

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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1948 AM DIRECTORY COMING SOON: We're working now on a new 1948 AM Directory, hope to have it in the mails to subscribers by Jan. 1. It will supersede our AM Directory No. 1 and all weekly addenda thereto. It will be published in new format, designed for greater flexibility and ease in keeping it up to date: about 200 loose-leaf pages, printed on one side only. Thus, as you check our weekly addenda, you'll have space to write in new CPs, applications, your own notes, etc. Directory will be in 5 parts, as before, but with cardboard separators between parts. Extra copies will be available at \$10, so if you want any more than the one you get without extra cost as a subscriber to our full service, let us know now. Note: Our No. 1 directory, dated May 1, 1947, listed 1,712 existing or authorized AM stations (besides all then pending applications) separately by States, by Frequencies, by Call Letters. New directory will list some 2,000 -- actual count as of today is 1,957.

THE MONEYBAGS 'RECOGNIZE' TV: Two highly significant developments of the week -- you can judge for yourself how they fit into the pattern of current TV trends:

1. Dorothy Thackrey (New York Post) has put up for sale her WLIB, New York; KLAC, Hollywood; KYA, San Francisco -- Smith Davis, broker. Bidder for Los Angeles-San Francisco package is none other than Metro-Goldwyn-Mayer (Loew's already owns WHN, New York). What M-G-M is after, though, is not primarily the 2 Pacific Coast stations -- but rather Mrs. Thackrey's CP for TV in Hollywood, where even CBS has been shut out because all channels are assigned. Irony is M-G-M last year was TV applicant for New York and Los Angeles, but dropped. Its executives blow hot and cold about TV -- mostly hot lately.

2. The Katz Agency, one of radio rep field's Big 3, is setting up first special TV dept. ever by any firm of representatives, will shortly announce specialist to head it up, conduct market studies, sell time, etc. In a sense, it's really the first "diplomatic recognition" of commercial TV from one of radio industry's most important segments -- the men who sell national spot time. Katz's only actual TV station on air is WFIL-TV, Philadelphia, on CP grantee list WSPD, Toledo. But on applicant list it has WGBS, Miami; WKRC, Cincinnati; WFBM, Indianapolis; WCOP, Boston; and on prospective applicant list WWL, New Orleans. That other reps will follow Katz' example seems certain.

10 TV APPLICANTS THIS WEEK: You'll find details about this week's 10 additional TV applications -- record number yet for any one week -- in the blue addenda pages labelled "TV Directory 1-A" herewith, which we urge you save along with the printed directory sent you last week. We can also disclose now that applications may be expected soon from WFBC, Greenville (S.C.) News-Piedmont; WTHT, Hartford Times (Gannett), WSBT, South Bend Tribune; WWL, New Orleans (Loyola U); St. Louis Globe-Democrat, holder of CP for FM: This week's applications came from:

WBT, Charlotte, N.C., owned by Jefferson Standard Life Ins. Co., seeking Channel No. 3; WGBS, Miami (Storer), same interests already holding CPs for Toledo and Detroit, applicant for Atlanta, No. 5; WIOD, Miami (Cox-Daily News), No. 5; WSB, Atlanta (Cox-Journal), No. 5 or 8; WHIO, Dayton (Cox-Daily News), No. 13,

city's only other channel, No. 5, already assigned Crosley; WAKR, Akron, part-owned by Beacon-Journal, No. 11; WSAN, Allentown, Pa., minority owned by Morning Call & Chronicle, No. 8; WILK, Wilkes-Barre, Pa., local 250-watter, No. 11, same channel previously asked by WBRE, thus forcing hearing; WKRC, Cincinnati (Times-Star), No. 11; Mrs. Pearl Lemert, Bakersfield, Cal., onetime secretary to Lee DeForest, No. 10.

THESE ARE TV'S NEXT OUTLETS: Next TV stations to take the air with test patterns will probably be Newark's WATV (WAAT) and Philadelphia's WCAU-TV (Bulletin). Both are shooting for pre-New Year's Day starts -- in fact, WAAT's Frank Bremer tells us he will begin feeding signals into dummy setup Dec. 10, then test patterns, then an educational campaign via AM to urge TV public and dealers to tune in Channel No. 13. First sponsor signed is Bamberger Dept. Store, owned by same interests as WOR, which holds CPs for TV stations in New York and Washington promised for next spring.

Philadelphia Bulletin's TV equipment is all installed, but tower-antenna needs completion. Big newspaper's purchase of 50 kw WCAU was okayed by FCC this week, so its WPEN goes to Sun Ray Drug Co., it takes over WCAU and WPEN-FM (now WCAU-FM) and retains WPEN-TV on Channel 10 (but changes call to WCAU-TV).

Baltimore's WBAL-TV on Channel 11 has run into tower and antenna difficulties, everything else about ready, hopes to get test signals on air first week in January, go commercial Feb. 1. Richmond's WTVR (WMBG) on Channel 6 is all built, could get going now (says Wilbur Havens) except for delayed delivery of STL, RCA's 7000 mc microwave relay unit needed to hook up studios with transmitter 1¼-mi away.

HOW TV NETWORKS LINE UP NOW: Actually, present AM affiliations of TV grantees mean little or nothing so far as future TV network alignments are concerned -- except perhaps for NBC's blanket offer of first refusal to its affiliates. Thus, claims that Washington Star's WMAL-TV, Philadelphia Inquirer's WFIL-TV, Baltimore Sun's WMAR-TV will join either ABC's, CBS's or DuMont's putative networks (first 2 are AM affiliates of ABC, latter is non-AM as yet) can be dismissed as mere publicity stuff. True, they're taking what ABC, CBS and DuMont (sometimes NBC, too) have to offer; but, as one of them put it, "We're playing the field for the time being."

Only firm TV network "affiliations" yet are those of WNBT, New York, and WNBW, Washington (both NBC owned and operated) and of WABD, New York, and WTTG, Washington (both DuMont). If there's any such thing as a network yet in TV, as distinguished from an irregular hookup, it's the regular linking of GE's WRGB, Schenectady, and Philco's WPTZ, Philadelphia, to NBC's 2 stations (one sponsor, Swift, using all 4); and the definite predisposition of soon-to-start WBAL-TV, Baltimore, and WBZ-TV, Boston, also to join this grouping. As for the others, they really do "play the field" -- the field so far being DuMont's hookup and occasional ties with CBS's sole outlet WCBS-TV, New York.

Also still only in talk stage is a "newspaper network", envisioned around Chicago Tribune, New York News, Philadelphia Inquirer, Baltimore Sun, Washington Star and perhaps other newspaper-owned TV stations. But here again we have only speculation, nothing definite planned, odds against any specialized group as against existing broadcast chains. It's hard to conceive, for example, Philadelphia Bulletin's WCAU-TV weaned away from CBS; or Detroit News' WWJ-TV, St. Louis Post-Dispatch's KSD-TV and Milwaukee Journal's WTMJ-TV breaking long relationship with NBC.

CBS has been strangely quiescent (publicly, at least) so far as network plans are concerned. And as for weaning ABC affiliates away, that network's slowness in getting any of its 5 authorized stations under way weakens its position compared to earlier starters like NBC, DuMont, and even CBS. However, ABC's v.p. Bob Kintner assures us all of its stations will be in operation by end of 1948: New York, by next summer, RCA equipment ordered but negotiations still under way for transmitter-studio sites; Chicago, also by next summer, RCA equipment ordered, transmitter site already leased in Chicago Opera Bldg.; Detroit, studios in Maccabee Bldg., no transmitter site yet; Los Angeles, site purchased on Mt. Wilson, studios with KGO; San Francisco, negotiating for sites. "We'll spend what it takes in 1948 to get our stations on the air," said Kintner, "we're amply financed for the job."

FM-ONLY SHOWS, FM-ONLY NETWORKS: FMA isn't nearly so hopped up about FM-AM duplication right now, judging from statement of executive committee after meeting Wednesday. Admittedly, Petrillo's still the industry's bete noir, duplication is still desirable, but it isn't as vital as it was once considered. Statement said: "FMA does not feel duplication...is the solution to the public need. FM offers an opportunity to fill that need with new types and better programs. Indeed the trend is away from duplication and toward dual programming."

