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ARTS AND INDUSTRY

Television Digest

and FM Reports

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February 7, 1948

NEW DIRECTORY ADDS UP ALL TVs: Ten more CPs for TV were announced by FCC this week, bringing list of those authorized to build to 70 while number of stations actually broadcasting totals 17. They're all detailed, along with this week's 10 new applications, in our new TV Directory No. 2 herewith. Hence no blue-paged addenda this week. Next week we'll issue TV Addenda 2-A to help you keep your own records up to date. Note that TV Directory No. 2 allows space for writing in additions, etc.; also that its p. 7 gives full table of Channel Allocations by Metropolitan Areas.

These were the interests securing CPs (consult asterisked items in Directory for details): WBRC, Birmingham; WFBM, Indianapolis; New Orleans Times-Picayune (WTPS-CP); WDAF, Kansas City; WOW, Omaha; WHAM, Rochester; WNBF, Binghamton; WBT, Charlotte; WHIO, Dayton; KLEE-CP, Houston.

This week's applications brought total pending to 106. They're also indicated by asterisks in TV Directory No. 2. They were: For Boston, 20th-Century-Fox, Channel No. 13; says it will spend \$500,000 on plant, \$35,000 per month. For Toledo, Edward Lamb's Unity Corp. (WTOD), No. 11, and newcomer Maumee Valley Bcstg. Co., headed by Bernard R. Baker II, owner of Baker Dept. Store, also No. 11 (making 4 now seeking non-assigned channels in Toledo). For Steubenville, O., WSTV-John Laux interests, No. 12. For Fall River, Mass., WSAR-Herald News, No. 8. For Charlotte, N.C., WSOC, No. 9. For Minneapolis-St. Paul, Tribune and Star-Journal (Cowles), No. 9, and WMIN, No. 2. For York, Pa., WSBA-Louis Appell, No. 8, and Philadelphia Inquirer (WFIL-TV), also No. 8, latter seeking satellite along much same lines as Philco in Bethlehem (Vol. 4, No. 2).

Applications may be expected soon from WTAG, Worcester, Mass., and KRNT, Des Moines (Cowles); possibly also from WHEC, Rochester; KLZ, Denver, among others.

TV NETWORK FACTS AND FANCY: Somebody's going to be left behind, some new interests may even come to fore, in merry scramble for network positions now under way in TV. Even should all TV channels in major markets be granted within a year, as we expect (Vol. 3, No. 51), it looks like present AM network lineups will be sorely shaken so far as TV affiliations are concerned. Limited number of TV channels is basic reason. The network moguls are plenty concerned, too.

You may even see new network names emerge -- in fact, one move toward that end has already begun. Idea is for Chicago Tribune's WGN-TV (due to start in March) and New York News' WPIX (due in June) to form nucleus of "newspaper TV network" -- rich, powerful McCormick-Patterson radio interests to link with Philadelphia Inquirer's WFIL-TV, Baltimore Sun's WMAR-TV, Washington Star's WMAL-TV, Scripps-Howard's Cleveland WEWS, et al. They're already agreed on an exchange-of-film syndicate.

Despite lots of publicity about network plans involving stations not yet granted, some not even asked for, fact is only NBC has as yet really tied up any substantial number of firm network affiliations. Others are moving at snail's pace, seemingly in daze. CBS, for example, emerging from apparent lethargy after losing color fight, at moment is preparing to link Philadelphia Bulletin's WCAU-TV (due to test Feb. 18) to its New York WCBS-TV -- but that's about all that's definite.

CBS can only hope to get into key Los Angeles somehow (possibly with an af-

liation contract only, for even the Thackrey properties, including CP for TV, have been withdrawn from sale). Its officers candidly admit they missed the boat there. So, CBS faces tough local competition in quest for stations of its own in Chicago and Boston, not to mention any other major market for which it may later decide to apply. CBS has one license, seeks the 2 more, is entitled to go for 5 limit.

MBS rests its TV fortunes on its strong stockholders -- Macy-Bamberger with R's CPs for New York and Washington, Chicago Tribune (WGN-TV), Yankee Network (CP for Boston, applicant for other New England facilities), Don Lee (TV pioneer in Los Angeles, claimant in San Francisco), Gimbels (seeking Philadelphia outlet), Cleveland Plain Dealer (seeking Cleveland). MBS board met in Washington Friday; officials say it has first TV refusals from all -- this despite Chicago Tribune in "newspaper network" talk.

And ABC, probably goaded by FCC action ordering its lagging Detroit CP to paring, announced this week all its 5 granted TVs (Chicago, Detroit, New York, Los Angeles, San Francisco) will be operating by end of year. It claims sites already obtained for all but New York, where it's trying to get into Chrysler Bldg. with CBS-TV, probably will. It reported plans for 3 preliminary regional networks with these nuclei: Chicago-Detroit, San Francisco-Los Angeles, New York-Philadelphia-Washington. The trade journal "Broadcasting" reports ABC is considering offering stock to affiliates to raise capital for TV expansion.

