

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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April 5, 1947

UP-TO-THE-MINUTE DIRECTORIES: Supplement No. 50 herewith, our second Quarterly Directory of FM Licensees, Grantees and Applicants, consolidates all the data in Supplement No. 47, 47-A, et seq, which can now be discarded. It also includes this week's unusually light grants -- only 4 conditionals, 6 STAs. This 6-part Directory brings your FM records up-to-date in handy form; it also will be supplemented by the pink addenda reports based on current FCC actions, which are sent you weekly. Extra copies are available to subscribers at \$1 each. Note: Our AM Directory is in the works, will be handled in much the same manner as our FM Directory, with weekly addenda reports designed to keep you up-to-the-minute on AM licensees, CP holders, applicants (by States, frequencies, call letters); looks now like it will run about 96 pages when it rolls off press in early May.

FM-ONLY TABLE MODEL: That oft-talked-about FM-only table model receiver is at last taking shape, looks like it should cost about \$39 to manufacture. To our non-technical ear it sounded fine when demonstrated this week at offices of promoters (Electronics Inc., Bowen Bldg., Washington), headed by radio attorney Bill Koplovitz of Dempsey & Koplovitz. It's a more refined job than shown at FMA convention last January (Vol. 3, No. 2), contains some nifty features, is called "Minuette."

Plan is to bring together manufacturer (Airadio Inc., Stamford, Conn.) and FM broadcasters, who may want to arrange own distribution in their territories, perhaps even taking dealerships themselves. Set is 7-tube, AC-DC, with 5-inch speaker, Armstrong circuit. It can be used as complete receiver, or as FM tuner (attachment to AM audio output provided). It is said to have clear reception between stations separated by only one channel, high sensitivity to signals as low as 30 uv. Power cord acts as antenna for high intensity signals, but outside aerial is recommended for weaker signals. No drift is present after warm-up period (about 5 minutes).

TV's CHICKEN-EGG MARKETS: RCA isn't waiting for completion of NBC's new Washington TV station WNBW (due for tests in May or early June) before launching next in its series of T-Days. Capital's T-Day breaks Sunday, April 13, with big spreads in local newspapers, launching week of special events highlighted by telecast of season's baseball opener (Yankees vs. Senators). DuMont's WTTG will provide signals, incidentally is negotiating to sign all Washington club's games as regular feature; DuMont already has Yankee home games signed.

Something like 700 RCA sets (table models 630-TS, 621-TS) are being routed into Washington market, which already has an estimated 200 sets in homes mostly of radio folk or VIPs like FCC top-kicks, high politicians, etc. GE expects about 50 of its model 801 (Vol. 3, No. 11) to be on view at its capital dealers during week. DuMont so far has made no special plans to capitalize on promotion.

RCA-promoted T-Days have clicked quite well in New York, Chicago, Los Angeles, St. Louis, and have created far greater demand for receivers than can yet be filled. It's a chicken-first-then-eggs plan -- to have sets follow stations, to

promote and sell intensively for first week in those cities opening up new TV outlets. We're conducting survey now to find out construction and opening date plans of the 50-odd TV construction permittees (Supplement No. 18-B) and hope to report to you soon. Right now we don't look for many new ones on air this summer, but prospects look good for at least dozen more outlets before year ends.

Meanwhile, we've had reports on 4 more manufacturers who say they're definitely planning TV set production this year. You can add these to the 25 or so we reported in Vol. 3, No. 7 and 13: Howard Radio, Chicago, table model and console, both with 10-inch tube, latter with AM-FM-phono; John Meck Industries, Plymouth, Ind., table and console, with AM-FM-phono, planned production 25,000 units this year; Pilot, table model with 10-inch tube, console with 15x20-inch screen and AM-FM-phono; Bace Television Corp., So. Hackensack, N.J., large-screen console for clubs, taverns, etc., cost \$1,650 up. None of others could tell prices as yet.

\$10 MILLION THEATRE TV GATE: Maybe it's only Broadway big-talk, but "Variety" this week plays up "Sock Boxoffice In Theatre Video," forecasts \$10,000,000 "gates" at Madison Square Garden when TV rights can be sold. It quotes Garden Corp.'s president John Reed Kilpatrick as seeing earnings of that much even when actual box-office is "mere" \$1,000,000 -- the rest to come from people going into movie houses all over country (coaxial cable to make this possible by end of 1948) to watch big events as they occur. Gen. Kilpatrick also apparently isn't any more afraid of TV inroads on boxoffice than N.Y. baseball clubs, who've all sold rights, is quoted as saying TV will stimulate interest in sports, make new converts (especially ladies, who seem to love today's prizefight telecasts). This attitude apparently isn't shared by Ringling-Barnum & Bailey Circus, who so far have declined permission to WCBS-TV which holds Garden video rights for Ford Motor Co.

As viewed from Washington vantage point, trouble with big-money story is that acceptable theatre-screen TV seems long way from ready, channels haven't even been applied for, movie moguls with exception of Paramount seem even more indifferent to TV than newspapers were to radio in early days, have even gone along meekly with Petrillo ban on video's use of films with music however old. Society of Motion Picture Engineers, however, has Paul J. Larsen watching things at FCC; former president of SMPTE, he's now employed as scientist at Johns Hopkins Labs in suburban Silver Spring, Md.

RCA's BRIGHTER TV SCREEN: Not to be outdone by Philco, whose bright and contrasty large-screen TV receiver (Vol. 3, No. 7) is due on market in 30 to 60 days, RCA at New York IRE meeting Wednesday demonstrated new 15x20-in screen (about newspaper page size) that boosts brightness of projection-type pictures "2½ times" over earlier models -- comparing very favorably in brightness with direct-view tubes. In fact, said TV design chief Antony Wright, "we are not aware of any commercial projection type of receiver which will produce a brighter or clearer picture." Screen is understood to use same directive principle as Philco's, will go into big RCA console models due out later this year. Added is anti-halation lens, which permits good contrast no matter how bright the picture.

'HAMS' INTERFERING WITH TV: There's interference in TV reception, too, aside from what you'd naturally expect from street-cars, diathermy machines and suchlike. Reports that TV set owners are getting it from nearby "ham" transmitters are true enough, but engineers don't think it's serious. FCC has received several letters about WCBS-TV's Channel No. 2 -- from Bridgeport, Conn., and southern New Jersey. Second harmonic of amateur 28-29.7 mc band (56-59.4 mc) falls within TV 54-60 mc band, thus can play hob with video reception. But difficulty can be overcome by (1) asking "hams" to suppress harmonic to as near zero as possible, (2) ordering them to shut down during best telecast hours. Latter is within power of FCC under rules. TV engineers look for similar interference from diathermy equipment when units come on market in recently authorized 27.3 mc band.

WHITHER PRESS, WHITHER RADIO? Some eloquent statistics on comparative status and trends in the newspaper and radio fields; you can interpret them as you wish:

(1) There were 1,763 daily newspapers in U.S. at beginning of 1947, up 14 from preceding year, as against 2,461 in 1916, according to 1947 Editor & Publisher Yearbook. (2) Fewer than 10,000 weekly newspapers remain, as against more than 16,000 in 1910, says report of [Hutchins] Commission on Freedom of the Press, released last week. (3) Approximately 1,600 AM broadcasting stations are licensed or authorized, according to our own current compilations for our forthcoming AM Directory (Vol. 3, No. 9, 11), as against 1,004 at beginning of 1946, 943 in 1945, 733 when Federal Radio Commission was set up in 1927, only 30 in 1922. (4) Pending before FCC are nearly 900 applications for additional AM stations, also to be listed in our AM Directory. (5) There are about 750 FM licensees or grantees, plus nearly 300 pending new station applications (Supplement No. 50 herewith).

And, of the AM stations, about one-third are owned in whole or part by newspapers, slightly more in FM.

COURTS, CONGRESS & BLUE BOOK: Blue Book issue may at last get court test NAB, some radio attorneys and FCC itself would like. It may get more than that -- airing in Congress, where resolution (H. Res. 165) by influential Chairman Wolverton of House Interstate Commerce Committee calls for committee probe that inevitably would embrace censorship and free speech issues raised by Blue Book foes. Current events lend hope for former, heighten prospect for latter -- though we're still bearish on investigations constantly bruited by drum-beating industry elements who can't seem to get into their noggins that today's Congressional climate, echoing unusual rash of criticism of radio, simply isn't conducive to legislation favorable to radio.

