of cooperation. NAB committeemen were named immediately: Walter Damm, WTMJ-TV, Milwaukee; Clair McCollough, Steinman stations, holding CPs for TV in Lancaster and Wilmington; A. D. (Jess) Willard, NAB executive v.p. TBA members will be named next week. They are asked to report within 30 days after meeting.

There's no quarrel, no disagreement -- it's simply a matter of determining how the twain can work together. "One big tent" idea apparently isn't in cards, for resolution itself admits, quite pointedly: "It is recognized that in their own fields the NAB and the TBA are performing invaluable services. It is further recognized that in some of the areas of diversity both sound broadcasting and television must have specialized and aggressive representation."

TBA operators seem agreed NAB can't plump for their specialty -- and the networks, not now active members of NAB except through their stations, are opposed to any merger. AM-supported, NAB can hardly be expected to foot bill for other sometimes competitive efforts, even in unlikely event its AM-TV members were minded to. TV adherents also cite example of submergence of FM into an NAB department seldom heard from since FMBI merger.

"There's nothing wrong with TBA that more money can't cure," as one observer put it -- more money, more members and more staff. TBA now has 33 active members (stations and networks), 25 affiliate members (such as AT&T, Dupont, Eastman, set-tube makers, ad agencies), 9 educational members (including Yale, Syracuse, Western Reserve). This is regarded as good nucleus around which to muster all TV operators and grantees along with other specialized TV interests -- particularly the radio manufacturers, who are TV's "circulation department" and who must work hand in glove with telecasters for a long time to come.

KITS—TV's WINDFALL 'CIRCULATION': Thanks to Transvision Inc.'s general manager H. D. Suesholtz, we can now throw more light on status of that "sleeper" of the TV industry -- kits. It would appear from his company's figures alone, disclosed here for very first time, that we've erred on conservative side in adding only 10% to RMA's monthly output figures to account for kits, non-RMA production, and pre-war sets (Vol. 4:31). For this booming little company, making more TV kits than all others combined, yet only one of a half dozen or more in that line, has shipped some 30,000 kits between November, 1946, and beginning of this month.

At this moment it's producing approximately 600 per week, has just moved into new plant capable of 2,000. In 1949 it expects to turn out somewhere between 30,000-50,000. Add the lower figure to non-RMA Admiral's reported 150,000 a year rate, and you have well over 10% of the best estimate ventured for the whole industry for next year (1,600,000; see Vol. 4:32). Nor does that include other kit makers thus far reporting they're in production:

Certified Radio Laboratories, 5507 13th Ave., Brooklyn, N.Y.; Espey Mfg. Co., 528 E. 72nd St., New York; Meissner Div., Maguire Industries, Mt Carmel, Ill.; Tech-Master Products Co., 123 Prince St., New York; Television Assembly Co., 540 Bushwick Ave., Brooklyn (formerly Sports-View). Said to be in field are 3 others on whom we have no reports yet: Dynamic Television Associates, 155 Prince St., Brooklyn; Electro-Technical Industries, 121 N. Broad St., Philadelphia; Republic Television Inc., 7 E. Madison Ave., Dumont, N.J. Note: Transvision Inc., located in New Rochelle, N.Y., likes to call itself a "little RCA" because it makes own tubes (owns Lectrovision Inc.), antennas, lenses, cabinets, many components. It's going to strut all its stuff at Waldorf-Astoria exhibit Aug. 16-18.

SIGHT AND SOUND

Denouement in "Mystery of Channel No. 13" (Vol. 4: 28-32) will come early next week when all parties concerned gather to compare and evaluate findings on Newark's WATV. Consultant Glenn Gillett says he has excellent data from helicopter records, is satisfied that No. 13 is okay, that situation is "not without remedy," that remedy probably isn't too difficult. Meanwhile, consultant E. C. Page's measurements on Toledo's WSPD-TV, also on No. 13, tend to substantiate satisfied reports of station manager Ed Flanigan. Interesting angle: Page engineer Joseph Waldschmitt frequently found intensity of WSPD-TV's distant signals (80-90 mi.) many hundred times theoretical values.

Major networks' profit columns, from now until TV gets on its fiscal feet, will probably show smaller as NBC (RCA doesn't give out network figures), and ABC and CBS (both listed on Stock Exchange) lay out more money for TV operation, new stations, etc. ABC's statement for first 6 months of 1948 shows \$28,286,574 gross income, estimated \$850,000 net after taxes (50¢ per share), compared with \$25,540,623 and \$890,000 (53¢) for same period of 1947. ABC's next TV venture: WENR-TV, Chicago, about to test, slated for full operation Sept. 17.

Whatever titles are fastened on him, just put out of mind any idea Sid Strotz, out in Hollywood, is NBC's "remote control" chieftain of TV. Real topdog, real successor to Frank Mullen, running TV along with rest of NBC set-up, is executive v.p. Charles Denny. Strotz has no intention of leaving Coast, and impracticability of transeontinental commuting is manifest.

Unless Cubans beat them to it, looks like Argentine interests will be next country of western hemisphere to go into TV—probably ahead of Canada, even. Rumors they have bought TV equipment from England's Electric Musical Industries aren't substantiated, but an Argentine mission has been in U. S. looking into TV.

Next RCA "TV Clinic," at Camden week of Aug. 30, will be for consulting engineers.

Reasons are obscure, but phonograph record business is taking bad beating lately—demand simply isn't there. Inclination is to blame Petrillo, even TV, but common sense doesn't support this in view of plenteous backlog built up before Petrillo's Jan. 1 ban and paucity of TV sets. Costs may be reason, also inclination of householders today to cut down on luxury items in view of high cost of food, etc. Reduced record business is understood to account for lower CBS earnings (Vol. 4:32) even while time sales are up; Columbia Records is pushing hard for acceptance of new long-playing record (Vol. 4:25) but it may take time catching on since special playing arm and adaptor is needed.

Stratovision rule-making, to allow airborne station over Pittsburgh (Vol. 4:31-32), was asked by Westinghouse this week. Petition showed how channels in 25 cities could be reallocated to allow Stratovision over Pittsburgh, yet cause no city to lose channels; in fact, some would gain. Also requested is protection to 500 uv/m. Principal argument is that nearly 6 million people who would not get 5,000 uv/m ground station service would get 500 uv/m Stratovision service, and over 2 million people who would not get 5,000 uv/m ground service would get 5,000 uv/m Stratovision.

Those published trade reports about an International Detrola-General Instrument Corp. tieup (with Libby-Owens-Ford and Strickland Mfg. Co.) to produce TV receivers are categorically denied—but it develops this week that G. Russell Feldmann, president of International Detrola, and Richard E. Laux, v.p. of General Instrument Corp., have purchased controlling interest in General Instrument, big maker of radio-TV components, from Abraham Blumenkrantz. Mr. Feldman becomes chairman, Mr. Laux president. Companies aren't being linked, however, nor are any TV plans in the works.

Add freak long-distance TV receptions (Vol. 4:29): WCBS-TV, New York, picked up in Dacatur, Ga., and Wheeling, Ill., each some 900 mi. distant.

"Author Blasts Television as Home Menace" headlines Aug. 7 report in *Denver Rocky Mountain News*, quoting Max Wylie, of Columbia Workshop fame, now with Young & Rubicam, speaking before U of Colorado Writers Conference. He's reported to have said he's "sickened by the whole prospect of television . . . [it] will be a terrible bore, it will destroy living-room conversation and it will multiply the divorce rate . . . will make American life even crazier than it is now, not only because of its incivility but because of the sordid intrusion into American home life it represents . . . because it cannot be as optional as radio." Nevertheless, he conceded, "it's going to replace radio almost completely, and has already destroyed FM." All of which recalls similar tirade in May 23 *This Week* by his acid-penned brother Philip, the author.

Hofstra College TV survey, which backed up Foote, Cone & Belding study (Vol. 4:24), has yielded more data besides showing 20% cut in movie-going among set-owners. Interviews with 137 TV families and 137 "matched" non-TV families, supervised by psychology professor Thomas Coffin, revealed: (a) sports attendance unaffected, (b) 91% preferred TV commercials over aural, (c) aural listening dropped off 68% nighttime, 26% daytime, (d) attendance at dining-dancing night spots decreased 42%, (e) sets were used 24.38 hours weekly, with 3.56 people viewing, (f) reading declined 18%.

Paramount has issued rate card for its off-the-kinescope transcriptions, offers negatives and prints, places "no restriction" on clients' use. Negatives are promised 1 min. after program off air, though it's reported time-lag has been shaved down to 20 seconds, experimentally. Rate card is available from TV Dept., Paramount Pictures, 1501 Broadway, New York. In England, J. Arthur Rank has been experimenting with theatre TV, is reported ready to supply his theatres with educational and travel shorts if he gets government go-ahead.

"Who says vaude is dead?" asks *Billboard* in reporting "Texaco Star Theater" tops by far in Hooperatings for its 8-9 p.m. Tuesday period; Milton Berle returns as m.c. next month. And WJZ-TV inaugural show Aug. 10, featuring top names from New York's Palace Theater, impelled enthused ABC publicity writer to call vaudeville "a surprisingly live corpse."

Report of TBA's committee on TV operations, stations and personnel, headed by NBC's O. B. Hanson, has gone out to membership—its 60 pages replete with data about technical and studio personnel and their functions, of great value to telecasters and potential TV operators. Also contains glossary of TV terms.

Add new local TV sponsors: On WBKB, Chicago—Beacon Camera Co., amateur show; Evans Fur Co., fashion quiz; Leaf Mint Gum, Tom Mix films. On WGN-TV, Chicago—Wilson Sporting Goods Co., all-star football game. On WTMJ-TV, Milwaukee—Wisconsin Centennial Exposition, spots; Socony-Vacuum oil, Green Bay Packers pro grid games. On WCBS-TV, New York—Chevrolet Dealers Assn, two 20-second weather ann. weekly. On WABD, New York—Valmart Equipment Distributors (deep freeze units) and Maxson Food Systems (frozen foods), joint sponsors of "Neatest Trick of the Week" Wed., 9-9:05 p.m., just preceding boxing and aimed primarily at tavern owners; Lucky Strikes, Harvard, Yale, Princeton grid games. On WPTZ, Philadelphia—Atlantic Refining Co., Pennsylvania U grid games. On KTLA, Los Angeles—Rexall Drug Co., Los Angeles Rams pro grid game, Sept. 2. On KFI-TV, Los Angeles—Union Oil Co., remaining Rams home games.

Bell Labs transistors, when enough are available, will be offered to bona fide companies for experimentation. Some 300 manufacturers, scientists, military men visited Murray Hill labs for demonstration recently, seemed impressed with device which has been hailed as possible substitute for vacuum tubes (Vol. 4:27). Big vacuum tube maker Sylvania, which has been making germanium crystals (heart of device) for rectifiers, devotes column in its July 28 *Stockholders News* to plans in connection with transistor. Far from obsoleting vacuum tubes overnight, it says, transistor will increase use for both tubes and crystals; and company is aiming for mechanization of germanium production.

Current sponsors reported by KSTP-TV, St. Paul-Minneapolis: Ford Dealers and RCA Victor, alternating Minneapolis Millers home baseball games; Cargill Inc. and Minneapolis Savings & Loan Assn., alternating dugout interviews; F. C. Hayer Co., "Sunset Valley Barn Dance"; Roycraft Co., "Teletalent"; General Electric, NBC Newsreel; also spots by Bulova, Ronson, Perfex Co.

Newspaper-TV tieup, as illustrated by *Washington Star* ownership of WMAL-TV, is subject of article in July 31 *Editor & Publisher* which quotes president Samuel H. Kauffmann as admitting station is still in red, but "if we didn't have a television station we'd be worried sick. The public expects it of us and we have to give it to them, cost or no cost."

An apartment house antenna that won't get a landlord down on you is Gyro-Tena made by Public Operating Corp., 100 W. 42nd St., New York. Maneuverable in both horizontal and vertical planes, antenna is attached to window jamb through screw extension bar (like auto jack), adjusted for maximum signal intensity. It's sold for \$16.75 on money back guarantee, either to set manufacturers directly or to retail stores through regional jobbers.

Motion picture TV experimentation moves along with this week's request by 20th Century-Fox for experimental TV relay (7,000 mc and 12-000-13,000 mc) in New York City, where it owns famous Roxy.

No TV threat to movie boxoffice is seen by MGM's new production chief Dore Schary, recently RKO, who told *Hollywood Variety* interviewer value of movies is that people like to congregate which he said TV doesn't afford. "In regard to Phonevision, or the showing of first-run film over leased phone wires," *Variety* continues, "Schory said the same would apply and people would not be interested."

RCA will offer 4 kw FM transmitter, FCC announced this week. Under FCC standards, Commission publishes fact that manufacturers will produce new sizes of FM transmitters 6 months before estimated delivery dates. Presumably, 4 kw will make more efficient use of RCA's tubes, other components, than 3 kw.

New FMA president is expected out of Sept. 27-29 Chicago convention. Everett Dillard is understood to be unavailable for re-election, feeling one-year precedent set by Roy Hofheinz is proper for time-consuming job. All officers will be elected at convention by 15-man board.

"Putting on the Dog" titles Wed. night dog shows on Philadelphia's WCAU-TV, sponsored by Trim Dog Food. New WCAU-TV spot users: Beneficial Savings Bank, Parkway Baking Co., Jay Bucknell Inc., New York (shirts), Jackie Gordon Inc. (men's clothing). Philco's WPTZ reports spots for Atlantic City's Chalfonte-Haddon Hall Arrow Stores.

FMA plans to participate in Sept. 20 uhf TV hearing to protect FM's 88-108 mc against any possibility of TV encroachment.

ADDING UP THE FCC WEEK IN TV: This week's TV activity on the regulatory scene, summed up: 2 more CPs granted in Jacksonville, Fla., 3 new applications, 3 withdrawals. Granted were Channel No. 6 to WPDQ and No. 8 to WJHP-Jacksonville Journal, leaving city-owned WJAX only remaining ungranted applicant for sole remaining channel. New applicants were: For San Diego, Charles E. Salik, No. 6 -- son of San Antonio clothing manufacturer, whose purchase of KSDJ pends FCC approval. For St. Louis, 20th Century-Fox, No. 9 -- now 6 for 4. For Salt Lake City, KNAK, No. 9 -- now 4 for 3. Withdrawing from San Diego race (hearing Sept. 7 now 5 for 3) were Don Lee's KGB, San Diego Journal's KSDJ (AM station being sold, as aforesaid), San Diego Tribune & Union-Sun's KUSN. [For details about foregoing grantees and withdrawees, see TV Directory No. 4; about new applicants, TV Addenda 4-G herewith.]

Other actions: KFI-TV, Los Angeles, got STA for immediate commercial operation, 12-hour rule being waived until studio ready Oct. 6; WCBS-TV, New York, got power boost to 13.7 kw visual, 10 kw aural; KMBC, Kansas City, denied request for "conditional grant" pending hearing (Vol. 4:31). Also, on own accord, FCC required Thackrey-Warner Bros. must break down West Coast \$1,045,000 "package" deal (Vol. 4:30) into component prices for the 2 AM stations and CP for Los Angeles TV. Same thing had been asked by newly formed Southern California Television Co., headed by oilman Ed Pauley and including coterie of Long Beach VIPs; it intends bidding for TV franchise under Avco procedure. So it looks like Thackrey-Warner deal is headed for predicted competition, especially since it's now definite that KFAC, Los Angeles, is also planning to contest Warner purchase.

FARNSWORTH & THE TV TUBE STORY: Noteworthy statement in Farnsworth's report to stockholders this week: Inventor Philo T. Farnsworth, back in Fort Wayne labs, is working on new TV tube "which will permit the projection of images much larger and clearer than is now possible." If tube he has produced under experimental conditions can be made on a commercial basis, report adds, "it may revolutionize the type of such television receiver now in general use...[but] we cannot forecast whether or when [it] will be commercially feasible." Meanwhile, Farnsworth table models are both 10-in., its 2 Capehart consoles 12-in., direct view. Company report, covering year ended April 30, 1948, shows net sales and income of \$18,488,222 (including \$2,900,000 in non-recurring royalties) and net loss for year of \$1,849,151.

Additional reports from tube makers, in response to our inquiries: North American Philips will double its CR production at Dobbs Ferry, N.Y. plant by beginning of next year, also increase its Protelgram projection tube output several hundred pct...Hytron's L. H. Coffin reports definite plans to enter picture tube manufacture, adding: "In our opinion, industry plans for expanded production of cathode ray tubes will still leave a shortage for the next few years." Tung-Sol's R. E. Carlson says his company has "made up several tubes on a laboratory basis" but can't talk about production plans yet...And Lectrovision Inc., associated with kit-maker Transvision Inc., reports it's now producing 7, 10 and 12-in. tubes at rate of about 1,500 per month. [For earlier items on CR tubes and tube-makers, see Vol. 4:29-32.]

TV NETWORKS, FACTS vs. PHANTOMS: So much bunkum about TV "networks" and "affiliates" is being put out, mostly by the AM networks, that it's time some plain facts were recounted -- for it's common sense that too much publicity, to say nothing of misleading publicity, can raise false hopes and hurt TV's long-range progress. Witness the inquiries already being received by FCC from people in communities that can't possibly get TV service for some years to come (see story in this issue). Here are some basic facts:

1. The only actual TV "networks" now operating might better be called "hookups": (a) NBC's Boston-to-Richmond hookup, with 7 affiliated stations; (b) CBS's hookup of 3 affiliated stations in New York, Philadelphia, Baltimore -- others in Washington and Boston being linked on non-affiliation basis; (c) ABC's 3-station hookup of New York, Philadelphia, Washington -- others linked occasionally on non-affiliation basis; (d) DuMont's 2-station hookup of its own stations in New York and Washington, with New Haven added (off-the-air) and Philadelphia and Baltimore linked

on non-affiliation basis. [For networks, stations, rates, see TV Directory No. 4].

2. MBS is not in TV yet, but Bamberger's WOR has CPs for Washington (due on air possibly in September) and New York (January) to form nucleus of eventual chain that will take in the MBS affiliates in Boston, Chicago, Los Angeles already on air, and elsewhere as and when they go into TV.

3. AT&T coaxial-microwave relays will link Midwest hookup in October (Vol. 4:17), forming self-contained grouping of Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee, St. Louis (and possibly way points). That hookup will be linked into present East Coast coaxial-microwave, via Pittsburgh, by December -- thus enabling stations in those cities to get service from New York and other points on present hookups. West of Chicago and South of St. Louis network facilities are still "under consideration" and no schedule for transcontinental hookup before 1951 or 1952 is presently contemplated. (For maps, see p. 32, TV Directory No. 4).

4. Most reports about such-and-such station, actually built or only building, being "signed up" as "affiliate" by this-or-that network can be discounted as mere publicity designed to embellish TV identity or prestige. Except for the aforementioned hookups embracing a handful of actual affiliations, and the assumption that AM affiliates will stick with their networks as they expand into TV, there are virtually no firm affiliations. True, new stations are agreeing to take service from various networks, but few are signing contracts or even guaranteeing continued time clearances. Why should they when, as in Baltimore or Washington, there aren't enough outlets yet for all networks?

Thus, Baltimore's WMAR-TV, though signed with CBS, takes programs also from ABC and Dumont; Washington's WMAL-TV, signed with ABC, from CBS; Boston's WNAC-TV, though in MBS family, from CBS and DuMont -- at least for present, when there's little premium on time.

Actually, what we have now are merely nuclei of networks -- pretty weak ones, too, in some cases. Belated planning, or sheer laggardness, account for weak setups that time (and probably lots of money) may correct. Meanwhile, however, the publicity claims continue -- sometimes to point of being ridiculous. CBS's station relations v.p. Herbert Akerberg, for example, last week got big play on 9-page press release stating "CBS television will be a reality in more than 80 cities and surrounding areas all across the country in the immediate future....evolving through the next 3 years...." He listed cities and named stations where CBS has AM affiliates with TV grants (16), others where they've merely applied, some where they haven't even applied -- adding up to 80! It's idle to think all of these can get going within 3 years, or that they can be linked into a network in that time -- and it's certain some of these will miss out in grants in competitive hearings.

Simple fact is that, except for NBC's well-integrated Boston-to-Richmond hookup, and such "transcription network service" as will be offered, the TV advertiser must buy custom-built hookups today, has very little prospect of coverage in many big and little markets for some years yet, won't get transcontinental hookup service for 3-4 years or more.

BIG SPONSORS BUYING TV HOOKUPS: Most TV programming and sponsorship are still on local levels -- perforce, inasmuch as intercity hookup facilities are so limited. But "network" business is beginning to look up: witness this week's signing of Old Gold as 5-year sponsor of DuMont's "Original Amateur Hour" (Ted Mack's revival of the old Maj. Bowes show), Sundays, 7-8 p.m., starting Sept. 26. ABC will carry same show nation-wide on AM, Wednesdays, 8-9 p.m., starting Sept. 29. DuMont calls it "coast-to-coast TV network" but actually live hookup comprises WABD, New York; WNAC-TV, Boston; WNHC-TV, New Haven; WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WTTG, Washington -- plus 3 others via off-the-kinescope Teletranscriptions: WGN-TV, Chicago; WEWS, Cleveland; KTSN, Los Angeles. Also finally in works is Philco's sponsorship of Actors Equity revivals of Broadway hits on NBC's Boston-Richmond hookup, taking Theater Guild's old spot, Sundays, 9-10 p.m., starting Oct. 3. Networks, too, are busily lining up hookups for collegiate and some pro football games, some of which Lucky Strike is preparing to sponsor this autumn.

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WHAT THEY SAY ABOUT TROPOSPHERE: On eve of FCC's Sept. 13 conference on troposphere and related TV allocations problems (Vol. 4:35), sentiment seems to boil down to this: That FCC should make no basic changes in present assignments, allocations or standards. Consensus of key operating, manufacturing and engineering folk we interviewed was (a) that nothing radical be done to present allocations to major markets, i.e., top 140 metropolitan areas; but (b) that troposphere be taken into account in proposed new allocations (Part V, TV Directory No. 4). There's a minority who believe it would be better to rip up whole allocation structure and standards now, start anew while TV is yet young rather than wait until it's more firmly established. There's substantial argument that contiguous rural areas will never get good service from nearby city stations under present separations. Nobody affected wants northeast Area I assignments torn apart, and fact public has big investment in receivers is expected to sway FCC against doing so. Eighteen appearances were filed: TBA, ABC, CBS, NBC-RCA; DuMont, Paramount, Warner Bros.; Cowles and Richards stations; WPIX, New York; WMAR-TV, Baltimore; WHAS-TV, Louisville; WTIC, Hartford; WILK, Wilkes-Barre; George Adair and attorneys Loucks, Zias, Young & Jansky (for 16 clients); Pierson & Ball (25 clients); Spearman & Roberson (4 clients).

PREVIEWING SEPT. 20 UHF HEARING—II: Uhf information is funneling into IRE-RMA's Joint Technical Advisory Committee (Vol. 4:28), which will wrap it all up at final parley Sept. 15-16 (at IRE, 1 East 79th St., New York) before presentation to FCC at Sept. 20 uhf hearing. JTAC is committed to policy of pre-hearing silence to preserve its impartiality, but here are some glimpses of reports it is getting:

(a) Survey of 27 receiver manufacturers arrived at arithmetic average of 2 years as period needed for development of uhf receivers; however, when weighted according to productive capacity of companies, figure becomes about 3½ years. (b) Reports from propagation groups indicate that uhf transmitters will cover perhaps one-third to one-half areas served by low-band transmitters of equal power. At least a year's continuous measurements, at scattered locales, was recommended. Ghosts are considered very serious, particularly if several stations are to be received. Theoretical coverage doesn't seem borne out by actual measurements. (c) RCA says achievement of present vestigial sideband standards "no problem" (Vol. 4:34).

Now available from NAB are minutes of Aug. 2 meeting of NAB All-Industry Engineering Planning Group (Vol. 4:34), which make interesting reading and will be submitted for hearing record. For example, T. A. M. Craven (Cowles stations) went all out for uhf, agreed it can't cover as well as low band, but asserted it is certainly useful over reasonably flat terrain, must be opened up soon.

The \$64 question was put by ex-FCC Comr. Jett (Baltimore Sun stations): "Should FCC start licensing uhf stations?" Consensus seemed to be: "Yes" and "calculable risk should be taken on propagation characteristics which may be encountered." Craven said several companies have guaranteed performance of uhf transmitters and receivers. Conferees mulled over ideas of what to do with band if it is opened. Present standards? High definition monochrome? Color? Some of each?

Scheduled for hearing are: Bureau of Standards, CBS, Cowles stations, DuMont, Eitel-McCullough, JTAC, K. H. Lippitt (ex-Navy researcher in uhf TV), Para-

mount, Philco, RCA-NBC, G. A. Richards stations, Sarkes Tarzian, TBA, Television California, Westinghouse, Zenith. Notably absent from this official list of appearances: GE, Bell Labs, Maj. Armstrong.

* * * *

In our series anticipating Sept. 20 hearing (Vol. 4:32,34), we first consulted the consulting engineers. Then we addressed queries to engineering chiefs of the networks and TV transmitter manufacturers. All of the networks and 2 manufacturers have replied to our 2 questions: (a) When do you think TV will be practical on the uhf? (b) Do you think any portion of the present band should be abandoned? If so, when? Here are their answers:

Dr. Allen B. DuMont: (a) "If your question means, 'When will TV on the uhf give the same coverage as our present TV,' my answer would be, possibly 25 years or possibly never...Staggering amount of power would be required, and it is questionable whether it would ever be practical to generate this commercially...If your question means 'Could the uhf band be used for small towns with limited coverage?' there is a possibility that receivers and transmitters could be developed for this use within...3-4 years." (b) "Definitely 'No'."

Dr. C. B. Jolliffe (RCA): (a) Not proper to anticipate Sept. 20 testimony of RCA engineers -- no estimate. (b) "As more stations are required, it may be necessary to supplement the present TV bands by adding...channels, but certainly none of the present 12 channels should be abandoned or changed."

Frank Marx (ABC): (a) "A minimum of 5 years; more probably 10 years." (b) "I do not believe that the present band will be abandoned piecemeal. If and when a move is made, the entire band from channels 2 to 13 will be abandoned."

William B. Lodge (CBS): (a) No estimate. "The unknown factor which will really determine the answer...is another question: namely, how much of the radio industry will devote how much energy, personnel and money to the development of the uhf." (b) All 12 low band channels should be retained "until uhf is not only practical but has been incorporated in most home receivers."

E. M. Johnson (MBS): (a) "I have no doubt...that if the fate of the nation were at stake, TV in the 500-900 mc range could be developed in very short order... [but] I am of the opinion that it will take a minimum of 5 years before high band TV will be competitive to low band." (b) "I seriously doubt that any of the frequencies presently allocated for TV will be taken away in the foreseeable future."

O. B. Hanson (NBC): (a) "Premature to guess" pending evaluation of 500 mc tests in Washington. (b) No portion of the low band should be abandoned "because the value of these frequencies has already been demonstrated as being most practical for TV. Furthermore, many millions of dollars have been spent both by broadcasters and the public on those bands...A national TV system which someday will be comparable to the service now rendered by sound broadcasting will require all of those channels now assigned plus many more in the proposed uhf band."

TEXAS STATE NETWORK IN FOR TV: Two more Texas applications, 2 others from small towns marked week's TV file at FCC. Texas State Network, controlled by Ruth Roosevelt Eidson and Richardson-Roeser interests, applied for Channel No. 2 in Fort Worth where it operates KFJZ, making score 2 for 2 there now; also asked for No. 2 in San Antonio (KABC), now 5 for 3. In addition, TSN indicated it may shortly file for Waco and Austin, where it owns 50% of WACO and KNOW. All 4 AMs dropped their FMs.

For Visalia, Cal. (pop. 8,904), Sierra Bestg. Co. applied for No. 10 -- smallest town yet to file for TV. For Frederick, Md. (pop. 16,802), WFMD asked for No. 3, now allocated to Hagerstown. [For details about applicants, see TV Addenda 4-K.] Two withdrawals this week: Leland Holzer dropped out of San Diego contest, now 4 for 3. Tri-City Telecasters, Allentown, Pa. (WHOL-CP) also pulled out, leaving 4 for 1 in Allentown-Bethlehem-Easton hearing Sept. 13-17. FCC suspended revocation order against WTVJ, Miami (Vol. 4:31), granted it hearing (no date set), may act next week on its appeal for interim STA. Tower-antenna are up, transmitter nearly ready, station can get going in 10 days -- and local distributors are pressing Commission to permit service to start on plea 1,000 sets are already in Miami area.

ADDITIONAL TV STARTS AND TESTS: More dope on upcoming new TV stations, to supplement starting schedules previously reported (Vol. 4:32,36) -- all based on latest replies from principals: Besides next Friday's (Sept. 17) commercial debut of Chicago's WENR-TV (ABC), now testing, it is definitely stated that Los Angeles' KLAC-TV will go on air same day with first commercial (USC vs. Utah) and will carry all USC, UCLA and Loyola home grid games.

This week-end, Detroit's WXYZ-TV (ABC) was geared to turn on test juice, and its commercial debut is now definitely set for Oct. 9. Next week's equipment test starters will be: NBC's KNBH, Los Angeles, Sept. 15; Star-Telegram's WBAP-TV, Fort Worth, Sept. 16; NBC's WNBQ, Chicago, Sept. 18 -- with NBC promising commercial schedules as soon as tests indicate feasibility. Also, NBC says its WNBK, Cleveland, should be ready for tests by Oct. 1.