The byword now: FM-only networks, regional and national, with own shows. Change in emphasis reflects President Dillard's success with Continental Network, and big push now is for high fidelity wire lines, paralleling Dillard-Armstrong pleas to FCC that 44-50 mc be assigned FM for networking by means of rebroadcasting (Vol. 3, No. 47). Association has instructed counsel to ask FCC for full-scale hearing to determine what AT&T is doing about high fidelity lines and why TV gets New York-Washington coaxial experimentally, free of charge.

Executive committee was highly optimistic: "FM...is beginning to show a profit....point of breaking even financially has been reached by scores....within a year investment in FM broadcasting facilities alone will amount to \$100 millionset manufacturing gross volume should reach \$400 million." FMA itself is growing, has 236 members to date, averaging 4 new ones weekly.

LITTLE SCREENS AND BIG ONES: Market-wise Philco, which has withheld 7-in. screen, TV-only table model, has assured its distributors rumors of its discontinuance are baseless -- and they'll be getting some before year is out. Small-screen set is still unpriced, but likely to be competitive to RCA's similar (and rather slow-moving) \$250 unit. Also after lower income trade, Motorola's \$179.50 model is out in Chicago, Hallicrafters promises \$169.50 unit Jan. 1, both 7-in. (Vol. 3, No. 46).

Nevertheless, industry trend is still toward bigger picture (Vol. 3, No. 47). For example, ambitious little U. S. Television Mfg. Corp., New York (1947 volume: \$2,000,000), specializing in high-price projection models mainly for taverns, promises April, 1948 production of a new projection TV set capable of 3x4-ft. images -- same size recently promised by Brunswick (Vol. 3, No. 40). Price is undetermined, but officials say it shouldn't be much more than firm's present top \$1,795 model. Making first pitch for home trade, convinced of marketability of larger direct-view images (Vol. 3, No. 47), year-old company also announced February production of new 10-in. and 15-in. TV-only table models, 12-in. and 15-in. TV-AM-FM-phono consoles -- as yet unpriced but "competitive." For additional supplies of 12 and 15-in. tubes, UST has bought into Zetka Tube Co., Clifton, N. J., now producing small quantities.

PUSHING ON WITH MICROWAVES: Both as hedge against probable high coaxial tariffs and as means of insuring uninterrupted links, TV stations may be forced to set up more intercity microwave links of their own (like GE's to Schenectady, Philco's to Philadelphia) to provide network service. In fact, NBC feels acute need already between its New York-Washington stations WNBW-WNBW. So it's studying technical and commercial feasibility of perhaps extending Philco's New York-Philadelphia circuit through Western Union's Wilmington sites to Baltimore's WBAL-TV, thence into Washington, utilizing RCA's 7000 mc remote pickup field units, TTR-1A and TRR-1A. At present, NBC shares coaxial time with DuMont and CBS, none paying tolls yet because AT&T hasn't decided on tariff structure.

Meanwhile, South Bend Tribune (WSBT), in applying for TV shortly, will indicate it plans to pick up and rebroadcast Chicago's WBKB, employing GE microwave link with South Bend so successfully used for Notre Dame games. Recurrent rumors won't down that some sort of link from New York will be operating in time to bring June-July political conventions from Philadelphia to Chicago and such way points as then have TV (Cleveland, Detroit, etc.). But AT&T's Long Lines chief L. G. Woodford definitely says Bell System won't be ready by then either with coaxial or microwave. NBC's Frank Mullen this week reckoned New York-Chicago hookup by end of 1948 but hedged "with a few months' leeway on either side."

FM GROWING PAINS, 357 STATIONS: Ardent FM booster WFMZ, Allentown, Pa. (Ray Kohn) has started something which might well catch on and help cut deadwood out of FM structure (see "FM Idlers, Toilers--and the FCC," Vol. 3, No. 48). A Class A community grantee, WFMZ wants Class B metropolitan coverage. Since no Class B channels are available, it asks for the one assigned locally to WKAP-FM (Rahall brothers), claiming grantee has been sitting on its CP. That means hearing. FCC pressure is forcing people to make up minds: This week 3 more chose to get out, including Knight Radio Corp. (Detroit Free Press), making 8 dropouts in last 5 weeks. On the other hand, though new applicants are relatively few, new stations are going on air at good clip -- 8 STAs issued last week, 9 this (Supp. 55-J herewith). Total FMs now operating: 357.

SIGHT AND SOUND

Decision on TV Channel No. 1 (Vol. 3, No. 47, 48) awaits filing of brief by Maj. Armstrong by Monday. Brief was due Nov. 28, but Armstrong got extension after browsing through FCC's signal strength measurement data. Meanwhile, Zenith filed brief saying FM seems to be only service that really wants 44-50 mc, that mobile services should get IRAC frequencies instead of 44-50 mc.

Both political parties are amenable to commercial sponsorship of telecasts of their Philadelphia nominating conventions, provided "suitable type sponsor" emphasizing institutional messages offers to foot TV bill. Rights money would be used to defray costs of relays to multiplicity of stations, including possibly microwaves all the way to Chicago and St. Louis. Meanwhile, Roger Clipp's parley Friday to arrange radio details disclosed 10 TV set makers will furnish receivers for 25,000 overflow to view convention proceedings in city's Commercial Museum.

Obviously nettled, NAB's Justin Miller slapped back at critics of code delays in New York speech this week, said code when finally evolved will express desires of broadcasters and broadcasters only, suggested newspaper and trade journals would do well to devise standards for themselves, again refuted FCC's Blue Book by showing own commercial time graph. Irascible tone of speech was reflected in way big city papers handled, obviously rearing back at "go and do better yourselves" challenge.

Looks like TV laggards are going to have to hump. First sign that outsiders "wanting in" are going to push hard came this week when non-broadcaster New England Television Co. (Vol. 3, No. 45) asked FCC to assign WJAR's Channel No. 11 (193-204 mc) from Providence to Fall River-New Bedford area, thus eliminate need for hearing there (2 applicants for 1 channel). Outlet Co.'s WJAR has had inactive CP since May 16, 1946.

His fellow commissioners don't go along with Clifford Durr's objections to FBI reports (Vol. 3, No. 48), and they asked J. Edgar Hoover this week to continue sending them in. Durr insists most of them are trivial, baseless, prejudicial, provoking charge by Senator Capehart (R-Ind.), he's guilty of "brazen effort . . . to sabotage FBI." Capehart demanded Congressional investigation.

KSD-TV's Robert L. Coe becomes manager of *New York News* TV station (5 kw transmitter ordered from RCA this week, plus \$150,000 other equipment from GE); and Tom Howard succeeds him as chief engineer of *St. Louis Post-Dispatch* stations. Clifford Denton remains as *News* station's operations manager.

IT&T's President Sosthenes Behn admitted at press conference Tuesday that discussions are under way for possible merger of Farnsworth and Raytheon with IT&T. He said they might set up single tube and single parts subsidiaries doing \$125,000,000 business annually.

TV networking appears salient topic at members-only TBA clinic Dec. 10 in New York. AT&T's M. E. Strieby, GE's A. F. Wild, NBC's Bob Shelby, Eastman Kodak's Dr. William Feldman all are scheduled to discuss microwaves, coaxials, film recorders as means for chain telecasting. Other speakers include WMAR's Neil Swanson, WRGB's G. Emerson Markham, WPTZ's Jim McLean, DuMont's Scott Helt, on various aspects of station operations. Open luncheon meeting has as speakers, Paul M. Hahn, executive v.p., American Tobacco Co.; Ben R. Donaldson, Ford Motor Co.; Paul Raibourn, Paramount--on what they expect from TV.

Add TV Sponsors: On WCBS-TV, American Safety Razor Co. (cigaret lighter), 5 pre-Xmas 1-min. film spots, thru Federal Adv. Agency; Hat Research Foundation, 1-min. film spots following Dec. and Jan. Madison Square Garden telecasts, thru Grey Adv. Agency. On WABD, New York, and WTTG, Washington, Ruppert Brewery Inc., Dec. 14 All-America Football Conference pro championship, thru Lennen & Mitchell. Telestores Corp. of America (formerly Television Trading Post), 5 spots weekly. On WNBT, New York, E-Z Thread Co. (Gerry Nufoam shoulder pads), Dec. 3, 10, 17 studio programs, demonstrations and singer, thru Redfield-Johnstone Inc.

Biggest TV picture yet (7½x10 ft) is claimed by John M. Cage for his installation in New York's Yale Club, in operation last 3 weeks. System uses revamped commercial TV set, optics consist of 3-element, coated Viewlex lens, through which picture from 10-inch Rauland tube is projected to screen, similar to original big-screen TV job by Cage Projects Inc., Newark (Vol. 3, No. 23).