Court test looks like it will come in appeal of Bay State Beacon Inc., Brockton, Mass., AM applicant proposed for denial on grounds of alleged poor programming promises under Blue Book procedure. Commission held its proposed program structure, setting up less than 5% for sustaining time, and all of that religious, was "relatively inflexible and less well designed [than those of successful applicant, Plymouth County Broadcasting Co.] to meet community needs." Beacon's attorneys, oft-appealing Segal, Smith & Hennessey, who won precedent-setting Ashbacher case, indicated they would challenge FCC's jurisdiction in program matters, go to court if necessary.

Wolverton resolution went to Rules Committee, is understood to have been introduced to forestall select committee investigation (usually fishing, punitive and headline-hunting expeditions) which Rep. Clarence Brown (R, Ohio) and Rep. Wigglesworth (R, Mass.) were preparing to push. In remarks on introducing bill, the New Jersey Congressman said there were "considerable complaints" about FCC policies and procedures but that inquiry "was not intended as witch hunt." Meanwhile, WBAL court case (Vol. 3, No. 8), which some regard as testing Blue Book, is due for hearing soon; FCC asked for dismissal Friday on grounds WBAL hasn't been injured yet.

FM INDEPENDENT PAYS ITS WAY: Best success story we've had from starveling FM broadcasters since Houston's KOPY-FM last summer reported selling \$3,000-plus worth of time monthly (Vol. 2, No. 34) comes from FM-only Class A station KRCC, of Contra Costa Broadcasting Co., Richmond, Cal. (pop. 23,000), owned by same interests as Daily Independent (circ. 26,500), in San Francisco Bay area. It got on air last Feb. 2, operates 3-10 p.m. daily under STA for 250 watts on 50-ft. pole pending new 275-ft. tower. Secretary Warren Brown Jr. reports it now has 40 sponsors (including Standard Oil, big Breuner furniture chain, Golden Glow beer, auto dealers, bank, mortuary). Best of all, it has been "in black from operating standpoint from day it opened."

More and more sponsorship reports are coming in of late, auguring good prospects for FM as advertising medium. Rates usually aren't very high (pending more sets and more "circulation") but advertisers are receptive. Washington's

WASH-FM, for example, now has 21 accounts, has 25% of its 6-hour day sold out; KOZY, Kansas City, under same ownership, has 20% of its programs now sponsored. Indicating advertising agency interest in medium is speech of McCann-Erickson's Hugh D. Lavery before Washington ad club last week. It's full of good stuff for FM commercial hopefuls. Write FMA's Bill Bailey, Denrike Bldg., Washington, for copy.

CLEAR CHANNELS AND FM: When clear channel hearings resume June 2 for probable "home stretch," Clear Channel Broadcasting Service's Col. Jack DeWitt is going to present FM coverage findings that may not sit well with FMers. Preliminary results, CCBS officials say, indicate a much more restricted coverage than is claimed for Maj. Armstrong's system -- due to shadow effects and other technical limitations. CCBS emphasis on FM grows out of CBS proposals to maintain AM status quo. CBS contended FM will eventually dominate (Vol. 2, No. 17) -- which idea the high power clear channel operators don't like even though most of them are in for FM. It also stems from FCC Chairman Denny's remarks about FM covering "every inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas...and the Pacific Coast states," made at NAB convention last October (Vol. 2, No. 43); clear channels regard rural coverage as their natural function. After clear channel hearings are concluded, CCBS director Victor Sholis takes over general managership of WHAS, Louisville, succeeding Lee Coulson, resigning because of ill health.

SIGHT AND SOUND

FM receivers are being tested as soon as they arrive at FCC labs, but not all have been received yet. Until then, Commission isn't making any move to change FM allocations due to interference (Vol. 3, No. 13). Staff discussions of problem took place this week, to make certain any change doesn't toss FM from the frying pan into fire.

Death of CPA doesn't mean end of VHP-1 limitations on non-housing construction (Vol. 2, No. 13). Program, with its bars to commercial construction, continues under Housing Expediter Frank Creedon. One of last CPA reports this week showed almost 2,000 "stop-orders" against VHP-1 violators. But, both industry and government circles agree construction limitations are being honored more in the breach than in the observance.

Boon to TV camera work is seen if "Zoomar" lens proves out. Developed by Dr. Frank G. Back, lens was demonstrated to TV engineers in New York this week, elicited enthusiastic comment on possibilities for sports and spot news coverage as well as in studio. Principle is same as zoom shot in motion pictures, permits change from long shot to closeup or vice versa without moving camera.

FM Primer which trade papers have been reporting planned by FMA is very very tentative. In fact, FMA has made no commitments, nor has it any plans at present along these lines. Martin Deane Wickett, ex-WTOP, Washington, is working up book, but he's doing it on spec solely.

In new jobs: John J. Wild, ex-GE video equipment sales, is now sales manager of Potter Instrument Co. Flushing, N. Y., electronic control equipment. . . . Bill Barlow, ex-WLW and WINS publicity chief, joins Bill Bailey, former WLW colleague, to handle FMA publicity.

Circular polarization's developer, Carl E. Smith, WHK, Cleveland (Vol. 2, No. 45), is author of *Applied Mathematics for Radio and Communications Engineers*, just off presses of McGraw-Hill Book Co. (\$3.50).

Paper on large-screen color TV will be delivered by RCA's Dr. Vladimir Zworykin before Franklin Institute in Philadelphia April 30. Whether he will demonstrate talk is not certain yet.

Latest of usually apperceptive CBS surveys, first such post-war, says 35,900,000 U. S. homes (93%) now have radio sets in use, an all-time peak; that 1 out of every 3 U. S. families has more than one radio; that 20.5% of U. S. families bought a new radio in 1946; that 8,500,000 home sets were bought in 1946 for \$330,000,000. RMA 1946 production figures (Vol. 3, No. 4), quite accurate, reported more than 15,000,000 sets—but not all were marketed last year and many were for export.

Big 548-page 1947 *Broadcasting Yearbook* is off the presses, somewhat belated because of printer problems, reports all U. S. stations and networks did dollar volume of \$325,890,000 during 1946, up 7.2% from 1945. AM-FM-TV directories in *Yearbook* cover up to Jan. 1, 1947. *Radio Daily's* 1947 Radio Annual is also out, with similarly belated station directories.

Only 11,700 TV sets were produced in January and February (Vol. 3, No. 12), with March RMA figures not yet available; only 160,000 sets planned for production by big RCA this year (Vol. 2, No. 50)—but NBC's TV sales manager Reynolds B. Kraft told Chicago's TV-promoting Edison Electric Institute Wednesday that total 1947 video sets will mount to 400,000.

FCC's video engineering dept. lost 2 aides this week: Bill Boehse, handling applications since his return from military service last year, reassigned to Technical Information Division; Miss Eva M. Judy, staff secretary, resigned to join George C. Davis, engineering consultant. No replacement has yet been announced for Boehse; Miss Judy's successor is Miss Agnes B. Carr.

Class A layaway plan until July 1 of this year officially went into effect April 3 when Commission made final its proposal to reserve Channels 297, 298, 299 and 300 (Vol. 3, No. 4). Comr. Jett repeated dissent.

Raytheon's broadcast equipment manufacturing division, now in Chicago, is being moved to home plant at Waltham, Mass., where company (though not a TV manufacturer as yet) holds CP for TV channel No. 2 (Supplement 18-B).

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April 12, 1947

TV SET PRODUCTION: TV set makers are going to have to hump themselves if they expect to reach even the 400,000 figure promised by NBC's Reynolds B. Kraft last week (Vol. 3, No. 14). First quarter reports from RMA show only 18,329 sets so far, with March accounting for 6,639, up only 400 over February's production. Breakdown for first 3 months of 1947 are as follows: table models, 15,498; consoles, 2,817. Of the consoles, 248 were TV-only projection sets, 21 direct-view receivers with phonographs, 35 projection sets with phonographs. Converters amounted to 14 during the same period. March production fell back slightly in table models (5,346 vs 5,362 month before), showed jump in consoles (1,289 vs 881).