Late replies to our continuing survey also reveal that: WICU, Erie, Pa., expects DuMont transmitter delivery by Nov. 15, tests Dec. 15, commercial start Jan. 1; WTVN, Columbus, O., tests by April, 1949; KTLX, Phoenix, tests Feb. 1, commercial April 1; KEYL, San Antonio, tests Feb. 1, commercial April 1. Latter 3 report transmitters not yet ordered. And latest dope from stations previously reported on: WTTV, Bloomington, Ind., first stating it would test this month, now says starting date "indefinite." Atlanta Journal's WSB-TV, still due for Sept. 29 commercial start, reports current tests are showing splendid results, telecast of baseball game last week resulting in clear picture, good audio up to 50 mi. away.

HIGHER PRICES AND MORE NEW SETS: Price increases again top news from the TV-radio makers: Philco's averaged 2.5% on radios, went up \$15 (to \$439.50) on only one TV, its 12-in. 1240 consolette. Admiral raised 7-in. table model \$10, 10-in. consoles \$30, 10-in. credenzas \$50. Bendix's table and console models, not yet delivered to dealers, are due for unstated raise from originally announced prices. Stromberg-Carlson is raising radio prices, but not TV. RCA reaffirms it won't raise its basic 630TS (\$375), isn't presently contemplating any TV hikes at all. Over-all picture of TV trade is one of swift changes, as evidenced by this additional data since we sent you our Sept. 1 Directory of TV Manufacturers & Receivers (Supp. 57-A):

Motorola introduced new 10-in. console with AM-FM-phono at \$595 in New York this week, Motorola-New York's Harry Schecter seizing occasion to tell Herald Tribune 7-in. market is "booming," sales running 600-1,000 per week in area. He predicted more 7-in. makers before end of year -- doubtful, judging from model lists submitted for our Directory...Hallicrafters announced 2 new sets: 10-in. table at \$295 and 16x12-in. projection console at \$695 (Protelgram), both ready Oct. 1... Stromberg-Carlson, heretofore producing only 12-in. models, showed 10-in. table set, no details given...Industrial Television Inc. has new 10-in. viewing unit called Sussex 10, selling for \$290; it can be plugged into any TV receiver to provide additional screen...Trav-Ler added itself to list of 44 companies reported planning TV manufacture, as carried in Supp. 57-A.

16-in. TV TUBE STIRS UP THE CATS: No doubt in our mind that 16-in. picture tubes will win solid place in TV market -- when they're in quantity production and if sets containing them are priced low enough (Vol. 4:5, et seq). But so much bunkum has surrounded RCA's much-talked-about 16-in. metal-coned tube, so many phoney publicity claims have been made about its immediacy, that some simple facts are apropos:

An RCA spokesman states flatly that no manufacturer has yet received more than 2 prototype models -- for set design purposes only. Also, that RCA itself won't have own 16-in. receivers out before January; that no one will get deliveries of this tube much before then, either; and that even when it's on production line, initial output will be only some 5,000 per month. RCA is now mechanizing Lancaster plant for 16-in. but can't give definite output figures or even quote prices as yet.

Meanwhile, Tel-O-Tube Corp. of America, licensed by RCA and Sylvania, stirred things up by publicizing its own 16-in. metal-coned tube, very much like RCA's, for which output of 100 per day was claimed (Vol. 4:36). But inquiry there discloses it isn't turning out that number yet, won't for awhile "due to New York

trucking strike." Fact is, company is presently equipped to produce 100 per day, hopes to exceed that "when conditions return to normal." Tel-O-Tube's president Samuel Kagan says it has own source of components, isn't dependent on RCA for them.

Emergence of Tel-O-Tube impelled Retailing Daily Sept. 8 to refer to "actual deliveries" of 16-in. as "a bombshell in the local [New York] market." It went on to quote an unnamed manufacturer as predicting 16-in. "will revolutionize the entire TV industry...cost of manufacture of a set with 16-in. metal tube differs so slightly from that of present 10-in. that the prices of sets featuring the smaller size screens will have to be forced downward -- and sharply." Anonymous set maker was also quoted as saying 16-in. table model is possible at \$299.50.

To which RCA's spokesman replied, "That's plain bunk. We don't know the facts about 16-in. tube costs, let alone set prices as yet." Tel-O-Tube's spokesman disavowed making any claims about set prices; its sole deliveries of 16-in. up to now have been to newcomer Starrett (Vol. 4:36), offering it in console at \$695.

UHF SIGNALS VIA CONVERTERS: RCA-NBC turned on juice this week of 500-506 mc TV transmitter in Washington -- the 1 kw "green" and sound portion of 3-transmitter setup to be used for later uhf color experiments in New York. Twelve-foot cylindrical mast atop 350-ft. WNBW antenna has gain of 5, radiates 3.75 kw. Some 60 converters, size of small table radios (costs unestimated), are being installed in homes of local radio VIPs having TV sets, including FCC members and staffmen. Using New York tests as criteria (Vol. 4:15), RCA's Dr. George Brown, running show, expects coverage to be spotty, quite limited in area. Tests duplicate WNBW programs, can't really produce much data in time for Sept. 20 uhf hearing. But propagation measurements will continue several months. As for much-needed higher power, Dr. Brown ventured gain of 20 may work out in some cases, told (off the record for present) of significant work in getting some real power out of uhf tubes.

SIGHT AND SOUND

Again disclaiming "merger" stories, as published, TBA president Jack Poppele has issued statement to *Broadcasting Magazine* stating meetings with NAB (Vol. 4:35-37) do not contemplate merger, which wasn't even discussed "except in a disavowal on part of either group to combine interests at present or in the foreseeable future." NAB-TBA seek basis of "cooperative effort and interchange of information . . . in the best interest of TV."

Reported dickers for sale of NBC's KOA, Denver, to Aladdin Television Co., applicant for TV, headed by local theatremen Harry Huffman and Frank Ricketson Jr. (Vol. 4:16), have fallen through—and now negotiations are under way for possible purchase of KLZ from *Daily Oklahoman* interests.

Capt. Bill Eddy's place as manager of Chicago's WBKB, from which he resigned last week (Vol. 4:36), has been taken over for time being at least by John Balaban, of Balaban & Katz theater interests, aided by commercial manager John Mitchell.

Color TV, projecting live pickups on about 8x10 ft screen, plus view of Ultrafax equipment, were among highlights of 4-day TV seminar for consulting engineers conducted last week by RCA at Camden and Princeton. Color TV was closed circuit, not on air.

GOP National Committee expects to equal its 1944 campaign expenditures of \$800,000 for radio time this year; how much will go for TV is still unknown. Democrats give no estimate; they spent \$750,000 in 1944.

Neal McNaughten, asst. director of NAB engineering dept., has resigned to join Philadelphia's WFIL-TV as manager of technical operations; he's ex-FCC staffman.

Canadian Radio Manufacturers Assn., meeting in Montreal's Mt. Royal Hotel Sept. 20, will hear report on TV in U. S. by RCA Victor's Frank Folsom.

Network TV sponsor news of the week: CBS-TV's "Toast of the Town," variety with columnist Ed Sullivan as m.c., gets Emerson Radio as sponsor starting Sept. 19, Sun., 9-10 p.m.; Aug. Hooperating gives it local New York lead over big-hit "Texaco Star Theater" on NBC-TV. Unique Art Mfg. Co. (toys) will sponsor Fri., 5:45-6 p.m. segment of NBC's "Howdy Doody," starting Oct. 1, thru Grant Adv. Inc. Motorola renews on NBC, for 13 weeks, Dr. Roy Marshall's "Nature of Things," Thu., 8:15-8:30 p.m. Julius Kayser & Co. (hosiery) has budgeted for series of weekly 5-min. films on NBC, thru Cecil & Presbry.

More evidence of "TV Inching Up on Other Media" (Vol. 4:36): Headline in current *Billboard* reads, "TV Grabbing Kids from Radio"—and story relates findings of Pulse Inc. "With an estimated 221,000 tele homes in New York, compared with 2,800,000 radio homes," *Billboard* states, "Small Fry (WABD) already reaches a greater number of homes than 3 of the 5 radio programs studied . . . Tom Mix, Superman and Adventure Parade. Small Fry has a rating of 30, projected to 66,360 homes . . ." and is topped only by Dick Tracy (76,500) and Sky King (72,800). The Pulse also found average of 3 times number of people view kid shows as hear radio kid shows.

And still the AMs come—14 new CPs granted this week (AM Addenda 2-KK herewith), all daytime or local. Thirty were granted in August.

Yearly AM-FM station performance measurements, newly prescribed by FCC, are postponed for year. FCC gave time to buy equipment, gain know-how.

Loew's 50 kw WMGM, New York (changed from WHN) moves next week to new quarters at 711 Fifth Ave., first home of NBC.

St. Louis TV sets now total 9,200, of which 7,400 are in homes, 1,800 in public places, reports Union Electric Co.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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September 18, 1948

5 NEW STATIONS 'ON THE AIR': Two more stations began scheduled operation Friday under STAs -- ABC's WENR-TV, Chicago, and Thackrey's KLAC-TV, Los Angeles. Week also was marked by 3 more starting tests: KNBH, Los Angeles, Thursday; WBAP-TV, Fort Worth, Thursday; WNBQ, Chicago, Saturday. WENR-TV gives Chicago its third station, should boost set sales there considerably. So should KLAC-TV, Los Angeles' fourth, which after only 2 days of tests was to telecast USC-Utah football game, unsponsored, as first of 13 USC-UCLA home games for which it paid \$75,000 for exclusive rights -- presumably with blessing of Warner Bros., proposed buyer of station.

Report from Los Angeles says KNBH test signals are excellent, can be picked up clearly in San Diego (112 mi.), which means NBC will have it going commercially very soon. Fort Worth reported WBAP-TV's tests "outstanding success" with good reception in Dallas (30 mi.) and as far away as DeLeon, Tex. (87 mi.). First station in area, owned by Amon Carter's Star-Telegram, certain of big promotion, it will run tests 11-noon and 4-5 p.m. daily until regular schedules start Sept. 29, opening up very wealthy new market for receivers.

MIDWEST TV NETWORKS TAKING FORM: New TV network map published on page 8 tells better than mere words exactly what cities can now get network service -- also shows how near at hand is linking of new Midwest coaxial-microwave circuits with Eastern seaboard networks. But what AT&T's map doesn't disclose is just how the competing networks are actually using its new circuits, which (as of next Monday, Sept 20) make it possible to link St. Louis, Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and way points -- at present a self-contained chain that by next Jan. 1 will be linked into the Boston-to-Richmond circuits via Cleveland-to-Pittsburgh-to-Philadelphia. Nor could any map tell about the jockeying for vantage that currently has network brass scurrying around Chicago, Detroit and other Midwest cities. Here's the situation:

1. NBC leads off Midwest network programming Monday with 12 hours of live and film subjects originating from KSD-TV, St. Louis, and WWJ-TV, Detroit -- remainder of its hookup comprising WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WBEN-TV, Buffalo. Its own station in Chicago (WNBQ) starts testing Saturday (Sept. 18), in Cleveland (WNBK) on or about Oct. 1 -- both to be used as origination points when ready. For the present, no commercials are listed, though Philco Playhouse, starting on Eastern network Oct. 3, is due for kinescope recording and syndication to all NBC affiliates with 2-week lag.

2. ABC begins 12 hours of programming per week Monday also -- to 5 affiliates keyed from its own WENR-TV, Chicago, which began scheduled operation Friday (Sept. 17). Announced affiliates include NBC's WTMJ-TV and WSPD-TV; plus WEWS, Cleveland, WBEN-TV, Buffalo, and WXYZ-TV, Detroit -- last being ABC-owned and set to start Oct. 9. ABC says negotiations are also under way with St. Louis' KSD-TV. As on its Eastern hookups, no commercials are offered yet. But schedule calls for WENR-TV to feed boxing, wrestling, variety and such shows as Super Circus, Great Books, Dollars & Sense, Mystery Story Quiz, Stump the Author, Music in Velvet, twice weekly feature films.

3. CBS announces 3 Midwest affiliates: the aforementioned WEWS, WTMJ-TV,

WSPD-TV -- and before October promises to gather into its Midwest family Detroit's WJBK-TV (Storer-owned, call just changed from WTVO). (But CBS announces no use of new Midwest "lines" for the present, since it still hasn't any Chicago affiliate (application ordered to hearing) and it's still dickering with St. Louis Globe-Democrat for part-ownership of outlet there if and when granted.) For time being it will feed 8 off-kinescope shows (using Paramount system) to its affiliates as sustainers, not to be sold locally because they're being showcased for national sponsorship: Lucky Pup, Places Please, Face the Music, Winner Take All, Presidential Straws, Peoples Platform, Queen's Taste, What's It Worth. It promises 19-25 hours per week by Nov. 1. And you can expect some surprising new CBS-TV affiliations announced soon.

4. DuMont isn't on Midwest hookup as of this writing, but has signed Chicago's WGN-TV for such Teletranscriptions as Amateur Hour, Key to Missing, Doorway to Fame, Swing Into Sports, Birthday Party, Court of Current Issues, Photographic Horizons, Jack Eigen, Fashions on Parade -- some 5 hours now, 10 hours promised soon. All can be sold locally.

Note the overlaps of "affiliations" -- WTMJ-TV and WSPD-TV, for example, contracted with all 3 networks; WEWS with both ABC and CBS; WBEN-TV with both NBC and ABC. This is natural result of their favorable bargaining position while still first and only stations in their towns. More such overlaps are inevitable. They simply take what they want, but presumably most TV stations will show fealty to their AM chains when it comes to best time clearances and first refusals. When each network is supplying enough programs (especially commercials) to take up a station's time, then most stations will doubtless stick with one network, as in AM.

Allocations of times on new Midwest circuits, as in East, are due for revisions every 3 months. But it's clear that NBC and ABC, by reason of earlier starts, their own outlets, their aggressive efforts, are well in the lead right now so far as network operation is concerned. CBS is working hard to catch up, can be counted on to be a big factor even though its plans are still mainly on paper. One thing is certain: TV isn't going to suffer from lack of competitive effort by the networks.

NONE APPLY BUT PLENTY STIRRING: No TV applications this week, first time in more than a year -- due no doubt to uncertainties created by troposphere, uhf situations. There was one withdrawal: Troy Record, leaving 5 for 4 as Albany-Troy Sept. 27 hearing draws near. Meredith Champlain amended Albany application to propose directional antenna to give added coverage northward, saying this would help listeners to East and South get Boston and New York on co-channels. San Diego 4 for 3 hearing ended there Monday, with KFSD and KSDJ (Salik), each proposing to spend \$250,000- \$300,000 on construction, seemingly pretty well assured of grants. Only other hearing calendared, Allentown-Bethlehem-Easton, 4 for 1, started Monday, featured first time-sharing proposal (Vol. 4:32). Up in Manchester, N.H., applicant Grandview Inc. (TV Addenda 4-C) created quite a stir by publishing full-page ad publicizing "threat" if city's proposed Channel No. 12 is declassified to community by reason of Boston demands -- urging citizens to write Congressmen. Result was deluge upon FCC.

MEETING OF MINDS ON TROPOSPHERE: From where we sit, it doesn't look like present TV applecart is going to be upset by tropospheric considerations (Vol. 4:35,37) -- but it may be slowed up somewhat in some areas, mainly smaller cities. That, at least, is a fair conclusion after this week's FCC conference, which saw key spokesmen (engineers and attorneys, mainly) in virtually unanimous agreement FCC should not put brakes on present TV pace in major cities, while conceding shift into low gear for rest of country might not be bad idea. So, if anything at all is done about troposphere, smaller cities (perhaps a few bigger ones, too) may find the going slowed down -- may even come out finally with fewer low-band channels and be obliged to pin hopes on uhf. Certainly, no definite pattern of intent can be adduced before Sept. 20 uhf hearings, since problems are so closely inter-related.

Spokesmen were generally agreed standards should be revised to (1) include troposphere data, at least as guide; (2) permit directional antennas, where helpful; (3) extend protection contours to ensure full coverage of metropolitan areas; (4)

change power-antenna and desired-to-undesired signal ratios to permit greater flexibility in frequency assignments. But, they added: Don't touch existing allocations in top markets unless absolutely necessary. And keep on issuing grants where co-channel separation is 150 mi. or more (adjacent channel, 75 mi.) -- which would adversely affect such cities as Chicago, San Francisco, Boston, Cleveland, Detroit.

Only opposition to this near consensus came from Cowles v.p. T. A. M. Craven, and Dr. K. A. Norton, now with Bureau of Standards. Craven felt close inter-relationship between present vhf and future uhf renders it impossible to decide anything until after Sept. 20 uhf hearing. Unconcerned with commercial or political considerations, Norton suggested "ideal" allocations (100 mi. more separation than now) based on tropospheric factors. He admitted this might mean fewer stations than now in big cities (only 2 in New York City, for example). His position evoked perceptible murmurs about "clear channels" among the audience.

FCC appears amenable to industry suggestions, and Chairman Coy indicated this schedule: Oct. 15, more complete troposphere and terrain data; Nov. 15, engineering conference to discuss methods and procedures for taking troposphere and other factors into account; then, a TV conference to weigh effects of such information on allocations picture; finally, a full-scale hearing to revise standards. All this, Chairman Coy opined could be done in 9 months.

* * * *

Although this week's conference had troposphere as prime subject, more interesting (and to some, more vital) were recommendations that TV rules be changed to protect metropolitan stations to limits of their metropolitan areas. Present rules specify 5,000 uv/m contour, which for example permits only 25% coverage of full New York City area (according to NBC's Ray Guy, appearing for TBA). And according to WMAR-TV's Jack Jett, to cover all Baltimore requires protection to 1,000 uv/m.

Everyone agreed that status quo may mean fewer rural viewers -- but simple fact is very few grants or applications yet contemplate rural coverage beyond immediate purlieus of cities (save Westinghouse's Stratovision). Over-all, what struck one at hearings was that most of testimony came from "ins" eager to preserve their positions, whereas the "have nots" remained conspicuously silent. Day and half conference attracted 75-100 persons, was opened with excellent history of TV allocations by Chairman Coy. It's quite long (14 single-spaced mimeo pages); we'll send copy to any subscriber on request.

PREVIEWING UHF HEARING—III: Dr. Allen DuMont threw a hot one into FCC's troposphere conference Tuesday (see story preceding) when he asserted, in effect: "Uhf is the solution to problems of interference and competitive TV service; let's jump in now."

It isn't news that Dr. DuMont considers uhf good for small towns, limited coverage. But his timetable is. He promised limited availability within 12 months of transmitters which, presumably, will do the job. And, he said he expects within same period to be able to make high-low band receivers no more expensive than present low-band sets. What's surprising is that up to now he's maintained 3-4 years are needed (Vol. 4:37).

Uhf hearing starts Monday (Dept. of Commerce auditorium, 10 a.m.), should show to what degree rest of industry shares Dr. DuMont's new optimism. Also, whether some more "sleepers" in way of equipment are on tap. All we've been able to gather so far (Vol. 4:34-37) indicates slim support for such hope. Awaited are recommendations of pace-setter RCA-NBC, which has consistently spoken of "several years yet" for adequate uhf powers. Also of eminent JTAC, which it's understood will confirm reduced coverage areas of uhf but will recommend FCC fix standards after another hearing 6 months hence, then allocate.

Dr. DuMont promised specific plan at Sept. 20 hearing, showing just how uhf (with present black and white standards) can provide relief. He envisaged uhf-only and vhf-only cities to bring about competitive equality, ease receiver design and costs. Very few present grantees would be shaken up, he claimed. He saw no place for color in 475-890 mc band.

Cowles stations' T. A. M. Craven, consistent drumbeater for uhf, reiterated

need for uhf now, intends to present 2 plans (monochrome and color) at hearing. Baltimore Sunpapers' E. K. Jett, like Craven, also an ex-FCC commissioner, saw uhf eventually filling holes in present allocation but opined uhf "not ready now nor for some time." Ex-FCC chief, now consulting, engineer George Adair said uhf isn't yet ripe, "would place very unfair economic burden on smaller cities and newcomers." He suggested uhf should not now be frozen by present standards but should provide space out of which a superior TV system should be fashioned. CBS's Bill Lodge foresaw very stiff going for uhf stations, if in competition with low-band stations, unless they gave superior service -- presumably higher definition and/or color.

There's little percentage in guessing about uhf until hearing is completed. One thing is certain: applicants (and grantees, if any) whose low-band channels might be swapped off for uhf channels will raise unholy hell unless they get far greater assurance of the practicality of uhf than they've yet received.

ASCENDING RATE OF TV PRODUCTION: Looks like August TV set production will equal or better 5-week June record output of 64,353, easily exceed July's 56,089 (Vol. 4:35). RMA monthly figures haven't been issued yet, but preliminary reports indicate nearly 14,000 first week in August, more than 16,500 second week, well over 18,000 third week. Ascending weekly output is expected to continue, topping July's record 14,022 average henceforth. If, as expected, August output is around 65,000, it means just about 400,000 for first 8 months of 1948, or around 585,000 postwar -- RMA only. Add at least 10% for pre-war, non-RMA and kits, and you have pretty good estimate of total TVs as of Sept. 1. We'll have RMA's exact figures for you next week, but it's interesting in meantime to ponder predictions by Philco's Jimmy Carmine before Federated Advertising Clubs of Chicago Thursday -- that the industry will produce TV sets at rate of 100,000 per month during 1948's last quarter, that Philco itself will be making 10,000 sets per week early in 1949. He also said New York area homes are now buying 1,000 TVs per day.

CONJECTURE & FACT ABOUT TV TRADE: Make any sort of prediction about TV, and you're a cinch to win newspaper or tradepaper headlines. U.S. Television Mfg. Corp.'s Hamilton Hoge, a relatively small set producer, tells N.Y. Herald Tribune Sept. 13 that TV picture tube output will be 1,600,000 next year -- not nearly enough, he said, to satisfy industry's needs, let alone the military's. Yet RCA Victor's Frank Folsom, who makes more TV tubes than rest of industry combined, reiterates before Canadian RMA in speech set for delivery in Montreal next Monday, that 1949 TV receiver output will be 1,600,000 (Vol. 4:32). Every receiver needs a picture tube, many old sets will need replacement tubes, all tube makers are gearing for maximum output -- so either Mr. Hoge is taking the very dim view, or Mr. Folsom the very bright. You takes your choice.

In any event, Mr. Hoge's newly financed Zetka Television Tubes Inc. is reported by Retailing Daily to have scheduled 2,000 per month output (1,500 of 15-in., 500 of 12-in.) "to be reached in 90 days." Promise of glass makers that blanks will be plentiful by end of year (Vol. 4:32) thus would seem to mean output rate is dependent on capacity of big tube processors like RCA, GE, Sylvania, DuMont, to say nothing of the littler fellows (for complete list, see our Directory of TV Manufacturers & Receivers). None will disclose figures, though it's interesting to note that NEMA's combined TV tube sales figure for first half of 1948 is 426,469 vs. 278,896 RMA set output for same period (see note under Sight & Sound).

But we'd be very much surprised if RCA alone doesn't turn out well over 1,000,000 glass TV tubes next year at its fast-expanding and mechanized Lancaster plant, not to mention its vaunted metal-coned kinescope (Vol. 4:37). And DuMont, gearing for around 200,000 sets next year, usually turns out twice as many tubes as sets -- like RCA, it's a prime supplier to other set manufacturers.

Other TV trade news of the week: Philco's president Balderston reported to stockholders Sept. 11 that "production already exceeds 4,000 [TV] receivers a week, which represents a production rate of over 200,000 sets a year. By the fourth quarter, our schedule calls for 8,000 [a week]...present indications are that our dollar

output of television receivers...will exceed our radio production in the latter part of the year"...Pilot broke first consumer ads of its \$99.50 portable TV with 3-in. tube (Vol. 4:24), dealers playing it up in New York newspapers...Magnavox's president Freimann said tube shortage has factory running at half capacity, presumably as against promised 10,000 per month (Vol. 4:25), also expressed fear shortage may continue thru 1949...Sentinel showed new 7-in. 400TV in Chicago, same as its 405TV but with carrying handle, portable antenna (separately priced), encased in imitation leather, priced at \$199.50...Starrett scheduled showings of its line, including Tel-O-Tube's 16-in. metal tube (Vol. 4:37), at Philadelphia this weekend, in Washington's Statler Sept. 23-24.

FACTS OUR NEW TV & FM LOGS REVEAL: Coming to you shortly: Our next quarterly TV Directory No. 5: Television Rates & Factbook, dated Oct. 1, superseding No. 4 of July 1 and Addenda thereto. Also, our revised annual Directory of FM Licensees, Grantees & Applicants, brought up to date as of Oct. 1. Noteworthy in both: Substantial increases in number of stations on the air or about to go on the air.

TV Factbook will again include: (1) network rate cards; (2) rates and data of operating stations; (3) CPs outstanding and applications pending, with new cross-references on multiple ownerships; (4) experimental TV stations; (5) present and proposed channel allocations by cities; (6) directory of TV program sources -- and will add (7) Directory of TV Manufacturers & Receivers. All foregoing listings are being revised and brought up-to-date, and full subscribers will of course continue to receive weekly (blue) Addenda in newly numbered series.

Working on our new TV Directory, some facts are worth pointing out: (a) That it will embrace at least 6 new rate cards, this being number of new stations that will definitely be on the air commercially by Oct. 1 -- and it will also include rate cards of several more scheduled to start during October. (b) That of the 31 operating stations listed last July 1, more than 25% have either issued new rate cards or changed old ones since then. (c) That NBC's WNBT, New York, is out with most comprehensive rate card of all -- one that will probably become model for most NBC affiliates, if not others. (d) That, slowly but surely, standardization of TV rate cards appears to be on its way.

CURIOUS ANAMOLIES IN FM PICTURE: Here's a couple of interesting FM contrasts: Yankee Network's famed pioneer FM station WMNE on Mt. Washington, N. H., called it quits, surrendered its license to FCC this week -- 80th to pull out in a year. At about same time Troy (N.Y.) Record withdrew its TV application, saying it wants to concentrate on its FM station WFLY and newspaper. Yankee gave no reasons for giving up, doesn't say whether it's dropping its other FM stations (Boston, Worcester, Hartford, Providence). But it's well known that:(1) Yankee has sunk some \$2 million into FM, with literally almost no return. (2) WMNE's rugged location made it terribly expensive to build and operate. (3) Yankee feels FCC destroyed WMNE's reasons for being (huge coverage) when it moved FM to high band and cut station's power. (4) FM just didn't develop with speed expected. Company is still hanging onto site, keeping maintenance crew there in winter, will use it for FM, TV or whatever else becomes justifiable.

Though WMNE's defection comes as something of a shock, inspection of our new annual FM Directory, to be distributed about Oct. 1, shows 633 stations actually on the air, new ones coming on at rate of about one a day. There's still a hard core of FM enthusiasts who'll convene in Chicago Sept. 27-29. They'll hear words of encouragement from FCC Chairman Coy, get latest reports on new revenue angles from Hulbert Taft (transit FM), Stanley Joseloff (store-casting), John V. L. Hogan (fac-simile). Then there will be excellent panels and speakers on selling, promotion, programming, networking, engineering, receivers.

Note: Our new FM Directory will go to subscribers as part of service (extra copies \$2.50 to them, \$5 to non-subscribers); it will also contain revised up-to-date FM allocation table.

TV cathode ray tubes are reported being almost literally snatched still hot off the production lines. But National Electrical Manufacturers Assn reports sales of 267,763 to manufacturers during second quarter, though only 160,869 RMA sets were made. Sales during first quarter were 158,706, and 118,027 sets were built. Even though substantial number of tubes went for kits and non-RMA production, there was still large apparent backlog of tubes, at least as of July 1.

Joseph Ream, CBS executive v.p., gave Cincinnati Advertisers' Club strong TV pitch Wednesday. Points made: high costs make networks more important than in radio; costs to advertiser "may well be cheapest of all major media," e.g., demonstration of product runs about 2½ cents per family, compared with house-to-house appliance canvass at 50 cents, car demonstration at \$5; expects TV set ownership to reach 50% saturation in major markets within 5 years.

CBC board of governors will decide on TV policy next month, pressured by applicants from Toronto, Montreal and Hamilton—but meanwhile first firm order for TV transmitter to come from any other country than U. S. in western hemisphere was placed last week with International GE. Purchaser was Cesar Ladiera, Radio Televisao de Brazil, planning TV station in Rio de Janeiro in connection with Station PRA-9 there. Overtures have been made to DuMont for equipment for TV station in Havana, but nothing definite has materialized as yet.

Eastman Kodak, with wary business eye cocked at TV, offers kinescope recording camera at around \$8,000 (without sound), \$9,000 (geared for sound attachment). Pamphlet titled *Motion Picture Film and Equipment For Use in Television* (23 pp.), with descriptions and prices, can be obtained from any of 3 offices: 342 Madison Ave., New York City; 343 State St., Rochester; 6706 Santa Monica Blvd., Hollywood.

Westinghouse's Stratovision, stopped short on low band during allocations hearing (Vol. 4:31,33), got stymied again this week when FCC issued order denying request for rule-making to establish low-band Stratovision. Company hasn't decided whether to contest ruling, meanwhile is geared for Stratovision pitch at uhf hearing Sept. 20.