"Operation of non-profit FM installations," along with increased wage demands, were given as reasons for 1947 jump in broadcast operating costs, which averaged 9% over 1946, in an NAB report last week. Gross 1947 profits were up 8% over 1946. Report only covers stations operating in both 1946 and 1947.

Hearing on FCC review of Mayflower doctrine (its 1941 decision that broadcaster cannot editorialize) has been postponed to March 1. Reason is jammed FCC hearing docket around original Jan. 12 date, also feeling more time should be given for publicizing vital freedom issue (Vol. 3, No. 37). FCC recently sent out form letter to 50 organizations (advertising, veterans, labor, church, educational) and 36 individuals (historians, constitutional law experts, publicists, etc.) calling attention to hearing.

Long-pending daytime skywave case (Vol. 3, No. 23) was this week consolidated with longer-pending clear channel case (Vol. 3, No. 43, 44), move long expected by participants in both hearings--mostly same people. FCC called on daytime skywavers to file briefs by Jan. 5, participate in clear channel oral argument Jan. 19.

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December 13, 1947

LAND RUSH IS ON, 10 MORE APPLY: Again this week, as last, 10 more applicants filed for TV, including Kansas City Star and Dallas News. Applicant list has now swelled to 68 (see TV Directory No. 1, Addenda 1-A, 1-B) -- and end of big rush isn't in sight. We can also report probable applications soon from: WJW, Cleveland; WIBC, Indianapolis; KPRC, Houston Post; KATL, Houston; WHDH, Boston Herald-Traveler; WNBH, New Bedford Standard-Times, for Boston; WTOA-FM, Trenton Times. Also, Cleveland Broadcasting Inc., CP holder for FM, AM applicant, wrote FCC this week it will file for TV; firm is headed by Ray T. Miller and Donald W. Hornbeck, local Democratic and Republican party leaders, respectively, who are law partners.

This week, Yankee Network asked for change of its Boston channel grant to No. 13 instead of No. 7, stating it wants to be able to throw signal into Providence too. The week's TV applicants and channels requested:

WBRC, Birmingham, Ala., Channel No. 4; KROW, Oakland, Cal., No. 11; WKAT, Miami, Fla., No. 7, petitioning for reinstatement of old application held up for inadequate data; WSBT, South Bend (Ind.) Tribune, No. 13; WDAF, Kansas City Star, No. 4; WADC, Akron, No. 11, which forces hearing on 2 applicants for 1 channel; WPIT, Pittsburgh, No. 10, forcing hearing on 5 for 3; WEEU, Reading (Pa.) Eagle, No. 5; WFAA, Dallas News, No. 12; L. F. Carrigan, Dallas (not now in radio), No. 10. For details about these applications, see TV Addenda 1-B herewith.

MAP TELLS ONLY PART OF STORY: Note how AT&T couches legends on its new coaxial-relay map (reprinted on insert page herewith) in general terms now -- as compared with map published last summer (Vol. 3, No. 24). For most part, circuits previously scheduled for 1947-48 completion are now lumped as "installed or under construction," no dates for starting service given. In some instances, circuits previously set down for 1948 completion (Charlotte-Atlanta, St. Louis-New Orleans, Detroit-Cincinnati) are now legended "planned for next few years." Even New York-Philadelphia-Chicago microwave relay previously earmarked "1947-49" is now down simply as "radio relay systems planned."

So it's apparent Bell System isn't going to be held to any schedule by eager-beaver network builders. Even when coaxial connects 2 cities, as Richmond is now connected with Washington, that's no guarantee of early TV hookup. Still needed are terminal equipment, repeaters, etc., so it won't be until late next summer or early fall that Richmond's WTVR, about ready to take air (Vol. 3, No. 49), can join NBC hookup. More than that, coaxial provides only one circuit and it's one-way.

All of this means TV enterprisers are being spurred to set up relay systems of their own. If FCC doesn't clamp down common carrier provisos, there may be more privately operated sectional circuits set up (like GE's New York-Schenectady, Philco's New York-Philadelphia, WBKB's Chicago-South Bend) and linked with one another to give a semblance of network service. Even now a serious plan is afoot, sparked by WFIL-TV's Roger Clipp, to get up a cross-country network in time for coverage of June-July political conventions in Philadelphia -- no less "naturals" for TV than were the 1924 conventions ("Alabama casts its 24 votes for Underwood") for radio. Plan contemplates linking foregoing together, using intermediate stepping-stones

plus such stations (for both telecasting and relaying) as WBEN-TV, Buffalo; WEWS, Cleveland; WLWT, Cincinnati; WTVT, Toledo; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KSTP-TV, St. Paul; KSD-TV, St. Louis -- and such other stations as may be ready by next summer. Meeting is planned next week to get firm agreement on cooperation, costs, etc. Engineers seem agreed it can be done, and GE (which equipped Chicago-South Bend link) is being enlisted to set up Schenectady-Buffalo relay point at its Electronics Park plant in Syracuse.

TV ADDS UP BILL OF HEALTH: Not many more than 200 attended TBA's "Television Clinic" in New York's Waldorf-Astoria Wednesday, conducted in lieu of a convention. But you got the feeling that this little handful of men, including many who make the wheels of this still numerically tiny industry go round, were on top of Something Big -- and knew it and wanted the world to know it. Pervading the scene was the same sober intensity of conviction and zeal and ambition that marked the pioneer days of radio broadcasting and manufacturing not so many years ago.

Out of the mill-run speeches, technical papers, how-we-do-it stories, etc., that occupied the sessions (TBA's Secretary Will Baltin will have texts available soon), these struck us as the most significant things said or done at the meetings:

(a) Big-time advertiser American Tobacco Co. (Lucky Strike), through its executive v.p. Paul M. Hahn, let it be known it's in TV to stay, has major time-buying plans, wants "to grow with your medium." Indeed, its marketing planners are all excited about their own survey finding of 80-88% sponsor identification during recent football telecasts. Survey also showed, said Mr. Hahn, average Saturday college game telecast reached 42.5% of all set owners, 6.5 persons per set (not even counting bars or taverns). Mr. Hahn's fulsome kudos was echoed by Ford Motor Co.'s Ben R. Donaldson, who promised "TV has a Ford in its future," asserted Ford's current sports sponsorship is designed not only to gain valuable time and sports franchises but to learn technique and "to back up your great new industry."

(b) WBKB's Capt. Bill Eddy disclosed plan for one of those "cluster" TV networks ex-FCC Chairman Denny envisaged (Vol. 3, No. 38, 39). As result of highly successful use of microwave relay enabling Chicago station to carry Notre Dame games from South Bend, he promised to supply other stations within reach of WBKB 40 hours of network service per week at cost of only \$40 per program hour! South Bend Tribune wants first in. It's easy to see how system can spread out, reduce program-cost burdens, even enable stations to make money as more sponsors option time.

(c) Paramount's Paul Raibourn, one of the few movie topkicks really hep to TV, demonstrated how films can be shot directly off the kinescope (receiving) tube, processed with sound and made ready for repeat telecasts or theater projection in only 66 seconds. Excellent theatre-size films of 3 rounds of the Louis-Walcott fight, and takes from Theatre Guild's TV presentation last Sunday of "The Late George Apley," were shown to an enthused audience. This demonstration, plus Eastman Kodak experts' papers about new 16mm TV recording camera, quick film processing, etc., bodes well for TV stations' own newsreel and "transcribed" program libraries.

(d) AT&T's M. E. Streiby demonstrated double 2-way loops of recently-instituted New York-Boston microwave relay (Vol. 3, No. 46). Viewers could see how little image definition is lost even when signal makes 36 or more hops -- total of some 900 mi., or about distance between New York and Chicago. What this augurs for inter-city TV, even without coaxial cables, is manifest.

There were other facets of more or less importance: Movieman Raibourn asserting TV is essentially an entertainment medium. Baltimore Sun's executive editor Neil Swanson adding he regards TV as a projection of a newspaper's primary function of conveying intelligence and welcoming influx of newspapers into TV. Raibourn warning that the "program's the thing" and that TV must compete with media like movies and sports (\$1.8 billion income), newspapers (\$1.5 billion), magazines (\$1.1 billion), radio including manufacturing, \$1.1 billion). TBA's 1947 awards for contributions to TV went to the aforesaid Messrs. Hahn, Donaldson and Eddy, as well as to Zoomar lens developer Dr. Frank G. Back and Kraft Foods' John H. Platt.