NO ONE LOSES IN FM PLAN: No one denies that FCC's proposed new FM allocation plan (Supplement No. 51 herewith) is a pretty sweeping shuffle of FM channels. But, significantly, not one city loses even one channel. In fact, a number of cities which required hearings because of channel scarcities, now have enough to go around.

So sure is FCC that no serious objections will be raised to proposed assignments, it will permit stations now on the air to change to new proposed frequencies even before changes are made permanent. Hearings on proposals will be held before en banc Commission May 8 and 9. Deadline for appearances is May 1.

Reaction of FMers to new plan is summed up in these words by one engineer (not FCC): If there was an interference problem, Commission sure took care of it. FM has done in one year what it took AM 25 years to accomplish -- proper separation. Another FM technician put it this way: Commission has helped the situation greatly. The proposed allocations are a big improvement. It's a good job.

Essence of Commission's plan is this: Class B stations in same area will be separated by at least 4 channels (800 kc). Where necessary, Class A stations will be separated from nearby Class B stations by at least 2 channels (400 kc). The old Class A plan (assigning the highest 20 frequencies in FM band on a mileage separation basis) is out. New Class A channels, as well as new Class B channels, are enumerated in Supplement No. 51-A herewith.

Commission threw all 80 commercial FM channels into one pot (lowest 20 are still reserved for non-commercial educational use) and interlaced them throughout the country on a 4-channel, minimum separation basis. Previously, FCC had worked on a "block" basis, assigning groups of channels to same areas. New plan means listeners will find FM signals (including Class A's) all along dial of a receiver, not just in one small portion.

Only drawback, which Commission admits, is that in some instances Class B station signal will be blanketed by Class A signal in locations close to lesser-powered outlet. FCC feels, it said, that listener will still be able to receive signals from other Class B stations in his area -- more than 2 channels removed from Class A wavelength.

Class A stations will be allocated as are Class B in new plan. Engineering for both will be similar. FCC feels allocation change won't restrict Class A

growth. Plan does not affect Class A reservation plan, except that new frequencies are set aside. Class B reservation plan also remains in effect.

Stations now on the air -- licensed or operating under STAs -- will, if plan is finalized, have to change frequencies (except in instances where their channel remains assigned to same city). Cost of change shouldn't be too great, Commission engineers said, since it will be mainly change of crystals and monitors. Most antennas are broad-band, they pointed out, thus won't require much revamping.

Channel scarce cities, involved in hearings, which now will have exactly enough channels for all applicants are: Springfield, Mass.; Indianapolis, Ind.; Atlanta, Ga.; Mansfield, O.; San Diego, Cal.; Providence, R.I.; Dayton-Springfield, O.; Wilmington, Del. Cities still tight are: Boston, Baltimore (one added, still not enough), New York City, Chicago, Los Angeles, Philadelphia, Bridgeport.

PRECEDENTS FOR FM-TV OVERLAPS: FCC quit fiddling around this week and sawed off biggest chunk of FM application backlog in months -- 36 conditionals, 1 CP (Supplement No. 50-A herewith). More notable than number of grants, however, was fact that Commission made an exploratory dent in that knotty cord of hardwood -- the overlap cases. Grants were accompanied by FCC expression of overlap policy (Comr. Durr excepted) very much in line with multiple owners' logic (Vol. 3, Nos. 5 and 9) which asked individual, rather than blanket, consideration. Examination of grants shows Commission's thinking. For example, grant in Binghamton, N.Y., to Gannett interests involved quite substantial ownership and 1,000 uv/m overlap. But applications of Taft family in Seattle and Everett, Wash., were a little too strong for FCC taste; 1,000 uv/m contour of Everett falls entirely within 1,000 uv/m of Seattle. They were set for hearing, as was maze of Steinmans' Pennsylvania overlaps. Further contributing to number of grants this week, and more to come, is the way delinquent program analyses have come in after FCC's strong letter threatening dismissal (Vol. 3, No. 11). TV's only overlap question, Crosley in Dayton, was also resolved this week with grant of following facilities: Channel No. 5 (76-82 mc); visual power, 50 kw; aural, 25 kw; antenna, 506 ft.

HOT PHOTOGRAPHY FOR TV: Another step in bringing to TV audiences spot news in a hurry was demonstrated Tuesday by ABC in Philadelphia. Development, by Eastman Kodak, is special process that permits film to be developed at rate of 45 seconds per frame (compared to normal 40 minutes). Speed is accomplished by raising development solutions to 125 degrees F, and using specially treated heat-resistant film. Project is outgrowth of Kodak's wartime high speed processing equipment and is still considered experimental. Newsmen saw 16 mm film on TV sets telecast over Philco's WPTZ about 1 hour after shots had been made from plane over Atlantic City. Potentials for large-screen, theater TV were apparent.

FM's YEAR--1948: Best summation of RMA-FMA meeting Tuesday on FM set production for this year (2,665,949) was pithy comment of WINX's Wayne Coy, "It isn't as good as I had hoped for, but it's better than I feared." All sides agreed meeting cleared air, set up working relation between FM broadcasters and set makers (committees will meet again latter May or early June), indicated 1948 would be FM's year. FMers generally expressed satisfaction with results.

The 2,665,949 figure was based on poll of 72 RMA members (including all major set manufacturers) and breaks down as follows: table models -- 43,000 to sell for less than \$50, 810,720 to sell for more than \$50; consoles -- 1,595,729 with phonographs, 70,500 without phonographs. FM-only sets -- 146,000.

A more conservative estimate, preferred by RMA committee, was based on a 23% increment each month over preceding month -- taking increases from October 1946 through February 1947 as a guide. This would mean a total of 2,100,000 FM sets for 1947, which works out to 425,000 in December (35% of total production). At the December rate, that would mean 5,100,000 sets-with-FM for 1948 -- a sizeable chunk! RMA President Cosgrove, (Crosley v.p.) whose company is due to break FM promotion soon, pointed out that ratio of FM production to total set production

would be even higher than the 35% figure -- up to 54% of total sets if auto radios, portables, battery-operated sets, and receivers made for export were deducted from the overall total. Conservative-minded RMA put 1947 FM output at 1,800,000 to 2,100,000 -- production difficulties, labor problems being what they are today.

What impressed FMers most were manufacturers' troubles with components -- condensers, mainly, and wood for cabinets. Seen as significant, also, were these factors: While total set production is decreasing (1,564,171 for January, 1,379,966 for February, 1,358,399 for March) FM set production is increasing (51,318 for January, 53,594 for February, 67,364 for March.) Also, even though only some 2,000,000-plus FM sets would be produced in 1947, they would naturally be shipped into FM markets and thus amount to more per market than if they had to be scattered over the whole country.

Differences of opinion were expressed on these points: (1) Manufacturers strongly objected to "If your set doesn't have FM, it's obviously obsolete" type of FM promotion. They claimed it a dangerous trend, alienating dealers who still have AM sets to sell, unfair to sections of country with only AM service. FMA conferrees assured set-makers Association's official promotion was more on positive side, was keyed to milder "Be sure your radio has FM" idea. (2) FMers strongly resented implications that low-power, interim operation of FM stations meant bad reception. RMA had implied that fewer sets meant fewer dissatisfied listeners for the present. FMA's Dillard (WASH, Washington), pointed out that some stations would still be operating with 250 watts, 1 kw, or 3 kw even when they were on full power. (3) FMers very definitely objected to references to poor programming as excuse for lack of sets. Both sides agreed cheap FM sets were not the answer.

* * * *

Total FM production for first 3 months of 1947 was 172,276 (out of overall set total of 4,302,536). Table models amounted to 21,401 -- with 4,982 having record players. Consoles totaled 150,875, all of which included phonographs except 7,057. FM consoles with phonographs were about half the number of equivalent AM-only sets in that line. March FM output breaks down as follows: table models, 8,429 (half of them with phonographs); consoles, 58,935 (2,685 without phonographs).