WATV's Channel 13 complications (Vol. 4:28-35) are still being diagnosed. RCA will replace superturnstile antenna (installed by WATV people) with a duplicate "to assure all parties it isn't fault of antenna." Meanwhile, WATV consultant Glenn Gillett resumes measurements next week; transmission will be from dipole at various heights. Incidentally, at troposphere hearing this week, Gillett asserted FCC's standards, which estimate signal strength in microvolts per meter, are discriminatory towards stations at high end of band. He says strength should be measured in microvolts per wavelength, and power ceiling on high frequency stations should be raised to compensate.

DuMont has acquired old Air Cruiser (aircraft) plant on Bloomfield Ave., Clifton, N. J., will add some 125,000 to its 65,000 sq. ft., devote it entirely to tube production. Deal for purchase of wartime plant of Curtiss-Wright in Paterson fell through.

More clinics on TV: At NBC's annual convention, at Sun Valley, Idaho, Sept. 22-25. At training course for top executives of NBC's affiliated AM stations, in Radio City, week of Oct. 18. At second annual TV Clinic called by CBS for its affiliates in New York, next Jan. 21-23.

RMA's fall meeting has been set for Oct. 6-8 in New York's Roosevelt Hotel.

Ralph D. Austrian, TV pioneer, ex-president of RKO Television Corp., on Sept. 16 resigned as TV v.p. of Foote, Cone & Belding—due to "irreconcilable differences of opinion." He'll probably return to radio industry. His successor at the agency is Roger Pryor.

Telecasts of World Series beginning Oct. 6, almost certain to start in Boston, will be offered to all stations reachable by network or relay, as was done last year. No stations will get them by film, since newsreel people have film rights sewed up. TV sponsorship will be by Gillette (also AM), reported to have paid \$175,000 for rights.

Petrillo ban on records may be due for lifting. Musicians union has submitted new plan to collect royalties on records, yet remain within Taft-Hartley provisions. Subject was reason for high-level NBC-CBS (Sarnoff-Paley) parley this week, both having big stakes in now-depressed record business.

RCA will install 850 mc TV transmitter in Washington next week, duplicate WNBW's programs same as it's doing on 500 mc (Vol. 4:37), except it will be picture only. Transmitter has 400 watts output, will radiate about 35 kw from 100-gain bedspring antenna 210 ft from ground, angle of radiation about 15 degrees. Only a few receivers are available, no converters as are used in 500 mc tests.

Footnote on troposphere: Washington viewers weren't supposed to see Charles-Bivins fight Monday night (Vol. 4:34), carried by CBS in all cities outside 75-mi. radius of nation's capital. But we know Arlington, Va., gin mill owner who picked up Philadelphia's WCAU-TV, 150 mi. away, gave his customers whole fight—picture very good with normal antenna installation.

TV "arrangements" with Mexico haven't gone to the formal stage like those with Canada (Vol. 4:28,34), but U. S. left one channel open in San Diego area to give Mexicans a TV frequency in Tijuana-Agua Caliente area. This was disclosed by Chairman Coy at this week's troposphere conference.

CBS has contracted with Imppro Inc., Hollywood, for 13 half-hour mystery-drama film series titled "The Cases of Eddie Drake," to be carried on CBS-TV and syndicated to other stations starting Jan. 8.

Don Lee has applied to FCC for transfer of control to Lewis Allen Weiss, executive v.p., and Willet H. Brown, v.p. and gen. mgr., as court-appointed guardians, following adjudgment that president Thomas S. Lee is mentally incompetent and his confinement to a sanitarium.

Before anyone in Fort Worth-Dallas area has so much as seen a TV test pattern, *Fort Worth Star-Telegram's* WBAP-TV, due to start Sept. 29, has sold more than 4 nights per week of initial programming—including Leonard's Dept. Store, high school football games; Stripling's Dept. Store, Korda films; Humble Oil Co., Southwest Conference games.

Special 18-page TV supplement of *Chicago Daily News* Sept. 16 was timed for WENR-TV, Midwest network openings; besides ad-filled special section, newspaper carried 4 pages about TV in regular edition.

Scripps-Howard Radio has purchased WVLK, Versailles, Ky. (1 kw N, 5 kw D on 590 kc) for \$285,000 from 40 stockholders headed by A. B. (Happy) Chandler, baseball commissioner; plans to move it into Cincinnati.

ABC's now building KECA-TV, Los Angeles, and KGO-TV, San Francisco, both due on air around end of year, have made news-promotion tieups with Hearst's *Los Angeles Herald-Express* and *San Francisco Examiner*, respectively.

Most interesting radio sponsor of the year: Protestant Episcopal Church, which on Oct. 1 starts Fri., 8-8:30 p.m. series on full MBS network plus other stations (total of 549 outlets) titled "Great Scenes from Great Plays." It's non-religious, starts with "Cyrano de Bergerac," will include other plays like "The Corn Is Green" with Jane Cowl, "Barretts of Wimple Street" with Basil Rathbone, and other name stars. Budget is \$2,000,000. "Commercials" aim at the "70,000,000 Americans who do not attend church regularly," simply invite them to come to church Sunday or write for booklet *Finding Your Way*.

IRE's 1948 Medal of Honor goes to Bell Labs director of research Dr. Ralph Bown, who was director of TV research 1939-1944, served on National Televisions Systems Committee in 1940-1941, is now member of Joint Technical Advisory Committee working on uhf TV. Newly-elected fellows of IRE include FCC Comr. George Sterling, Zenith's J. E. Brown, DuMont's T. T. Goldsmith, CBS's Wm. Lodge, Bureau of Standards' Cleo Brunetti.

Eight hours of daytime TV, locally sponsored, all exclusive of sports, special events and sustainers, is new fall offering of WCAU-TV, Philadelphia. Robert J. Enders Agency has bought 3-4 p.m., Mon. thru Fri., for homemakers program sponsored by Whirlpool Washers, Deep Freeze, Admiral Radio, Hamilton Dryers, Youngstown Kitchens, etc. American Stores chain has taken Wed., 11-a.m.-12 noon, with Horn & Hardart's "Children's Hour" continuing Sun., 11:30 a.m.-12:30, and Lit's "Lits Have Fun" Tue., 10-11 a.m. WCAU-TV also announces 17 new 1-min. spot users for total of 67 min., including Zippy Starch, Whitman Chocolates, Chesterfields, American Stores, Phila. Electric Co., Girard Chevrolet, Margerum Co., Kessler Kitchens, Thornton-Fuller (Dodge), Erlanger Beer, Seilers Meats, Adams rugs, Oliver Kitchens, Eclipse Mattress, Evergreen Soap.

More TV Network sponsorships: On NBC, Procter & Gamble reserves Fri. 9-9:30 p.m. and Colgate-Palmolive-Peet signs Mon., 9-9:30 p.m., starting dates and programs still undecided. Also on NBC, Maxwell House Sept. 12 began sponsoring "Meet the Press" Sun., 8:30-9 p.m. On ABC, Bristol-Meyers (Vitalis) starts "Break the Bank," simultaneously with AM network show starting early Oct. Kaiser-Frazer will sponsor election returns on both East and Midwest ABC-TV networks. And CBS-TV will be used by Chesterfield for Columbia U's home grid games, starting Sept. 25. Among newly reported TV station accounts:

WPIX, New York: R. J. Reynolds Tobacco Co. (Camel), 8 Sat. college grid games, thru William Esty Co.; Ripley Clothes, wrestling, 39 Thursdays, thru Bobley Agency, Borden Co., 1-min. ann. following Sat. boxing, Thu. wrestling, and Schaefer's Rangers hockey games; Chesterfield, four 60-80 sec. ann. weekly; Mollie (shaving cream), 1-min. ann. before grid games thru Young & Rubicam; R. H. Macy & Co., spots.

WCBS-TV, New York: Botany Mills, 6 spots preceding football, thru Silberstein-Goldsmith Inc.; Fownes Gloves, 13 spots, thru Rockmore Agency; Strauss Stores (auto accessories), 5 one-min. films preceding sports, thru William Warren Agency; Whitman Chocolates, spots, thru Ward Wheelock Co., Chesterfield, 1-min. spots on new "CBS-TV Film Theater of the Air," 52 weeks, thru Newell-Emmett Co.; Borden and Phillip Morris, renewals.

WTMJ-TV, Milwaukee: Ford Motor Co. and dealers, American Assn. playoff games, Broadway House of Music and Otto L. Kuehn Co., food brokers, 10-min. "Dugout Dolings" before games; Ennis Motors Co. (used cars), 9 suburban conference high school grid games, Fri. nights.

WNBT, New York: American Chicle Co. (Chiclets), 20 sec. spots, 2 weekly, Sept. 15-Dec. 31, thru Badger, Browning & Hersey; Trommer's Beer, St. Nicholas Arena wrestling, Tue., 10 p.m. starting Oct. 5, thru Federal Adv. Agency.

WMAR-TV, Baltimore: Carl Mohr & Co. (Studebaker), "Gridiron Echoes," films of great grid games in Baltimore Stadium, with quiz angle, before Colts grid games, Legum Distributing Co. (Crosley), 3 Navy football games, Sept. 25, Oct. 2, 16.

WEWS, Cleveland: Merrill Lynch, Pierce, Fenner & Beane (brokers), "America Speaks," kinescope recording of show on WCBS-TV, placed thru CBS.

WJZ-TV, New York: Chesterfield, 9 home Giants grid games, starting Sept. 25, plus Boston game there Sept. 23 (with WNAC-TV), Washington (with W.M.A.L.-TV), Philadelphia (with WFIL-TV).

KSTP-TV, St. Paul: RCA Victor and dealers, U of Minnesota

Bowing out as candidate to succeed himself as FMA president, Everett Dillard cites need for time for his stations and consulting business, also his feeling one year is enough (Vol. 4:33). Likely successor: William Ware, KFMY, Council Bluffs, Ia., now v.p., as was Dillard before becoming president.

Maj. Armstrong got turned down by FCC this week on his request that Commission reconsider its action in assigning 44-50 mc to mobile services rather than to FM rebroadcast stations (Vol. 4:19). FCC said same reasons for denying request originally still apply: mobile services' needs have priority. Also turned down was FMA's request that life of low-band stations be extended for 2 years.

Editorial on transit FM (Vol. 4:36) in Sept. 13 *New York Times* notes how system is catching on, wonders: "Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained."

Rural Radio Network, 8-station New York State FM hookup, now claims almost 90% of state's farm families within coverage area. Network, achieved by rebroadcast method, comprises 6 stations owned by farmer cooperatives, plus WSLB-FM, Ogdensburg, and WGHF, New York.

FM-only sets aren't a good idea to pioneer FMer Les Nafzger of WELD, Columbus, O. "Even though it means FM receivers under \$35," he says, "we do not consider any receiver a good investment, for the listener, unless it has both the FM and AM bands. A receiver is not complete unless it has both bands and we suggest dealers consider this if approached to handle FM-band-only receivers."

"Vocalad," is a new sideline of Ardien Rodner's Television Advertising Productions, Chicago. Rodner makes strong claims for wire recorder-electric eye device which cuts in with sales talk as customer passes displays in supermarkets. Device is made by Vocalad Inc., 33 W. Lake St., Chicago (Kelly Grodzins) is sold to district agents by TAP, then rented to advertisers at \$30 per month.

At cost of only \$200 and 1,500 man-hours, four Tulane U graduate students in physics have erected complete TV transmitter and receiver and are operating it (presumably closed circuit) along with Tulane's amateur station W5YU, reports Sept. 11 dispatch to *New York Herald Tribune*. Only thing they didn't put together from stock parts or build was image orthicon, gift of a friend.

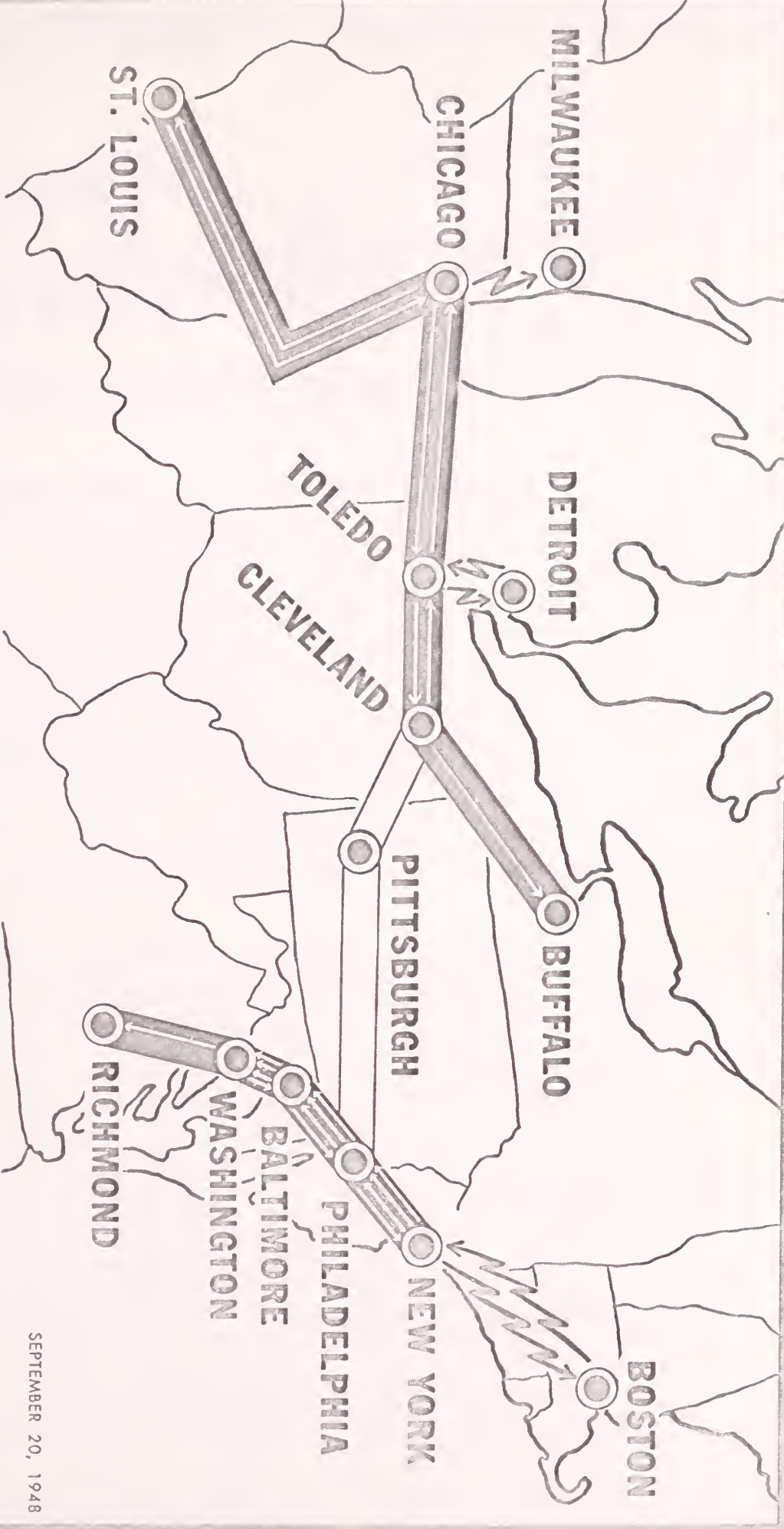
List of TV set owners in Portland, Me., who presumably get their service from Boston (99 mi.) pending time city gets own station, was run as feature in Sept. 6 *Sunday Telegram*—just as newspaper back in 1908 ran lists of purchasers of horseless carriages. Newspaper's publisher Guy Gannett, incidentally, is applicant for TV.

Scophony, Ltd., Wells, Somerset, England, in reply to inquiry, advises us it plans to import TV receivers into U.S., but its sales chief D.E. Wiseman states he can't give details or prices yet.

New York Life Insurance Co.'s giant "Fresh Meadows" apartment project at Flushing, L. I., has contracted with Amy, Aceves & King, 11 W. 42nd St., New York, for TV as well as AM-FM outlets in each of 3,000 apartments.

Britain has frozen its 405-line TV system, reports AP, declaring "any change would prejudice more substantial improvements at a later date." Color, it was felt, is still some ways off, and any other changes wouldn't justify obsoleting England's 60,000-odd sets. Country has its eye on export market, too. Lord Trefgarne, BBC's TV committee chairman, said "any country pinning its faith to the British system will be putting itself in the most favorable position to take advantage of future development."

BELL SYSTEM TELEVISION NETWORKS



Eastern and Midwestern networks now in service:
 (Arrows indicate number and direction of television channels)

Link available end of 1948:

-  COAXIAL CABLE
-  RADIO RELAY
-  COAXIAL CABLE

SEPTEMBER 20, 1948

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 21, 1948

PROPOSE TV IN SMALLER CITIES: CPS for TV granted this week went to WJAX, Jacksonville, Fla., Channel No. 2; WTAR, Norfolk, Va., No. 4; WEEK, Peoria, Ill., No. 12 -- total to date 91. Week's new applicants were: For Springfield, Ill., Trans-American Television Corp., No. 10 -- composed of 15 Philadelphians, including Jack L. Rubenstone, merchandiser, and Jack S. Rosen, son of big RCA distributor Raymond Rosen. For Evansville, Ind., same applicant as Springfield, Ill., No. 11. For Norfolk, Va., Beachview Broadcasting Corp., No. 11 -- financed by Dudley Cooper, jewelry-optical businesses, sparked by Irving Kipnes, ex-WCAV, Norfolk, ex-Broadcasting Magazine. For Harlingen, Tex., KGBS, No. 9 -- smallest town yet to seek TV (pop. 13,306). [For full details about applicants, see TV Addenda 4-H herewith.]

Commercial STA was issued to Atlanta Journal's WSB-TV, which will shortly fix T-Day. One also was requested for WTVJ, Miami, its transmitter installed, pending adjudication of concealment-of-ownership charges (Vol. 4:31). Attorney Edward Lamb, holding CPS for WTVN, Columbus, and WICU, Erie, Pa., has pulled out of Mansfield Radio Co., applicant for Youngstown (see Addenda 4-H for new stockholders). Three applicants withdrew: WABY, Albany (Gannett); Tidewater Television Co., Norfolk; WFUR, Grand Rapids.

CHECKS AND BALANCES ON TV MARKET: Major TV set producers continue to insist there will be shortage of receivers this fall and winter (Vol. 4:32) -- despite current sales slumps, new installment buying curbs, and higher prices. Scattered letdowns in local buying (see item on Washington, p. 4) are attributed primarily to season. New installment-buying regulations are seen as needed brake on excessive demand, enabling factories to channel enough sets to newly opening TV markets. And slightly higher prices announced or expected (Vol. 4:33) aren't expected to deter those who have made up minds to buy such high-priced item as a TV set.

Even buyer fears of obsolescence, still-talked-about color TV, etc., readily refutable, aren't worrying the big boys. Demand is growing apace with constantly improving programs as more sponsors reserve time and better showmanship prevails -- e.g., such splendid network variety shows as Texaco Star Theater, Toast of the Town, Original Amateur Hour, Gay Nineties Review; the Korda feature films and plenitude of westerns; the popular kid shows like Small Fry and Howdy Doody; the splendid dramatics of the Kraft Theater and to-be-resumed Theater Guild; the faithfully followed "think" shows like Author Meets Critic and John Mason Brown's Critic-at-Large; baseball, boxing, wrestling, football, etc.

Then there's the bad beating console radios are taking in TV areas as buyers say, "Why pay that much for a big radio when another \$100 or so gets me one with TV?" July 16 Retailing reports consoles "gathering dust" in TV cities, though sees good market ahead in vast areas that won't get TV service for long time to come.

But all isn't beer and skittles for TV makers and sellers. There's still cost-of-living spiral to worry about, to say nothing of possible military demands. They're quite properly concerned when they read headlines like this one over story from the Federal Reserve Board this week: "28% of Families Spent More Than They

record business a belly blow, it could do same to radio and TV -- even though radio industry doesn't regard its goods as dispensable "luxuries." Hence leaders welcome installment buying restrictions (under new Regulation W) ordered effective Sept. 20, requiring 20% down payment on radios, TVs and other appliances (autos, one-third down). For credits less than \$1,000, Reserve Board permits 15 months for payment; over \$1,000, 18 months. New regulations are still less stringent than one-third down required under wartime Regulation W.

AT&T's PHONEVISION DISCLAIMER: There's nothing calculated to raise hopes for Phonevision, nor is AT&T's oft-reported cooperation implied, in letter from AT&T asst. v.p. J. J. Hanselman to Zenith's president Eugene McDonald, made public in Aug. 16 Broadcasting Magazine. Yet the enigmatic Comdr. McDonald, protagonist of pay-as-you-look system of TV, informs us from his vacation retreat on Mackinac Island, via his secretary, that the letter was "published with his approval because certain motion picture companies are anxious to move too rapidly with Phonevision."

Broadcasting understated the case in reporting that "a dash of cold water was spattered" on Phonevision by Mr. Hanselman's letter, which denied the magazine's earlier story that Illinois Bell was all set to handle Phonevision; stated Bell companies haven't had any specific proposals and haven't been told Phonevision is ready; questioned whether "contemplated technique for utilizing telephone facilities to transmit signals to the individual television receivers could be used without impairing normal telephone service"; indicated Bell system might provide "scrambler" circuits (though even FCC hasn't been asked for permission yet) but made it clear phone companies wouldn't consent to become bill collectors.

So unless Comdr. McDonald is holding back essential facts, this "correction of misunderstandings" again underlines his lone dissident role in the TV industry picture (see Lone Voice in the TV Wilderness; Vol. 4:31) -- to say nothing of intensifying interest in Zenith's "different" TV receivers promised for October production. New York Herald Tribune Thursday quoted Zenith officials as saying their sets would incorporate Phonevision "even though they would not predict when the system would be ready for public use."

Meanwhile, repeated inquiries among major movie interests fail to disclose anyone admitting he's sold yet on Phonevision. And antagonists of the idea, who privately refer to system as "phoney vision," are chortling over latest twist -- though there are few in the industry who don't respect hard-hitting, successful, lone wolf Gene McDonald.

PREVIEWING SEPT. 20 UHF HEARING: The figure "5 years" crops up persistently in current discussions of "When uhf TV?" (Vol. 4:28-32). That figure threaded through two recent, important meetings which amounted virtually to a preview of Sept. 20 hearing. Meetings were of RMA's TV transmitter committee (T4) and NAB's All-Industry Engineering Planning Group. Neither plans to meet again before Sept. 20, so their discussions can be accepted as final with respect to the hearing.

Probably most important developments to date are: (a) RCA's report that it expects to have tubes capable of 10 kw at 900 mc by year's end, and (b) strong consensus of engineers that it may prove too difficult, in present state of art, to apply all low band standards to uhf -- thus rendering conversion of low-band receivers more difficult.

Here are data and opinions from RMA session: DuMont reported on operation of its 800-watt transmitter at 600 mc., said it had no plans for its manufacture, expressed trepidation over ghosts. GE has no active commercial uhf transmitter program under way, but is continuing work with uhf tubes. Westinghouse plans to put 500 mc transmitter in Stratovision plane, but won't have picture on air for about a year. Bell Labs has worked with tubes producing 1400 watts at 500 mc, 860 watts at 710 mc, but says its experiments don't look toward commercial transmitters. RCA, besides having 10 kw tube in works, expects to get 2 kw at 522 mc from its Washington transmitter (Vol. 4:22).

Consensus of general discussion: (a) tubes determining factor, (b) achieve-

COLD WAR & THE RADIO INDUSTRY—III: RMA's Mobilization Policy Committee formally laid its "preparedness" plan before Munitions Board this week (Vol. 4:18,25, 28). Soon to be distributed to membership, its basic thesis is that spreading Govt. contracts among more manufacturers will better gear electronics industry for emergency. This would be implemented by employing "leader" principle, i.e., big companies would "assume responsibility of educating and bringing along the large number of other companies, through medium of subcontracts." Plan frowns on Govt. practice of competitive bidding, wants plan "that embraces an industry rather than a selected few large companies on the one hand and unknown quantities, sometimes dredged up by competitive bidding, on the other." Committee figures backbone of industry could do military work involving minimum of 25% of current billings and still make reasonable profit. Industry is divided into 3 groups: (a) Some 10 companies doing much of Govt. work and producing about 25% of home electronic equipment; (b) approximately 30 companies doing little Govt. work, but 60% of home equipment; (c) some 160 others, doing minor Govt. work, and about 15% of home equipment.

Growing pains and symptoms: General Television Corp., 521 Fifth Ave., New York, changes name to Starrett Television Mfg. Corp., to avoid conflict with General Television & Radio Corp., Chicago. Other recent name changes: Videodyne Inc., formerly Columbia Television Inc., to avoid conflict with CBS; Televista Corp. of America, formerly Signal Electronics Inc.; Cornell Television Inc., formerly Telectro Corp.; Federal Television Corp., formerly Westminster Television (Vol. 4:30); Television Assembly Co., formerly Sports-View (Vol. 4:33); Vidcraft Television Corp., formerly Colonial Television Corp. (to avoid conflict with Sylvania's Colonial Radio Corp.). Note: We will list all TV manufacturers and lines of receivers in new *Directory of Television Manufacturers & Receivers*, to be published on or about Sept. 1.

Campaign use of TV is planned by Democrats and GOP, but plans are still tentative. Ad agencies chosen are Warwick & Legler for former, BBD&O for latter. Democratic radio chief Kenneth Fry thinks most speech-making rather poor TV, leans towards shows specifically tailored for medium. Republicans' Ed Ingle reports tentative reservation of coaxial for a network presentation, date not given. If Candidate Truman is telecast or broadcast during Detroit Labor Day campaign-opening speech, WWJ-TV's Harry Bannister tells us it will be treated as sustaining.

FM contests on station promotion, retail dealer cooperation promotion, slogan, newspaper stories, are being sponsored by FMA in connection with its Sept. 27-29 Chicago convention. Each contest has panel of expert judges. For deadlines, details, etc., write FMA, 101 Munsey Bldg., Washington, D. C.

Rules permitting low-power FM non-commercial education stations went into effect this week, giving schools go-ahead on inexpensive 10-watt-or-less stations (Vol. 4:25). We'll get you copy of order (48-1958) if you want it.

National Television Film Council has sent members and TV operators copies of proposed standard film exhibition contract, is planning establishment of clearance bureau, film catalogue, arbitration board, production clinic. Council is composed mainly of film producers, with Melvin L. Gold, chairman (300 W. 23rd St., New York City).

Vacation card from Wyoming—from a radio lawyer obviously glad to be away from it all: "This is just the place for a TV station. No competition, lots of coverage, no people."

Canada has tailored its FM allocations to fit into ours, avoid interference. U.S.-Canadian agreement, announced this week, includes Canada's allocation plan (Supp. 52-B herewith) for 92-108 mc only; non-commercial plan hasn't yet been developed. Both countries will notify each other of new assignments within 250 mi. of border. Govt. Printing Office can supply copies of complete agreement (TIAS-1726).

Channel 13 story (Vol. 4:28-33) still isn't over. Meeting Tuesday couldn't get agreement on cause of trouble with WATV, Newark. So more measurements will be made, then another meeting held next Friday. It's agreed there's nothing wrong, at least not seriously wrong, with Channel 13 itself. But participants haven't got together on parts played by interlaced factors of site, height, propagation, equipment.

Basic time rate for NBC's video flagship, WNBT, New York goes to \$1,000 an hour Oct. 1, from present \$750, based on 45% increase in set circulation since April 1. New rate card for first time includes data on program production and services, personnel, equipment, contract requirements, discounts. Current sponsors are protected on present \$750 rate until Dec. 31.

New uhf TV experimenter: John H. Poole, longtime "ham", owner of Minnesota iron mining interests, reporting worth of \$2,777,846—in name of Pacific Video Pioneers, 372 Security Bldg., Pasadena, Cal. He was authorized to use 520-540 mc and 780-800 mc, 30 watts. He's also purchaser of KSMA and KRJM (FM), Santa Maria, Cal., and an AM applicant for Santa Ana.

Only color TV work Westinghouse is doing nowadays is development of closed circuit system for Johns Hopkins. University has been enthusiastic over experimental monochrome telecasts of surgery for students.

Excellent catechism on TV, prepared by Detroit Edison Co. for its commercial offices, gives straightforward answers to layman's most common questions. Though titled *Television Progress in Detroit*, it's good guide for others beset by public queries. Write company's W. B. Saunders for copy.

Petrillo-motion picture industry negotiations, which began this week, are being watched by TV industry, anxious to see repeal of current contract's prohibition against TV use of films with AFM music. Report is that Petrillo wants extra payment for films made for theater exhibition when they are also telecast. Present agreement, covering about 500 studio musicians, expires Aug. 31. On another Hollywood-TV labor front, Screen Actors Guild is expected to ask producers to set pay scales for films made exclusively for TV.

RCA's 500-watt TV transmitting equipment, first competition to the DuMont "acorn package" (Vol. 4:25), is priced at \$69,170 (low band) and \$80,170 (high) for network and film operation. For field, network and film, cost is \$114,645 and \$125,645 for low and high bands, respectively. RCA reports two firm orders (Vol. 4:30), two undisclosed conditional orders.

Latest hotel with TV in rooms is Cincinnati's new 400-room Terrace Plaza. All rooms are equipped with antenna outlets. Sets are 10-in. Crosleys with cabinets treated to withstand burns, drinks, etc. It's first large scale job we know of not done by Hotelevision (Vol. 4:25), which is currently equipping 100 rooms in Chicago's Hotel Sherman.

Prediction in "Video-Views" bulletin of Aug. 17, published by Chicago's Electric Assn: "That the 12-in. picture tube will become standard by this fall, because of its suitability to the majority of living rooms."