Close inquiry among various network affiliates already holding TV grants, as well as among well-placed independents, elicits the same response heard before: "We're just sitting back for the time being and playing the field" (Vol. 3, No. 49). In other words, no network commitments until they see how TV networks really line up and who offers best and most.

On NBC's part, with Schenectady-to-Washington network already operating, soon to embrace stations in Boston, Baltimore and Richmond; with 5 stations of its own assured (2 operating, 2 building, one other), with close tieups with 7 of the stations now on the air -- it sits back and grins as competitors reap harvest of their dalliance. So does pioneer DuMont, with its Washington and New York outlets, its CP for Pittsburgh, its network aspirations. So also does Paramount, with its Chicago and Los Angeles outlets, its ambitions to get more (Vol. 4, No. 5).

GREATER & BETTER TV PICTURES: Apace with development of larger direct-view tubes (Vol. 4, No. 4, 5; Vol. 3, No. 47), TV developers are coming forward with new projection systems which may turn out to be competitors of the 15 and 16-in. direct-view -- though it's hard to figure how they can compete on price basis. Today's other expensive projection TV sets use Schmidt optical system, through which small thode-ray picture is projected via system of plastic lenses onto large-size screen (RCA's and Philco's 15x20-in.).

Now comes North American Phillips Co., 100 E. 42nd St., New York, with reported improvements on Schmidt system, details undisclosed but said to be ready to license to set manufacturers. Emerson's answer to big pictures (before RCA's 16-in. cathodic tube was announced) was reported to be a movie-type refraction system (small tube, lens and separate screen) projecting images 13x10-in. And newcomer Colonial Television Corp., 780 E. 137th St., Bronx, N. Y. (not to be confused with Columbia-subsubsidiary Colonial Radio Corp.) has a "Vision Master" unit, at \$2,195, which uses an adjustable Bausch & Lomb lens to throw up to 8-ft images onto screens standing 2 to 15 ft away. Bausch & Lomb lens is also being marketed separately for \$125) through Television Industries Co., 540 Bushwick Ave., Brooklyn, N.Y.

Among other new developments reported in recent weeks: a multiple unit antenna system for apartment houses, demonstrated at gigantic 2701 Parkway, Philadelphia, by Multenna Co., same address; each of three antennas rises 40 ft atop 13-story edifice, each capable of serving up to 200 apartments. The "Tele-Booster" amplifier that attaches to a TV set to boost weak signals, rejects interference, offered by Vision Research Laboratories, 87-50 Lefferts Blvd., Richmond Hill, N.Y. And an antenna-less TV receiver, promised for spring (at around \$600) by Arcturus Radio & Television Corp., Newark, N.J., expanding from tube-making to receivers.

February 7, 1948

DAYTIME AMs TOLD TO GO FM: Daytime and limited time AMs, who've bombarded FCC with requests for STAs (Special Temporary Authority) to operate into evening or night hours for special programs, have been told by FCC, in effect: "If you want nighttime coverage, get into FM." Admonition took form of proposed rules change issued this week (Public Notice 15092) to abolish such STAs after April 15. Anyone objecting can file through Feb. 28, but Commission says it "sees no further need for such STAs" in view of the opportunities for fulltime FM authorization." In other words, it's going all-out for FM again -- even beyond urging people to apply and clamping down on laggards. FCC's own language: "Diligent efforts toward the early establishment of FM service will more than adequately satisfy public needs."

THAW AFTER THE FM FREEZE: Subsidiary effects of lifting of AM-FM duplication ban (Vol. 4, No. 5) are cropping up fast, shifting from day to day. All 4 AM networks notified affiliates if they duplicate one optioned-time show they must duplicate all, though no extra fees are offered yet. Some affiliates don't like it, having issued separate rate cards and begun building some fair local business, notably sports. But majority envisage FM's first job one of building "circulation," i.e., listeners to FM -- and they think network programs can best do that job.

Then there's longing of weaker networks for better night coverage. FM offers big chance. This is bound to produce jockeying among affiliates, impel renewed urge to apply for new FMs, hasten fulfillment of CPs. It's even conceivable big networks, when FM really proves audience, will be inclined to pull away from AM affiliates without FM, or at least add local FM outlets. Despite hue and cry about their "plot" against FM, it's obvious they stand to gain not only coverage but bargaining position with affiliates by reason of FM -- not immediately, perhaps, but certainly over the long haul.

Among other effects: FM-only networks now also have Petrillo go-ahead; Dillard expects some raiding of his Continental Network by AM networks but thinks he'll come out all right, feels he has plenty of takers. In record field, Petrillo deferred ban on recorded network shows, such as Bing Crosby's, for 60 days pending network contract negotiations. Rep. Kearns promises bill "week after next" to amend copyright laws to permit royalties for musicians from commercially-played records; bill will provide stiff fine for bootlegging home records into commercial uses. As for TV, latest report is Petrillo will ask that musicians seen as well as heard get AFRA wages as well as AFM pay.