AVIATION INTERFERENCE, TV DIVISION: No sooner had problem of FM's interference with aviation landing system been adjusted (Vol. 3, No. 13), than TV becomes whipping boy of the airmen. Recent reports indicate airplane receivers (designed for high gain on weak signals) were being fouled up with interference from second harmonic of TV transmitters on Channels 2 and 3. TV engineers aren't worrying too much about problem, feel stations can suppress harmonic pretty well; careful spotting of TV antennas should help too. Further, new air radio equipment will overcome problem.

New York FM stations, reassigned because of interference with landing system at LaGuardia Airport, probably won't have to change over, now that new FM allocation plan is out. New channels for city were chosen to avoid interference with ILS.

NO POST-WAR FM LICENSES YET: We've been waiting about a year and a half to see the first post-war FM licensee, but most grantees are still a long ways from being licensed, even though 200 (including pre-war) are on the air. Very few are anywhere near the powers specified in their CPs. Further, VHP-1 is still in existence and is still a major factor in delaying construction, although CPA did make an exception last week to KEEN, San Jose, and KXOB Sacramento. Thus, the very heavy influx of requests for, and grants of, extensions of completion dates will no doubt continue; 32 were granted in past two weeks alone.

Nevertheless, 10 CP holders have filed applications for licenses. They are: KPFM, Portland, Ore.; WFRO, Fremont, O.; KOCS-FM, Ontario, Cal.; KRCS-FM, Seattle, Wash.; WINC-FM, Winchester, Va.; WIBW-FM, Topeka, Kan.; WFAH, Alliance, O.; KRJM, Santa Maria, Cal.; KWLK-FM, Longview, Wash.; WFBL-FM, Syracuse, N.Y. Some of these have been before the FCC for months. Delay in licensing, says Commission, is partially due to allocation uncertainty, partially to huge FCC work load. Chances are that ranks of applicants for licenses will grow pretty slowly in view

of RMA's 1947 transmitter production estimate given out this week. RMA sees 710 units out by end of the year -- 90 of 250 watts, 230 of 1 kw, 205 of 3 kw, 185 of 10 kw. However, RMA qualifies figures on 3 and 10 kw deliveries by saying they'll consist largely of 250 watt or 1 kw basic units, with amplifiers and rectifiers necessary for full power scheduled for late 1948. Further, there's no glut of multi-bay antennas either -- just as important as high-powered transmitters to achieve full power.

PLAY BALL—ON TV: Scratch a baseball fan and you find a TV fan. If he isn't, just show him one video home run and he's yours. Take the Washington Senators' own Clark Griffith. A year ago we asked him about TV. Said he, "Baseball on television? Can't see it." Well, just tune in Monday in Washington or New York and watch President Truman throw out the first ball at Griffith Stadium. From then on, if you're in a TV town, you've got a season ticket.

Season's opening finds following lineup: New York -- WNBT, Giants; WABD, Yankees; WCBS-TV, Dodgers. Washington -- WTTG, Senators. Chicago -- WBKB, Cubs. KSD-TV, St. Louis and WWDT, Detroit can be expected to carry local games before season's end. KTLA, Los Angeles, carried coast league opening April 1, plans coverage of both LA teams (Angels and Stars).

SIGHT AND SOUND

Future of Continental Network (Vol. 3, No. 12) will be discussed at Albany next week during FMA regional meeting. Thing has been growing by leaps and bounds. This Wednesday's AAF show was carried by these stations: W2XMN and W2XEA, New York area, by landline from WASH, Washington, the originating station; WBCA, Schenectady, by radio relay from New York; WIBX, Utica, by radio relay from Schenectady; WSYR-FM, Rochester, by radio relay from Utica; WBEN-FM, Buffalo, by land line from Rochester; WWHG, Hornell, N. Y., by radio relay from Rochester; WDRG-FM, Hartford, by radio relay from New York.

Two additional FM sets are expected to go into production within 30 days, Bendix's J. T. Dalton announced this week, but no details were given. Production of FM sets has doubled and the company is now working two shifts each on its FM assembly lines. Bendix's received FM shot-in-arm when answers to its questionnaire to FM stations came in.

Confirmation of Carl Haverlin for BMI presidency means NAB's Justin Miller, who has been acting BMI head, will probably become chairman of the board of directors. Sydney M. Kaye, BMI executive v.p. and general counsel (who's been carrying the BMI operating load), will probably become vice chairman. Haverlin, MBS v.p. in charge of station relations, was one of BMI's founders, member of board since 1940.

Consultants Paul de Mars and Thomas Wright on FM coverage and FCC's Edward Allen on "bursts" are included in 96-paper session May 5-7 when IRE and International Scientific Radio Union hold joint meeting in New Interior Department Auditorium, Washington.

Threatened radio writers strike, set for May 18, can really get serious if musicians, performers and technicians respect picket lines. Radio Writers Guild, which says it represents 85% of key city writers, wants union shop, licensing agreements instead of outright sale for scripts, etc.

Clinic on FM for distributors and dealers is scheduled by Kansas City Electrical Association April 29. All distributors plan to display FM sets and technical equipment for servicemen. Later, KC association plans similar meeting on fax and TV.

WOKO case, as far as WOKO is concerned, is over; FCC told it to close up shop by Aug. 31. But Van Curler Broadcasting Corp., which anticipated WOKO denial, filed for its facilities and has been through hearing, must wait until June 1 for others to file in competition and again be heard with them. Interesting sidelights are opinions of Comrs. Jett and Durr. Former feels purged WOKO corporate setup should be allowed to compete with Van Curler; latter says Van Curler should be acted on now upon its merits.

Chapters on Theater TV and TV Rights are most informative—for TVers—in "Here Is Television" by New York consultant and director Thomas Hutchinson (Hastings House, \$4), just out. Trouble with most books on TV today is they all follow same general pattern — what is video, how does it work, what's its future? Still best for those in the field are Capt. Bill Eddy's "Television, the Eyes of Tomorrow," and Judy Dupuy's "Television Show Business."

"Stratovision" is trademark for Westinghouse's new FM receiver antenna, now being delivered. Antenna features swivel mounting bracket adaptable to flat or peaked roofs or walls, aluminum mast and elements, retails at \$9.95. Design resulted from field tests of 30 models of 3 basic types.

GE's transmitter assembly lines begin moving into company's \$25,000,000 Syracuse Electronics Park Monday, full production being expected in new location by May 30. Company also said FM and TV production will be among earliest to stem from new 155-acre plant.

TV film developments—both 8 mm and 16 mm—are scheduled for top billing at April 21-25 convention of Society of Motion Picture Engineers at Drake Hotel, Chicago.

Signs of the FM-TV times: With RCA's Washington T-Day breaking this weekend, (Vol. 3, No. 14), 2 local set dealers are plugging TV for all its worth—over FM station WASH (Commercial Radio Equipment Co.).

CBC has backtracked on its proposal to make private Canadian broadcasters replace AM facilities with FM on 3-year notice after 1955 (Vol. 3, No. 2); current CBC-CAB battle is over former's proposal to limit FM to 20 kw-500 ft.

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OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

and FM Reports

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April 19, 1947

'TV CARAVAN' BIGGEST PROMOTION YET: Biggest local advertisers on TV, when it really gets going commercially, will surely be department stores. They've already evinced considerable interest in sight-sound, viz., last year's intra-store demonstrations at Gimbels-Philadelphia and Wanamakers-New York; also fact that 2 big stores (Maison Blanche-New Orleans and William H. Block-Indianapolis) hold permits to build their own TV stations.

Hence decision of huge Allied Stores Corp. store chain to send out Sam Cuff and Lou Sposa, ex-DuMont manager-production team, on cross country junket with TV demonstration equipment, calling it "Television Caravan," is not particularly surprising. Imposing is tour's list of "sponsors" who will televise their wares and services: B.V.D, Hoover, Hickok, Koroseal, Sherwin-Williams, U.S. Rubber, Westinghouse, plus the magazines House Beautiful, Charm and Pic. RCA is setting up equipment, which costs some \$100,000, will be carried along with crew of 10 in 6-car "circus" caravan, the cars built specially by Chevrolet.