To stimulate lagging local TV set sales, *Washington Star's* WMAL (operating WMAL-TV), with local radio dealers' full blessing, is broadcasting up to 20 spot announcements daily, unsponsored, prepared by own staff, quoting industry authorities telling public why they shouldn't delay buying TV sets. Though sales are in mid-summer slump, TV census of Aug. 1 by local station committee came up with 15,500 count for nation's capital.

Add new TV network sponsors: Bates Fabrics Inc. (textiles) starts "Girl About Town" on NBC with Kyle MacDonnell Wed., Sept. 8, 8-8:20 p.m., 52 weeks, thru James P. Sawyer Inc. . . . Mary Margaret McBride goes on NBC Tues., Sept. 21, 9-9:50 p.m., 13 weeks, participations thus far including Sherwin-Williams, Proctor Electric, Sylvania, Int'l Silver, Holmes & Edwards, Sunshine Biscuit—all thru Newell Emmett Co. . . . ABC makes "Break the Bank" simultaneous AM-TV show Fri., Oct. 22, 9-9:30 p.m., 52 weeks, with Bristol-Myers sponsor, Doherty, Clifford & Schenfield agency . . . ABC has signed sponsor, reportedly a safe company, for "Quizing the News."

Add new TV station sponsors: Lee Hat Co., Disney Hats Div., starts Sun., Sept. 5, 10-min. film "NBC News Review of the Week" on all TV stations, thru Grey Adv. Agency . . . Macy's Dept. Store to use spots starting Sept. 6 on all 6 New York area stations . . . WTMJ-TV, Milwaukee, has sold spot schedules to Soerems Motor Co., Hixon's (women's apparel), Oswald Jaeger Baking Co., Charles Coplin (furs), latter 3 on Nancy Grey's "What's News?" program . . . WPTZ, Philadelphia, with 55 current commercial accounts, claims it has more sponsors than any other TV station, reports latest as J. Lichterman (furs) sponsoring World Video's weekly film "Paris Cavalcade of Fashion."

Fite nite on TV may be in for tough sledding if recent developments are any criterion. CBS can't telecast Charles-Bivins Sept. 13 Washington bout within 75 miles of capital (that includes Baltimore). In Philadelphia, crying wolf, Promoter Herman Taylor won't stage fights at Philadelphia Arena, owned by *Philadelphia Inquirer* whose WFIL-TV has TV rights to all its events. In New York, Promoter Andy Neiderreiter vowed "no television" for the double-header Zale-Cerden, Lesnevich-Walcott fights in Jersey City in September. If trend continues, TV's saloon set will really be crying in its beer.

Long smouldering gripe against TV manufacturers' servicing practices came to head this week when Philadelphia Radio Servicemen's Assn. (and 8 independent servicemen) filed anti-monopoly suit against RCA Service Co. They ask U. S. District Court to force RCA to permit installation and servicing of its TV sets by any service organization. Present RCA set sales contracts include exclusive RCA servicing provision. Also asked is \$210,000 triple damages. RCA position is that installation and servicing of TV sets necessitates skill far above abilities of average local serviceman.

Notes about industry personnel: RCA Princeton labs' Ray D. Kell, TV research chief, wins 1948 Stuart Ballantine Medal of Franklin Institute for pioneering work in TV . . . Henry Grossman, CBS director of broadcast operations, names Robert G. Thompson manager of network technical operations, John D. Gilbert assistant manager . . . Robin D. Compton, ex-WCAU-TV, recently a consultant, named technical director of Bamberger's now-building WOIC, Washington . . . NAB names Forney A. Rankin, from State Dept., advisor on international radio.

CBS has acquired 26 12-min. films featuring Vienna Philharmonic, to be televised in a column and syndicated to other stations, reports Aug. 21 *Motion Picture Herald*.

Tightened multiple ownership rules, proposed by FCC this week, would establish 7 AM stations as limit controlled by any one entity, 14 as limit in which less-than-control interest can be held by any one entity, with specified gradation in between. Parallel figures for FM would be 6 and 12; for TV, 5 and 10. Major outfits affected are CBS (controls 7, owns 45% of another) and Paramount-Dumont, latter already ensnared in Commission's present rules. Briefs can be filed until Sept. 27. If rule goes into effect, organizations have until Jan. 1, 1953 to comply. If you want copy of notice (48-1968) we'll get it for you.

Faces were red around FCC when NAB counsel Don Petty, for one, pointed out that Section 316, under which Commission proposed to rule out giveaway programs (Vol. 4:32), had been pulled out of Communications Act by Congress and put into Criminal Code (Sec. 1304). Section goes into Code, under Department of Justice, Sept. 1, according to provisions of Public Law 772, 80th Congress, enacted June 25, 1948. Harness subcommittee investigating FCC also needled FCC with letter asking, in effect, "What the hell?" Subcommittee, incidentally, plans to get down to meat of its probe—how FCC grants licenses to whom—in September hearings.

Other media will be enhanced rather than hurt by TV, ventures Mutual v.p. E. P. H. (Jimmy) James in Aug. 13 *Printers' Ink*. He draws parallel with radio, concludes: ". . . the time has not yet come to throw up our hands about everything else, and I doubt if it ever will. . . . A few shins will be barked and a few noses will be put out of joint in the process, but I feel very confident that television will prove to be a tide in the affairs of advertising men which will assuredly lead on to fortune."

From showman Billy Rose's "Pitching Horseshoes" column of Aug. 18: "Since we got the television, Eleanor and I have practically stopped going to the local picture house. Every night we see a bum movie on the television, and usually it's as good as the bum ones Hollywood still wants to charge admission for. I may be wrong, but it's my hunch that the time isn't far off when the studios will have a heck of a time selling anything but a first-rate picture . . ."

Symptom of TV health is increased number and kinds of surveys by ad agencies. Lennen & Mitchell, itself apparently taken somewhat aback by its own findings, let out all stops in urging clients to corner choice time even at current time rates. It points to phenomenal sponsor identification, notes how top aural shows lose at least half of TV-equipped listeners, etc. Another survey, by Cramer-Krasselt, Milwaukee, compares interestingly with its February study when WTMJ-TV had been on air only 6 weeks. It shows sponsor identification still high (top show went from 100% to 88.8%), though novelty stage is pretty well gone and set census is now 3,780, up from February's 950.

"Live cash" telecast was unusual stunt pulled by WCAU-TV, Philadelphia. After clearing with Washington, station had Secret Service man show viewers how to compare phoney and authentic bills. Station reports program piqued curiosity of viewers, number of whom phoned in questioning legality; apparently, TV is only medium permitted to picture frogskins since no permanent record is made.

Cooler TV studios, with no spot over 74 degrees, are being achieved by WCBS-TV through use of movie techniques. Fewer lights, greater flexibility and control are responsible—no new gadgets involved. Credit goes to CBS's George Stoetzel, who has worked on such films as "House on 92nd St.," "Miracle on 34th St.," "Boomcrang" and "March of Time." He went to TV technicians first, found out what camera tube could do, worked out problems.

ment of present low-band vestigial sideband standards presents serious problem, (c) high powers probably necessary, (d) antenna gain of 10 immediately available; gain of 15 may be practical limit due to narrow vertical angle, tower sway, etc., (e) little difficulty expected with transmission lines, (f) little activity in color.

NAB group, though it reported no final consensus, discussed these opinions advanced by individual members: Standards unlikely before end of 1949 (one member ventured 4-5 years), then 4-5 years for transmitter-receiver development; regular commercial operation not before 5-10 years. Doubts were expressed about present feasibility of applying all low-band standards to uhf. Idea was advanced that when uhf standards are set up, channels must be reserved for present low-band stations. As for receivers, many thought they'd probably have to be crystal-controlled; few held hopes for converters to adapt low band sets.

Still to report on uhf are RMA receiver and antenna committees. Meanwhile, appearances for Sept. 20 hearing are coming in (Aug. 23 is deadline). To date, Philco, Westinghouse, TBA, DuMont say they'll be on hand. Philco's Dave Smith will testify on low-band interference, uhf propagation and status of uhf equipment (monochrome and color). Westinghouse will go all out for nationwide uhf Stratovision system, report on transmitter, receiver and converter development. TBA and DuMont don't specify topics. Also expected are such independent experimenters as ex-FCC chief engineer George Adair (for Edwin Pauley). Adair just returned from taking propagation measurements of 800-plus watt (ERP) emissions at 600 mc from atop San Francisco's St. Francis Hotel. Signal was beam about 3 degrees wide. Adair hasn't had time to work up data, but he reports preliminary indications encouraging. Though uhf produces lots of shadow, he found reflections fill them in, ghosts not serious.

Meanwhile, rumor persists FCC will postpone Sept. 20 hearing -- but no one at highest levels will substantiate, indeed no one has asked for postponement.

Note: NAB's engineering chiefs Royal (Doc) Howard and Neal McNaughten have proposed new nomenclature to alleviate confusion in referring to TV bands. They say various groups are already using it informally: Channels 2-6, low band; 7-13, high band; 475-890 mc, ultra high band.

NOTES ON THE TV-RADIO TRADE: Add to radio set and tube price hikes (Vol. 4:33): Motorola boosts its 7-in. VT-71 by \$10, now \$189.95...National Union and Tung-Sol also say they will raise tube prices...Regal ups its whole line of table radios... GE last month raised TV table Model 810 from \$299.50 to \$325 -- but, even so, isn't delivering yet; plans similar one in plastic box in November, maybe a bit cheaper... Farnsworth's president E. A. Nicholas, though not announcing any, predicts further TV increases due to mounting costs.

More TV set-maker news: Meissner (Maguire Industries) is offering its 24TV table model for \$249.50, but you pay extra for choice of 10, 12 or 15-in. picture tubes, any one of which may be utilized in 24-tube unit...Another new TV manufacturer is Federal Video Corp., 108-10 Jamaica Ave., Richmond Hill, N.Y., custom-building Alfred Shaw-designed consoles with 15-in. DuMont tubes...Noblitt-Sparks Industries (Arvin radios) advises it will be out in 1949 with table model TVs.

LATEST IN THE TBA-NAB STORY: Curiously enough, WTMJ-TV's Walter J. Damm, who started the whole thing (Vol. 4:30-33), has pulled out as member of NAB's special committee of 3 named to work out a modus operandi with TBA -- and WWJ-TV's Harry Bannister takes his place as chairman. But Damm appears as Midwest regional chairman of TBA, whose board met Thursday, agreed to "talk things over" with NAB committee in New York week of Aug. 30, "preferably Sept. 1." TBA's committee comprises J. R. Poppele, WOR; Lawrence Phillips, DuMont; G. Emerson Markham, GE; Will Baltin, secy. Besides Bannister, also chairman of NAB's 7-man TV advisory committee (Vol. 4:32), NAB has designated Clair McCollough, Steinman stations, and Jess Willard, executive v.p. Note: TBA board plans expansion of membership, chose ABC's Bob Kintner as board member succeeding F. J. Bingley, ex-Philco. TBA also named these additional regional chairmen, besides Mr. Damm (for Midwest): Neil H. Swanson, WMAR-TV, East; Charles Crutchfield, WBT-TV, South; Klaus Landsberg, KTLA, West.

NEXT 'NETWORK NUCLEI' OF ABC & NBC: Quietly and without its customary fanfare, ABC has turned on juice of WENR-TV, Chicago, and its engineers report the going good on Channel No. 7 (174-180 mc). On Thursday, WENR-TV went on 10 a.m.-10 p.m. test schedule (Sat.-Sun., 11 a.m.-6 p.m.), and formal commercial inauguration was set for Sept. 17. Thus ABC's Chicago outlet beats NBC's WNBQ by a month or more -- and you can expect ABC to make more serious pitch than ever for Midwest "network affiliates." Indeed, it may even feed Milwaukee's WTMJ-TV some programs (though latter is supposed to affiliate with NBC) thru AT&T's Chicago-Milwaukee microwave link, due to be ready about Oct. 1. It's also setting up to feed others on Midwest coaxial segment due about then, too (Vol. 4:32).

As with its WJZ-TV, New York, ABC is tickled with Channel 7 results (Vol. 4:30). WENR-TV is testing with full powers (30 kw visual, 15 aural) from antenna rising 670½ feet above Wacker Drive, highest structure in Chicago. Field crews haven't gone out yet, but first-class reception has already been reported from South Bend, 65 mi. east; Racine, 60 mi. north; Gardner, Ill., 63 mi. southeast -- with no major "bugs" noted in downtown or metropolitan area. ABC's next-scheduled TV outlets are: WXYZ-TV, Detroit, due for early September tests, Oct. 1 commercial debut; KECA-TV, Los Angeles, November tests, probable December start; KGO-TV, San Francisco, December tests, probable January start -- all also on Channel 7.

NBC's latest schedule for its remaining 3 stations: KNBH, Los Angeles, No. 4, Sept. 15; WNBQ, Chicago, No. 5, Sept. 22; WNBK, Cleveland, No. 4, Oct. 15 -- all test dates, commercial debuts undetermined yet. Chicago WNBQ antenna, incidentally, shares Civic Opera House roof with WENR-TV's, but studios will occupy additional 20,000 sq. ft. in Merchandise Mart. MBS's "network nucleus" -- WOR-TV, New York, and WOIC, Washington -- now looks like a January, 1949 starter.

Note: Commercial operation of KFI-TV, Los Angeles (3 days weekly) is now slated to start next Wednesday (Aug. 25) but formal dedication is set for Oct. 6. Now testing are: WSB-TV, Atlanta, No. 8; WUTV, Indianapolis (changed from WWHB), No. 3; KOB-TV, Albuquerque, No. 4 -- but no T-Days yet announced. Hoping to test by end of this month, or early next, is Baltimore's WAAM, No. 13, using RCA's first high-band triplex antenna.

PLAYING A 'WAIT AND SEE' GAME: Withdrawals of TV applications have been so rare since FCC's color edict of March, 1947 (only a few dozen) that we were constrained to ask one of our old and able broadcaster friends who pulled out recently: how come? He's in a medium market, allocated plenty of channels, no other applicants yet. His reply is so much to the point, so well epitomizes the misgivings of many broadcasters, that we feel you ought to read it, too -- no further comment on our part needed. "I can best answer your questions," he writes, "by quoting from your Television Digest of Aug. 7, 1948, as follows:

"...major TV manufacturers expect shortage of receivers this fall and winter...sellout by Oct. 1...

"Big New York area takes nearly 50% of today's [receiving set] production.

"When uhf? Estimates ranged from 1½ to 7 years.

"...uhf may prove blessing in disguise when ills of low-band begin to mount as more stations begin operations.

"...Seriousness of Sporadic E and F2 interference to low band...

'Whenever I have a choice in applications, I avoid channels 2 to 4 -- for protection against possible Sporadic E and F2.'

"As for inexpensive converters to make present receivers good on uhf, views were mostly pessimistic."

Wherefore, our correspondent concludes: "In other words, the TV picture or hysteria as it applies to markets our size is entirely too uncertain. We believe that TV will eventually be the new era of advertising and entertainment but, as for our position at the present time, we feel it's best to play a 'wait and see' game. Our withdrawal does not mean a lessening of interest in TV."

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
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ADDENDA TO TV PROGRAM SOURCES: Herewith another 100-odd additions to our Directory of Television Program Sources, first published in June as Supp. No. 60, then incorporated as revised in our July 1 TV Directory No. 4: Television Rates & Factbook. These new names are also of firms reporting they offer live or film programs or services to TV stations -- though it's noteworthy that more are "on order" producers than syndicators of ready shows. We give names and services as reported to us on questionnaires, but in this addenda we include a symbol to denote those companies furnishing us with catalogs or other literature detailing shows or services available. (You're welcome, incidentally, to inspect our file.) Addenda herewith is published as an interim report, will be incorporated into cumulative Directory of TV Program Services which will again be a section of our next big quarterly directory -- TV Directory No. 5: Television Rates & Factbook, due on or about Oct. 1.

TROPOSPHERE FORCES NEW TV CONFAB: That old bugbear Troposphere, already causing serious interference in TV, has FCC and its engineers pausing, pondering and planning these days -- with result that an overhaul of present TV standards and allocations may be in offing. Rather unexpectedly Friday, FCC issued call for special TV industry conference Sept. 13 (Rm. 6121, New Post Office Bldg.) to determine whether it should move toward changing standards before finalizing proposed revised TV allocations (Part V, TV Directory No. 4). Also whether it should hold up actions on pending applications in meantime.

Conference has nothing to do with Sept. 20 uhf hearing, which we're assured will be held as planned -- though inevitably the future of TV, low band and high, are interwoven. Question FCC will put up to industry itself is whether, in light of new experience and current tests, standards ought to be changed now to take tropospheric interference into account. Also to be pursued further will be suggestions for directional antennas, changes in antenna height-power ratios and protection contours first put forth at last month's allocations merry-go-round (Vol. 4:27 et seq).

If, as seems likely, standards and allocations must be altered due to tropospheric factors, Commission will have to decide whether (1) to reallocate completely; (2) let present allocations stand, with greatly constricted service areas for many stations; (3) reallocate in some areas, not in others -- perhaps along lines of FM's Area I (crowded Northeast) and Area II (rest of country), as suggested by ex-Comr. Jett (Vol. 4:31). Commission sentiment leans toward third alternative. It's obvious that if any changes are to be made, FCC (a) can't yet schedule hearings already ordered on 50-odd cities where applicants outnumber available channels; (b) can't issue many more CPs in meantime, except in wide-open spaces; (c) must adopt very lenient policy on extensions of CPs.

What led FCC to latest sudden move is recent evidence that, to get proper coverage, stations apparently must be more widely separated than standards now require -- basically 150 mi. for co-channel operation (some now are down to 100 mi.). FCC's own study, "Correlation of Tropospheric Propagation Measurements," dated Aug. 16, indicates separation of at least 165 mi. is necessary for 99% service. Its findings recall that initial proposed TV allocation plan of Sept. 20, 1945 (Part B, Supp. 8), which assigned only 4 channels to New York City area, contained "safety

factor" in mileage separation. But industry persuaded FCC to forego cushion, thus permitting more channels for big city assignments. Determinations by FCC technicians Ed Allen and William Boese indicate service areas aren't what they're supposed to be, due to tropospheric propagation caused by temperature, humidity, pressure factors that cause signals to extend much farther than present standards contemplate, cause more interference than expected, cut down contours much below what operators and engineers believe they're getting.

NOTES ON THE TEEMING TV TRADE: By next week we expect to have ready for you our new Directory of Television Manufacturers & Receiving Sets, listing all makers and makes of TV sets with addresses, specifications, prices, etc. It will be fully twice as long as our first edition of last January (Supp. 60), and as complete and accurate as we can make it. All we can tell you now is that it will cover at least 75 present set and kit makers, all picture tube makers, plus companies reported planning to enter TV. It has been delayed thus far due to time involved in securing data on new companies, new lines, to say nothing of many price changes. From our questionnaires and other sources, meanwhile, here are more news notes of the TV trade:

Kimble Glass (Owens-Illinois) reports 10-15% increase in glass products, including TV tube blanks, and GE raises all tube prices about 10% as of Sept. 4 -- thus further squelching hopes TV set prices can be reduced...Emerson's new price lists effective Sept. 1 hike all radios 6-15%, TV table model going from \$269.50 to \$299.50 (blonde, \$279.50 to \$319.50), consolette from \$299.50 to \$349.50...Air-King and DeWald announce price increases on all radios...Macy's this week advertised Westinghouse's H-181 (Chinese Chippendale) console for \$399.95, as against original \$485 list -- but new Westinghouse line is out (Vol. 4:32) so this isn't symptomatic...RCA has raised TV installation prices \$10-\$15 per set.

Admiral, scheduled to attain 18,000 monthly production in Sept., has launched \$500,000 national advertising campaign, plus \$1,500,000 for local cooperative media...DuMont's new 15-in. line is due Oct. 15 or thereabouts, includes table model with FM (Stratford), consoles with FM (Whitehall, Westbury), console combo. (Colony) -- prices to be announced...Capehart prices are now out: 10-in. TV-only console, \$445 and \$595; same with 12-in., \$645; 10-in. TV-radio combinations, \$945 and \$1,245; 12-in. TV radio combinations, \$995 and \$1,295; one set either 10 or 12-in., \$1,395...Motorola's new sets are 10-in. table model at \$289.50, console at \$329.95, others to come...Tele-tone's new 7-in. AC-DC table model is \$199, regular AC model stays \$149.50; also has new 10-in. table model at \$249.50, console \$279.95...Stewart-Warner plans 10-in. table, 12-in. console by October, no data yet...Olympic has 10-in. console with AM-FM-phono, \$595...Federal Video's 15-in. table model (Vol. 4:34) will be priced \$795, consoles \$1,495 and \$1,595.

TV LURES FINANCIAL INTERESTS: How the money boys are eyeing the magic field of TV, is manifested in big way in this week's disclosure of details of an investment trust, Television Fund Inc., 135 So. LaSalle St., Chicago, described as the "first open end investment company specializing in securities in the field of television, electronics and radio." Foundation of investment policy, says prospectus, is the management's "belief in the present soundness and future growth prospects of television, electronics and radio." President of principal underwriting firm, Television Shares Management Co., same address, is Robert D. Michels, Chicago theatreman and associate of the well known radio program producer Louis G. Cowan. Technical consultant to the fund is Television Associates Inc., headed by Keith Kiggins, ex-ABC.

Although it has been bruited in industry circles that certain banking and other interests were probing TV set and tube fields, this is first out-and-out move to set up specialized investment trust embracing radio securities along line of those in other fields, notably chemical. First purchases of stock, it's understood, are already being made in established radio companies. The bigger radio firms, like Admiral, DuMont, Philco, RCA, Zenith, have enjoyed very strong markets in recent months. No more than 5% of fund's assets may be invested in any one issue, nor may it own more than 10% of any one company. Presumably, some of the numerous small new

companies entering TV set (and tube) fields will be watched closely, though fund may not invest in any company less than 3 years old. Telecasting station investments aren't excluded, though unlikely as yet in view of remote profit prospects.

Aug. 4 prospectus of Television Fund Inc., SEC registration statement and other sources disclose that authorized capitalization is 5,000,000 shares of \$1 par common [already being marketed in New York and Illinois, first public sale Aug. 19 being at \$9.81]. Initial capital of \$112,500 was raised by private sale of 12,500 shares last May at \$9 -- listed purchasers including certain officers of Television Fund Inc.; Harold G. Laun, partner in F. S. Moseley & Co., investment house; Mervyn LeRoy, Hollywood producer, and others. Executive v.p. of chief underwriting firm is Paul A. Just, recently with Shearson, Hammill & Co. Officers of Television Fund Inc. are: president, Chester D. Tripp, president of Consolidated Copper Mines Co. (prime mover in venture); v.p., William P. Pope, Neumode Hosiery Co.; secy-treas., Russell H. Matthias, Chicago attorney. Advisory board comprises George P. Adair, ex-FCC chief engineer; Dean Frederick E. Terman, Standard U engineering college; Prof. William L. Everitt, head of U of Illinois electrical engineering department.

RATE OF TV-FM OUTPUT UP, AM WAY DOWN: As expected (Vol. 4:33), AM set production took a terrific drubbing in July, while TV set new record for weekly production. And FM industry can be heartened as FM production breaks its long losing streak, weekly average actually increasing slightly. Four-week July's total output of all kinds of sets was 683,438, lowest since February, 1946. TV was 56,089, or 14,022 weekly (vs. 5-week June's 64,353, or 12,870 weekly), making total of 334,985 sets built by RMA members during first 7 months of 1948, total of 520,032 postwar. Sticking to our conservative plus-10% for kits, non-RMA and pre-war sets (Vol. 4:33), you can count on at least 575,000 sets as of Aug. 1. FM was 74,988, or 18,747 weekly (vs. June's 90,414, or 18,082 weekly).

Peak July TV week was over 17,000. It's probable that will be minimum, once vacations are over; and it's unlikely tube shortage will be severe enough to cut production below that figure henceforth. June TV breakdown: 42,193 table models, 10,234 consoles with radio-phonograph (17 projection type), 3,662 consoles without phonograph (1,167 projection). FM breakdown: 26,749 AM-FM table models (1,848 with phonograph), 44,425 consoles (3,077 without phonograph), 3,814 FM-only and tuners.

* * * *

NBC's usually very efficient research bureau chooses to lean to conservative side in estimating 484,350 TV receivers as of Aug. 1 (as against our 575,000, aforementioned). Apparent disparity lies in fact NBC estimates number of sets actually installed as of Aug. 1, not merely produced; indeed, NBC's calculation does not embrace July production figures at all (as ours does). Here's how NBC breaks down distribution city-by-city (which really means by metropolitan areas), TV areas first:

New York, 243,200; Philadelphia, 55,100; Chicago, 33,700; Los Angeles, 27,200; Washington, 15,500; Baltimore, 13,700; Boston 12,900; Detroit, 12,300; St. Louis, 8,700; Schenectady, 7,400; Cleveland, 7,000; St. Paul, 5,600; Milwaukee, 5,000; New Haven, 4,800; Cincinnati, 4,200; Buffalo, 3,800; Toledo, 1,800; Richmond, 1,600; Atlanta, 800; Salt Lake City, 600. Non-TV cities: Providence, 1,100; Dayton, 800; Louisville, 500; Indianapolis, 200; Peoria, 200; others, 16,650.

FIRST MIDWEST TV NETWORK NIGH: Time draws near for first definitive "TV network" away from the Eastern seaboard, for which time clearances can be guaranteed, rates quoted: It starts Monday, Sept. 20, with NBC linking WBEN-TV, Buffalo; WSPD-TV, Toledo; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KSD-TV, St. Louis -- hooked up by coaxial, except Chicago-Milwaukee and Toledo-Detroit, which are microwave. All 5 stations have exclusive NBC contracts, but there's nothing to stop them from taking service from anyone else if offered -- as some probably will if ABC's WENR-TV, Chicago, starting Sept. 17 (Vol. 4:34), holds out inducements. NBC's feeds at outset will total 12 hours per week, mainly kinescope recordings of its Eastern network successes, emanating from St. Louis and Detroit. Some will be sponsored, though sponsors aren't named yet. Live programs will be fed, network expanded, as soon as NBC's Chicago WNBQ and Cleveland WNBK can get under way; their test dates are Sept.

22 and Oct. 15, respectively. They'll be what NBC describes as "hub of the skein" in Midwest, scheduled to be joined by coaxial Jan. 1 (via Pittsburgh) to its now fully operating Boston-to-Richmond hookup of 7 affiliates, also exclusive.

Note: DuMont reported Thursday signing up Chicago Tribune's WGN-TV "to exclusively outlet network originated programs in Chicago," though perforce at first via Tele-transcriptions--first commercial to be Old Gold's "Original Amateur Hour."

3 MORE SMALL-TOWN APPLICATIONS: Big cities continue conspicuously absent among new TV applications, this week's handful bringing total outstanding to 295. Applicants were: For Cumberland, Md., WTBO, Channel No. 2 -- now 2 for 1. For Harlingen, Tex., Leo E. Owens, KVKO-FM, Morning Star and other newspapers, No. 9 -- second application in as many weeks from rich Rio Grande Valley, pop. 300,000 (Vol. 4:34). For Madison, Wis., WKOW, No. 9 -- now 3 for 1. [For details, see Addenda 4-I herewith.]

SIGHT AND SOUND

FCC itself has entered lists of uhf experimenters by setting up converted Army radar transmitter (100 kw peak power) at Dan's Rock, Cumberland, Md., 100 mi. from its Laurel, Md., laboratories where reception will be studied. Using pulsed transmissions in 400 mc region, Commission hopes to amass data for its Sept. 20 uhf hearing, but project is mostly a long-range study. Meanwhile, Aug. 23 appearance deadline for uhf hearing saw these additional appearances (for previous list see Vol. 4:34): RCA and NBC, Dr. C. B. Jolliffe; Cowles stations, T. A. M. Craven, engineering v.p.; Eitel-McCullough, Harold E. Sorg, director of research, on power tube developments for 475-890 mc; G. A. Richards stations, R. Morris Pierce; George Adair, ex-FCC chief engineer, for Ed Pauley's Television California. Also entered officially were CBS and 20th Century-Fox. One phase of uhf hearing, tending to be overlooked: FCC can't hold 475-890 mc forever for TV—video has got to get on bands, and soon, or else other services (including military) will begin to howl.

Add notes on TV tube manufacturers: General Electronics Inc., Paterson, N. J., reports planning 200 per month output of TV tubes to start, gradually stepping up as facilities are enlarged . . . Amperex, Brooklyn, and Electronic Enterprises, Newark, advise they are not making CR tubes for TV . . . Raytheon has purchased from Govt., for \$1,082,300, group of buildings at Waltham containing 348,000 sq. ft., including war-built Power Tube Bldg. . . . Sylvania has bought new plant in Ottawa, O., expansible to 100,000 sq. ft., for increasing TV tube output.

Paramount, now operating its "TV recording" and syndicating services under name of Paramount Video Transcriptions, is building 2 complete new theater installations, counterparts to one in New York Paramount, for use in Chicago (possibly Chicago Theater) and Los Angeles (Paramount Hollywood). Apparatus can transcribe off-the-air sight and sound on 35mm film within 60 seconds, is being made by Paramount, may be ready in 30-60 days.

Aiming at home facsimile set with AM-FM costing \$100, or box attachment to ordinary radios to sell at \$30 or \$35, Smith Davis Corp., newspaper brokers-financiers, has become consultant for John V. L. Hogan's Radio Inventions Inc. and Faximile Inc., in what Mr. Hogan calls "first nationwide move to bring to the public commercial facsimile newspapers since FCC approved commercial facsimile on July 15, 1948."