PETRILLO STICKS IN CONGRESS' CRAW: Hard-headed, thick-skinned James Caesar Petrillo may or may not be recalled to House Labor subcommittee witness stand, but that group (headed by union card-holder Rep. Kearns) gives him and his tactics thorough raking over in unanimous 13-page report issued Friday. It recommends prosecution of AFM under Sherman Act for monopoly, urges Taft-Hartley Act amendment to forbid monopolistic labor practices. We'll get you copy if you want one. On other Petrillo fronts: Network negotiators await music czar's counter to their proposal Monday to wrap whole music deal in one package (wages, conditions, AM-FM, TV, recordings, etc.). Recorders are still sitting on haunches waiting for audience with Jimmy, though contracts expire Dec. 31. FCC, checking with networks on FMA petition for rule forbidding AM-FM duplication ban (Vol. 3, No. 44), got first reply from MBS's Bob Swezey, who said he doesn't think such a rule necessary since nets are taking up that problem with Petrillo now. Petrillo's trial for Lea Act violations, scheduled for Dec. 15, has been postponed tentatively to Dec. 19 because Chicago Federal Judge LaBuy is sitting on another trial. And Dec. 15 Life Magazine spread on Jimmy, comparing his regal sway to Louis XIV's, doesn't help his public relations (which never seems to have bothered him anyhow).

STOKING THE CHICAGO FM FIRE: FMA's Bill Bailey has been promoting a storm of FM interest in Chicago for some time, and after meeting with manufacturers and broadcasters there last Wednesday is counting on a really man-sized dealer-distributor meeting Feb. 18 at Medinah Temple. He expects 5,000 attendees. Previously a pretty slow FM town, in spite of 5 pre-war stations, Chicago has come along fast under prodding of such people as powerfully-backed Marion Claire (WGNB-Chicago Tribune) and Zenith's Gene McDonald. In fact, FMA has chosen city's Sheraton Hotel as site for 1948 convention Sept. 27-28. Midwest, in general, is becoming one of country's hotter FM foci, due in substantial part to many independent and newspaper-backed FMers. FMA's President Dillard expects current sad FM set picture to begin brightening about February. So far this year only 830,000 FM receivers were reported by RMA, a little under 6% of 14,375,000 total. Tuners, of course, bolster figure somewhat. Pilotuner's success has encouraged others: Belmont, for example, is test-marketing a few hundred \$29.50 units. Meissner and Fada have come out with prices on theirs (Vol. 3, No. 48) -- \$38.33 and \$34.95, respectively.

SAYING LITTLE, THINKING HARD: Piecing together certain chance remarks, replies to direct questions, inescapable fact others are outpacing it in TV, it looks from where we sit like CBS can't be sold short as a major factor in TV. Perking interest, quiet but intense activity, have replaced the apparent lethargy that beset that smart, usually alert organization ever since the color case went against it. Even fact that TV v.p. Larry Lowman now sits on TBA board is a minor symptom. Here's the behind-scenes picture:

CBS owns WCBS-TV, New York, is applicant only for Chicago, where 3 applicants seek 3 (possibly 2 in reallocation) remaining channels (TV Directory No. 1). FCC action on Chicago application has been held up since last June because v.p. Leslie Atlass personally holds stock interest in profitable WIND, also an applicant. So Atlass has been given alternative of selling stock, which would entail big personal tax loss, or resigning, not improbable in view of that and recent ill health.

CBS is hell-bent on getting Chicago, spurred by Bill Paley's intensified interest, by competition, by current sponsor enthusiasm for TV (not the least being CBS's own video client Ford). It doesn't particularly want outlets of its own in St. Louis or Minneapolis, where it owns AM stations, but it may seek one in Boston, certainly wants one in Los Angeles. There's outside chance for Boston, though 5 already seek 2 remaining channels. For station of own in Hollywood, it would give eye-teeth. But all channels there are gone, and presumably it's excluded from buying Dorothy Thackrey's CP, may have to content self with affiliation contract with KFI-TV (ready early in 1948) or Los Angeles Times' KTTV (ready late in 1948).

Meanwhile, CBS is bending strenuous efforts to sign up affiliates for a TV network (Vol. 3, No. 49). And, one more possibility that can't be ruled out: it

hasn't given up hope of ultimately having manufacturing facilities of its own. "Columbia" trademark on radio and TV sets, no less than on phonograph records, would be an invaluable asset; in addition to which, if some of its executives' theory is right that set sales and not sponsors must foot TV bill for long time to come, that would place it in nicer competitive position with RCA-NBC, Philco, DuMont.

BIG SETS AND LITTLE ONES: Giant GE hits TV markets with its super-doooper Model 901, an 18x24-in. projection console with AM-FM-SW-phono, priced at \$2,250 plus about \$165 installation-servicing -- at time just about everybody's voicing fond hopes more cheaper sets can be produced! It's virtually a custom job, so doesn't contribute much to mass market problem. But GE says it has plans for TV receivers within reach of average pocketbook for next spring.

At opposite extreme, little Tele-Tone Radio Corp., New York City, specialist in very small radio sets, is out with teaser publicity claims for a new direct-view table model to be priced "surprisingly far below other models currently within the industry's view." Reference presumably is not only to today's 10-in. sets, but also to 7-in. models of RCA, Philco, Motorola, Hallicrafters (Vol. 3, No. 46). Company, however, refuses to divulge prices or picture size.

Other TV set developments: Motorola's console TV-AM-FM, retailing at \$495 plus \$65 warranty, went into New York market this week, is due in Philadelphia next week. Motorola's 7-in. \$179.50 table model due in eastern markets in mid-January. DeWald promises table model out Jan. 1, gives no details.

SNAPSHOTS OF TV SET MARKET: We get varying stories about how TV sets are selling. They're moving just about as fast as produced and inventories are nil, report DuMont, Philco and RCA, the big three. Smaller producers, not yet in mass production, are sort of feeling their way, or else concentrating mainly in specialized lines (taverns, etc.) or particular areas (notably New York). We hope to have a complete directory of all TV manufacturers and descriptions of their respective sets ready for you shortly after Jan. 1.

Yet not many dealers are complaining they can't get enough sets -- not even for hot Xmas market. In fact, with Regulation "W" off, some are offering extraordinarily liberal terms as well as immediate delivery. Two of Washington's largest, George's and Lacy's, advertise installation with no money down, no first payment until January. Lakeview, a New Jersey chain, even made 10-day free trial offer of Philcos, but abandoned it. Gimbel's in Philadelphia advertised 1,000 RCA and Philco sets for immediate delivery at 10% down. GE dropped price of its TV-AM Model 801 from \$625 to \$495 but precipitated no uniformly heavy buyer rush.

Dealers are becoming aware TV is no mere over-the-counter proposition, need expert installation and servicing. Sale and service fee entail continuing obligation to customer. Some set makers won't let servicing out of their own hands. Yet dealers in TV cities are leaping at new merchandise, eager to skim cream market, chipping in with distributors on big promotions.

TV JOTTINGS OF THE WEEK: Cleveland's first, Scripps-Howard's WEWS, starts 5-day (Tue.-Sat.), 20-hour weekly schedule Wednesday (17th) with annual Cleveland Press Xmas party, 35 variety acts, screen actor Jimmy Stewart m.c. Union musicians got special dispensation from Petrillo for charity affair. Emerson, GE, Philco, RCA making pitch for market, are reported to have brought in 2,000 sets. Cleveland Press special section Tuesday, devoted entirely to TV, carries 21 pages of advertising. First WEWS sponsor is Standard Oil of Ohio, talent search, Saturdays, 8:30-9 p.m....M-G-M dropped out of negotiations for KYA-KLAC purchase (Vol. 3, No. 49), which might have carried with it CP for Los Angeles TV. It bid \$900,000, against asking price of \$1,050,000. Dope is stations may yet be sold to either Robert Smith (Los Angeles News) or Jack Wrather, husband of actress Bonita Granville....Death of millionaire Rogers E. Lacy in Texas Tuesday will alter TV plans of Lacy-Potter, grantee of Channel 8 in Dallas (Vol. 3, No. 32, 37). Tom Potter may not elect to carry on alone.