"Television Caravan" will stop in Allied stores in 22 cities, set up store studio with off-the-line receivers throughout stores, in windows, etc.; then staff will produce local live shows, run off films, etc. It's all a camera chain job, no off-the-air shows since only one city on itinerary as yet has TV station. Allied wants to "educate store personnel" in medium; RCA wants to excite interest in equipment, perhaps impel more TV station applications (and grab off transmitter, receiver business) since all cities visited still have channels available. [For full itinerary, see item on page 4.]

CRACKDOWN ON PROCRASTINATORS: Squatters, sit-downers, tail-riders, hip-pocket broadcasters -- that's what the more zealous FMers are now calling the brethren who deliberately employ every stalling artifice to delay getting on the air. Also mindful of stalling tactics, FCC attorneys and engineers are considering recommendations to full Commission to do something about them. But first they want to be sure inactive grantees' excuses aren't bona fide -- that they really aren't meeting construction difficulties, equipment delays, CAA obstacles -- the usual excuses.

FMA's ebullient President Roy Hofheinz, at Albany meeting Monday, lashed out at laggards, called them tail-riders waiting to climb bandwagon after others risk financial necks to put FM over. He suggested FCC give grantees 30-60 days to get on air, revoke grants if it finds they're simply sitting on frequency. He coined phrase "hip-pocket broadcasters."

Commission engineers already are prodding recalcitrants to apply for STAs, armed with returns to questionnaire sent out with CPs, and say they're getting good results, as witness the 160 STAs reported in our latest FM Directory (Supplement Nos. 50, 50A, 50B). FCC policy was made clear by FCC Chairman Denny's statement at FMA organization meeting (Vol. 3, No. 2) -- that Commission didn't propose to let anyone squat silently on frequency once granted. Thinking for future includes possibility (1) that completion dates should be extended on request for only 3 or 4 months instead of 6 months as now, (2) that completion dates should be extended on request only until next October or November, then review whole situation, get tough.

5 FM 'WINNERS' IN NEW YORK RACE: You haven't heard the end of Tuesday's proposed decisions on New York area FM cases, in which FCC's choices of 5 winners in field of 17 are made known. Happy indeed were the victorious "quintuplets" -- but as one attorney remarked: "The stakes are too high, particularly for the 4 rejected AMers who see the FM handwriting on the wall, to think there won't be a fight over this." Next step is filing of legal exceptions, then oral arguments, then final decision, then courts if anyone wants to appeal.

FCC's choices were: WMCA Inc.; ABC (WJZ); Unity (ILGWU); North Jersey (WPAT); New York News. Proposed for denials were: WBNX, WEVD, WLIB (N.Y. Post), WBYN (Newark News), present AMers; and Frequency Broadcasting Corp. (Thos. Murray, mfr); Bernard Fein (radio engineer); Peoples Radio Foundation (Communist-tinged); Metropolitan Broadcasting (Ohrbach Stores); National Maritime Union; Amalgamated Broadcasting (Clothing Workers Union); Radio Projects Inc. (Newhouse newspapers); Methodist Church. For further data on these applications, see FM Directory (Supplement No. 50).

Just about every criterion the FCC employs was applied in 29-page decision -- programming, experience, finances, staffing. Comrs. Walker (ill) and Webster (new) didn't participate. There were lots of dissents: Jett favoring WLIB instead of Unity, concurring on other 4; Durr favoring Amalgamated instead of N.Y. News; Denny concurring on ABC, WMCA and WPAT but favoring WLIB and another to New Jersey in lieu of Unity and N.Y. News.

There's still chance for rejectees to go after the 5 New York channels "frozen" until July 1 under reservation plan (Vol. 2, No. 29) inasmuch as veterans don't seem to be rushing for them. Also, there's a possible discrepancy in the decision, which legalists will surely make most of, in fact that old wartime CP of WAAW, Newark, held by Bremer Broadcasting Corp., expired March 1. According to FCC records, application for extension wasn't received until March 13. Rules provide expired CPs be surrendered, and FCC is manifesting increasing impatience with those who merely squat on channels (see story in this issue). So another channel may be thrown in hat, and Bremer required to compete for it with everyone else.

Comr. Durr's stern "Blue Book conscience" showed strong recrudescence this week, too, when he issued his dissent in proposed decision on Chicago FM (Vol. 3, No. 11). He said he feels 3 more besides WAIT should be denied (WMAQ, WAAF, WGES) because of overcommercialization, etc. He sharply admonishes his confreres: "It is pertinent to ask whether the statements which the Commission itself has made as to the part it proposes to play in the improvement of broadcast program services are likewise to remain in the realm of unfulfilled promises."

N.Y. DECISION BRINGS TVs TO 64: Four TV grants proposed Tuesday for New York area complete channel quota there, assure it total of 7 stations, bring TV box-score for U.S. to date to: 6 commercial licensees now operating regularly in 4 cities; 4 CP holders operating more or less regularly under STAs in 4 cities; 50 CPs outstanding in 35 cities, plus this week's 3 more to New York and 1 to Newark; 9 applications pending, of which 5 are stymied by Paramount-DuMont stock ownership (Vol. 3, No. 1, 3) and 2 stymied pending decision on Don Lee's AM renewal case.

Accordingly, we have revised our TV Directory, bringing it up to date here-with as Supplement No. 18-C. You can discard Supplement No. 18-B.

New York "proposed decision" is virtually final, though may be fought by counsel for rejected Debs Memorial Foundation (WEVD) who have 20 days to file exceptions. Grants went to ABC (WJZ), Bamberger (WOR), New York Daily News, Bremer of Newark (WAAT). Comr. Durr voted for Debs Memorial instead of Patterson-McCormick Daily News, citing American Jewish Congress' charges of newspaper's editorial bias; but majority felt such charges didn't belong in case. AJC fuss actually had effect of holding up grants unusual length of time (hearings started last June), irked most bystanders including FCC members, probably militated in favor of Daily News (which also won FM grant). Formal grounds for denying WEVD were given as (1) its financing arrangements with newspaper Jewish Daily Forward, and (2) alleged overcommercialization and lack of over-all program balance.

THEY LIKE FM REALLOCATION: Reaction to FCC's proposed FM channel reallocation (Vol. 3, No. 15) continues very favorable. CP-holders, particularly those with STAs, are being urged by Commission engineers to request channel nearest their present one if present one is not included in new plan. This is in line with policy of treating assignments as if new plan were already in effect. So far, FCC has received no complaints that plan necessitates costly reconstruction. CPS being granted now, however, are not being assigned channels, pending finality of reallocation.

FCC has also decided to hold off decisions (until new plan is final) on hearings occasioned by channel scarcity, where new plan would provide enough to go around. Of course, by time reallocation is officially in effect, more applicants may file in those cities. And reserved channels will probably be available after June 30, too. It can become complicated, what with proposed decisions and oral arguments occurring about same time. Ordinary grants, however, continue at high rate: 17 conditionals, 5 CPS this week (Supplement No 50-B herewith). FCC's "get tough" policy regarding program analyses, by the way, is really in effect. Recent applications from Huntsville, Ala. and Martinsville, Va. were shot back because program analysis data was omitted.

PROPOSED TV ANTENNA BANS: Dangerous precedents for TV are seen in this week's New York and Washington activities relating to receiving antenna and transmitting towers. In New York, Real Estate Board turned down TBA plan to permit erection of 4 or 5 dipoles on apartment house roofs, usable by 25-30 families, claiming unsightliness, hazard, landlord liability -- even though TBA scheme would absolve landlords by signed agreements. Long-range TBA plan envisages master antenna system (not yet ready); meanwhile, association will fight turndown. In Washington, Congress subcommittee held hearings on H.R. 2984, introduced by Rep. Simpson (Ill.), to forbid TV (and FM) towers in residential areas. Citizen groups are backing the bill, claiming towers are eyesores, hazardous, lower property values. Consulting engineer Worthington Lent, for 4 local TV grantees, explained technical problem; appearing in opposition also were FCC's Plummer, CAA's Lee, TBA's Poppele, NAB's Petty. Not only are existing projects involved, including 3 sites already chosen, but bad example for other cities is feared if bill gets anywhere (doubtful).