Still no final decision on WATV's Channel 13 problem (Vol. 4:28-34), but engineers for station and RCA agree on what should be done to isolate problem—more tests, with final word not expected for weeks.

Underwriters' Laboratories, 161 Sixth Avenue, New York City, has made analysis of TV set danger points with recommendations for servicing.

NAB-TBA liaison committee meets Wed., Sept. 1, in New York's Waldorf-Astoria, to work on TV-AM "areas of identity of diversity." NAB has added Dick Shafto, WIS, Columbia, S. C., to its committee, headed by Harry Bannister, WWJ-TV, Detroit, including Clair McCollough, Steinman stations, Jess Willard, executive v.p. TBA committee comprises Jack Poppele, WOR, New York; Lawrence Phillips, DuMont; G. Emerson Markham, WRGB, Schenectady; Will Baltin, secy.

Add new TV network sponsors: On CBS, Merrill, Lynch, Pierce, Fenner & Beane, brokerage firm, Sept. 5 (Sundays) starts 9-week pre-election political analysis series with George Gallup (Gallup Poll). On NBC, Gulf Oil, now sponsoring "We The People" simultaneously on AM-TV, Sept. 2 starts musical-variety show with Bob Smith, Thu., 9-9:30 p.m.; Smith continues his "Howdy Doody" juvenile show. Also on NBC, Bigelow-Sanford Carpet Co. starts Dunninger the mentalist and Paul Winchell, ventriloquist, Oct. 7, Thu., 9:30-10 p.m. Also reported in works for Oct. start is TV version of "Ford Theater."

FCC Chairman Wayne Coy's 10-day vacation "back home in Indiana" started Friday—to be interrupted Sept. 4 with speeches at Indianapolis State Fair and before Indiana Broadcasters Assn. On Sept. 25 he addresses Theatre Owners of America in Chicago's Drake Hotel.

FCC's "Scott Decision," which some people feel has effect of pressuring stations either to allot time to atheists or delete religious programs, is next on House FCC investigating committee agenda. Hearing is Aug. 31, 10:30 a.m., in Rm. 1501, New House Office Bldg.

Unique among TV station sponsors is Martin R. Klitten Inc., Los Angeles ad agency, using series of 20-sec. spots on KTSL to advertise own services. Same thing was done by Charles W. Hoyt Co. with one-shot on WABD, New York, in May (Vol. 4:19); also by Philip Klein Adv. Agency, Philadelphia, on WFIL-TV, Mr. Klein sponsoring self as commentator on civic promotion series titled "Philadelphia, a Great City" (Vol. 3:43). Other new TV station sponsorships reported:

On WABD, New York: R. H. Macy & Co., "Tots, Tweens & Teens," starts Sept. 2, Thu., 7-7:30 p.m., thru Television on Parade Inc. On WJZ-TV, New York: Alexander's Dept. Store, "Alexander's Quizdom Class," starts Sept. 18, Sat., 6:30-7 p.m., thru William Warren Agency; carried simultaneously on WJZ. On WTTG, Washington: National Brewing Co., 9 pro grid games of Baltimore Colts, thru Owen & Chappell. On WWJ-TV, Detroit: Detroit Edison Co., Gold and Silver Cup power boat races, Aug. 18, Sept. 4 & 6, thru Campbell-Ewald. On WLWT, Cincinnati: Pontiac Dealers, "Who Am I?" Tue., 8-8:30 p.m., thru Robert Acomb Inc.; Dodge Dealers, 7 U of Cincinnati home grid games, thru Ruthrauff & Ryan. On WPTZ, Philadelphia: Royal Typewriter Co., thru Young & Rubicam; Blue Suds Co., thru Clements Agency; Grabowsky Brothers (Royalist Cigars), thru Harry Feigenbaum Agency. On KDYL-TV, Salt Lake City; Utah National Home Show, 25 partic. sponsors; Petty Motor Co., and Walter Motor Co., sports; Pinney Beverage Co., sports. On KTSL, Los Angeles: L. K. Ward Co. (appliance chain), with Philco, "Philco Players"; with Gibson refrigerators, "Prime Ribbing" quiz show; "Original Amateur Hour" via Tele-transcription, starting Oct. 3.

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

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September 4, 1948

GUIDE TO TV SET MAKERS AND SETS: To give you an idea of how fast TV set manufacturing is mushrooming, here are a few statistical facts based on our newly revised Directory of Television Manufacturers & Receivers (Supp. 57-A). Sixty-eight companies, including all name brand makers, are listed with present or prospective production of 220-plus models, (88 table units, 96 consoles, 12 projections, 8 consolettes, 16 custom-builts, commercials, etc.) -- at prices ranging from \$99.50 for Pilot's 3-in. Candid to \$4,100 for RCA's Berkshire Breakfront.

Six kit and 13 picture tube makers are additionally listed. We also compiled names and addresses of 44 more companies variously reported as producing or soon-to-produce TV sets (none well known yet) who did not respond to our repeated requests for data. Hence, unlike our list of 68, we have no verifiable data on them. Recalling the history of radio in the 20s and 30s, it goes without saying that many new firms, new labels, new products will appear and disappear in TV -- indeed, it's interesting to note that our present compilation compares with 31 set and 5 kit makers listed last January (Supp. 57).

Our data was supplied by top company officials, plus other verified sources. We've attempted to make the model name, number, picture tube size, tube and price listings as accurate and complete as possible up to Sept. 1, including recently announced price changes. But they're subject, of course, to constant changes -- so we'll continue to revise and reprint this directory periodically. Note: Another good compilation is Tele-Tech Magazine's chart with Sept. edition. It lists 64 set-making companies and 5 kit-makers, covers 180 models. It contains valuable technical specifications ours doesn't, such as loudspeaker, anode voltage, power supply, power consumption (watts), number of tubes in various stages (RF, mixer, oscillator, IF, detector, audio, amplifier).

RMA's CITY BY CITY TV SET CENSUS: RMA came out this week with figures showing where TV sets were shipped during all 1947 and first 6 months of 1948. Mulling over these statistics (Supp. 61 herewith), it becomes apparent TV industry for all practical purposes now has a city-by-city census that begins to mean something. At very least, the figures provide an irreducible minimum, should gain more weight with each of RMA's quarterly reports. Moreover, they cover not only cities with TV stations but other TV-served communities.

Figures tally to 421,772 receivers shipped up to July 1, 1948. This, of course, excludes pre-war (about 10,000), kits and non-RMA, to say nothing of 1946's total of 6,476. But it constitutes bulk of American TV output to July 1 (RMA's monthly output figures for same period added up to 457,465) -- differential of 35,695 being quite logically accounted for by normal lag of shipments behind production.

Though an excellent guide, RMA figures leave something to be desired. For example, city to which sets are shipped isn't always where they're installed. Thus Hartford, which has no station, got 7,023 whereas New Haven, which has, is down for only 763 -- probably explained by fact Hartford distributors supply contiguous areas covered not only by New Haven but by New York stations. But count is now pretty clear for TV areas like Los Angeles, Detroit, St. Louis, Chicago, Milwaukee, etc.

NEXT TV OUTLETS DUE TO GET GOING: September looks like biggest month yet for new TV stations -- several definitely scheduled for commercial debuts, quite a few others turning on power for first tests. Next to go on air commercially, according to their advices to us: ABC's WENR-TV, Chicago, now testing, commercial start Sept. 17; Dorothy Thackrey's KLAC-TV, Los Angeles, first tests Sept. 14, commercial Sept. 17; Fort Worth Star-Telegram's WBAP-TV, tests Sept. 9, commercial Sept. 29; Atlanta Journal's WSB-TV, now testing, commercial Sept. 30.

Already testing sporadically but with no T-Days yet announced: Wm. Block Co.'s WUTV, Indianapolis, and Albuquerque Journal's KOB-TV. Also reporting they will turn on test juice sometime this month, but with starting dates of regular schedules not yet set: WNBQ, Chicago (NBC); KNBH, Los Angeles (NBC); WXYZ, Detroit (ABC); WAAM, Baltimore; WTTV, Bloomington, Ind.; possibly WOIC, Washington (though commercial start isn't expected before Jan. 1). Previously announcing Sept. tests (Vol. 4:32), but now changed: WAVE-TV, Louisville, still installing, dates undetermined; WAGA-TV, Atlanta, tests early in October, commercial start Oct. 31; WMCT, Memphis, tests Nov. 13, probable commercial start Dec. 11.

Since publishing our recapitulation of new station starting dates (Vol. 4:32) we've had reports from others previously unreported: KRSC-TV, Seattle, says late Sept. tests, commercial start Nov. 27; KLEE-TV, Houston, Dec. or Jan. tests, commercial latter Jan.; WKAL-TV, Rome, N.Y., tests sometime first quarter 1949. Erie Dispatch's WICU broke ground for new building last week, but no starting dates.

TV INCHING UP ON OTHER MEDIA: Television's impact on AM and other media is still pretty hard to measure -- there are so relatively few TV-served areas and so few TV receivers in homes and public places yet (Vol. 4:35). But fact TV is making inroads one way or another must be admitted by any fair observer. For example: (a) Slow but sure increase in sponsorships, station and network, as reported regularly in these pages; Sept. Television Magazine lists 412 advertisers on all TV during July vs. 374 in June, only 75 in July, 1947. (b) Surveys showing intensity of interest in TV homes, lending to belief every TV set means fewer AM listeners (Vol. 4:7,12). (c) Understandable apprehension of theater interests lest TV hit boxoffice by keeping more people at home. (d) Fact so many AM interests are plunging into TV to "insure" their future in radio, banking on profitable AM to carry TV's immediate losses.

Only thing clear is that there's nothing static about American radio (no pun intended) -- that TV may possibly wreak same revolution in advertising and entertainment that radio did during last 25 years. It's anybody's guess whether radio, newspapers, magazines, theaters will suffer or simply be forced to readjust themselves naturally and gradually to the impact of TV. AM radio, it is recalled, established itself as a brand new medium, now doing some \$350 million annual business, without any apparent hurt to others, except possibly outdoor advertising. Now comes TV, with its keen enthusiasts (reminiscent of radio's early enterprisers); its detractors (some taking same antagonistic attitude the publications people first took toward radio); and its viewers-without-alarm (who say TV is creating its own field, arguing it will deflect budgets from point-of-sale rather than older media).

Apropos TV's alleged inroads on radio, Variety observes "smoke signals" that may or may not be pertinent at this moment: "Several top-spending AM sponsors," Variety reported on Aug. 25 front-page, "are currently demanding that their ad agencies get them lower network radio rates...[because] large share of the audience they once reached has now switched over to tele...Thus, despite the fact that radio billings are expected to top all previous records this year, that long-anticipated time when radio takes a back seat to TV may be closer than some network execs will admit..." Then, again on front page, Variety Sept. 1 headline reads: "AFRA Sees Tele Knocking Radio for Loop in 2 Yrs." Story on last week's Boston AFRA convention goes on to say consensus of delegates is "AM will be knocked out completely for night-time listening" within that time -- a hypothesis that's quite superficial, for at best TV must go many years before it can provide nation-wide coverage, let alone come anywhere near matching radio's present 60-odd million sets-in-use.

ACTIVITY BEHIND TRANSIT FM SCENE: Next cities to test transit FM under auspices of Transit Radio Inc. (Vol. 4:5, et seq) will be Seattle (KIRO-FM) and Indianapolis (WXLW-FM), most recent disclosed. Expected shortly are announcements of contracts with transit companies in some of the cities where tests have already been made: Baltimore (WMAR-FM), Evansville (WMLL), Houston (KPRC-FM), Washington (WWDC-FM), Worcester (WGTR). Pilot station WCTS, Cincinnati, reports \$3,000 weekly time sold, 400-vehicle installation. FM-only WIZZ, Wilkes-Barre, says its 102-vehicle setup will be ready in Sept., looks forward to \$200,000 yearly gross. Car-card people, through their National Assn of Transportation Advertising, have been experimenting since July 14 with WEBC-FM, Duluth, using 35 Link receivers. Says NATA's managing director Philip J. Everest, "So far, so good...But costs are high -- it's going to take a lot of advertising to pay out." There seems to be little worry about public acceptance; of 22,000 passengers exposed to transit FM, some 96% reacted favorably.

You may have noticed high incidence of newspaper-owned stations involved. Transit companies, extremely sensitive to public opinion, haven't been slow to realize advantages of business tieups with newspapers. Some papers have turned down chances to sew up franchises for fear of compromising their positions as public spokesmen. Meanwhile, reasons for spotty news on developments stem from transit companies' caution, jockeying for position among broadcasters, among manufacturers (RCA and Western Electric are interested), and between Transit Radio and car-card groups. Incidentally, enthusiastic story in September Sponsor Magazine "How Terrific is Transitradio?" concludes: "If a buyers' market continues to grow and if other economic factors do not conspire to curtail advertising budgets drastically, transitradio should prove to be a great selling force."

SIGHT AND SOUND

NAB definitely intends to offer its membership some sort of TV service—but just what remains to be decided after NAB-TBA committee (Vol. 4:35), which met Wednesday in New York, has decided on modus operandi as between 2 trade associations to present solid front and to avoid any conflicts at policy levels. TBA has no intention of being swallowed up by NAB, which disavows any such purpose; rather, joint committee (which meets again in 30 days) were agreed they should define spheres of activity—NAB perhaps handling legislation, copyright, etc., TBA promotion, allocations, etc. TBA leadership, meanwhile, appears intent on bolstering TBA by seeking more members, more funds.

Harness Committee pressure on FCC is growing, limited only by fact Congressmen have to be home electioneering. Hearing on Scott decision this week (Vol. 4:35) left committee asking FCC to expunge decision's implications that stations may be in jeopardy if they refuse time to atheists. Agenda of committee now contemplates inquiry into: (1) AM-FM grants to Puerto Rico Communications Authority, a governmental agency, on complaints of private station owners, (2) Blue Book, (3) grants to suspected Communists and other questionable applicants. Chairman Harness looks for extension of committee's life beyond January expiration.

Sample facsimile recorders will be shown by Stewart-Warner at Sept. 27-29 FMA convention in Chicago if licensing arrangements with John V. L. Hogan's Faximile Inc. are concluded in time, says Stewart-Warner president Samuel Insull Jr. He hopes to learn something of market potential at convention. Other exhibitors to date: Associated Program Service, Collins, Federal, *FM & Television Magazine*, Lang-Worth, Magnacord, Rangertone, Raytheon, RCA, REL, Sesac, Stromberg-Carlson, Westinghouse.

RMA has named Paul V. Galvin, Motorola, to head its committee for liaison with similar NAB committee, and Zenith's H. C. Bonfig for liaison with FMA.

TV pioneer Capt. Wm. Crawford Eddy quit manager-ship of Chicago's WBKB this week to assume presidency of Television Associates Inc.—Keith Kiggins becoming executive v.p. Company makes and sells TV studio, relay, field, lighting equipment, largely developed by Capt. Eddy, also offers consulting services in planning, operating, managing TV stations. Its offices are at 190 No. State St., Chicago, laboratories in Michigan City, Ind.

NBC holds own annual convention of affiliates at Sun Valley, Idaho, Sept. 22-25, and TV will again have prominent place on agenda, though some of network's bigwigs must be in Washington instead for Sept. 20 uhf hearing. NBC's own convention just before NAB's in Atlantic City last September really signaled current TV station-application boom.

DuMont-Don Lee tieup, possibly along lines of affiliation with WGN-TV (Vol. 4:35), was reported but unverified at week's end—probably arising out of placing of "Amateur Hour" via Tele-transcriptions on KTLA. Like WGN, Don Lee is big factor in Mutual, which as yet has attempted no network identity in TV.

FCC said nix to FX as suffix to indicate facsimile call letters. WFIL, Philadelphia, got turned down on request to use WFIL-FX in conjunction with faxcasts over WFIL-FM. Commission thought identification confusing, may be saving suffix for FX-only stations.

Uhf experiments of KFEL, Denver, will first test 480-500 mc propagation with surplus Army radar equipment in trailer. In year or so, station says it will test actual TV picture.

Keane & Wilner law partnership has been dissolved (Supp. 11-B), and attorneys Morton H. Wilner, Philip Bergson and John James Bernard have moved offices to 700 Woodward Bldg., Washington; phone Republic 8040.

Smartly turned out booklet explanatory of how TV works is Stromberg-Carlson's "Let's Look at Television," dealer promotion piece.

Cities Service "Band of America" series and Lum & Abner show (for Frigidaire) are reported next to test TV-AM simultaneously—former on NBC for 4 weeks next month, latter on CBS Hollywood plus a local TV station, starting Oct. 3. Other big TV network news of week is signing of "Ford Theater" by CBS, starting Oct. 17, Sun., 7:30-8:30 p.m. with film versions for western outlets; and Admiral dramatic series on NBC, starting Oct. 3, Sun., 7:30-8 p.m., also with kinescope recordings. WLWT, Cincinnati, reports midget races Aug. 31 thru Oct., Sehoenling Brewing Co. sponsoring. WBKB, Chicago, reports new sponsors: Herrschner Needlecraft Inc.; *Pass Time Magazine* and Cook County Motors, sharing daily "Acme News"; *Chicago Sun-Times*, eonics Fri. 7:35-7:50 p.m. and "Under 21" teen age show Fri., 8:30-9 p.m., both starting Sept. 24.

Latest proposed fight telecast to get "no soap" signal (Vol. 4:34) from promoters is Ike Williams-Jesse Flores affair in Yankee Stadium Sept. 23. But not all sports promoters feel that way. Milwaukee's WTMJ-TV reports Brewers' attendance 80,000 above same time last year, club's president Jake Flowers saying "TV gives just enough to interest and excite the fans so that they come out to the park and see the real thing. I think TV helps make many new fans." Boston Braves' president Lou Perini, in WTMJ-TV telecast said, "I'm highly in favor of TV because I'm sure it will create many new fans—especially among the women." Further, station says, wrestling attendance doubled last winter and Golden Gloves bouts broke records last fall, all telecast.

TV set buying and automobile purchase practices aren't far apart. Editors of influential *Harper's Magazine*, writing about TV in Vermont, tell about inability of dealers up there to get sets (manufacturers don't seek to sell sets in non-TV markets, but if you know a guy who knows a guy . . .). Note was by way of introducing "Television: There Ought to be a Law," by attorney Bernard B. Smith in September issue. Smith's thesis is that TV is an entirely new medium, shouldn't be bound by same rules (adopted in 1934) enacted for radio. Seeing uhf TV in immediate future, he wants Congress to check "advertiser control" of programs, encourage local ownership, prevent monopoly, insist on rural coverage.

"Television situation is at the moment dynamic," says Raytheon's annual report, out last week. It states subsidiary Belmont is in good position to take full advantage of TV's growth via its new Belmont-Raytheon line, though mainly producing private label receiving sets (AM). Falling off in (AM) receiving set industry as a whole following 1947 Xmas demand is attributed to "saturation of demand and to the competition of television." For fiscal year ending May 31, Raytheon total sales were \$53,755,568 vs. \$66,414,310 in 1947, profits after taxes \$380,477 vs. \$920,234.

If you're an engineer concerned with *Television Equipment Theory and Operation*, the RCA manual bearing that title, used as a textbook in RCA's TV training program (latest clinic held in Camden this week), is regarded as one of best available. It covers TV station layouts, terminal equipment theory and specifications, field pickup equipment, transmitter theory, antennas, etc.

Movie industry extended contract with Petrillo for one year, reports this week's *Variety*. It still has prohibition against telecasts of film, but conferees agreed to consider deal if film-makers want to let films on TV.

Emerson reports profit after taxes of \$1,326,290 (\$1.66 per share) for 9 mo. ended July 31 vs. \$1,585,197 (\$1.98) for same period last year.

Technical description of Bell Lab's tube-substitute, the transistor (Vol. 4:27), is lead article of September *Electronics*. In cost discussion, it's ventured device will ultimately cost less than comparable vacuum tubes. Temporary obstacle to immediate use, says article (by Editor Don Fink and Associate Editor Frank H. Rockett), is engineering it into the circuit. In same issue is exposition on circular polarized FM transmission (Vol. 2:9, 42, 45) by Carl E. Smith (WHK, Cleveland) and Robert A. Fouty (antenna laboratory, Ohio State U). They say "broadcaster can expect to more than double the power (3.71 db) in horizontal receiving antennas and increase the power more than 8 times (9.25 db) in vertical receiving antennas within the service area."

Possibility of watching enemy and battles many miles away via TV was dramatically demonstrated Sunday, Aug. 29, during excellent NBC-Navy telecast of earrier *Leyte* maneuvers 26 mi. off New York City. NBC estimates some 2 million people saw 1½-hour program of takeoffs, landings and simulated attack. Signal was beamed to receiving antenna on Empire State Bldg. by use of directional transmitting antenna guided by fire control radar equipment. Demonstration recalls similar job of DuMont last Oct. 26 when technicians went out on destroyer *Beatty* to cover arrival of World War II dead on transport *Joseph V. Connolly*. Navy has also experimented with TV in planes, in subs and at bottom of Bikini lagoon.

Changes in TV personnel: Marshall N. Terry now TV topkicker for Crosley, titled v.p. in charge of TV, with James B. Hill assigned as WLWT sales manager . . . Charles Townsend moved to Chicago by NBC to be TV operations supervisor, Courtney Snell field supervisor, both from New York . . . Josef Zimanieh, moved from Columbia Records Inc., to manager of CBS Television's film procurement division . . . Gilbert A. Ralston, named TV director for Procter & Gamble.

Baltimore's 3 telecasters (WBAL-TV, WMAR-TV and now-building WAAM) are following example of Washington's, have set up "TV circulation committee" to report monthly on area's TV receivers based on combined distributor-dealer reports. Not counting sets brought from outside, 18,500 TV sets have been sold in area to date.

Unusual FM coverage problem: WWHG, Hornell, N. Y., transmitting 10 kw from 580 ft. antenna, 4-5 mi. from town on Channel 287, found reception distorted by multipath reflections. It tried measurements from helicopter-borne antenna with unsatisfactory results. Solution: FCC granted 6-month STA for 10-watt satellite on Channel 285 to fill hole. It's second satellite grant, other going to WMFR, New Bedford, Mass. Latter found transmitter 18-20 mi. from city threw too weak signal into town, so got STA for 250 watt satellite right in town.

FMA was indeed heartened by July's FM production (Vol. 4:35), but it resents fact RMA doesn't indicate how many TV sets also contain FM, blames RCA. RMA didn't like implication that RCA determines association's set reporting practices, said such a breakdown would impose accounting burden on its members who now use same production breakdown in reporting to RMA and licensor RCA. But RMA board meets in October, may consider revision then.

"Noticeable upturn in sales of console combinations" (AM-FM) is reported by Zenith in disclosing \$14,137,861 shipments during 3 months ending July 31, profit after taxes \$104,969. President McDonald repeats promise TV sets this fall will provide for Phonevision (Vol. 4:34).

Stewart-Warner reports first half 1948 sales \$37,869,485 compared with \$40,178,296 same period last year; profits \$1,874,601 (\$1.45 per share) vs. \$1,366,872 (\$1.05).

PRICES & TUBES TOP TV TRADE NEWS: One more blow at any prospects for lower TV set prices (Vol. 4:33): Corning Glass Works, biggest picture tube blank maker, has increased prices of 10-in. by 18%, 15-in. by 22% -- 7 and 12-in. unchanged. Only other glass blank maker, Owens-Illinois, Kimble Division, announced price increases last week (Vol. 4:35). Philco radio set price increases, including TV lines, are due Sept. 8. Admiral has raised 4 of its radio consoles \$10 each, but TVs remain unchanged. Tele-tone made public new list on its 7-in. table model, up \$20 to \$169.99. Philco, incidentally, has "something new" in bigger pictures on tap, won't even tell its distributors yet; but its officials say they aren't going in for RCA's 16-in. metal tube in any big way -- so guessing is it will be an improved projection model.

Sylvania's Max Balcom advises its 12½-in. flat-faced tube production is being handicapped by small deliveries of blanks, but it hopes to increase these -- to meet growing demand from set makers, eager to satisfy public's very favorable reaction to that size. Sylvania's subsidiary, Colonial, is now gearing for production of that elusive Sears Roebuck TV receiver (Vol. 4:32) -- only thing definite about it is that it will bear usual Sears "Silvertone" label.

Up-and-coming little Tel-O-Tube Corp. of America, Paterson, N.J., tube-making licensee of both RCA and Sylvania, is getting jump on RCA in production of latter's new 16-in. metal-coned tube (Vol. 4:4, et seq), reports it's already turning out 100 per day, will go to 135 by Jan. 1. Its first customer is Starrett (Supp. 57-A), which is advertising 16-in. AM-FM console for immediate delivery at \$695, also planning line of 10 and 12-in. models from \$449 to \$795. While RCA has said its own 16-in. tubes won't be deliverable in quantity before Xmas (Vol. 4:31), and its set-making tube customers are rationed a few for prototype models, Sonora publicity claims it will have 16-in. set out in October, also claims output of 10-in. reaching 1,000 per month in Sept. -- though none apparently have reached eastern markets yet.

DON'T OVERLOOK THE FARMER': Interesting yarn from Buffalo, where TV set sales are suffering slump -- attributed to season, also to paucity of programs in one-station, non-network town: Roy Albertson's 250-watt WBNY is warning its AM audience against buying TV, repeating usual line of arguments about obsolescence, color, uhf, etc., taking exactly opposite tack of Washington's WMAL which is carrying up to 20 sustaining announcements per day to stimulate TV sales (Vol. 4:34). Irked distributors say they can't appraise effects of local's campaign, but pressure of necessity has led them to develop lush new market among prosperous farmers within 50-60 mi. radius of Buffalo News' WBEN-TV. "Don't overlook the farm customer," one big distributor there told us to tell our manufacturer-merchandiser readers. "They're doing well, they go for TV as they did for radio, and they're thinking of the long winter nights." It costs a bit more for farm installations -- more time, taller antennas, etc. Care must be taken receiver is sensitive enough -- and no farm sales should be attempted in areas of consistent interference. And, of course, if troposphere (Vol. 4:35) isn't licked, there will be few interference-free rural areas.

SNAFU AND DELAYS ON THE TV SCENE: Hell bent to get into TV, oilman Edwin Pauley has appealed to U.S. Court of Appeals against FCC action last May which removed Don Lee application (5 years pending) from San Francisco hearing and proposed to grant Channel No. 2 to Don Lee-San Francisco (Vol. 4:20) -- if and when Don Lee is cleared of charges involving network practices (20 months pending).

Thus, the celebrated San Francisco scrap, 5 seeking 2 remaining channels (Vol. 4:23,36) plus other cases involved therewith, look like they're in for another snafu, more delays, despite FCC's apparent speedup effort. Commission earlier in week had ordered competing applicants to file proposed findings by Sept. 30; ordered Examiner Blume to submit recommendations as soon as possible thereafter; denied Paramount petition for immediate determination of Paramount-DuMont interlocking ownership issue (Vol. 4:20); asked claimants in Detroit, Boston, Cleveland to file proposed findings in Paramount-DuMont case, too.

Another tangle loomed in Los Angeles this week as KFAC (E. L. Cord) filed for Channel 13, which Pauley also would like to get, and for which William Gleeson,

KPRO, Riverside, Cal., has applied. This channel is presently assigned KLAC-TV, which Thackrey interests propose to sell to Warner Bros. in package deal (Vol. 4:30). KLAC-TV, meanwhile, has been built, is about ready to go on air (see story this issue) -- though FCC is demanding breakdown of prices on each item (Vol. 4:33).

On national scene, slowdown in grants and applications, more delays in TV hearings, are inevitably resulting from tropospheric conference of Sept. 13 (Vol. 4:35). Importance FCC attaches to this parley is evidenced by fact its crack young TV engineering chief Curtis Plummer has been ordered to delay going to Mexico City high frequency conference until Oct. 1. He will also take part in uhf hearing Sept. 20. Meanwhile, 41 cities ordered to hearing won't get dates -- only San Diego, Allentown-Bethlehem-Easton, Albany-Troy being scheduled as yet (see Addenda 4-K for full calendar of hearings and cities designated for hearings). And certainly no finalization of proposed extended allocation plan (Part V, TV Directory No. 4) can be expected before troposphere matter is clarified.

* * * *

Besides KFAC's for Channel No. 13 in Los Angeles, 5 more applications were filed this week -- 4 from Texas. New group of 26 Texas business men organized as Texas Telenet System Inc., sparked by Gov. Beauford Jester, 9.2% stockholder, filed for No. 2 in San Antonio, No. 10 in Austin, No. 3 in Corpus Christi, and state they will shortly file also for Fort Worth and Waco. James P. Nash, Austin, is president; Earl F. Slick, San Antonio, head of Slick Airways, largest single stockholder (23%); T. E. Daniel, of Aeronautical Radio Inc., chief engineer. Only other applications of week: For Tyler, Tex., Tyler Broadcasting Co., No. 9 -- group of local business men plus Durwood Tucker, chief engineer, WRR, Dallas; plan is to operate as satellite of Dallas and Shreveport. For Memphis, Tenn., WHBQ-Harding College, No. 2 -- now 5 for 4. Week also saw one dropout: WEXT, Milwaukee, leaving 3 for 3. [For details about foregoing applicants, see TV Addenda 4-J herewith.]