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December 20, 1947

EMERSON'S \$275 TV, LOOKS TO \$150: Emerson will place \$275 TV table model with 10-in. tube on market in February -- cheapest of that size yet. In announcing it Friday, President Ben Abrams looked askance at those producers devoting "an inordinate portion of productive capacity to TV." His reference obviously was to leading producers RCA and Philco, with whose \$325, \$375 and \$395 10-in. units Emerson will compete. Abrams said \$275 set will displace company's \$375 unit, but only 40,000 will be produced, or mere 2% of its over-all 1948 production (chiefly small radios). He warned against obsolescence, reckoned 2 more years needed to achieve standardized circuits, mass production and a 10-in. direct-view model listing at no more than \$150. (By which time, in our view, the 15-in. direct view may render 10-in. as unattractive market-wise, perhaps even price-wise, as the Model T Ford.)

TOP MARKET CHANNELS GOING FAST: Where once they went begging, TV channel availabilities in major markets are fast diminishing -- so fast, indeed, that quite a few aspirants are going to be frozen out. Look over the top 25 metropolitan areas by sales rank (Supp. 19) and compare them with the allocation table (Supp. 18-D) and with our list of grantees and applicants (TV Directory No. 1 and Addenda), and you'll find:

a) Grants made or applications pending in all 25. b) Channels all gone in 3 areas (New York 7, Washington 4, Baltimore 3) and presumably also in Los Angeles (7) inasmuch as Don Lee's now experimental Channel No. 2 is being held in reserve pending FCC decision on Don Lee Network practices. c) Supply of channels inadequate to meet demand in 6 cities, where hearings have thus far been ordered: Boston, 8 applicants for 2 remaining channels (9 if you count Providence applicant); Cleveland, 4 for 2 (6 for 3, if Akron is included); Philadelphia, 2 for 1; Detroit, 2 for 1; Pittsburgh, 4 for 3; Hartford-New Britain-Waterbury, 7 for 3. d) Chicago's pending 3 for 3 will be forced to hearing if one channel is taken away, as proposed (Vol. 3, No. 33) or if anyone else applies.

And if you study the next 25 markets in line, you'll find grants made or applications pending in all save these 10 -- some of which (like Omaha, Rochester) are known to have applications on the fire: Denver, ranking 26; Rochester, 28; Springfield-Holyoke, 32; Youngstown, 36; Omaha-Council Bluffs, 40; Worcester, 41; Lowell-Lawrence, 45; Syracuse, 46; Norfolk-Newport News, 47; San Antonio, 50.

THE TV CAULDRON STILL SEETHES: Quite aside from the 7 new applicants filing for TV this week (see TV Addenda 1-C herewith), several more very big enterprisers are preparing to take the TV plunge. We hope to be able to tell you all about them shortly, meanwhile can disclose only that 20th Century-Fox definitely has decided to apply for Channel No. 9 in Boston, where 8 already seek 2 available channels. Big film company once before applied for New York and Los Angeles, but dropped; it's joining tight Boston race at urging of a TV-hot director (a not yet very common genus in movie industry).

As we told you last week, CBS apparently is overcoming its seeming recalcitrance, this week also applied for Boston, proposed spending record \$437,375 on plant. CBS even made serious pitch for local interest during demonstrations of TV

sets at Filene's dept. store Wednesday, with programs relayed via Bell microwaves from WCBS-TV, New York. And don't overlook possibility CBS may again seek to buy out or into a radio manufacturing concern, possibly Raytheon (also being sought by IT&T; see Vol. 3, No. 49) which has held oft-extended Waltham CP since May, 1946.

This week's applications: CBS, Boston (WEEI), Channel No. 9; WHDH, Boston Herald & Traveler, No. 13; E. Anthony & Son (WNBH, New Bedford), seeking No. 9 in Boston in addition to previously applied for No. 1 in New Bedford; WJW, Cleveland, No. 2; WEBR, Buffalo Courier-Express, No. 7; WTPS-(CP), New Orleans Times-Picayune, No. 7; Erie (Pa.) Dispatch-Herald, owned by Edward Lamb, Toledo attorney-owner of WTOD, No. 12. Another sidelight on Boston situation: Yankee Network, holding CP for Channel 7, asked FCC for No. 13 instead, proposing transmitter at Sharon would serve Boston, Providence, Worcester, in each of which cities it has AMs. Yankee sets some record plant sights: 129 kw visual and 64.5 kw aural powers (highest yet), 770-ft antenna, \$446,200 plant cost.

GREEN LIGHT FOR TV MICROWAVES: Question whether TVers are going to be allowed to construct and operate their own intercity microwave relays (Vol. 3, No. 50) seems to be working out pretty much to TV's advantage. FCC-industry thinking is to permit non-common carrier hookups temporarily on TV pickup and STL frequencies (6875-7125 mc, 12,700-13,200 mc) -- but with understanding local TV operators have first priority on such wavelengths if they're wanted for local pickups or STLs. You can expect, very soon, decision on 1000-13,000 mc allocations (Vol. 3, No. 6, 46).

Meanwhile, RCA this week applied for extension into Washington of Philco's New York-Philadelphia microwave relays, so that NBC network need not rely solely on coaxial (Vol. 3, No. 49). WPTZ tower at Wyndmoor, Pa., will be used to beam to Western Union's at Brandywine, Del. (25 mi.) to Elkneck, Md. (27 mi.), thence to Baltimore's WBAL-TV (38 mi.). Then signal will either be beamed to Washington's WNBW or that station might pick up and rebroadcast WBAL-TV signal direct. Same system would work northward. Experiments with direct pickups of one another's signals are already being conducted by Baltimore Sun's WMAR-TV and Washington Star's WMAL-TV. They say it looks like it will work well enough for regular exchanges.

EXTENDED TV ALLOCATION DUE: New TV channel allocation plan won't be ready until well into January, will be far more extensive than now -- but nobody is going to be worse hurt than proposed in original plan (Vol. 3, No. 33). In fact, the 3 cities due to lose channels (Chicago, Cleveland, Columbus) may very well hang on to what they now have (Vol. 3, No. 48). As things are now being worked out: (1) TV inevitably surrenders Channel No. 1 (44-50 mc), as originally proposed so is left with 12 channels. (2) New allocation would encompass whole country, including the Territories, not just major markets; so that even communities below 10,000 population will get assignments where possible. (3) Canada wants a TV channel for each of its AM stations, which may mean that, just as Detroit lost Channel 9 to Windsor, Ont. (Vol. 3, No. 27), such other border cities as Buffalo, Seattle, Watertown, N. Y., Burlington, Vt., might be affected. As to who's going to get 44-50 mc -- FM or mobile services -- FCC hasn't yet made up its mind, is still studying Maj. Armstrong's scathing rebuttal to Commission experts Norton and Allen. Hope seems to be additional frequencies may be made available in Government bands 162-174 mc, thus permitting accommodation of both FM and mobile services -- FM at least temporarily.

FCC FUMBLES ON NEW YORK FM: FCC backtracked on its New York FM decision this week (Vol. 3, No. 48, 50), set it aside, ordered new oral argument Jan. 12. Situation now is in "anything can happen" stage, so shakeup of some grants isn't inconceivable. Superficially, Commission based action vacating decision on fact Denny and Webster voted without hearing oral argument. But actually, action not only constitutes admission of blunder and apparent conviction decision would never stand up in courts, but provides opportunity to detour several other rough spots pointed up by fighting-mad New York News in its petition for rehearing. These are: Denny's joining NBC before final voting; newspaper issue on which News was denied and which had never been brought up in hearing; Durr's consideration of American Jewish Congress

evidence which had been furnished from Federal with a Supreme Court decision in the Morgan case (Dept. of Agriculture) and with its own WORL and other decisions as precedents on the point (voting without hearing argument), FCC stumbled while tangling with a tough opponent -- Patterson-McCormick press. With Denny gone, Comr. Jones and possibly Wayne Coy (definitely slated for chairmanship) voting, new decision may well have different flavor.

FM-TV SET OUTPUT CONTINUES UP: November radio production (1,615,541) was down considerably from October's all-time record (Vol. 3, No. 47), yet FM and TV set output reached new peaks -- 153,114 FMs, 24,135 TVs. As reported by RMA, total radios turned out during first 11 months of 1947 numbered 15,989,759 (adjusted figure).