AM-FM TABLE MODEL FOR \$50? Next wrinkle in much-demanded FM table sets may be an AM-FM model to sell for \$50 retail. Gerald Mayer, of Washington law firm of Mayer, Bannerman & Rigby, representing radio parts manufacturers (also associated with Radio Consultants, Inc.), reports he is acting for a newly organized distributing company in interesting private brand manufacturers in such a set. He will reveal no more for present. Meanwhile, Washington Attorney Bill Koplovitz, whose Electronics Inc. is backing an FM-only receiver (Vol. 3, No. 14), reports orders so far from more than 50 broadcasters. But he's not signing contracts until total production needed is ascertained. Airadio, Stamford, Conn., which will manufacture under trade name "Minuette," showed model at Albany FMA meeting Monday, reported it was now setting up production line.

NETWORKS VIA RELAYS NEXT IN FM: Keynote of FMA's first regional meeting (at Albany Monday) was that FM's next major step is networking. And Maj. Armstrong and FMA's Everett Dillard, mainsprings of Continental Network (Vol. 3, No. 12, 13), agree that radio relay, which AM cannot utilize, is the answer. It's cheap (only about \$200 for equipment); dependable (WBCA, Schenectady, has been picking up Armstrong's Alpine signals 130 miles away for 4 years without single failure), simple (Dillard said whole idea for Continental Network took only 10 days from germination to completion). Continuation of cooperative network is now under study, and WBCA's Leonard Asch (elected regional chairman) also announced incorporation soon of Liberty Network Inc. (Vol. 3, No. 13).

Keen interest in FM was manifested by big attendance at Albany (185 registrants). Relay demonstration, Yonkers-to-Alpine-to-Schenectady, where signal was rebroadcast and received at Albany meeting, was genuinely inspiring. Tone and

clarity of reception was top flight (REL tuner used with Altec-Lansing big speaker). Other highlights of meeting: Zenith's H. C. Bonfig, whose company made one-third of all FM sets in 1946 (year's total reported by RMA, 184,485), said FM consoles will dominate market rest of this year at least, which means stress should be laid on high quality market. Even a business recession, he said, while meaning tighter buying, might work to advantage of FM in that it would offer the plus-value needed to attract had-to-sell purchasers. And Jack Gould, New York Times' radio editor, called FM "broadcasting's second generation," said second generation is always more progressive than first.

SIGHT AND SOUND

This is itinerary of "TV Caravan" (described in story on page 1), with stores and stopover dates: Reading, Pa., Pomeroy's, May 20-24; Easton, Pa., Laubach's, May 27-29; Jamaica, N. Y., Gertz, June 3-7; Boston, Jordan Marsh, June 10-14; Syracuse, Dey Bros., June 18-21; Paterson, N. J., Quackenbush, June 25-28; Harrisburg, Pomeroy's July 1-3; Grand Rapids, Mich., Herpolsheimers, July 8-12; Columbus, Morehouse Martens, July 16-19; Cincinnati, Rollman's July 22-24; Tampa, Maas Bros., July 31-Aug. 2; Lake Charles, La., Mullers, Aug. 7-9; San Antonio, Joske's, Aug. 13-16; Dallas, Titcher-Goettinger, Aug. 19-22; Waterloo, Ia., Black's, Aug. 28-30; St. Paul, Golden Rule, Sept. 2-5; Boise, Idaho, Anderson's, Sept. 11-13; Seattle, Bon Marche, Sept. 17-20; Spokane, Anderson's, Sept. 23-26; Great Falls, Mont., The Paris, Sept. 29-Oct. 1; Minneapolis, Donaldson's, Oct. 8-11; Akron, Polsky's, Oct. 15-18.

Into new jobs: Ex-Secy of State Jimmy Byrnes joins old-line Washington law firm of Hogan & Hartson, very active in radio (Duke Patrick, Karl Smith, Lester Cohen); Lawrence Phillips, executive v.p. of USO Camp Shows, ex-president of Valspar Corp., joins DuMont as management consultant; Wayne Coy, assistant publisher, *Washington Post*, and an NAB board member, drops newspaper duties to devote full time to its WINX and WINX-FM; Ken Stowman, Manager Roger Clipp's aide at WFIL and WFIL-FM (*Philadelphia Inquirer*), takes over fulltime duties as its television director, says construction of TV station starts this summer; Virgil E. Trouant, upped to manager, broadcast and industrial section, RCA Engineering Products Dept., Camden.

Subpoena for Petrillo, issued this week by House Labor Committee, has no date since Committee chairman Fred A. Hartley Jr. (Rep., N. J.) doesn't want music czar until after Supreme Court rules on Lea Act (Vol. 3, No. 10). Subpoena was issued, it's said, to keep James Caesar in this country (he was reported getting ready to take boat trip). Meanwhile, some relaxation of duplication ban is occurring—Elliott Sanger, WQXR-WQXQ, New York, reporting this week he was duplicating live music without payment of second fee. It's also reported Tom Tinsley's WITH-FM, Baltimore, is carrying live AM musical programs with no extra levy.

All-day FCC meetings begin April 28 to pass on Processing Line 2 AM cases before May 1 deadline. Commission feels all will be decided (either granted or set for hearings) by May 1. Line 1 cases—those involving less complex engineering study—are expected to be cleared by June, although May 1 will see FCC action on cases filed as of mid-January. Commission staff is braced for avalanche of amendments—by applicants seeking to avoid hearings—and also expects number of new applications by local groups who missed out filing before Feb. 7 cutoff date.

Highest powered FM in land is now KSTP-FM, St. Paul, which this week got FCC okay for 545 kw. Highest previously was WMC-FM, Memphis, with 515 kw (Vol. 3, No. 9). St. Paul station previously had 320 kw.

Proposed new FM allocations (Supplement No. 51) look like they'll render obsolete our sets of FM Channel Maps (Supplement No. 21A) published just a year ago. because they're so expensive and demand limited, we don't propose to reissue these maps. We still have supply of old sets (60 channel maps, 16x10 inches, plus 10 blanks) which we'll furnish you at about cost of handling and mailing—\$1.50 per set.

Philco's agency, Hutchins Advertising Co., calls us to task — quite justifiably — for our inadvertent failure to include WPTZ's schedule of Phillies and Athletics home games ("by far the largest continuous schedule of ball games of any TV station") in our item last week about TV's baseball coverage. What's more, WPTZ has the games sponsored—on alternate days by Atlantic Refining Co. and Philco Distributors, Inc.

Results of Washington's T-day (Vol. 3, No. 14): RCA 500-plus sets sold; GE, whose Model No. 801 has already gone up in price to \$625 (from \$549.50), most of local quota of 100 sets ordered; DuMont, half dozen sets sold. RCA will do repeat in Washington when NBC's WNBW goes on air in early June.

TV set census by cities was prime interest at New York Television Institute (sponsored by *Televiser Magazine*) this week. WBKB's Bill Eddy reported 2,071 in Chicago; WPTZ's Ernest Walling, 4,000 in Philadelphia; WWDT's Harry Bannister, 2,000 in Detroit. They were only speakers to report on number of sets in their areas. Attendants at 2-day meet heard generally optimistic reports on status and future of TV, were warned (by RCA's Joseph B. Elliott, RKO's Ralph Austrian, Caples Co.'s David P. Lewis) programs must improve or TV will never really click.

How record business bolsters CBS income level (Vol. 3, No. 13), is further disclosed in 1947 first-quarter income statement. For 13 weeks ending March 29, gross income was \$26,334,922, net income after taxes \$1,498,151. This compares with \$23,276,004 and \$1,462,229 during same period 1946. Of 1947 net income, \$934,595 (54c per share) was realized from broadcasting operations, \$563,556 (33c per share) from record manufacturing. These compare with \$1,214,075 (71c per share) from broadcasting, \$248,154 (14c per share) from record manufacturing, during same 1946 period. So, actually, broadcasting net income was down considerably.

GE's Russ David, FM transmitter sales, reported at FMA Albany meeting Monday his company has already shipped 122 FM transmitters—52 of 250 watts, 15 of 1 kw, 55 of 3 kw. This summer first 10 kw's will be delivered, but new customers must wait 4-6 months. Still a major project, he said, is 50 kw; first GE model is due in about 2 months, regular shipments in late 1947, early 1948. Studio equipment (microphones, speech input, turntables) is 3-4 months away.