'RCA STANDS TO MAKE PILE OF MONEY': Keystone of present TV structure, its president David Sarnoff the acknowledged chief architect, "RCA's Television" is thoroughly plumbed in September Fortune Magazine article under that title -- and some revealing facts adduced. Well-polished job of journalism, much better than its May story "Television! Boom!" (Vol. 4:18), article makes these points:

Having sunk \$50,000,000 into pioneering TV, RCA doesn't propose to get beaten to cash register by smarter merchandisers, as it did in radio (Philco, for example, leads with 17% of ordinary radio market). And Fortune's analysis ventures it won't get skunked. Yet, says article, RCA isn't quite so hell-bent-for-profit as it might be, for fear of monopoly charges. Its present rate of TV set output is 5,000 weekly (compared with Philco's 4,000), TV income representing half of gross from all receiver sales. It makes 70% of all 10-in. tubes (sells them to manufacturers at \$23.85 each) and one-third of all types of receiving tubes. It sold \$40,000,000 worth of TV goods of all kinds in 1947 -- \$5,000,000 of it in transmitting apparatus, now selling at rate of about \$1,000,000 per month (fully two-thirds of market).

NBC's role in company's corporate setup is seen reverting back to its act during radio's infancy -- creating demand for receivers, at loss if necessary, rather than serving as important financial prop as it did during depression. NBC will lose heavily on TV until 1951 or 1952, lost \$1,500,000 on it last year, expects \$3,000,000 loss this year (despite some \$3,000,000 billings). Besides, it's laying out \$3,500,000 for new Chicago, Hollywood, Cleveland stations. Nevertheless, NBC expects to net \$4,000,000 this year on over-all operations.

"So RCA television represents a pile of money spent," concludes article, "and promises a bigger one to be earned. But unless RCA and David Sarnoff change character overnight, much that is so earned will be deposited to the account of the next miracle." Fortune doesn't venture what that next miracle will be. Our own guess is Ultrafax, combination of TV, photography, radio relay capable of flashing anything printed or written -- pictures, maps, documents, pages, letters -- through space for practically instantaneous reproduction on other end (Vol. 3:26). Ultrafax is due for public demonstration soon.

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AUTHORITATIVE NEWS SERVICE
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Television Digest

and FM Reports

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September 11, 1948

WHAT THEY SAY ABOUT TROPOSPHERE: On eve of FCC's Sept. 13 conference on troposphere and related TV allocations problems (Vol. 4:35), sentiment seems to boil down to this: That FCC should make no basic changes in present assignments, allocations or standards. Consensus of key operating, manufacturing and engineering folk we interviewed was (a) that nothing radical be done to present allocations to major markets, i.e., top 140 metropolitan areas; but (b) that troposphere be taken into account in proposed new allocations (Part V, TV Directory No. 4). There's a minority who believe it would be better to rip up whole allocation structure and standards now, start anew while TV is yet young rather than wait until it's more firmly established. There's substantial argument that contiguous rural areas will never get good service from nearby city stations under present separations. Nobody affected wants northeast Area I assignments torn apart, and fact public has big investment in receivers is expected to sway FCC against doing so. Eighteen appearances were filed: TBA, ABC, CBS, NBC-RCA; DuMont, Paramount, Warner Bros.; Cowles and Richards stations; WPIX, New York; WMAR-TV, Baltimore; WHAS-TV, Louisville; WTIC, Hartford; WILK, Wilkes-Barre; George Adair and attorneys Loucks, Zias, Young & Jansky (for 16 clients); Pierson & Ball (25 clients); Spearman & Roberson (4 clients).

PREVIEWING SEPT. 20 UHF HEARING—II: Uhf information is funneling into IRE-RMA's Joint Technical Advisory Committee (Vol. 4:28), which will wrap it all up at final parley Sept. 15-16 (at IRE, 1 East 79th St., New York) before presentation to FCC at Sept. 20 uhf hearing. JTAC is committed to policy of pre-hearing silence to preserve its impartiality, but here are some glimpses of reports it is getting:

(a) Survey of 27 receiver manufacturers arrived at arithmetic average of 2 years as period needed for development of uhf receivers; however, when weighted according to productive capacity of companies, figure becomes about 3½ years. (b) Reports from propagation groups indicate that uhf transmitters will cover perhaps one-third to one-half areas served by low-band transmitters of equal power. At least a year's continuous measurements, at scattered locales, was recommended. Ghosts are considered very serious, particularly if several stations are to be received. Theoretical coverage doesn't seem borne out by actual measurements. (c) RCA says achievement of present vestigial sideband standards "no problem" (Vol. 4:34).

Now available from NAB are minutes of Aug. 2 meeting of NAB All-Industry Engineering Planning Group (Vol. 4:34), which make interesting reading and will be submitted for hearing record. For example, T. A. M. Craven (Cowles stations) went all out for uhf, agreed it can't cover as well as low band, but asserted it is certainly useful over reasonably flat terrain, must be opened up soon.

The 364 question was put by ex-FCC Comr. Jett (Baltimore Sun stations): "Should FCC start licensing uhf stations?" Consensus seemed to be: "Yes" and "calculable risk should be taken on propagation characteristics which may be encountered." Craven said several companies have guaranteed performance of uhf transmitters and receivers. Conferees mulled over ideas of what to do with band if it is opened. Present standards? High definition monochrome? Color? Some of each?

Scheduled for hearing are: Bureau of Standards, CBS, Cowles stations, DuMont, Eitel-McCullough, JTAC, K. H. Lippitt (ex-Navy researcher in uhf TV), Para-

mount, Philco, RCA-NBC, G. A. Richards stations, Sarkes Tarzian, TEA, Television California, Westinghouse, Zenith. Notably absent from this official list of appearances: GE, Bell Labs, Maj. Armstrong.

* * * *

In our series anticipating Sept. 20 hearing (Vol. 4:32,34), we first consulted the consulting engineers. Then we addressed queries to engineering chiefs of the networks and TV transmitter manufacturers. All of the networks and 2 manufacturers have replied to our 2 questions: (a) When do you think TV will be practical on the uhf? (b) Do you think any portion of the present band should be abandoned? If so, when? Here are their answers:

Dr. Allen B. DuMont: (a) "If your question means, 'When will TV on the uhf give the same coverage as our present TV,' my answer would be, possibly 25 years or possibly never...Staggering amount of power would be required, and it is questionable whether it would ever be practical to generate this commercially...If your question means 'Could the uhf band be used for small towns with limited coverage?' there is a possibility that receivers and transmitters could be developed for this use within...3-4 years." (b) "Definitely 'No'."

Dr. C. B. Jolliffe (RCA): (a) Not proper to anticipate Sept. 20 testimony of RCA engineers -- no estimate. (b) "As more stations are required, it may be necessary to supplement the present TV bands by adding...channels, but certainly none of the present 12 channels should be abandoned or changed."

Frank Marx (ABC): (a) "A minimum of 5 years; more probably 10 years." (b) "I do not believe that the present band will be abandoned piecemeal. If and when a move is made, the entire band from channels 2 to 13 will be abandoned."

William B. Lodge (CBS): (a) No estimate. "The unknown factor which will really determine the answer...is another question: namely, how much of the radio industry will devote how much energy, personnel and money to the development of the uhf." (b) All 12 low band channels should be retained "until uhf is not only practical but has been incorporated in most home receivers."

E. M. Johnson (MBS): (a) "I have no doubt...that if the fate of the nation were at stake, TV in the 500-900 mc range could be developed in very short order... [but] I am of the opinion that it will take a minimum of 5 years before high band TV will be competitive to low band." (b) "I seriously doubt that any of the frequencies presently allocated for TV will be taken away in the foreseeable future."

O. B. Hanson (NBC): (a) "Premature to guess" pending evaluation of 500 mc tests in Washington. (b) No portion of the low band should be abandoned "because the value of these frequencies has already been demonstrated as being most practical for TV. Furthermore, many millions of dollars have been spent both by broadcasters and the public on those bands...A national TV system which someday will be comparable to the service now rendered by sound broadcasting will require all of those channels now assigned plus many more in the proposed uhf band."

TEXAS STATE NETWORK IN FOR TV: Two more Texas applications, 2 others from small towns marked week's TV file at FCC. Texas State Network, controlled by Ruth Roosevelt Eidson and Richardson-Roeser interests, applied for Channel No. 2 in Fort Worth where it operates KFJZ, making score 2 for 2 there now; also asked for No. 2 in San Antonio (KABC), now 5 for 3. In addition, TSN indicated it may shortly file for Waco and Austin, where it owns 50% of WACO and KNOW. All 4 AMs dropped their FMs.

For Visalia, Cal. (pop. 8,904), Sierra Bestg. Co. applied for No. 10 -- smallest town yet to file for TV. For Frederick, Md. (pop. 16,802), WFMD asked for No. 3, now allocated to Hagerstown. [For details about applicants, see TV Addenda 4-K.] Two withdrawals this week: Leland Holzer dropped out of San Diego contest, now 4 for 3. Tri-City Telecasters, Allentown, Pa. (WHOL-CP) also pulled out, leaving 4 for 1 in Allentown-Bethlehem-Easton hearing Sept. 13-17. FCC suspended revocation order against WTVJ, Miami (Vol. 4:31), granted it hearing (no date set), may act next week on its appeal for interim STA. Tower-antenna are up, transmitter nearly ready, station can get going in 10 days -- and local distributors are pressing Commission to permit service to start on plea 1,000 sets are already in Miami area.

ADDITIONAL TV STARTS AND TESTS: More dope on upcoming new TV stations, to supplement starting schedules previously reported (Vol. 4:32,36) -- all based on latest replies from principals: Besides next Friday's (Sept. 17) commercial debut of Chicago's WENR-TV (ABC), now testing, it is definitely stated that Los Angeles' KLAC-TV will go on air same day with first commercial (USC vs. Utah) and will carry all USC, UCLA and Loyola home grid games.

This week-end, Detroit's WXYZ-TV (ABC) was geared to turn on test juice, and its commercial debut is now definitely set for Oct. 9. Next week's equipment test starters will be: NBC's KNBH, Los Angeles, Sept. 15; Star-Telegram's WBAP-TV, Fort Worth, Sept. 16; NBC's WNBQ, Chicago, Sept. 18 -- with NBC promising commercial schedules as soon as tests indicate feasibility. Also, NBC says its WNBK, Cleveland, should be ready for tests by Oct. 1.

Late replies to our continuing survey also reveal that: WICU, Erie, Pa., expects DuMont transmitter delivery by Nov. 15, tests Dec. 15, commercial start Jan. 1; WTVN, Columbus, O., tests by April, 1949; KTLX, Phoenix, tests Feb. 1, commercial April 1; KEYL, San Antonio, tests Feb. 1, commercial April 1. Latter 3 report transmitters not yet ordered. And latest dope from stations previously reported on: WTTV, Bloomington, Ind., first stating it would test this month, now says starting date "indefinite." Atlanta Journal's WSB-TV, still due for Sept. 29 commercial start, reports current tests are showing splendid results, telecast of baseball game last week resulting in clear picture, good audio up to 50 mi. away.

HIGHER PRICES AND MORE NEW SETS: Price increases again top news from the TV-radio makers: Philco's averaged 2.5% on radios, went up \$15 (to \$439.50) on only one TV, its 12-in. 1240 consolette. Admiral raised 7-in. table model \$10, 10-in. consoles \$30, 10-in. credenzas \$50. Bendix's table and console models, not yet delivered to dealers, are due for unstated raise from originally announced prices. Stromberg-Carlson is raising radio prices, but not TV. RCA reaffirms it won't raise its basic 630TS (\$375), isn't presently contemplating any TV hikes at all. Over-all picture of TV trade is one of swift changes, as evidenced by this additional data since we sent you our Sept. 1 Directory of TV Manufacturers & Receivers (Supp. 57-A):

Motorola introduced new 10-in. console with AM-FM-phono at \$595 in New York this week, Motorola-New York's Harry Schecter seizing occasion to tell Herald Tribune 7-in. market is "booming," sales running 600-1,000 per week in area. He predicted more 7-in. makers before end of year -- doubtful, judging from model lists submitted for our Directory...Hallicrafters announced 2 new sets: 10-in. table at \$295 and 16x12-in. projection console at \$695 (Protelgram), both ready Oct. 1... Stromberg-Carlson, heretofore producing only 12-in. models, showed 10-in. table set, no details given...Industrial Television Inc. has new 10-in. viewing unit called Sussex 10, selling for \$290; it can be plugged into any TV receiver to provide additional screen...Trav-Ler added itself to list of 44 companies reported planning TV manufacture, as carried in Supp. 57-A.

16-in. TV TUBE STIRS UP THE CATS: No doubt in our mind that 16-in. picture tubes will win solid place in TV market -- when they're in quantity production and if sets containing them are priced low enough (Vol. 4:5, et seq). But so much bunkum has surrounded RCA's much-talked-about 16-in. metal-coned tube, so many phoney publicity claims have been made about its immediacy, that some simple facts are apropos:

An RCA spokesman states flatly that no manufacturer has yet received more than 2 prototype models -- for set design purposes only. Also, that RCA itself won't have own 16-in. receivers out before January; that no one will get deliveries of this tube much before then, either; and that even when it's on production line, initial output will be only some 5,000 per month. RCA is now mechanizing Lancaster plant for 16-in. but can't give definite output figures or even quote prices as yet.

Meanwhile, Tel-O-Tube Corp. of America, licensed by RCA and Sylvania, stirred things up by publicizing its own 16-in. metal-coned tube, very much like RCA's, for which output of 100 per day was claimed (Vol. 4:36). But inquiry there discloses it isn't turning out that number yet, won't for awhile "due to New York

trucking strike." Fact is, company is presently equipped to produce 100 per day, hopes to exceed that "when conditions return to normal." Tel-O-Tube's president Samuel Kagan says it has own source of components, isn't dependent on RCA for them.

Emergence of Tel-O-Tube impelled Retailing Daily Sept. 8 to refer to "actual deliveries" of 16-in. as "a bombshell in the local [New York] market." It went on to quote an unnamed manufacturer as predicting 16-in. "will revolutionize the entire TV industry...cost of manufacture of a set with 16-in. metal tube differs so slightly from that of present 10-in. that the prices of sets featuring the smaller size screens will have to be forced downward -- and sharply." Anonymous set maker was also quoted as saying 16-in. table model is possible at \$299.50.

To which RCA's spokesman replied, "That's plain bunk. We don't know the facts about 16-in. tube costs, let alone set prices as yet." Tel-O-Tube's spokesman disavowed making any claims about set prices; its sole deliveries of 16-in. up to now have been to newcomer Starrett (Vol. 4:36), offering it in console at \$695.

UHF SIGNALS VIA CONVERTERS: RCA-NBC turned on juice this week of 500-506 mc TV transmitter in Washington -- the 1 kw "green" and sound portion of 3-transmitter setup to be used for later uhf color experiments in New York. Twelve-foot cylindrical mast atop 350-ft. WNBW antenna has gain of 5, radiates 3.75 kw. Some 60 converters, size of small table radios (costs unestimated), are being installed in homes of local radio VIPs having TV sets, including FCC members and staffmen. Using New York tests as criteria (Vol. 4:15), RCA's Dr. George Brown, running show, expects coverage to be spotty, quite limited in area. Tests duplicate WNBW programs, can't really produce much data in time for Sept. 20 uhf hearing. But propagation measurements will continue several months. As for much-needed higher power, Dr. Brown ventured gain of 20 may work out in some cases, told (off the record for present) of significant work in getting some real power out of uhf tubes.

SIGHT AND SOUND

Again disclaiming "merger" stories, as published, TBA president Jack Poppele has issued statement to *Broadcasting Magazine* stating meetings with NAB (Vol. 4:35-37) do not contemplate merger, which wasn't even discussed "except in a disavowal on part of either group to combine interests at present or in the foreseeable future." NAB-TBA seek basis of "cooperative effort and interchange of information . . . in the best interest of TV."

Reported dickers for sale of NBC's KOA, Denver, to Aladdin Television Co., applicant for TV, headed by local theatremen Harry Huffman and Frank Ricketson Jr. (Vol. 4:16), have fallen through—and now negotiations are under way for possible purchase of KLZ from *Daily Oklahoman* interests.

Capt. Bill Eddy's place as manager of Chicago's WBKB, from which he resigned last week (Vol. 4:36), has been taken over for time being at least by John Balaban, of Balaban & Katz theater interests, aided by commercial manager John Mitchell.

Color TV, projecting live pickups on about 8x10 ft screen, plus view of Ultrafax equipment, were among highlights of 4-day TV seminar for consulting engineers conducted last week by RCA at Camden and Princeton. Color TV was closed circuit, not on air.

GOP National Committee expects to equal its 1944 campaign expenditures of \$800,000 for radio time this year; how much will go for TV is still unknown. Democrats give no estimate; they spent \$750,000 in 1944.

Neal McNaughten, asst. director of NAB engineering dept., has resigned to join Philadelphia's WFIL-TV as manager of technical operations; he's ex-FCC staffman.

Canadian Radio Manufacturers Assn., meeting in Montreal's Mt. Royal Hotel Sept. 20, will hear report on TV in U. S. by RCA Victor's Frank Folsom.

Network TV sponsor news of the week: CBS-TV's "Toast of the Town," variety with columnist Ed Sullivan as m.c., gets Emerson Radio as sponsor starting Sept. 19, Sun., 9-10 p.m.; Aug. Hooperating gives it local New York lead over big-hit "Texaco Star Theater" on NBC-TV. Unique Art Mfg. Co. (toys) will sponsor Fri., 5:45-6 p.m. segment of NBC's "Howdy Doody," starting Oct. 1, thru Grant Adv. Inc. Motorola renews on NBC, for 13 weeks, Dr. Roy Marshall's "Nature of Things," Thu., 8:15-8:30 p.m. Julius Kayser & Co. (hosiery) has budgeted for series of weekly 5-min. films on NBC, thru Cecil & Presbry.

More evidence of "TV Inching Up on Other Media" (Vol. 4:36): Headline in current *Billboard* reads, "TV Grabbing Kids from Radio"—and story relates findings of Pulse Inc. "With an estimated 221,000 tele homes in New York, compared with 2,800,000 radio homes," *Billboard* states, "Small Fry (WABD) already reaches a greater number of homes than 3 of the 5 radio programs studied . . . Tom Mix, Superman and Adventure Parade. Small Fry has a rating of 30, projected to 66,360 homes . . ." and is topped only by Dick Tracy (76,500) and Sky King (72,800). The Pulse also found average of 3 times number of people view kid shows as hear radio kid shows.

And still the AMs come—14 new CPs granted this week (AM Addenda 2-KK herewith), all daytime or local. Thirty were granted in August.

Yearly AM-FM station performance measurements, newly prescribed by FCC, are postponed for year. FCC gave time to buy equipment, gain know-how.

Loew's 50 kw WMGM, New York (changed from WHN) moves next week to new quarters at 711 Fifth Ave., first home of NBC.

St. Louis TV sets now total 9,200, of which 7,400 are in homes, 1,800 in public places, reports Union Electric Co.

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September 18, 1948

5 NEW STATIONS 'ON THE AIR': Two more stations began scheduled operation Friday under STAs -- ABC's WENR-TV, Chicago, and Thackrey's KLAC-TV, Los Angeles. Week also was marked by 3 more starting tests: KNBH, Los Angeles, Thursday; WBAP-TV, Fort Worth, Thursday; WNBQ, Chicago, Saturday. WENR-TV gives Chicago its third station, should boost set sales there considerably. So should KLAC-TV, Los Angeles' fourth, which after only 2 days of tests was to telecast USC-Utah football game, unsponsored, as first of 13 USC-UCLA home games for which it paid \$75,000 for exclusive rights -- presumably with blessing of Warner Bros., proposed buyer of station.

Report from Los Angeles says KNBH test signals are excellent, can be picked up clearly in San Diego (112 mi.), which means NBC will have it going commercially very soon. Fort Worth reported WBAP-TV's tests "outstanding success" with good reception in Dallas (30 mi.) and as far away as DeLeon, Tex. (87 mi.). First station in area, owned by Amon Carter's Star-Telegram, certain of big promotion, it will run tests 11-noon and 4-5 p.m. daily until regular schedules start Sept. 29, opening up very wealthy new market for receivers.

MIDWEST TV NETWORKS TAKING FORM: New TV network map published on page 8 tells better than mere words exactly what cities can now get network service -- also shows how near at hand is linking of new Midwest coaxial-microwave circuits with Eastern seaboard networks. But what AT&T's map doesn't disclose is just how the competing networks are actually using its new circuits, which (as of next Monday, Sept 20) make it possible to link St. Louis, Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and way points -- at present a self-contained chain that by next Jan. 1 will be linked into the Boston-to-Richmond circuits via Cleveland-to-Pittsburgh-to-Philadelphia. Nor could any map tell about the jockeying for vantage that currently has network brass scurrying around Chicago, Detroit and other Midwest cities. Here's the situation:

1. NBC leads off Midwest network programming Monday with 12 hours of live and film subjects originating from KSD-TV, St. Louis, and WWJ-TV, Detroit -- remainder of its hookup comprising WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WBEN-TV, Buffalo. Its own station in Chicago (WNBQ) starts testing Saturday (Sept. 18), in Cleveland (WNBK) on or about Oct. 1 -- both to be used as origination points when ready. For the present, no commercials are listed, though Philco Playhouse, starting on Eastern network Oct. 3, is due for kinescope recording and syndication to all NBC affiliates with 2-week lag.

2. ABC begins 12 hours of programming per week Monday also -- to 5 affiliates keyed from its own WENR-TV, Chicago, which began scheduled operation Friday (Sept. 17). Announced affiliates include NBC's WTMJ-TV and WSPD-TV; plus WEWS, Cleveland, WBEN-TV, Buffalo, and WXYZ-TV, Detroit -- last being ABC-owned and set to start Oct. 9. ABC says negotiations are also under way with St. Louis' KSD-TV. As on its Eastern hookups, no commercials are offered yet. But schedule calls for WENR-TV to feed boxing, wrestling, variety and such shows as Super Circus, Great Books, Dollars & Sense, Mystery Story Quiz, Stump the Author, Music in Velvet, twice weekly feature films.

3. CBS announces 3 Midwest affiliates: the aforementioned WEWS, WTMJ-TV,

WSPD-TV -- and before October promises to gather into its Midwest family Detroit's WJBK-TV (Storer-owned, call just changed from WTVO). But CBS announces no use of new Midwest "lines" for the present, since it still hasn't any Chicago affiliate (application ordered to hearing) and it's still dickering with St. Louis Globe-Democrat for part-ownership of outlet there if and when granted. For time being it will feed 8 off-kinescope shows (using Paramount system) to its affiliates as sustainers, not to be sold locally because they're being showcased for national sponsorship: Lucky Pup, Places Please, Face the Music, Winner Take All, Presidential Straws, Peoples Platform, Queen's Taste, What's It Worth. It promises 19-25 hours per week by Nov. 1. And you can expect some surprising new CBS-TV affiliations announced soon.

4. DuMont isn't on Midwest hookup as of this writing, but has signed Chicago's WGN-TV for such Teletranscriptions as Amateur Hour, Key to Missing, Doorway to Fame, Swing Into Sports, Birthday Party, Court of Current Issues, Photographic Horizons, Jack Eigen, Fashions on Parade -- some 5 hours now, 10 hours promised soon. All can be sold locally.

Note the overlaps of "affiliations" -- WTMJ-TV and WSPD-TV, for example, contracted with all 3 networks; WEWS with both ABC and CBS; WBEN-TV with both NBC and ABC. This is natural result of their favorable bargaining position while still first and only stations in their towns. More such overlaps are inevitable. They simply take what they want, but presumably most TV stations will show fealty to their AM chains when it comes to best time clearances and first refusals. When each network is supplying enough programs (especially commercials) to take up a station's time, then most stations will doubtless stick with one network, as in AM.

Allocations of times on new Midwest circuits, as in East, are due for revisions every 3 months. But it's clear that NBC and ABC, by reason of earlier starts, their own outlets, their aggressive efforts, are well in the lead right now so far as network operation is concerned. CBS is working hard to catch up, can be counted on to be a big factor even though its plans are still mainly on paper. One thing is certain: TV isn't going to suffer from lack of competitive effort by the networks.

NONE APPLY BUT PLENTY STIRRING: No TV applications this week, first time in more than a year -- due no doubt to uncertainties created by troposphere, uhf situations. There was one withdrawal: Troy Record, leaving 5 for 4 as Albany-Troy Sept. 27 hearing draws near. Meredith Champlain amended Albany application to propose directional antenna to give added coverage northward, saying this would help listeners to East and South get Boston and New York on co-channels. San Diego 4 for 3 hearing ended there Monday, with KFSD and KSDJ (Salik), each proposing to spend \$250,000-\$300,000 on construction, seemingly pretty well assured of grants. Only other hearing calendared, Allentown-Bethlehem-Easton, 4 for 1, started Monday, featured first time-sharing proposal (Vol. 4:32). Up in Manchester, N.H., applicant Grandview Inc. (TV Addenda 4-C) created quite a stir by publishing full-page ad publicizing "threat" if city's proposed Channel No. 12 is declassified to community by reason of Boston demands -- urging citizens to write Congressmen. Result was deluge upon FCC.

MEETING OF MINDS ON TROPOSPHERE: From where we sit, it doesn't look like present TV applearc is going to be upset by tropospheric considerations (Vol. 4:35,37) -- but it may be slowed up somewhat in some areas, mainly smaller cities. That, at least, is a fair conclusion after this week's FCC conference, which saw key spokesmen (engineers and attorneys, mainly) in virtually unanimous agreement FCC should not put brakes on present TV pace in major cities, while conceding shift into low gear for rest of country might not be bad idea. So, if anything at all is done about troposphere, smaller cities (perhaps a few bigger ones, too) may find the going slowed down -- may even come out finally with fewer low-band channels and be obliged to pin hopes on uhf. Certainly, no definite pattern of intent can be adduced before Sept. 20 uhf hearings, since problems are so closely inter-related.

Spokesmen were generally agreed standards should be revised to (1) include troposphere data, at least as guide; (2) permit directional antennas, where helpful; (3) extend protection contours to ensure full coverage of metropolitan areas; (4)

change power-antenna and desired-to-undesired signal ratios to permit greater flexibility in frequency assignments. But, they added: Don't touch existing allocations in top markets unless absolutely necessary. And keep on issuing grants where co-channel separation is 150 mi. or more (adjacent channel, 75 mi.) -- which would adversely affect such cities as Chicago, San Francisco, Boston, Cleveland, Detroit.

Only opposition to this near consensus came from Cowles v.p. T. A. M. Craven, and Dr. K. A. Norton, now with Bureau of Standards. Craven felt close inter-relationship between present vhf and future uhf renders it impossible to decide anything until after Sept. 20 uhf hearing. Unconcerned with commercial or political considerations, Norton suggested "ideal" allocations (100 mi. more separation than now) based on tropospheric factors. He admitted this might mean fewer stations than now in big cities (only 2 in New York City, for example). His position evoked perceptible murmurs about "clear channels" among the audience.

FCC appears amenable to industry suggestions, and Chairman Coy indicated this schedule: Oct. 15, more complete troposphere and terrain data; Nov. 15, engineering conference to discuss methods and procedures for taking troposphere and other factors into account; then, a TV conference to weigh effects of such information on allocations picture; finally, a full-scale hearing to revise standards. All this, Chairman Coy opined could be done in 9 months.

* * * *

Although this week's conference had troposphere as prime subject, more interesting (and to some, more vital) were recommendations that TV rules be changed to protect metropolitan stations to limits of their metropolitan areas. Present rules specify 5,000 uv/m contour, which for example permits only 25% coverage of full New York City area (according to NBC's Ray Guy, appearing for TBA). And according to WMAR-TV's Jack Jett, to cover all Baltimore requires protection to 1,000 uv/m.

Everyone agreed that status quo may mean fewer rural viewers -- but simple fact is very few grants or applications yet contemplate rural coverage beyond immediate purlieus of cities (save Westinghouse's Stratovision). Over-all, what struck one at hearings was that most of testimony came from "ins" eager to preserve their positions, whereas the "have nots" remained conspicuously silent. Day and half conference attracted 75-100 persons, was opened with excellent history of TV allocations by Chairman Coy. It's quite long (14 single-spaced mimeo pages); we'll send copy to any subscriber on request.

PREVIEWING UHF HEARING—III: Dr. Allen DuMont threw a hot one into FCC's troposphere conference Tuesday (see story preceding) when he asserted, in effect: "Uhf is the solution to problems of interference and competitive TV service; let's jump in now."

It isn't news that Dr. DuMont considers uhf good for small towns, limited coverage. But his timetable is. He promised limited availability within 12 months of transmitters which, presumably, will do the job. And, he said he expects within same period to be able to make high-low band receivers no more expensive than present low-band sets. What's surprising is that up to now he's maintained 3-4 years are needed (Vol. 4:37).

Uhf hearing starts Monday (Dept. of Commerce auditorium, 10 a.m.), should show to what degree rest of industry shares Dr. DuMont's new optimism. Also, whether some more "sleepers" in way of equipment are on tap. All we've been able to gather so far (Vol. 4:34-37) indicates slim support for such hope. Awaited are recommendations of pace-setter RCA-NBC, which has consistently spoken of "several years yet" for adequate uhf powers. Also of eminent JTAC, which it's understood will confirm reduced coverage areas of uhf but will recommend FCC fix standards after another hearing 6 months hence, then allocate.

Dr. DuMont promised specific plan at Sept. 20 hearing, showing just how uhf (with present black and white standards) can provide relief. He envisaged uhf-only and vhf-only cities to bring about competitive equality, ease receiver design and costs. Very few present grantees would be shaken up, he claimed. He saw no place for color in 475-890 mc band.