November FM output of 153,114 was slightly above October's previous record, bringing 11-month figure to 983,130. Breakdown by types: 41,205 table models (1,007 with phono), 106,249 consoles (1,892 without phono), 5,660 FM-only and converter-tuners. Note: Converter-tuner figure seems low, in light of reported heavy sales of such units, particularly Pilotuners. "Adjusted figures" will probably come later.

TV production of 24,135, was also slightly above October, making 11-month total 149,226. November breakdown: 14,674 table models, 4,178 TV-only consoles (1,396 of them projection), 5,283 consoles with phono (58 projection). Note: It's our guess one or more of the big companies are withholding full reports, later will supply them as "adjustments." For one company alone claims to have made and sold better than 100,000 sets so far this year -- and it's hard to believe all the rest, big and small, did only around 50,000. Also, RMA figures do not include kits.

GM SAYS NO TV, BUT WATCH GE: Giant General Motors denies trade rumors it's entering low-priced TV receiving set field through its subsidiary Delco Radio Division -- at same time equally big General Electric announces new table Model 803, 13-channel 10-in. job with AM and FM, to sell at \$465 plus \$75 installation-warranty. It's GE's successor to No. 801 TV-AM console, first offered at \$625, then cut to loss-price of \$495 when public simply wouldn't buy. Some 15,000 of the 801s, excellent for sensitivity and receptivity, were produced before GE came around to necessity of producing for what is becoming a highly competitive market. Samples of new 803 went out to dealers this week, will be shipped in quantities right after Jan. 1.

What's more significant, GE is seriously considering going to bigger tubes -- 12 and 15 in. (see The Bigger The Better, Vol. 3, No. 47). Don't be surprised to see GE break from RMA 10-in. standard during 1948 -- and other big boys, too. As for reports about GM in TV, its Delco general manager B. W. Cooper, reached by phone at Kokomo plant, told us company is watching TV developments closely, has laboratory studies under way, but has no 1948 TV plans. Other TV manufacturer announcements: Brunswick to produce 15-in. direct view console with AM-FM-phono, price unstated. Crosley ready with Model 348-CP, 10-in. with AM-FM-SW-phono, featuring swivel or "swing-view" angling like Cleer-Vue's (Vol. 3, No. 46), to retail around \$800. Another new-name firm, in custom field, New England Television Co., 544 E. Sixth St., New York City.

FM SWEATS OUT UPS AND DOWNS: Eight FM grantees called it quits this week, had CPs and CGs cancelled by FCC (Supp. 55-L herewith). Though FM is going great guns in Continental Network and perking in other areas, notably West Coast and Chicago (Vol. 3, No. 50), though new stations go on air at accelerating clip (8 this week, including ABC's 3), there's an unblinkable incidence of cold-feetism. Continental, by the way, had a honey of a lineup ready to carry 'Gator Bowl game from Jacksonville, Fla., contingent on getting 8,000 cps lines. But CN got go-ahead from AT&T too late for some stations to avoid other commitments. Nevertheless, in a week or two, Dixie FM Network (10 to 15 stations) should have Stromberg show, boosting CN affiliates to 45-50. We plan to publish new CN map soon as situation stabilizes.

FMA met informally with FCC staffers this week in its search for 50 uv/m protection of Class Bs in Area II (Vol. 3, No. 43). Alternatives seem to boil down to (1) no new station grants in some areas, (2) lower-powered stations, or (3) more

FM spectrum. FCC has pretty consistently shied away from all three. It would probably take a lot of new evidence to change its mind.

TV's ADVERTISING POTENTIAL: Big radio sponsor General Foods Corp. (Jello, Maxwell House, etc.) probed TV recently -- and found it good. This week it released survey findings which, though not particularly surprising to those in industry, add up to about this: GF will continue using TV as an "effective supplementary medium in the New York market." But GF isn't reallocating ad budget for heavier TV usage as yet. Plans depend, said Jello sales chief Howard Chapin, detailed as company's TV investigator, on what special advantages each type of media offers in relation to sales.

Survey was worked up by Young & Rubicam's Bill Forbes and Peter Langhof, Benton & Bowles' Walter Craig and Charles Pooler. In essence, it found: (1) TV reaches selective, interested, higher-than-average income audience. (2) TV provokes favorable reaction to commercials -- high sponsor identification (68-84% on a one-shot program), high remembrance (35%), findings not unlike those of American Tobacco Co. reported here last week. (3) TV affords opportunity to demonstrate products, with attendant impact of sight plus sound.

Cost-per-thousand viewers was found high in comparison with sound broadcasting, but report concludes this will be reduced as circulation (no. of sets) increases, may even be halved by June 1948. Cost does not yet warrant use of TV as basic mass medium unless advantages outweigh need for circulation. Report is well worth having in your files; ask GF's Mr. Chapin for one, 250 Park Ave., New York.

SIGHT AND SOUND

"Never" is a long time, but Jimmy Petrillo said this week that's how long his recording ban will last. Nevertheless, he says he expects to pick up some \$10,000,000 in continuing royalties, which lawyers aren't sure he's entitled to under law. Friday, Special Industry Music Committee appointed Sidney Kaye as legal counsel; veteran of radio's copyright battles, he will explore possibility of payments to AFM performers on royalty basis along same lines as composers.

Jimmy Petrillo and Cecil B. DeMille will be "star performers" at mid-January hearings of House Labor Committee on changes in anti-trust laws to cover unions--and, as during House Un-American Activities Committee hearings, it's going to be an on-the-spot newsreel job for TV (see *Every Home a Newsreel Theater*, Vol. 3, No. 44). Washington's WMAL-TV will feed Baltimore's WMAR-TV, Philadelphia's WFIL-TV, New York's WCBS-TV (CBS's thus-far-lined-up rival hookup to NBC's).

Growing FM license list (83 to date) prompted FCC to propose staggered license renewal dates this week, with licenses still lasting only a year. Currently, all FM licenses expire May 1; new rule would scatter them throughout year, as in AM. Existing licenses would expire May 1, then convert to new system, and, depending on frequency involved, get anywhere from 4 to 16 month renewals.

Add TV sponsors: On WNBTV, New York, U. S. Rubber Co., film programs, Dec. 19, 26, Jan. 2, and "sports know how" shows starting Jan. 9, thru Campbell-Ewald. On WABD, New York, Universal-International Pictures, trailer advertising film "The Senator Was Indiscreet," Dec. 18, thru Monroe Greenthal. On WFIL-TV, Philadelphia, Thornton Fuller (Dodge-Plymouth distributor) 17 Rockets pro hockey games, Jan. 21-March 20.

TV's first 1948 big league baseball contract was signed this week--WABD, New York, getting 77 Yankee home games, P. Ballantine & Sons (brewers) as sponsors, thru J. Walter Thompson Co. *Variety* says TV-radio package comes to \$200,000 altogether, of which \$100,000 goes to Yankees and time charges are \$800 per game.

WDSU, New Orleans, TV applicant, has asked FCC for STA to permit it to pick up Sugar Bowl festivities New Year's weekend, beam them to studios at Hotel Monteleone where it plans to have 25 receivers for bangup TV promotion. Job would be handled by Dick Hooper's RCA crew, would include basketball and boxing from Coliseum, Texas v. Alabama grid game from Stadium.

Residents of Rochester Pinnacle Hill area, by write-in vote, stopped Stromberg-Carlson's plans for TV towers on that ideally located elevation, so now a Rochester-U expert is making study for city zoning board; after that, presumably, WHAM will file for TV.

Sylvania has closed down its Colonial Radio Corp.'s radio factories at Bloomington, Ill. and Riverside, Cal. Wartime overexpansion, stockpile of 40,000 sets, lack of demand, are reported by E. E. Lewis, Colonial president, who said Buffalo main plan can handle all orders.

FMA'S high fidelity lines petition (Vol. 3, No. 47, 49, 50) got quick reaction from FCC. Acting Chairman Walker asked FMA and AT&T representatives to meet with him Jan. 13, talk over quarrel.

TV's 28-hours-per-week minimum rule is due to go into effect Jan. 1, but TBA has again asked for another 3-month extension, pending plans to recommend to FCC a graduated scale of minimum hours.

Speculation on changes in White Bill (S. 1333) ran hot and heavy this week, but we're told some of it's 180 degrees off; e.g., 9-man Commission isn't contemplated. Bill itself didn't get to full Senate Commerce Committee, won't until after Jan. 5.