Ringling-Barnum & Bailey Circus bowed to TV, authorized April 19 telecast by WCBS-TV from Madison Square Garden as part of Ford sports sponsorship.

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April 26, 1947

AM DIRECTORY NEARLY READY: Report on our AM Directory: It's almost ready for the printer, should be in mails to subscribers within next 10 days, will be up-to-the minute as of May 1 on (1) all U.S., Canadian, Mexican, Cuban and other North American standard broadcasting stations, listed separately by States, Frequencies, Call Letters; (2) all pending applications for new or changed AM facilities, also separately listed by States and frequencies. Subscribers will get weekly addenda sheets, reporting additions and changes, as part of this added service -- which will cost them nothing extra. But extra copies of the AM Directory, about 100 pages punched for loose-leaf binding, will cost them \$10 each. The AM Directory and addenda service are available only to regular subscribers.

PRODDING THE MOVIE MOGULS: Movie industry's technicians think it's time their big bosses wake up to TV, get into video swim now against day when (1) home TV on vast scale offers competition to boxoffice, (2) TV transmission to theaters is practicable and feasible. Society of Motion Picture Engineers, at Chicago convention this week, instructed its TV chairman Paul J. Larsen to make plans with top level movie executives for an industry-wide TV committee. Radio Engineer Larsen, also appointed IRE video committee chairman this week, expects okay from Eric Johnston's Motion Picture Producers Assn after its May 9 board meeting, also from Donald Nelson's Society of Independent Motion Picture Producers.

Now a Johns Hopkins researcher at its Silver Spring, Md. labs, Larsen has been watching TV from vantage point of nearby Washington, is prime mover in demand on FCC for theater TV channels (Vol. 3, No. 6). He thinks complete theater TV (spot news, sports, possibly even transmission of feature films) can be demonstrated in 2 years, be on national commercial basis in 5-10 years. He's one of few "voices in wilderness" (Paramount's Paul Raibourn, RKO's Ralph Austrian, 20th Century's Earl Sponable are others) trying to persuade movie moguls they're overlooking good bet in TV. Moviemen note: RCA is demonstrating to newsmen its large-screen theater type color TV for first time at Franklin Institute, Philadelphia, next Wednesday.

NETWORK TV VIA COAX AND/OR RELAYS: AT&T is naturally cagey about making promises for its coaxial, and TV radio relays over long distances are still in development stage -- but it's pretty certain that several more TV cities will be linked by coaxial by time of Republican National Convention in Philadelphia, June 20, 1948. That and the Democratic presidential nominating convention (time and place not yet selected) should afford greatest of all possible telecast events from point of view of public interest. There wasn't anything of kind at both conventions in Chicago in 1944 (due to war stoppage of TV) but NBC's video coverage via radio relay from GOP (Willkie) convention in Philadelphia in 1940 is recalled as landmark of TV history.

Fact that Philadelphia is on New York-to-Washington coaxial, thus assuring TV network pickups, actually helped influence selection of that city by GOP. It may likewise influence Democrats -- though they're talking Chicago which has one

TV station now, should have several by then, but probably won't have any coax link with East (though possibly GE-Globe Wireless relay will be in operation in time).

As Eastern seaboard coaxial stands now, Richmond-Charlotte extensions are operating in telephone service, can easily be equalized for TV -- but there's only one Richmond station projected as yet, none in Charlotte. Pittsburgh extension should be ready by mid-1948 to serve its stations. Boston is not on coaxial but is due to be linked by radio relay, AT&T tests scheduled to start this spring having been halted by strike; it should have TV network service by summer of 1948.

As for other extensions, AT&T long lines manager L. G. Woodford told TBA convention last fall that southern transcontinental route through Washington, Atlanta, Dallas, El Paso and on to Los Angeles should be ready by end of 1947, as well as an extension from Charlotte to Miami. On other hand, it looks like "end of 1948" before these routes can be linked up with such cities as Cleveland, Cincinnati, Toledo, Dayton, Buffalo, Detroit, Chicago and St. Louis -- all with existing or projected video outlets, listed in our TV Directory (Supplement No. 18-C).

Mere fact of coaxial's existence does not insure network service -- for TV programs via coaxial have been tested with success (but some loss in definition) only on 500-mile New York-Washington loop-backs thus far. There's a serious equalization problem for any greater distances. Right now it looks like there are definite distance limitations to TV transmission not encountered in using coaxial for much narrower-band telephone relays. What these limitations are, the AT&T people say they frankly won't know until tests over longer hauls can be made.

* * * *

Meanwhile, TVers aren't overlooking radio relay possibilities for networks which they know will work over short distances (viz, New York-Schenectady). Only this week, moving to modernize its New York-Philadelphia relay, on which it has been working long time, Philco filed 5 applications with FCC for a 2-way, simultaneous, microwave system. Links will include New York City; Mt. Rose, N.J., 50 miles from New York; Philadelphia, 37 miles from Mt. Rose. Philco's plans call for transmitter at Empire State Bldg., New York, for southbound traffic; 2 transmitters at Mt. Rose, for two-way; one at Wyndmoor, Pa., where its WPTZ transmitter is located, for northbound; one at WPTZ studios in Philadelphia proper, for northbound. Frequencies asked are 1300-1320 and 1380-1400 mc -- which are in proposed 1000-13000 allocations not expected to be finalized until after International Telecommunications Conference in Atlantic City May 15. At present, Philco's New York-Philadelphia relay is one-way, picks up NBC's WNBT at Mt. Rose, retransmitting to Wyndmoor.

PUBLISHERS LOOK OVER FAX: Facsimile demonstrations by both Finch and Hogan aroused keen interest among newspaper publishers attending this week's ANPA convention in New York City -- heightened, no doubt, by widely publicized demonstrations conducted recently by Jack Knight's Miami Herald (Vol. 3, No. 11), seen by estimated 50,000 persons. Nor was interest lessened by news that Philadelphia Inquirer's WFIL-FM will use same Miami equipment (Hogan) for 5-day promotion starting April 28, is laying out \$40,000 for equipment for regular service starting in September.

Reaction of publishers, as gauged by our correspondent, ranged from non-committal to enthusiastic. They were told fax is out of lab, ready for newsrooms; that small newspapers with FM can start service for \$8,000-\$10,000, that equipment in fair quantities will be ready by fall. "NPFS Facsimile Digest," issued by Newspaper Publishers' Faximile Service, 155 Perry St., New York, in format very much like this newsletter, is being distributed to give latest dope on Hogan system, including costs; Finch literature may be obtained from Finch Facsimile, 10 E. 40th St., New York City.

Meanwhile, ex-FCC Comr. T. A. M. Craven, now directing Cowles radio interests out of Washington, withdrew WOL's fax application, said he prefers waiting. And RTPB Facsimile Panel (No. 7) after meeting last week, reported it is practically ready to recommend standards to full board, which in turn will submit them to FCC.

NEXT TV SETS, NEXT 'T' CITY: To the nearly 30 radio manufacturers who reported, in response to our questionnaires, that they're definitely planning TV set production this year (Vol. 3, Nos. 7, 13, 14), you can add Hallicrafters, Majestic, and a new company called Colonial Television Corp. (about which we know little yet except that it isn't connected with Sylvania's subsidiary, Colonial Radio Corp., Buffalo). Hallicrafters tells us its sets will be consoles with AM-FM-phono and possibly wire recorder -- no other information. Majestic says its first model will be console, with 6½x8½-inch image -- that's all. Colonial firm is located at 225-18 Merrick Road, Laurelton, L.I., N.Y., states in not-very-informative leaflet that its "Vision Master," retailing at \$199 with apparently no installation or servicing charge, is "lowest price set now available." Where it's available, we don't know, but we'll find out and report soon.

And you can look for announcement any day now of limited production of new Crosley TV receivers, presumably to be marketed first in Cincinnati area where company-built experimental video station in Carew Tower (in words of Jimmy Shouse) "has been completely tested with entirely satisfactory results." Thus Cincinnati may be next addition to "T" cities (Supplement 18-C). Crosley will have 3 outlets -- in Cincinnati, big transmitter to be located atop Clifton Hill; Columbus, new site to be chosen in lieu of AIU Tower first designated, now deemed structurally unsound; Dayton, several sites under option.