Cowles stations' T. A. M. Craven, consistent drumbeater for uhf, reiterated

need for uhf now, intends to present 2 plans (monochrome and color) at hearing. Baltimore Sunpapers' E. K. Jett, like Craven, also an ex-FCC commissioner, saw uhf eventually filling holes in present allocation but opined uhf "not ready now nor for some time." Ex-FCC chief, now consulting, engineer George Adair said uhf isn't yet ripe, "would place very unfair economic burden on smaller cities and newcomers." He suggested uhf should not now be frozen by present standards but should provide space out of which a superior TV system should be fashioned. CBS's Bill Lodge foresaw very stiff going for uhf stations, if in competition with low-band stations, unless they gave superior service -- presumably higher definition and/or color.

There's little percentage in guessing about uhf until hearing is completed. One thing is certain: applicants (and grantees, if any) whose low-band channels might be swapped off for uhf channels will raise unholy hell unless they get far greater assurance of the practicality of uhf than they've yet received.

ASCENDING RATE OF TV PRODUCTION: Looks like August TV set production will equal or better 5-week June record output of 64,353, easily exceed July's 56,089 (Vol. 4:35). RMA monthly figures haven't been issued yet, but preliminary reports indicate nearly 14,000 first week in August, more than 16,500 second week, well over 18,000 third week. Ascending weekly output is expected to continue, topping July's record 14,022 average henceforth. If, as expected, August output is around 65,000, it means just about 400,000 for first 8 months of 1948, or around 585,000 postwar -- RMA only. Add at least 10% for pre-war, non-RMA and kits, and you have pretty good estimate of total TVs as of Sept. 1. We'll have RMA's exact figures for you next week, but it's interesting in meantime to ponder predictions by Philco's Jimmy Carmine before Federated Advertising Clubs of Chicago Thursday -- that the industry will produce TV sets at rate of 100,000 per month during 1948's last quarter, that Philco itself will be making 10,000 sets per week early in 1949. He also said New York area homes are now buying 1,000 TVs per day.

CONJECTURE & FACT ABOUT TV TRADE: Make any sort of prediction about TV, and you're a cinch to win newspaper or tradepaper headlines. U.S. Television Mfg. Corp.'s Hamilton Hoge, a relatively small set producer, tells N.Y. Herald Tribune Sept. 13 that TV picture tube output will be 1,600,000 next year -- not nearly enough, he said, to satisfy industry's needs, let alone the military's. Yet RCA Victor's Frank Folsom, who makes more TV tubes than rest of industry combined, reiterates before Canadian RMA in speech set for delivery in Montreal next Monday, that 1949 TV receiver output will be 1,600,000 (Vol. 4:32). Every receiver needs a picture tube, many old sets will need replacement tubes, all tube makers are gearing for maximum output -- so either Mr. Hoge is taking the very dim view, or Mr. Folsom the very bright. You takes your choice.

In any event, Mr. Hoge's newly financed Zetka Television Tubes Inc. is reported by Retailing Daily to have scheduled 2,000 per month output (1,500 of 15-in., 500 of 12-in.) "to be reached in 90 days." Promise of glass makers that blanks will be plentiful by end of year (Vol. 4:32) thus would seem to mean output rate is dependent on capacity of big tube processors like RCA, GE, Sylvania, DuMont, to say nothing of the littler fellows (for complete list, see our Directory of TV Manufacturers & Receivers). None will disclose figures, though it's interesting to note that NEMA's combined TV tube sales figure for first half of 1948 is 426,469 vs. 278,896 RMA set output for same period (see note under Sight & Sound).

But we'd be very much surprised if RCA alone doesn't turn out well over 1,000,000 glass TV tubes next year at its fast-expanding and mechanized Lancaster plant, not to mention its vaunted metal-coned kinescope (Vol. 4:37). And DuMont, gearing for around 200,000 sets next year, usually turns out twice as many tubes as sets -- like RCA, it's a prime supplier to other set manufacturers.

Other TV trade news of the week: Philco's president Balderston reported to stockholders Sept. 11 that "production already exceeds 4,000 [TV] receivers a week, which represents a production rate of over 200,000 sets a year. By the fourth quarter, our schedule calls for 8,000 [a week]...present indications are that our dollar

output of television receivers...will exceed our radio production in the latter part of the year"...Pilot broke first consumer ads of its \$99.50 portable TV with 3-in. tube (Vol. 4:24), dealers playing it up in New York newspapers...Magnavox's president Freimann said tube shortage has factory running at half capacity, presumably as against promised 10,000 per month (Vol. 4:25), also expressed fear shortage may continue thru 1949...Sentinel showed new 7-in. 400TV in Chicago, same as its 405TV but with carrying handle, portable antenna (separately priced), encased in imitation leather, priced at \$199.50...Starrett scheduled showings of its line, including Tel-0-Tube's 16-in. metal tube (Vol. 4:37), at Philadelphia this weekend, in Washington's Statler Sept. 23-24.

FACTS OUR NEW TV & FM LOGS REVEAL: Coming to you shortly: Our next quarterly TV Directory No. 5: Television Rates & Factbook, dated Oct. 1, superseding No. 4 of July 1 and Addenda thereto. Also, our revised annual Directory of FM Licensees, Grantees & Applicants, brought up to date as of Oct. 1. Noteworthy in both: Substantial increases in number of stations on the air or about to go on the air.

TV Factbook will again include: (1) network rate cards; (2) rates and data of operating stations; (3) CPs outstanding and applications pending, with new cross-references on multiple ownerships; (4) experimental TV stations; (5) present and proposed channel allocations by cities; (6) directory of TV program sources -- and will add (7) Directory of TV Manufacturers & Receivers. All foregoing listings are being revised and brought up-to-date, and full subscribers will of course continue to receive weekly (blue) Addenda in newly numbered series.

Working on our new TV Directory, some facts are worth pointing out: (a) That it will embrace at least 6 new rate cards, this being number of new stations that will definitely be on the air commercially by Oct. 1 -- and it will also include rate cards of several more scheduled to start during October. (b) That of the 31 operating stations listed last July 1, more than 25% have either issued new rate cards or changed old ones since then. (c) That NBC's WNBT, New York, is out with most comprehensive rate card of all -- one that will probably become model for most NBC affiliates, if not others. (d) That, slowly but surely, standardization of TV rate cards appears to be on its way.

CURIOUS ANAMOLIES IN FM PICTURE: Here's a couple of interesting FM contrasts: Yankee Network's famed pioneer FM station WMNE on Mt. Washington, N. H., called it quits, surrendered its license to FCC this week -- 80th to pull out in a year. At about same time Troy (N.Y.) Record withdrew its TV application, saying it wants to concentrate on its FM station WFLY and newspaper. Yankee gave no reasons for giving up, doesn't say whether it's dropping its other FM stations (Boston, Worcester, Hartford, Providence). But it's well known that:(1) Yankee has sunk some \$2 million into FM, with literally almost no return. (2) WMNE's rugged location made it terribly expensive to build and operate. (3) Yankee feels FCC destroyed WMNE's reasons for being (huge coverage) when it moved FM to high band and cut station's power. (4) FM just didn't develop with speed expected. Company is still hanging onto site, keeping maintenance crew there in winter, will use it for FM, TV or whatever else becomes justifiable.

Though WMNE's defection comes as something of a shock, inspection of our new annual FM Directory, to be distributed about Oct. 1, shows 633 stations actually on the air, new ones coming on at rate of about one a day. There's still a hard core of FM enthusiasts who'll convene in Chicago Sept. 27-29. They'll hear words of encouragement from FCC Chairman Coy, get latest reports on new revenue angles from Hulbert Taft (transit FM), Stanley Joseloff (store-casting), John V. L. Hogan (facsimile). Then there will be excellent panels and speakers on selling, promotion, programming, networking, engineering, receivers.

Note: Our new FM Directory will go to subscribers as part of service (extra copies \$2.50 to them, \$5 to non-subscribers); it will also contain revised up-to-date FM allocation table.

TV cathode ray tubes are reported being almost literally snatched still hot off the production lines. But National Electrical Manufacturers Assn reports sales of 267,703 to manufacturers during second quarter, though only 160,869 RMA sets were made. Sales during first quarter were 158,706, and 118,027 sets were built. Even though substantial number of tubes went for kits and non-RMA production, there was still large apparent backlog of tubes, at least as of July 1.

Joseph Ream, CBS executive v.p., gave Cincinnati Advertisers' Club strong TV pitch Wednesday. Points made: high costs make networks more important than in radio; costs to advertiser "may well be cheapest of all major media," e.g., demonstration of product runs about 2½ cents per family, compared with house-to-house appliance canvass at 50 cents, car demonstration at \$5; expects TV set ownership to reach 50% saturation in major markets within 5 years.

CBC board of governors will decide on TV policy next month, pressured by applicants from Toronto, Montreal and Hamilton—but meanwhile first firm order for TV transmitter to come from any other country than U. S. in western hemisphere was placed last week with International GE. Purchaser was Cesar Ladiera, Radio Televisao de Brazil, planning TV station in Rio de Janeiro in connection with Station PRA-9 there. Overtures have been made to DuMont for equipment for TV station in Havana, but nothing definite has materialized as yet.

Eastman Kodak, with wary business eye cocked at TV, offers kinescope recording camera at around \$8,000 (without sound), \$9,000 (geared for sound attachment). Pamphlet titled *Motion Picture Film and Equipment For Use in Television* (23 pp.), with descriptions and prices, can be obtained from any of 3 offices: 342 Madison Ave., New York City; 343 State St., Rochester; 6706 Santa Monica Blvd., Hollywood.

Westinghouse's Stratovision, stopped short on low band during allocations hearing (Vol. 4:31,33), got stymied again this week when FCC issued order denying request for rule-making to establish low-band Stratovision. Company hasn't decided whether to contest ruling, meanwhile is geared for Stratovision pitch at uhf hearing Sept. 20.

WATV's Channel 13 complications (Vol. 4:28-35) are still being diagnosed. RCA will replace superturnstile antenna (installed by WATV people) with a duplicate "to assure all parties it isn't fault of antenna." Meanwhile, WATV consultant Glenn Gillett resumes measurements next week; transmission will be from dipole at various heights. Incidentally, at troposphere hearing this week, Gillett asserted FCC's standards, which estimate signal strength in microvolts per meter, are discriminatory towards stations at high end of band. He says strength should be measured in microvolts per wavelength, and power ceiling on high frequency stations should be raised to compensate.

DuMont has acquired old Air Cruiser (aircraft) plant on Bloomfield Ave., Clifton, N. J., will add some 125,000 to its 65,000 sq. ft., devote it entirely to tube production. Deal for purchase of wartime plant of Curtiss-Wright in Paterson fell through.

More clinics on TV: At NBC's annual convention, at Sun Valley, Idaho, Sept. 22-25. At training course for top executives of NBC's affiliated AM stations, in Radio City, week of Oct. 18. At second annual TV Clinic called by CBS for its affiliates in New York, next Jan. 21-23.

RMA's fall meeting has been set for Oct. 6-8 in New York's Roosevelt Hotel.

Ralph D. Austrian, TV pioneer, ex-president of RKO Television Corp., on Sept. 16 resigned as TV v.p. of Foote, Cone & Belding—due to "irreconcilable differences of opinion." He'll probably return to radio industry. His successor at the agency is Roger Pryor.

Telecasts of World Series beginning Oct. 6, almost certain to start in Boston, will be offered to all stations reachable by network or relay, as was done last year. No stations will get them by film, since newsreel people have film rights sewed up. TV sponsorship will be by Gillette (also AM), reported to have paid \$175,000 for rights.

Petrillo ban on records may be due for lifting. Musicians union has submitted new plan to collect royalties on records, yet remain within Taft-Hartley provisions. Subject was reason for high-level NBC-CBS (Sarnoff-Paley) parley this week, both having big stakes in now-depressed record business.

RCA will install 850 mc TV transmitter in Washington next week, duplicate WNBW's programs same as it's doing on 500 mc (Vol. 4:37), except it will be picture only. Transmitter has 400 watts output, will radiate about 35 kw from 100-gain bedspring antenna 210 ft from ground, angle of radiation about 15 degrees. Only a few receivers are available, no converters as are used in 500 mc tests.

Footnote on troposphere: Washington televiewers weren't supposed to see Charles-Bivins fight Monday night (Vol. 4:34), carried by CBS in all cities outside 75-mi. radius of nation's capital. But we know Arlington, Va., gin mill owner who picked up Philadelphia's WCAU-TV, 150 mi. away, gave his customers whole fight—picture very good with normal antenna installation.

TV "arrangements" with Mexico haven't gone to the formal stage like those with Canada (Vol. 4:28,34), but U. S. left one channel open in San Diego area to give Mexicans a TV frequency in Tijuana-Agua Caliente area. This was disclosed by Chairman Coy at this week's troposphere conference.

CBS has contracted with Imppro Inc., Hollywood, for 13 half-hour mystery-drama film series titled "The Cases of Eddie Drake," to be carried on CBS-TV and syndicated to other stations starting Jan. 8.

Don Lee has applied to FCC for transfer of control to Lewis Allen Weiss, executive v.p., and Willet H. Brown, v.p. and gen. mgr., as court-appointed guardians, following adjudgment that president Thomas S. Lee is mentally incompetent and his confinement to a sanitarium.

Before anyone in Fort Worth-Dallas area has so much as seen a TV test pattern, *Fort Worth Star-Telegram's* WBAP-TV, due to start Sept. 29, has sold more than 4 nights per week of initial programming—including Leonard's Dept. Store, high school football games; Stripling's Dept. Store, Korda films; Humble Oil Co., Southwest Conference games.

Special 18-page TV supplement of *Chicago Daily News* Sept. 16 was timed for WENR-TV, Midwest network openings; besides ad-filled special section, newspaper carried 4 pages about TV in regular edition.

Scripps-Howard Radio has purchased WVLK, Versailles, Ky. (1 kw N, 5 kw D on 590 kc) for \$285,000 from 40 stockholders headed by A. B. (Happy) Chandler, baseball commissioner; plans to move it into Cincinnati.

ABC's now building KECA-TV, Los Angeles, and KGO-TV, San Francisco, both due on air around end of year, have made news-promotion tieups with Hearst's *Los Angeles Herald-Express* and *San Francisco Examiner*, respectively.

Most interesting radio sponsor of the year: Protestant Episcopal Church, which on Oct. 1 starts Fri., 8-8:30 p.m. series on full MBS network plus other stations (total of 549 outlets) titled "Great Scenes from Great Plays." It's non-religious, starts with "Cyrano de Bergerac," will include other plays like "The Corn Is Green" with Jane Cowl, "Barretts of Wimple Street" with Basil Rathbone, and other name stars. Budget is \$2,000,000. "Commercials" aim at the "70,000,000 Americans who do not attend church regularly," simply invite them to come to church Sunday or write for booklet *Finding Your Way*.

IRE's 1948 Medal of Honor goes to Bell Labs director of research Dr. Ralph Bown, who was director of TV research 1939-1944, served on National Televisions Systems Committee in 1940-1941, is now member of Joint Technical Advisory Committee working on uhf TV. Newly-elected fellows of IRE include FCC Comr. George Sterling, Zenith's J. E. Brown, DuMont's T. T. Goldsmith, CBS's Wm. Lodge, Bureau of Standards' Cleo Brunetti.

Eight hours of daytime TV, locally sponsored, all exclusive of sports, special events and sustainers, is new fall offering of WCAU-TV, Philadelphia. Robert J. Enders Agency has bought 3-4 p.m., Mon. thru Fri., for homemakers program sponsored by Whirlpool Washers, Deep Freeze, Admiral Radio, Hamilton Dryers, Youngstown Kitchens, etc. American Stores chain has taken Wed., 11-a.m.-12 noon, with Horn & Hardart's "Children's Hour" continuing Sun., 11:30 a.m.-12:30, and Lit's "Lits Have Fun" Tue., 10-11 a.m. WCAU-TV also announces 17 new 1-min. spot users for total of 67 min., including Zippy Starch, Whitman Chocolates, Chesterfields, American Stores, Phila. Electric Co., Girard Chevrolet, Margerum Co., Kessler Kitchens, Thornton-Fuller (Dodge), Erlanger Beer, Seilers Meats, Adams rugs, Oliver Kitchens, Eclipse Mattress, Evergreen Soap.

More TV Network sponsorships: On NBC, Procter & Gamble reserves Fri. 9-9:30 p.m. and Colgate-Palmolive-Peet signs Mon., 9-9:30 p.m., starting dates and programs still undecided. Also on NBC, Maxwell House Sept. 12 began sponsoring "Meet the Press" Sun., 8:30-9 p.m. On ABC, Bristol-Meyers (Vitalis) starts "Break the Bank," simultaneously with AM network show starting early Oct. Kaiser-Frazer will sponsor election returns on both East and Midwest ABC-TV networks. And CBS-TV will be used by Chesterfield for Columbia U's home grid games, starting Sept. 25. Among newly reported TV station accounts:

WPIX, New York: R. J. Reynolds Tobacco Co. (Camel), 8 Sat. college grid games, thru William Esty Co.; Ripley Clothes, wrestling, 39 Thursdays, thru Bobley Agency. Borden Co., 1-min. ann. following Sat. boxing, Thu. wrestling, and Schaefer's Rangers hockey games; Chesterfield, four 60-80 sec. ann. weekly; Moile (shaving cream), 1-min. ann. before grid games thru Young & Rubicam; R. H. Macy & Co., spots.

WCBS-TV, New York: Botany Mills, 6 spots preceding football, thru Silberstein-Goldsmith Inc.; Fownes Gloves, 13 spots, thru Rockmore Agency; Straus Stores (auto accessories), 5 one-min. films preceding sports, thru William Warren Agency; Whitman Chocolates, spots, thru Ward Wheelock Co.; Chesterfield, 1-min. spots on new "CBS-TV Film Theater of the Air," 52 weeks, thru Newell-Emmett Co.; Borden and Philip Morris, renewals.

WTMJ-TV, Milwaukee: Ford Motor Co. and dealers, American Assn. playoff games, Broadway House of Music and Otto L. Kuehn Co., food brokers, 10-min. "Dugout Dolings" before games; Ennis Motors Co. (used cars), 9 suburban conference high school grid games, Fri. nights.

WNBT, New York: American Chicle Co. (Chiclets), 20 sec. spots, 2 weekly, Sept. 15-Dec. 31, thru Badger, Browning & Hershey; Trommer's Beer, St. Nicholas Arena wrestling, Tue., 10 p.m. starting Oct. 5, thru Federal Adv. Agency.

WMAR-TV, Baltimore: Carl Mohr & Co. (Studebaker), "Grid-Iron Echoes," films of great grid games in Baltimore Stadium, with quiz angle, before Colts grid games; Legum Distributing Co. (Crosley), 3 Navy football games, Sept. 25, Oct. 2, 16.

WEWS, Cleveland: Merrill Lynch, Pierce, Fenner & Beane (brokers), "America Speaks," kinescope recording of show on WCBS-TV, placed thru CBS.

WJZ-TV, New York: Chesterfield, 9 home Giants grid games, starting Sept. 25, plus Boston game there Sept. 23 (with WNAC-TV), Washington (with WMAL-TV), Philadelphia (with WFIL-TV).

KSTP-TV, St. Paul: RCA Victor and dealers, U of Minnesota home grid games.

Bowing out as candidate to succeed him as FMA president, Everett Dillard cites need for time for his stations and consulting business, also his feeling one year is enough (Vol. 4:33). Likely successor: William Ware, KFMY, Council Bluffs, Ia., now v.p., as was Dillard before becoming president.

Maj. Armstrong got turned down by FCC this week on his request that Commission reconsider its action in assigning 44-50 mc to mobile services rather than to FM rebroadcast stations (Vol. 4:19). FCC said same reasons for denying request originally still apply: mobile services' needs have priority. Also turned down was FMA's request that life of low-band stations be extended for 2 years.

Editorial on transit FM (Vol. 4:36) in Sept. 13 *New York Times* notes how system is catching on, wonders: "Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained."

Rural Radio Network, 8-station New York State FM hookup, now claims almost 90% of state's farm families within coverage area. Network, achieved by rebroadcast method, comprises 6 stations owned by farmer cooperatives, plus WSLB-FM, Ogdensburg, and WGHF, New York.

FM-only sets aren't a good idea to pioneer FMer Les Nafzger of WELD, Columbus, O. "Even though it means FM receivers under \$35," he says, "we do not consider any receiver a good investment, for the listener, unless it has both the FM and AM bands. A receiver is not complete unless it has both bands and we suggest dealers consider this if approached to handle FM-band-only receivers."

"Vocalad," is a new sideline of Ardiem Rodner's Television Advertising Productions, Chicago. Rodner makes strong claims for wire recorder-electric eye device which cuts in with sales talk as customer passes displays in supermarkets. Device is made by Vocalad Inc., 33 W. Lake St., Chicago (Kelly Grodzins) is sold to district agents by TAP, then rented to advertisers at \$30 per month.

At cost of only \$200 and 1,500 man-hours, four Tulane U graduate students in physics have erected complete TV transmitter and receiver and are operating it (presumably closed circuit) along with Tulane's amateur station W5YU, reports Sept. 11 dispatch to *New York Herald Tribune*. Only thing they didn't put together from stock parts or build was image orthicon, gift of a friend.

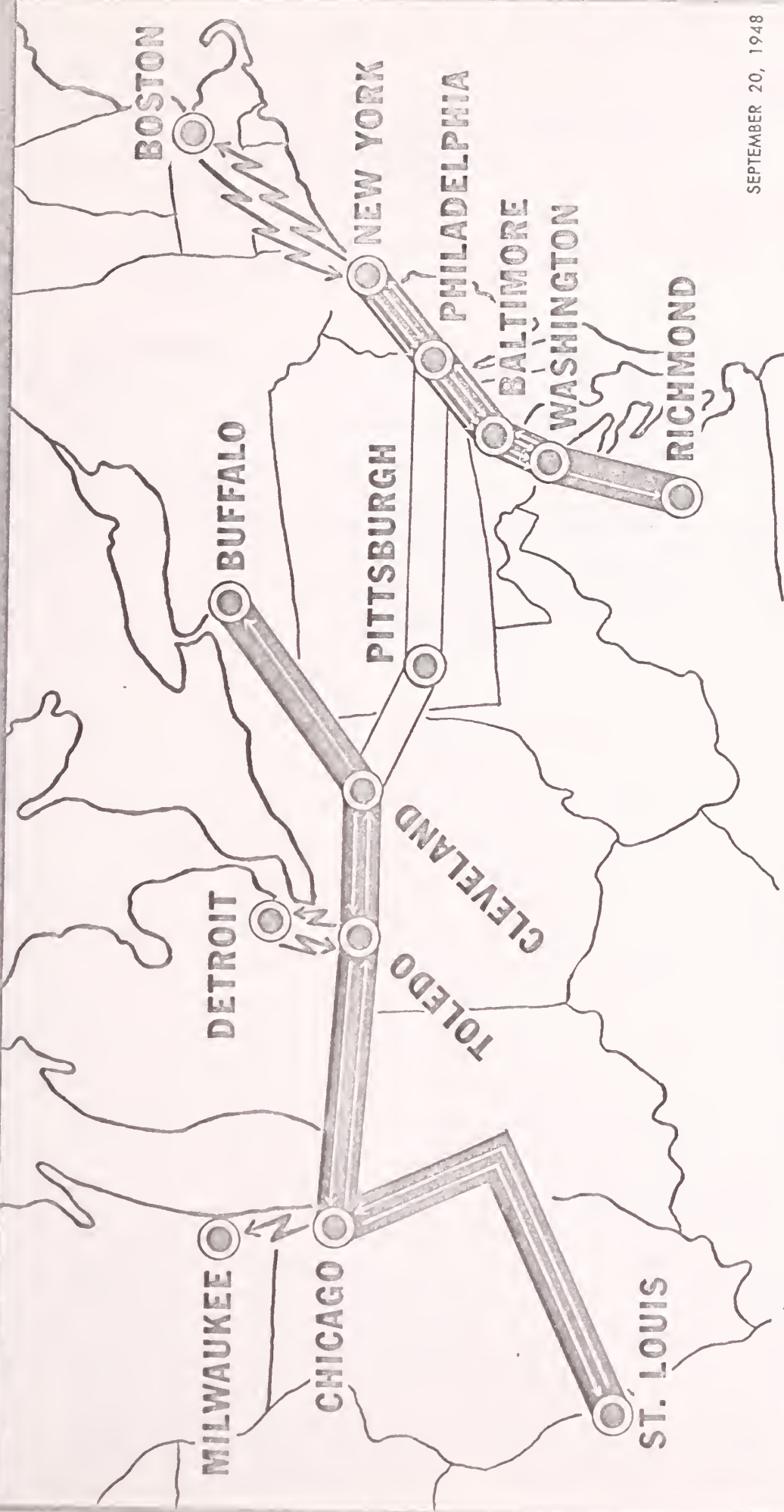
List of TV set owners in Portland, Me., who presumably get their service from Boston (99 mi.) pending time city gets own station, was run as feature in Sept. 6 *Sunday Telegram*—just as newspaper back in 1908 ran lists of purchasers of horseless carriages. Newspaper's publisher Guy Gannett, incidentally, is applicant for TV.

Scophony, Ltd., Wells, Somerset, England, in reply to inquiry, advises us it plans to import TV receivers into U.S., but its sales chief D. E. Wiseman states he can't give details or prices yet.

New York Life Insurance Co.'s giant "Fresh Meadows" apartment project at Flushing, L. I., has contracted with Amy, Aceves & King, 11 W. 42nd St., New York, for TV as well as AM-FM outlets in each of 3,000 apartments.

Britain has frozen its 405-line TV system, reports AP, declaring "any change would prejudice more substantial improvements at a later date." Color, it was felt, is still some ways off, and any other changes wouldn't justify obsoleting England's 60,000-odd sets. Country has its eye on export market, too. Lord Trefgarne, BBC's TV committee chairman, said "any country pinning its faith to the British system will be putting itself in the most favorable position to take advantage of future development."

BELL SYSTEM TELEVISION NETWORKS



SEPTEMBER 20, 1948

Eastern and Midwestern networks now in service:
 (Arrows indicate number and direction of television channels)

COAXIAL CABLE RADIO RELAY
 COAXIAL CABLE

Link available end of 1948:

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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September 25, 1948

TV AND FM SEPTEMBER OUTPUT UP: TV still has quite a way to go before attaining the 100,000 per month set production predicted for 1948's fourth quarter by Philco's Jimmy Carmine (Vol. 4:38) -- but other industry sources also predict inevitable spurt. Meanwhile, RMA's official monthly output figures for August, issued this week, disclose TV's 64,953 units nosing out 5-week June's record 64,353. FM, too, picked up considerably -- 110,879, best since last March.

August production of all radios totaled 934,997, well up from July's 683,438 (Vol. 4:35). TV's 64,953 brings total for first 8 months of this year to 399,938, for all postwar to 584,985. Add about 10% for non-RMA, kits, etc., and you can figure pretty close to 650,000 sets as of Sept. 1. September TV breakdown: 52,464 table models, 7,546 with radio-phono, 4,943 TV-only consoles (922 projection models). FM breakdown: 35,028 FM-AM table models (131 with phono), 65,747 consoles (10,140 without phono), 10,104 FM-only and tuners.

THE SHAPE OF TV FACTS & TRENDS: Aside from the troublous technical factors elsewhere reported in this letter, the jig-saw puzzle that is TV is gradually taking on shape -- though it will take some years before it settles down to the relatively stable, calculable, profitable business that is broadcasting. Consider some of the facts, implications and trends adducible from the current news of TV:

1. Ownership of TV Receivers: RCA family's official prognosis, merely touched upon at NBC convention at Sun Valley this week, emphasizes TV's enormous potential, must have caused many a broadcaster to ponder more seriously than ever its probable impact on his AM business. Though NBC's Niles Trammell referred to "approximately 11,500,000 TV receivers...by 1953," the actual industry estimates of of parent RCA are: 935,000 sets produced and sold up to end of this year; plus 1,600,000, 1949; 2,400,000, 1950; 3,200,000, 1951; 4,000,000, 1952; 4,800,000, 1953 (Trammell apparently excluded 1953 in his count). In other words, nearly 17,000,000 TVs in perhaps 15,000,000 homes in a little more than 5 years, as against 37,000,000 homes now equipped with radios. Since TV viewing inevitably detracts from AM-FM listening (Vol. 4:7), the implications are obvious.

2. Network and Station Affiliations and Sponsorships: Top echelon thinking seems to be agreed that by reason of its earlier start, parental coddling, enormous bankroll, NBC will for some time maintain its place as top TV network. At Sun Valley, executive v.p. Charles Denny predicted 33 affiliates by end of this year, at least 16 inter-connected. It's optioning 5-6 p.m. and 7:30-10:30 p.m. (NYT) 7 days weekly, has already sold 12½ of these 28 hours to sponsors.

ABC and CBS are fighting hard for next best position, still lagging so far as on-the-air affiliates and sponsorships are concerned -- but certainly in there pitching with program ideas, sales zeal and an awareness of TV's importance in their future. DuMont so far contents itself with operating own 2-stations (soon 3), limited network, Tele-transcription plans. MBS plans for TV are still on paper, though all its stockholding stations and many affiliates are in for TV.