Paramount has asked FCC to postpone from Jan. 5 to Feb. 15 TV hearing on interlocking ownership with DuMont (Vol. 3, No. 42).

Earl Minderman, aide to FCC chairman, recently on detail to President's Food Conservation Committee, is due back at Commission Dec. 22.

"Will Petrillo Unseat the Jockeys?" titles article in December *American Magazine* by *Broadcasting's* Ed James.

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December 27, 1947

IT'S WAYNE COY & GEO. STERLING: It's evident the White House means well by FCC, doesn't intend making it political pawn, judging from splendid appointments Friday: Wayne Coy as chairman (vice Denny), George E. Sterling as commissioner (vice Jett). Though Coy will be assailed as New Dealer, having once been an administrative assistant to President Roosevelt, he's really a practical industry man, will quit Washington Post radio directorship (WINX and WINX-FM) for new job, has been active last 3 years in NAB and particularly in FM work. Sterling's surprise elevation from FCC chief engineer maintains what many hope will be a tradition whereby rankers can aspire to top jobs; at 53, he's one of radio's old timers, started as a "ham," has been a career man since 1923, is author of "Radio Manual," standard textbook.

Capable, popular "Jack" Jett, also a career man since 1929, also ex-chief engineer, goes to Baltimore Sun as v.p. in charge of radio, relieving Editor Neil Swanson of radio duties connected with its WMAR-TV, WMAR-FM, WMAR-CP. Baltimore is his home town and, aside from better-than-doubling his salary, he's intrigued by Sun's extensive radio plans, including new building (it has TV station operating, but no studios yet). FCC chief engineer post presumably will go to one of asst. chiefs (John Willoughby, broadcasting; Marion H. Woodward, common carrier; William Krebs, safety; George S. Turner, field), though on basis of sheer ability TV chief Curtis Plummer and AM chief James Barr can't be overlooked. For the political record, Coy is named as an Indiana Democrat for term expiring in 1951; Sterling as a Maine Republican for term expiring in 1950. Next in turn for retirement or resignation is Clifford Durr, Alabama Democrat, term expiring next June.

WHAT 1948 MAY BRING FM & TV: Hopes, expectations and forecasts for FM and TV in 1948, as adduced by the reportorial staff of TELEVISION DIGEST & FM REPORTS:

That James Caesar Petrillo will get his comeuppance -- from Congress, the courts, the public; if he dares pull plug on networks Jan. 31, as he has on recordings, then every listener in the land will feel impact of his heavy hand.

That the one biggest obstacle to FM's progress, Petrillo's ban on AM duplication, will somehow be removed. Also: that FM will become standard in practically all consoles, in more and more, cheaper and cheaper table models; that number of FM stations on air will at least double, swelling total to more than 700; that power increases will improve FM receptivity to its full-range, staticless potential; that FM networking (also TV) will be accelerated by wire lines, microwaves, rebroadcasts.

As for TV: That 40 to 50 more stations will go on air in a score or more new cities (see CP list in TV Directory No. 1), thus widening audience, heightening interest, increasing markets -- let alone stimulating competitive manufacturing and selling, possibly lower prices, larger screens. That TV will indeed market 600,000 to 800,000 sets, as forecast by RCA's David Sarnoff (Philco's John Ballantyne's year-end forecast was 500,000) and will indeed "approach status of a \$500,000,000-a-year industry [that] will grow in size with the years."

That TV programs will improve apace (there's lots of room), with an assist from the lifting of Petrillo's ban on live music. That more sponsors, better operating methods, etc. will enable more TV stations to operate "in the black" during

1948 (DuMont tells us his 2 will). And that the movie moguls will awaken to facts of TV life -- one obvious fact being Every Home a Newsreel Theater (Vol. 3, No. 44); this item, incidentally, aroused more interest, provoked more requests for extra copies, than anything we've published in our nearly 3 years of existence.

To our friends and subscribers, whose gracious well wishes and welcome suggestions have helped this enterprise to success....our best to all of you for a Happy and Prosperous 1948.

CITY-BY-CITY CENSUS OF TV SETS: Year will end with some 200,000 TV sets in homes, taprooms, showrooms of the scant dozen metropolitan areas now enjoying regular local TV service (TV Directory No. 1). Eleven-month total production was just about 150,000, as reported to RMA (Vol. 3, No. 51). Assuming December production at 25,000, adding another 25,000 to cover pre-1947 plus non-RMA plus kit (home-built) production -- and you get the 200,000 grand total. That's conservative.

Question we're often asked, particularly by advertising agencies, is where are these sets? To get answer, we queried those best qualified to know, since RMA auditors as yet don't break down figures geographically. We asked TV station operators in the 11 cities having service. All responded, citing best available estimates for their metropolitan areas as of Dec. 1, usually based on their own tallies of local distributor-dealer sales reports. It's surprising how well total of their estimates jibes with aforesaid 200,000, making due allowances for as yet unreported December production and for sets still in warehouses, showrooms, etc.:

Los Angeles: 10,000, reports KTLA's Klaus Landsburg. District of Columbia: 4,500, agree NBC's WNBW and DuMont's WTTG; 2-3,000, says WMAL-TV's Kenneth Berkeley. Chicago: 11,000 at Xmas time according to WBKB's Bill Eddy, maintaining count in collaboration with Electric Assn. Baltimore: 2,500, according to WMAR-TV's Bob Cochrane. Detroit: 4,500, says WWJ-TV. St. Louis: 2,500, says KSD-TV. New York: 80,000, says WNBT's Noran Kersta (NBC); 100,000 by Jan. 1 at present rate, says WCBS-TV commercial dept.; between 90,000-105,000, says WABD's Lawrence Phillips (DuMont). Schenectady-Albany-Troy: 1,125, says GE's WRGB (surprisingly low in view of relatively long-time existence of this pioneer station). Cleveland: up to 3,000 shipped into area for Dec. 17 opening of WEWS (Vol. 3, No. 48). Philadelphia: 12,000, says WFIL-TV's Ken Stowman; 18,000, says WPTZ's James McLean (Philco). Milwaukee: 400, says WTMJ-TV's Walter Damm.

Nearly all reported accelerating rate of sales so that foregoing figures are subject to practically daily revisions upward. We have no report on Cincinnati, whose WLWT (Crosley) is as yet operating on non-commercial, experimental basis, though on fairly frequent schedule.

WHAT BIG TV SET MAKERS THINK: Emerson's Ben Abrams may be the biggest shot in the small-set radio field, but he's stalking through his hat when he opines other producers are devoting "an inordinate portion of productive capacity to TV" (Vol. 3, No. 51). As for his forecast of a \$150 TV set within 2 years, a consummation devoutly wished by everybody, so long as quality (and picture size) isn't sacrificed, the reaction is: "We're from Missouri." That's gist of reactions when we asked some of those "other producers" for comment. None wanted to be quoted, but this point was made by one: Even at Abrams' own figure (40,000 Emerson TV sets at \$275 retail scheduled for 1948) dollar volume will amount to \$11,000,000 -- and that ain't hay!

In fact, dollar volume is key to industry's 1948 calculations. Unit production of all sets is so high (close to 17,000,000 this year) that there's bound to be decrease. But TV will lift dollar volume. RCA and GE admit their TV production is already approaching 50% dollar volume; in individual TV cities, figure is much higher. Philco says 25% to 50%, and it's preparing to hop up its distributors still more about TV at Palm Beach sales convention Jan. 19 week.

Only direct crackback at Abrams came from Bruno-New York's Irving Sarnoff, biggest RCA distributor. In New York Times interview Tuesday, he took issue with "some producers whose only aim is to reduce prices," expressed confidence current

models won't be rendered obsolete soon. As to lower prices, he said "our problem is to maintain the present price level next year in the face of possible increases in materials and labor costs." He also said his firm isn't selling the 7-in. \$250 model any more, because demand fell off when 10-in. at \$325 was introduced (though Camden says 7-in. sets are still being made). RCA has ordered its distributors not to sell the less sensitive sets in so-called marginal areas, i.e., suburban weak-signal and other poor reception spots, for fear of bad effect on future markets. To talk about a "TV price war," RCA Victor's Frank Folsom replies: "Quality of receivers must be our paramount consideration....[we] will never lower prices at any sacrifice of quality, and we're confident this attitude is shared by other television receiver manufacturers."