NEW YORK FM NOT SETTLED YET: Seems pretty certain that FCC's proposed New York FM decision, picking 5 out of 17 applicants (Vol. 3, No. 16), is going to rehearing, possibly litigation. Commission lawyers this week were looking into affairs of WAAW, Newark (Bremer), and results may have bearing on whether FCC will grant extension of its completion date despite fact its request came in after 1942-granted CP had expired. Even if extension is granted laggard WAAW, these lawyers foresee trouble ahead -- since any one of the 12 rejectees can (and somebody probably will) cite Ashbacker decision as basis for rehearing for additional available channel. Another out for denied New Yorkers (besides exceptions, and only WEVD has so far indicated it would file exceptions) is for them to ask for the 4 reserved channels due to be released July 1. That's what Chicago's WAIT has done; losing out in that city's FM grants (Vol. 3, No. 11), WAIT was granted permission to amend application for reserved channel, though ordinarily denied applicants must wait year before re-applying. So far, only 3 others have asked for reserved channels -- CBS's WTOP for Washington, AM CP-holder WPGH for Pittsburgh, AM CP-holder WLOA for Braddock, Pa.

PROBLEM OF BIG CITY CLASS A's: How many Class A (community-type) FM stations can be placed in and around a metropolitan area -- Los Angeles, for example? That's what FCC seeks to determine in designating, but not yet scheduling, first Class A hearing yet, involving 15 applicants from Los Angeles metropolitan area (Supplement No. 50). They must not only sell themselves but also need for FM service in their communities. For instance: if 2 stations can go into Glendale, that might preclude any for San Fernando. Or, there might be overlap as between contiguous San Pedro and Alhambra. And then, there's the question whether Class A stations should be permitted at all in central cities of a metropolitan district, such as Hollywood and San Pedro, in the light of Sec. 3.203(b) of proposed FM rules changes (Supplement No. 51-A).

OUTLOOK FOR MORE TV OUTLETS: In the 5 weeks since FCC decided color TV issue (Vol. 3, No. 12), not a single new application for TV station has been filed -- but radio lawyers and equipment manufacturers assure us several will be filed soon. They say certain well-heeled interests are simply biding their time because there seems to be no rush for the remaining and (except in a few bigger cities) still plentiful channels. Also, probably, because of growing fears of business recession.

Biggest question-mark in TV is CBS, whose color plans were rejected, leaving it with one black-and-white station -- WCBS-TV, New York. Big network has maintained discreet silence since FCC's decision, has shown no signs of soreheadness,

indicated no future plans. But it's hard to believe it will concentrate its TV on New York only. It's our guess -- but a guess only, since company policy is to say nothing yet -- that CBS will soon apply for more monochrome outlets, though it's shut out of key Washington, Los Angeles areas by reason of exhaustion of channels. It might buy in those cities, however.

Only withdrawee who has definitely told us he intends re-filing is Frank Katzentine, WKAT, Miami Beach, but we also hear there will soon be one also for one of Chicago's 3 remaining channels. In Miami the other day, too, we were informed by Edward Claughton, financial man who is angeling city's only TV grant thus far -- to Southern Radio & Television Equipment Co. (Vol. 3, No. 11) -- that he's so intrigued by TV he is contemplating filing also for Jacksonville, Atlanta, New Orleans, Houston. These cities are "naturals" since they are in line of projected coaxial cables. Mr. Claughton scotched rumors he's selling stock, but admitted Miami TV project is part of subdivision and auditorium development he is currently promoting. He has no interest in AM, he says, and contemplates none -- though Robert G. Venn, ex-manager of Miami's WGBS, who "sold" him on TV and will manage project, is identified with new local grant. Mr. Claughton was once an Atlanta banker, went through wringer during 1933 crash, has reestablished himself firmly in Florida, now enjoys considerable means and excellent reputation among wide circle of loyal business and social friends, many of whom we've contacted. His wife owns and operates string of movie houses, which he said whetted his interest in TV.

SIGHT AND SOUND

Corrections to Television Directory (Supplement No. 18-C): King-Trendle, Detroit, Mich., change visual power to 32.1 kw, aural power to 16.7 kw, antenna height to 485 ft; Crosley, Cincinnati, O., change visual power to 22 kw, aural power to 11 kw, antenna height to 717 ft.

Off for Milan, Italy, with TV camera chain plus microwave relay apparatus, to be demonstrated June 14-30 at historic Milan Fair on occasion of 50th anniversary of founding of Marconi Co., are RCA's exhibition manager, Dick Hooper and staff of 5 (Chet Davis, John Rowe, Joe Jenkins chosen so far). They fly over May 28, return in early August to catch up with RCA-Allied Stores "TV Caravan" (Vol. 3, No. 16).

International Ladies Garment Workers Union is still working on interesting a manufacturer in quantity order for AM-FM or FM-only table models, which it wants to make available cheaply to its big membership, but says "nothing to report yet." However, this week it signed order for five 10 kw, one 1 kw FM transmitters with RCA (cost \$250,000) for stations granted its locals in Chattanooga (to be ready by Labor Day, first one), St. Louis, Los Angeles, New York, and the ones it also hopes to get in Boston, Philadelphia. ILGWU radio consultant is Morris Novik (ex-WNYC) and engineer is Paul deMars of Wilmotte firm.

Opposition on part of AM broadcasters also in FM, who wanted to work through state broadcasters' association (NAB affiliate), almost aborted establishment of North Carolina FM Assn formed at Wilson, N. C. Monday. But there were enough staunch FMers (21 signed as charter members) to get organization underway. WGTN's Allen Wanamaker Wilson, was chosen president; WET-FM's Keith Byerly, Charlotte, v.p.; WBBB-FM's E. Z. Jones, Burlington, secy-treas. Meeting heard FMA's Bill Bailey urge crackdown on "hip pocket FM broadcasters" (Vol. 3, No. 16).

Paul Porter's report on his mission to Greece is being finished this week, and then he'll announce he's joining Thurman Arnold law firm -- which means he's through with public office.

Get-tough policy on "wilful misrepresentations" showed again this week as FCC ordered Boston's WORL (1,000-D on 950 kc) off air as of Aug. 31 (like WOKO, Albany) for alleged fiscal shenanigans of Owners H. A. Lafount (ex-radio commissioner) and Sanford and George Cohen (attorneys), Comr. Jett dissenting. They've exhausted court appeals, so decision is final. Application for sale of station to Bitner interests was denied, but FCC said it would entertain applications for WORL's facilities beginning June 1.

"Beginning of agency recognition for the manifold advantages of staticless and true fidelity FM over the narrow limits imposed by AM broadcasting," is the way Owner Ira A. Hirschmann looks at Ruthrauff & Ryan's placement on his WABF, New York, of contract for series of Sari Biro piano recitals (live) for Baldwin Piano Co. Little by little, agencies and national accounts are evincing more interest in FM, indicating they will use medium as soon as it proves "set population."

Lea Act's constitutionality is scheduled to be argued before Supreme Court May 5; Justice Dept. this week asked Court to uphold anti-Petrillo law, found unconstitutional in Chicago District Court last December (Vol. 2, No. 49), referring to high court's ruling in John L. Lewis case.

Eitel-McCullough Inc., San Bruno, Cal., claims to have placed first high-band 50 kw FM station on air; its Radio Diablo's KSBR, San Bruno, 97.7 mc, started Wednesday, with 50 kw input giving turnstile antenna an ERP of 200 kw.

Fair comment and sensible, from *Washington Post*: "No one can question the right, or even the duty, of radio to scrutinize the content of programs for good taste. . . . We are inclined to agree with Mr. [Fred] Allen, however, that suppression by a network of light criticism of itself is a sign of immaturity."

Teamwork among New York TV rivals is again manifested in plans for telecasting Mexican President Aleman's airport arrival (Tuesday) and speech before joint session of Congress (Thursday), both to be covered in pool pickup by NBC, CBS, DuMont.