As for station sponsorships, nearly all the 35 operating stations (37 at end of this week) report increasing advertiser interest, growing lists of local sponsors, eager quests for program ideas and commercial angles, enormous pulling power

of TV advertising. But dire effects on both radio and TV, if local advertisers desert aural radio for TV now, were seen by NBC sales v.p. Harry C. Kopf during Sun Valley confab. Sound radio must at all costs be kept profitable during TV red ink stages, he said. He cited these pertinent statistics: Of NBC's sponsored TV network hours, 60% have been bought by advertisers who don't use NBC's aural network; nearly 30% of all TV volume has been bought by advertisers who have never used network radio to any extent -- indicating TV will create new sources of advertising. He forecast 1949 TV network sales will run 50% higher than 1948, with comparable increase year following. NBC expects department stores may well become most important single class of TV advertiser, so is setting up special "TV Dept. Store Dept."

3. TV Affiliation Contracts: Multiple affiliations (Vol. 4:38) for awhile will continue commonplace -- but option-time tieups are inevitable. Payments to affiliates are still on short-term basis due to enlarging audiences, changing rate cards -- no clearcut pattern yet. As for station rate cards, it's significant that about half those we published in our TV Directory of last July 1 will have new ones in our Oct. 1 TV Directory No. 5. Rates trend upward as more "circulation" can be shown -- only exception we know being Chicago's WBKB, which dropped basic hour rate down to \$500 (from \$800) to compete with WGN-TV's \$550, WENR-TV's \$800. First discounts yet offered for joint AM-TV use are indicated by ABC (whether simultaneous or not) and by Los Angeles' KLAC-TV, both 10%.

4. DuMont's All-Day Programming: Illustrative of fast pace of TV, was DuMont's announcement this week its New York WABD will go on full daytime schedule, 7 a.m. to 6 p.m., Mon. thru Fri., starting in early October. Except for sports and special events, few stations have yet undertaken very substantial daytime schedules. But DuMont calculates daytime can appeal to specialized interests, provide revenues from same cheap but effective advertising sources as newspapers' classified and small-ads. Pitch will be made for lots of small-advertiser spots as well as sponsorships of full programs and sports.

Plan is to make audio part listenable without video, alerting housewife via special signals to come have a look at anything special. Idea also is to persuade women viewers to come and buy (or phone for) advertised products while stores are still open. Proposed typical schedule calls for frequent 5-min. C-W-T (clock, weather, temperature reports), 5, 10 and 15-min. news periods, and such shows as these, whose titles suggest their nature: To Your Health (setting ups), School Reporter, Baby Sitter, Shut-Ins Chapel, Women's Clubs, Needle Shops, House Hunting, Tin Pan Alley. Action instead of usual daytime patterns will certainly be welcomed by radio dealers, demonstrating. Whole experiment will be watched closely.

5. Network and Station Programs: Program sources and ideas are more readily come by than first supposed, though quality is still pretty low more often than not. Such variety hits as NBC's "Texaco Star Theater" and CBS's "Talk of the Town" are still rarities, but more are inevitable. Also, nearly every radio programmer and film owner or producer has ideas, many already offering wares (see our Directory of Television Program Sources). Bulwark, of course, is sports. But when Fred Allen and Jack Benny eye TV, Abbott & Costello and Arthur Godfrey test it out, Norman Corwin talks TV plans -- to look at current trade reports only -- you know the old big names as well as new big names are on their way into the new medium.

6. The HCL of TV: Every TV station on the air today is losing money, some of them enormous sums -- in most instances made up by AM operation. NBC foresees break-even period in 2-4 years for itself, and Trammell forecast "period of plenty about 6 years from now." TV is obviously no business for little enterprisers, judging from loss reports. NBC lost \$1,500,000 on it last year, expects to lose \$3,000,000 this year despite \$3,000,000 billings (Vol. 4:36). DuMont is losing about \$25,000 a week on its 2 stations and limited network. CBS and ABC losses, undisclosed, are said to be considerably greater. Don Lee's single-station operation runs \$25,000 per month in the red. Few stations will furnish figures for publication, but \$10,000-\$20,000 losses per month are commonplace, and several have told us more. We know none yet that will say it's even near the break-even point on TV per se, even taking into account economics of combined AM operation and tax deductions.

September 25, 1948

BLUEPRINTING TV'S TECHNICAL FUTURE: TV will evolve toward a vhf-uhf service -- i.e., today's low band plus 475-890 mc. For the foreseeable future, it will be same kind of black-and-white we have now.

That much is clear from this week's uhf and last week's troposphere hearings before en banc FCC. It's also clear FCC, though it hasn't said so formally yet, will call temporary halt to processing of low-band applications, while formulating revised standards taking into account troposphere, etc. (Vol. 4:38).

What isn't clear, though, is just how uhf can and should be tailored into present system to effect maximum use of channels, minimum interruption to TV's growth. Then there's the political intangible: Will FCC, facing prospect of new Administration next January, hasten uhf allocation in order to get clamoring applicants and their Congressmen off its neck?

You can be sure of this: Present 12 vhf channels (No. 2-13) will continue to be backbone of nation's TV service. Today's system is basic. What uhf will provide is spectrum room for TV's eventual growth into nation-wide proportions, making more channels available and relieving congestion already evident in low band. In interim, besides playing into hands of anti-TV propagandists, pause in low-band processing and deferments of competitive hearings will have effect of (1) delaying grants, construction and hence TV service in many cities; (2) creating more local channel uncertainties; (3) slowing down lucrative transmitter business.

It's no secret that many CP holders and applicants -- profitable AM operators, particularly -- aren't breaking a leg to hurry into still unprofitable TV. As for receiver manufacturers, it's felt they have plenty of markets now and in immediate prospect on which to concentrate.

Some see delay permitting existing stations and networks to build up program and sponsor structures, so newcomers won't have to undergo rugged, costly pioneering of their precursors. Others fear existing stations (35 now, 37 as of next week, 50-60 by year's end, perhaps another 20 in early 1949) and the networks will get such a head start it will take years for late comers to catch up. FCC thesis is it's better to call halt now, do good overhaul job on standards and allocations, than later suffer same deterioration of service AM has been undergoing.

Big question is, how long will stoppage last? FCC wants to telescope fact-gathering, hearings, legalistics into next 3 months, then resume processing applications (300-odd pending now). It's hard to see how it can possibly be done in that time. Meanwhile, today's 80-odd CP holders, we've been told by several commissioners, won't be asked to stop or delay, won't have their grants taken away. But on a problem so complex, full Commission may change mind and policy -- so official statement of its plans and purposes, promised next week, should be watched closely.

* * * *

When will uhf be added? What is shape of TV to come? Here's how things look to us:

Uhf will get going after: (1) FCC and industry hammer out standards and allocation -- at least 6 months. (2) Equipment is available -- minimum of one year. (3) Stations are applied for, granted, built -- indeterminable period. Good guess is minimum total of 2 years for any substantial beginning.

At this week's hearing, everyone agreed that present 12 channels aren't enough, that uhf offers only real relief. Major points of difference were: When can

we add uhf? Shall we provide for future color TV in uhf? DuMont, Cowles, Westinghouse, Eimac, Zenith, Paramount were principal proponents of "uhf now" school.

DuMont figured enough is already known about uhf propagation to decide that 1-5 kw transmitters can provide useful interim service, that reasonably-priced combination vhf-uhf receivers can be made -- both within a year. Eimac said it could build 50 kw uhf tubes within 6 months to 2 years, depending on frequency. RCA, though it agrees uhf must be used, felt propagation knowledge still inadequate, figured 2 years needed to build transmitters of minimum needed power (at least 10 kw) and combination receivers. RCA thinks "uhf now" camp would be satisfied with inferior picture caused by weak signal, says a cheap converter isn't in the cards.

Industry-wide JTAC (being called "Jay Tack") was somewhere in between, wants 6 more months of data-gathering, then initiation of procedures to set up standards and allocation. JTAC really isn't too far from "uhf now" group, since latter realizes administrative procedures aren't likely to produce final standards before then in any event. It was evident JTAC commanded considerable FCC respect, may well get its recommendations adopted.

* * * *

On thorny color issue, it was apparent FCC (and many witnesses) would be loathe to relegate color to a remote future in the vague microwaves, where it was agreed that orthodox means of broadcasting probably couldn't handle it. Unless someone comes up with a good 6 mc color system, FCC someday may find itself afflicted with a severe color channel scarcity. CBS has a 441-line, 6 mc color system in laboratory. But it went no further than reporting it to JTAC. Asked about CBS's conspicuous silence at hearing, v.p. Adrian Murphy said: "We're here just as observers. We think the 6 mc system is good. We don't know where it fits into the picture." It's apparent CBS is now wedded to monochrome, at least for the present. Zenith's J. E. Brown testified he looks for rather easy transition from 6 mc black-and-white to 6 mc color.

Important were DuMont and Cowles ideas on how to interweave vhf-uhf allocations. Both look for no disturbance of vhf stations now operating, little displacement of CPs, vhf-only and uhf-only cities almost universally. They expect to milk uhf for 60-70 new channels, take care of virtually everyone willing to go into TV.

Westinghouse's Stratovision seems due for serious consideration. There was little attack on it technically, since no one but Westinghouse knows much about it or has spent money experimenting. FCC would be very glad to get the immense rural coverage proponents say it can provide. Major question is whether Commission should set up something of a clear channel situation, since Stratovision covers such great areas. System would take 3 to 7 channels, depending on whether 75% or virtually all of population is to be covered; properly spaced ground stations could use same channels, so chunk of spectrum needn't be blocked off.

As for vhf-uhf receivers, JTAC survey of 27 companies showed average of 1.7 years before companies could come up with production model. "Uhf now" proponents put it nearer one year. Considering all witnesses' estimates, cost of adding uhf to receivers, either in original set or by converter, ranges from \$35-\$75.

* * * *

Note: JTAC 149-p. report titled "Utilization of Ultra High Frequencies for Television," is a wonderful reference volume, includes JTAC's testimony plus all written material submitted to JTAC by participating groups. We've been promised 20 copies, will send them to first 20 subscribers to ask for them.

HOGAN PERFECTS MULTIPLEX FM-FX: Another major problem in facsimile has been licked. Veteran radio inventor John V. L. Hogan has perfected system of transmitting FX and FM simultaneously without degrading quality of either. Demonstration Wednesday to FCC (Sterling, Webster, Hyde, staff) and press over WFIL-FM, Philadelphia, was extremely satisfactory. In past, FCC has frowned on multiplexing because FM signal suffered (Vol. 4:24). Hogan used GE-made equipment, says recorders can be built into any FM set (no filter needed) at \$20-\$45, depending on quantity. He admits he doesn't know what FX's future is, so far as popular use is concerned. For beginning, he sees recorders in public places (successful so far in Miami, Philadelphia), also in trains, ships, planes, etc. As for home use, he feels it has definite place -- for permanent material such as recipes, pictures, illustrations of broadcasts.

638 FM STATIONS ON THE AIR: Despite the "talking down" to which FM has been subjected, despite fact it hasn't caught hold commercially as hoped, these statistical facts remain: As of this week, there were 638 FM stations in operation (20 non-commercial educational). Of commercial stations, 192 are licensed, 425 are STAs. Then there are 389 grants not yet on air, 80 applications pending. These figures are compiled from our new Directory of FM Licensees, Grantees & Applicants (FM Directory No. 2), which went into the mails this week to subscribers. They compare with status a year ago (Vol. 3:40): 300 on air (60 licensed, 240 STAs, 676 grants not on air, 132 applications).

In face of its vicissitudes, intensified by voluntary dropping of some 80 grants since October, 1947, FM still has hard core of enthusiasts who meet in FMA convention at Chicago's Sheraton Hotel next week (Sept. 27-29). They'll hear talks by leaders in FM's various fields, including another message of encouragement from FCC via Chairman Coy. FCC is still throughly "sold" on FM as a better system.

Fact is FM can't simply be laughed off by more successful AM operators, or by those venturing their chips on TV -- for, urged by FCC and encouraged by responsible trade leaders, many millions of dollars have been invested in its admittedly superior transmission and reception services. FMA reckons average of \$100,000 to build each station, which means \$60-65 million spent by broadcasters. FMA estimates average of \$100 in each set sold, so that public's investment is around \$250 million. Add sums spent by stations not yet on air, by manufacturers, etc., and FMA's Bill Bailey estimates nearly half billion invested in American FM.

Note: Newly revised edition of our FM Directory of Oct. 1, 1948 has 2 new wrinkles: (1) It shows the AM network affiliation of every FM-AM combination; (2) It includes up-to-date FM channel allocation table by cities. FM Directory No. 2 requires new series of Addenda, so we omit pink addenda sheet this week, will incorporate this week's data with next week's FM Addenda 2-A. Extra copies of FM Directory No. 2 are available to subscribers at \$2.50 each; non-subscribers, \$5.

SIGHT AND SOUND

Add GE to transit FM receiver makers (Vol. 4:5 et seq). Its unit is all-metal, 10-tube, crystal-controlled, employs double limiters, is used with 6½-in. speakers. Company says Syracuse tests satisfactory up to 20 miles. First showing is at American Transit Assn Sept. 26-30 convention in Atlantic City.

FM Executive Committee of NAB, due to meet Oct. 12-13, includes one new member, again is headed by Leonard Asch, WECA, Schenectady. Other members: Matthew Bonebrake, KOCY-FM, Oklahoma City; Martin Leich, WMLL, Evansville; Cecil Mastin, WBNF-FM, Binghamton; Lester Nafzger, WELD, Columbus; Ernest Spencer, KVOE, Santa Ana, Cal. (vice Everett L. Dillard, now on liaison board); Edward A. Wheeler, WEAW, Evanston, Ill. Board liaison: Willard D. Egolf, WBCC-FM, and Everett L. Dillard, WASH, Washington, who takes place of Yankee's John Shepard. Harry Wilder, WSYR-FM, Syracuse, was omitted from this year's committee.

New FM broadcasting development, the "serrasoid" modulator, described by its inventor, James R. Day, REL, at Radio Club of America meeting in New York this week, has been heralded as very significant by FM inventor E. H. Armstrong. Modulator is a 11-tube FM signal generator so simple in construction and reliable in operation that it requires negligible attention, may make remote operation of transmitter possible. Alone, device is size of small radio set; with amplifier to adequate power, it's still very compact.

FM radiation of 349 kw, now emanating from WTMJ-FM, Milwaukee, is highest in the land but won't be long, since Birmingham's WBRC-FM is due on any day. Both have 50 kw RCA transmitters. Latter will put out 546 kw, highest power yet authorized.

Highest-powered AM in the hemisphere is XEX, Mexico City, just jumped from 250 to 500 kw (see AM Addenda 2-MM).

Still-vacant chief engineer's job at FCC may be offered Donald G. Fink, 37-year-old editor of *Electronics*, graduate of MIT ('33) and Columbia M.Sc. ('42), because of deep impression he made in presenting JTAC report and on cross-examination at uhf hearing this week. He's making mark as authority on TV, but question is whether he'd accept post, which pays \$10,300—actually a bit more than FCC members get.

NAB is definitely planning own TV Dept. after next meeting of NAB-TBA liaison committees some time during week of Oct. 5 to discuss "spheres of influence." Actual organization of dept. awaits NAB board action, probable at Nov. 17-19 meeting. Serious intent is indicated by forthcoming appointment of TV engineer as asst. director of NAB engineering dept. Meanwhile, first 2 chapters of Charles Batson's study of TV are due out shortly.

TV coaxial and microwave rate hearing resumes Sept. 28, with AT&T scheduled to continue justifying tariffs (Vol. 4:25) for video traffic. In Philadelphia this week, Philco went to court to force phone company to handle interconnections between its own microwave system and Bell systems down to Washington, up to Boston.

Paralleling 4 uhf tubes for greater power is way RCA gets 400 watts out of 850 mc transmitter now operating in Washington (Vol. 4:38). At uhf hearing this week, Westinghouse revealed it's employing similar principal in new 50 kw FM transmitter with 8 triodes. RCA's Dr. George Brown says paralleling is generally less satisfactory, economically and technically, than single high powered tube.

Three Washington newspapers had TV special sections this week, jampacked with so many ads they were reminiscent of radio in palmy days of 20s and 30s. *Post's* ran Sunday; *News*, Wed.; *Herald*, Thu. To improving network shows plus promotion is attributed lifting of TV sales doldrums of last few months; distributors of brand sets are now saying they soon won't be able to meet demand.

Big, rich Meredith Publishing Co. (*Better Homes & Gardens*, *Successful Farming*) has engaged Capt. Bill Eddy, recently resigned from Chicago's WBKB to become president of Television Associates Inc. (Vol. 4:36), as director of its TV operations. It holds CP for stations in Syracuse, N.Y., has applications pending for Rochester and Albany, N.Y., Des Moines.

The law of radio and TV gets its first definitive reference book in *Radio and Television Law*, subtitled "A Standard Reference Book on the Legal and Regulatory Structure of the Radio Industry," by Harry P. Warner, of the Washington law firm of Segal, Smith & Hennessey. It's 1,095 pages long, loose-leafed and bound for additional chapters; excellent index alone runs about 160 pages. Publisher is Matthew Bender & Co., 109 State St., Albany, N.Y. (\$35).

Orrin Dunlap's new book, *Understanding Television: What It Is and How It Works*, is due out Sept. 27, Greenberg publisher. He's RCA's public information v.p., ex-radio editor of *New York Times*, author of numerous books on radio.

Boston's WBZ-TV reports showing night of Sept. 25 of full-length, first-run feature film "Shoe Shine"—local premiere. Westinghouse outlet Sunday starts 7-nights-per-week operation.

St. Louis' KSD-TV is listed on 7-station Midwest ABC network to carry Nov. 2 election returns, Kaiser-Frazer sponsoring—fourth NBC outlet joining an ABC hookup (Vol. 4:38). Same sponsor will use 5-station Eastern network.

ABC on Oct. 5 starts duplicating "American Town Meeting" on Eastern network.

Big TV network sponsor news of week is deal whereby all networks may carry World Series, sponsored by Gillette. Boston or New York victory means Eastern networks assured feature; Cleveland win means Midwest networks can carry games—but 2 segments can't be linked yet. Other new network sponsorships: Admiral Radio, 4 home Notre Dame grid games on Midwest ABC, plus Chicago's WBKB. Lucky Strike, 10 Eastern college games on NBC. Chevrolet dealers in 7 Eastern TV cities, "Chevrolet on Broadway" on NBC, starting Mon., Sept. 27, 8-8:30 p.m. Mennen Co., sponsoring "Quarterback Quiz" on CBS, 10-min. films before Chesterfield's Columbia home games, starts Sept. 25, 1:35-1:45 p.m. Julius Kayser Co. show on NBC started Thur., Sept. 23, 7:45-8 p.m., is titled "Girl of the Week." "Philco Television Playhouse" begins NBC series, Oct. 3, Sun., 9-10 p.m., first play being "Dinner at 8"—to be filmed and syndicated to other TV stations.

TV will enlarge ad budgets, won't substantially affect newspaper revenues, in opinion of *New York Times* publisher Arthur Hays Sulzberger. He told recent meeting of New York State publishers he regarded TV (and radio) as entertainment media primarily, whereas newspapers purvey information. Newspapers that attract and hold readers with entertainment features should go into both radio and TV. But newspaper asset is it can be read anytime, TV needs immediate attention. Survey of 5 weekday *Times* editions showed 2,068 stories, only 10% about subjects suitable for telecasting (and half those, sports). "Please don't think I'm selling television short," said Mr. Sulzberger, "I'm not. I think it's an exciting, new and good business. I merely don't think it's our business."

Produced for institutional purposes, NBC's 25-min. 16mm film titled "Behind Your Radio Dial" was previewed at Sun Valley convention and by newsmen in New York Thursday, will soon be released for TV showings as well as affiliates' promotion in local theaters, before clubs, etc. It's a human interest documentary, takes viewer thru NBC departments, studios (with name stars), stations, etc., opens and closes with Toscanini conducting NBC Symphony. NBC ad manager Roy Porteus supervised shooting by RKO Pathe. Writers were RKO's Phil Reisman Jr. and NBC's Jack Snow.

Fresh new TV ideas, indicative of what can be done, are WPIX's (*New York News*) 13-min. film "Preview of the Sunday News," and low-cost "Flash-O-Graph" device for commercials used by WLWT, Cincinnati. Former is coverage of newspaper's features interspersed with identifying shots of dept. stores, then printed ads of Macys, Gimbels, Altmans, etc., with narrator reading ad copy or explaining closeups of items shown. Latter is display piece consisting of box containing lights and a punched tape spelling out sales message as it moves across front of box; Dodge dealers' sponsorship of Cincinnati U home games will involve its first usage.

Philco is sponsoring 20-min. films of top football games, titled "Touchdown," during season, Fridays, starting Oct. 1, in 17 TV cities. thru W. Wallace Orr Inc. Local Chevrolet Dealers Assn. of 7 Eastern cities are spending \$450,000 ad budget on TV, so far have bought Mon. time on NBC (see network note), Yankee's home grid games on DuMont, thru Campbell-Ewald. Other noteworthy sponsorships:

WTIL-TV, Philadelphia: Suggs-Wills-Jones (Sealtest Dairy Products), 8 Temple and Villanova home grid games; Northeast Lincoln-Mercury Dealer, 12 "Football Previews" before Eagles games; Dean-Calhoun Inc. (Chevrolet), "Football Previews" before Temple-Villanova games.

WTMJ-TV, Milwaukee: Getteman Brewing Co., Thu. night films of 6 Green Bay Packers games; Sanyo-Vacuum sponsors 3 Milwaukee, 2 Chicago games. Also spots E. First Federal Savings & Loan Assn., Chapman's Dept. Store, J. Grubbell & Sons (heating equipment). Constant Hosiery Co.

NEXT OUTLETS ON THE TV AGENDA: Next week, 2 more TV stations are slated to go on regular schedule, bringing total in commercial operation to 37. They're Atlanta Journal's WSB-TV and Fort Worth Star-Telegram's WBAP-TV, both turning from tests to commercial schedules with usual fanfares Wed. night, Sept. 29. Actually, Fort Worth outlet will bow to its populace Mon., telecasting President Truman's local stopover speech as "prelude to WBAP-TV Day." Then comes WXYZ-TV, Detroit, now testing, its formal debut fixed for Oct. 9.

Next week, too, in addition to those previously reported (Vol. 4:36-38), tests are slated to start for these CP holders: WJBK-TV, Detroit, tests Sept. 27, commercial start Oct. 24; WAAM, Baltimore, tests Sept. 29 or 30, no commercial date; WAVE-TV, Louisville, tests Oct. 1, commercial start Oct. 31; WNBK, Cleveland, tests Oct. 1, commercial start undetermined.

Since our last recapitulations of reported starting dates (Vol. 4:32,36,37), we've had more replies to our inquiries, can report this new information as supplied: WAGA-TV, Atlanta, tests sometime in October, commercial Oct. 31; KRSC-TV, Seattle, tests about Nov. 1, commercial Nov. 27; WOIC, Washington, tests in December, commercial January; WOR-TV, New York, tests in March at earliest; WLAV-TV, Grand Rapids, tests in April, commercial June; KSL-TV, Salt Lake City, tests and start in June; WJTV, Syracuse, tests next summer.

Note: Our new TV Directory No. 5: Television Rates & Factbook, now being compiled for early October issue, will include rate cards and data of at least 10 new stations since the 31 published 3 months ago; also new network lineups, rates.

HARRY BUTCHER SEEKS SATELLITE TV: Three new TV applications filed this week: For Phoenix, Ariz., T. M. & J. M. Gibbons, Channel No. 7 -- they're owners of transportation system in Venice, Cal. For Santa Barbara, Cal., KIST, No. 6 -- owner is Capt. Harry Butcher, ex-CBS v.p., ex-Eisenhower naval aide, who proposes satellite to Los Angeles stations, plans to build for \$83,105, operate for only \$24,000 per year over AM. For Brownsville, Tex., Thomas O. Payne, No. 7 -- Houston oilman. [For further details, see TV Addenda 4-L.]

Withdrawn was application of WGBG, Greensboro, N.C., because of high TV costs. Indicating probable withdrawals of all or some of its 7 applications (at least, so scuttlebutt has it) is New England Television Co., which filed for Fall River, Springfield, Worcester, Boston, Buffalo, Kansas City, St. Louis. Indefinitely postponed was Albany-Troy hearing set for Sept. 27, last of calendared low-band hearings, pending policy on troposphere and allocations.

CANADIAN & OTHER TV TRADE NOTES: Canadian radio set makers, biggest bearing same names and in large part owned by big American firms, are "hotter'n a pistol" about TV -- as reported to us by a highly competent observer. More than that, Canadian folk in areas contiguous to TV stations in Buffalo, Cleveland, Detroit have seen enough of TV to become increasingly excited about it, and broadcasters in Toronto and Montreal have already applied for stations. So, though export market for American TV sets remains nil and Canada cannot import assembled radios, watch our northern neighbors for important TV production news as soon as CBC decides whether it will go into telecasting itself, license private enterprisers, or (as in AM) both. Particularly watch Canadian Admiral, GE, Philco, RCA. Other TV trade news of week:

Philco's Lansdale tube plant is fast expanding production; its capacity and potential accounts in part for picture tubes (especially 12-in.) going into those reported 4,000-8,000 and projected 10,000 Philco TVs per week (Vol. 4:38)...Philco has incorporated long-playing Columbia record attachments (Vol. 4:25) into its Model 1075 console (10-in. AM-FM-phono, \$595), calls it 1076 and sells it for only few dollars extra -- \$599.50 mahogany, \$609.50 modern. Also into its 1275 console (12-in. AM-FM-phono, \$675), to be called 1278 and sold for \$699.50 and \$709.50.

Stromberg-Carlson's new 10-in. table model (Vol. 4:36) is called TS-10-H, contains 27 tubes plus 4 rectifiers, includes FM, will sell for \$395; Stromberg is set for 90-market newspaper and major magazine advertising campaign starting Sept. 29, will push TV in video areas, radios only elsewhere...Tele-King discloses Novem-

ber production of 10-in. table model to sell for \$199.50, lowest 10-in. price yet, obviously aimed at competing with 7-in....Hoffman of Los Angeles reports it's now turning out 50 TVs per day, will hit 100 by year's end...Admiral, expanding plant, is now producing 750 TV sets per day, next month goes to 1,000, according to Chicago report in Retailing Daily...Avco's R. C. Cosgrove says Crosley is expanding capacity to 10,000 per month, will produce 175,000 in 1949...Westinghouse says it will raise radio and TV prices in early October, not across board but set by set.

Starrett Television Corp. (formerly General Television Corp.) showed 9-set, rich-furnished line to Philadelphia, Washington dealers this week, reported signing Gimbels and 6 other dealers in Philadelphia, expecting to sign others in Washington. Line includes three 12-in. consolettes at \$495, \$549, \$795; two 15-in. consoles at \$1,575; two 15-in. breakfronts at \$1,770; 16-in. table with TV-AM-FM at \$695; one 20-in. commercial table at \$1,795. The 16-in. job uses Tel-O-Tube metal-coned kine-scope (Vol. 4:36)...Also heretofore unreported, Major Television Corp., 19 W. 44th St., New York, announces 6 table models in production: two 7-in., \$179.95 and \$219, (latter AC-DC); two 10-in., \$265 and \$375; 15-in., \$795; 7x9-ft. projector, \$2,195.

PREVIEW OF COMING ATTRACTIONS: An ex-newsman, delighting in epigram and turn of a phrase, FCC Chairman Wayne Coy really tells theatremen some facts of TV life in speech prepared for delivery today (Sept. 25) before Chicago convention of Theatre Owners of America. It's so chockful of high TV spirits, good sense that we think its worth considerable quotation:

"The FCC views TV as one of the greatest discoveries of all time with almost unlimited potentialities for the promotion of the welfare, the education and the entertainment of all our people...

"The bright side for you is that our present allocation seriously limits the number of possible TV stations...But don't cheer [we're looking into uhf]...

"Sound broadcasting is wondering how long it can retain its customers when TV is available to regale two senses for the price of one...

"The world of sports is doing some tall thinking about the prospect of having TV turn a whole nation into one vast knothole gang...

How can theatres protect themselves?

"You theatermen are going to give your customers a bigger money's worth than they have ever gotten before -- pictures with better writing, better acting, better directing, better photography [and] exploit to the hilt the many possibilities of introducing TV onto your screens."

Coy sees theatres projecting programs pulled off coaxial and microwaves, originating TV shows from their stages, using kinescope recordings, using their own newsreel cameramen for local coverage.

Though Coy says theatres are out in the cold as regards owning low-band TV stations, he fails to point out that when uhf is opened up there's nothing to stop them from climbing aboard.

TV AND YOUR ELECTRIC BILL: Power companies see TV hiking consumption of their "juice" (Vol. 2:51, 3:39) -- but they don't know how much. It isn't as simple as figuring how much current a set draws, then adding it to the bill. So Edison Electric Institute is conducting survey to determine such factors as: average set's power consumption; whether other radios and lights are off during viewing hours; average number of viewing hours, present and predicted; whether people stay at home more, so use other appliances more.

There are varying schools of thought on whether lights in TV room should be on or off; Dr. DuMont is one notable advocate of lights on. Then there seems to be considerable variance in current sets draw. Detroit Edison says average table model uses 285 watts, large screen 350. Tele-Tech Magazine's listing shows range from 100 (Espey kit, Pilot, Tele-tone) to 700 (Pilot Protelgram). Two years ago (Vol. 2:51), Chicago Edison figured average set used 280 watts for 3.4 hours a day would increase family's power consumption 267 kwh yearly (maybe \$5-\$6 worth).