* * * * *

Trust the gadgets to follow in the wake of any new development. RCA's image enlarger with the "Nujol magnifier" (Vol. 3, No. 45) is now being marketed at \$59.50. Newly reported is Walco Tele-Vue-Lens, said to enlarge picture 3 to 4 times kinescope size, selling for \$59.95 (dealer price, \$38.50), made by E. L. Cournand & Co., 3835 Ninth Ave., New York City, sold through Walco Sales Co., 76 Franklin St., East Orange, N. J. Then there's the Transmirra Image Definer, a plastic attachment said to reduce glare, intensify black and whites, improve contrasts, price unstated, offered by Transmirra Products Co., 1650 Broadway, New York City. TV merchandisers haven't been backward either. Macy's, New York, took RCA's 10-in. table model (No. 721 TS at \$325); put it into Queen Anne highboy, sells it for \$394. And -- an indoor TV antenna! It's offered at \$9.95 retail by Bermac Television Corp., 1381 Lexington Ave., New York City.

NEWSPAPERS MAJOR FACTOR IN TV: Scripps-Howard will file for Cincinnati next week, its third video venture -- early this month it inaugurated WEWS, Cleveland, and its WMC-Commercial Appeal holds CP for Memphis. Major role newspaper interests are assuming in TV is manifest from fact they are identified with 7 of the 16 stations already operating, 17 of the 55 CP holders, 30 of the 79 applications pending (19 of the 31 filed thus far this month alone). For detailed lists, see TV Directory No. 1 and Addenda to date.

Four more applications were filed this week: Empire Coil Co. for Buffalo-Niagara Falls, seeking Channel No. 13 -- same New Rochelle, N. Y. company that holds CP for Cleveland, has applications pending for Boston, Pittsburgh and Waterbury; Stromberg-Carlson Co., Rochester, N. Y. (WHAM), No. 6, first to apply there; WWSW, Pittsburgh (Paul Block's Post-Gazette), No. 10, making 5 for 3 channels; WOW, Omaha, No. 6, first from there. For further details, see Addenda 1-D herewith.

COAXIAL RATES DUE BY APRIL: Once rejected as being so high they might stifle inter-city TV via coaxial and force exclusive use of radio relays (Vol. 3, No. 24), it's likely that new schedule of rates for New York-Washington coaxial will be ready by April 1948. Tariff for that circuit will probably set pattern for all. Meanwhile, TV is using coaxial free on experimental basis, with FCC blessing.

AT&T gave intimation of probable tariff date when schedule for dividing time on New York-Washington coaxial (one northbound circuit, one south, second south due next year) was worked out for first 3 months of 1948. Not only NBC, CBS and DuMont got time segments, but also Philadelphia's WFIL-TV, Baltimore's WBAL-TV. Meanwhile, proposed microwave tieup between Philadelphia and Chicago for next summer's political conventions (Vol. 3, No. 50) was dropped in favor of TV newsreel coverage, reason being uncertainty of getting requisite equipment. WFIL-TV's Ken Stowman was named head of plans committee, plans including daily film deliveries to stations.

THE FLESH PEDDLERS LIKE TV: Surest of the sure symptoms of TV's growing stature is the way the major talent bureaus are plunging into it full force. "Doc" Alfred H. Morton's National Concert & Artists Corp. has been at it a long time, but that's to be expected from an ex-NBC v.p. Jules Stein's big Music Corp. of America, with his wholehearted blessing, is up to its ears in TV and its increasingly active Televi-

sion Dept. under young Roger Carlin is now regarded one of company's major assets. And William Morris Jr., head of the old-line William Morris Agency, seized occasion of recent TBA "TV Clinic" in New York to deliver himself of some pointed warnings to his show-world colleagues. He urged them not to "miss the boat", as legitimate theater folk did in phonograph and movie fields. With some noteworthy exceptions (the Theater Guild, for one), he said showmen aren't very alert to TV -- but actors are. Quoth he: "Where it takes 3 pictures....at least a year and a half to establish a star in motion pictures, television can make a star in one single performance...[it] has the same dynamic qualities of vaudeville and added aesthetic feature of the closeup." Note: Though TV is a young, not-yet-self-supporting art, it's already paying through the figurative nose for live artist bookings, will be paying lots more as and when (some agents think soon) big-name bands are freed by Petrillo for TV performances.

FM WANTS ADULT PREROGATIVES: FCC has been handling FM with the indecision of a teen-ager's doting parent: "Son, it's about time you did some work around the place" (start construction, get on the air) but "you better be in bed by midnight" (one-year licenses). At least, that's the way FMA feels, judging from its letter to FCC this week requesting oral argument on proposed staggering of licenses (Vol. 3, No. 51). FMA points to insecurity, expense and just plain nuisance inherent in one-year licenses. FMA's position was firmly seconded by NAB with these strong words: "Since FM is now established on a full-fledged commercial basis, there is no reason to continue to differentiate in the treatment accorded these two methods of aural broadcasting [AM and FM]." Notable, too, was pat on the back from RCA's David Sarnoff in year-end statement: "FM continues to demonstrate its value to the public and to the radio industry."

SIGHT AND SOUND

Our 1948 AM Directory, revised listing of all 1,966 stations and applicants by States, by Frequencies and by Call Letters, will be in mails to subscribers by next week-end. It's on more than 200 loose-leaf pages, with opposite pages blank for additions, corrections and changes as reported in new weekly Addenda series starting next week. You're entitled to one copy; extra copies are \$10, binders \$2.10.

Industry forces are pretty well resigned to inevitability of White Bill (S. 1333) in next Senate session. Group went into huddle with Maine Senator this week (Denny and Russell for NBC, Ream and Gammons for CBS, McDonald for ABC, Petty for NAB, Caldwell for FCC Bar), got it somewhat toned down—though unwelcome program provision stays in. Among major provisions: FCC reorganized into broadcast and common carrier-special services panels; commissioners' salaries upped to \$12,500; chairman elected by Commission for 1-year term; commissioners who resign forbidden to practice before FCC until appointment term up, staffers not until year after they leave. Rep. Wolverton's companion bill in House (H.R. 3595) has no hearings planned yet, but Lemke resolution (H.R. 78) directing FCC to give 50 mc back to FM is definitely promised hearing.

MBS President Edgar Kobak reports that network's gross billings at approximately \$22,600,000 in 1947, down from record \$26,000,000 in 1946. ABC last week reported 1947 gross of \$43,548,057, up 7.2% over 1946's \$40,617,130.

Ex-FCC Comr. Ray C. Wakefield has been named chairman of U. S. delegation to International Telecommunications Conference opening in Geneva Jan. 15, sails Dec. 30.

GE's A. A. Brandt, general sales manager, says he expects 1948 billings of TV receivers alone will exceed GE's total radio receiver sales in 1941.

Raytheon's request for third extension of CP it has held since May, 1946 for TV in Waltham (Boston) this time goes to full FCC for scrutiny, as will others suspected of lack of diligence in pursuing plans to construct — among them WJAR, Providence; KRLD, Dallas; KGDM, Stockton, Cal., latter 2 claiming CAA troubles. And ABC told FCC this week, in asking for extension of Detroit CP, that it will build New York outlet first, won't put others on air until that one's ready. From Chicago, Leslie Atlass advised FCC he will either sever his relations with CBS (he's v.p.) or with WIND (he owns 19%) when one or other commences TV operations, provided both are granted.

Empire Coil Co., applicant for TV in Waterbury-Hartford area, this week amended to ask for Waterbury only; now all 3 Waterbury applicants are asking to be severed from Hartford hearing and heard alone. Hartford hearing postponed from Jan. 19 to Feb. 16.

FM and TV courses, designed to prepare technicians, are included in curriculum of new Radio-Electronics School of New York, 52 Broadway, backed by radio executives and already enjoying 800 enrollment.

Neat engineering by Zenith has resulted in new \$79.95 FM-AM table model with 8 in. speaker in set only 8 $\frac{3}{8}$ x15x7 $\frac{3}{4}$. Compression is achieved by combining speaker and dial in same space.

Double-page TV spread in Dec. 27 *Christian Science Monitor* features coming debut (about March 1) of Westinghouse's WBZ-TV, Boston, and AT&T's New York-Boston microwave relay system.

Paramount-DuMont TV interlocking ownership issue (Vol. 3, No. 48) will be heard by FCC March 1 instead of Jan. 5, as first scheduled.

KSFO, San Francisco, dropped CP for FM this week, giving as reason desire to concentrate on TV for which it holds CP.