CONGRESS AND THE FM STORY: The heat's really on to get low-band back for FM -- and now it's a Congressional committee that may weigh the balance. Two days of hearings on Armstrong-Zenith inspired Lemke Resolution, to give FM frequencies around 50 mc, leave distinct impression all or part of TV Channel No. 1 (44-50 mc) may well go to FM for wide-area rebroadcast stations or regular stations, or both -- these in addition to present 88-108 mc. Disposal of 44-50 mc, subject of recent hearings (Vol. 3, No. 33, 47; Vol. 4, No. 4), hasn't yet been decided by FCC. Congressional pressure may sweep aside what's left of Commission's original intention to give all of 44-50 mc to mobile services -- though there's evidence FCC has been leaning towards FM recently anyway.

Sitting in on 2 days of hearings, one got distinct feeling Congress has little intention of allocating by legislation. But it's also evident Rep. Wolverton's House Interstate Commerce Committee, deeply impressed if not awed by tales of maltreatment of FM related by Inventor Armstrong and others, and not yet having heard other side, feels FCC has done wrong by FM in moving it from low to high

band. It also seems convinced RCA and other established radio interests have tried to muffle FM. Rep. Wolverton says other side will be heard, on date yet unspecified. But meanwhile, committeemen made it plain FCC is being watched.

Committee seemed completely convinced by Maj. Armstrong, questioned him delicately, respectfully. He's bitter as ever toward RCA and toward FCC's advisors (principally K. A. Norton) who turned tide against low band; told committee (as did Lemke) that most present commissioners aren't to blame for shift (5 of 7 are new members); said presently constituted Commission seems sympathetic (he's been conferring with Engineer-Comr. Sterling); voiced hope for decision on 44-50 mc in 2-3 weeks. Whether RCA will be hauled in, or will itself demand right to be heard, no one will say. Next move is FCC's.

Note: For good roundup on Maj. Armstrong, details of his patent battles, account of his early FM efforts, we commend February Fortune Magazine. One sentence really pinpoints the Major: "Pertinacity...is his most outstanding characteristic."

CHURCHES IN THE FM PARADE: Texas Baptists' 6 FM applications (Supps. 55-P, 55-Q), first tendered last summer (Vol. 3, No. 27), were finally accepted for filing after charters were amended to permit commercial station ownership. Applications may stir up some fuss from liquor interests. Last July, scuttlebutt had them vowing to apply wherever bone-dry Baptists did; they haven't so far. Question arises, too, whether Baptists (eyeing other cities) could get more than 6 should they desire; they think they can, claim each group is separate entity. Dr. R. Alton Reed, of Dallas, was delegated by Texas Baptist General Convention to co-ordinate applicants' plans, including possible network. Another church-related application is one for Chicago from Lewis College of Science & Technology, headed by Archbishop Bernard J. Sheil, known as Chicago's "liberal priest," largely because of labor leanings; counsel is ex-FCC Chairman Paul Porter. Interesting was Baptist (but no dry) FCC Chairman Wayne Coy's answer to a Congressman asking advice as to how Baptists could use radio. Coy's reply, in effect: "Baptists, too, have great opportunity for public service in radio."

RADIO NEWS NOTES

Facsimile standards are finally in the works (Vol. 4, No. 2)—FCC calling for hearing March 15, appearances to be filed by March 1. Eleven issues to be covered should bring out just about everything known on FX. FMA, getting interested in FX, complained to FCC that new FM line rates filed by AT&T (Vol. 4, No. 4) preclude duplexing with FM-FX. Meanwhile, *New York Times* (WQXQ) is installing 11 recorders in department stores, will broadcast 6 times daily beginning Feb. 16. And GE, maker of Hogan units, is conducting survey to determine potentials of FX.

Radio Frequency Allocation Chart, as of Oct. 2, 1947, in accordance with Atlantic City Telecommunications Convention (above 27.5 mc effective Jan. 1, 1949; below 27.5 mc effective date to be determined by future special conferences), has been published by RCA in colors, suitable for framing. RCA has kindly given us several dozen copies for our subscribers; they're available to the first who ask.

CBS annual report for 1947 shows gross before Federal income taxes of \$9,520,100 (vs. \$9,355,900 for 1946), net of 5,920,100 or \$3.45 per share (vs. \$5,795,900 or \$3.37). Of 1947 net, \$4,504,300 came from broadcasting, \$1,415,800 from record manufacturing, compared with \$3,915,700 and 1,880,200 during 1946.

FCC finalized ISM frequencies, when it made permanent assignment of 13.56, 27.12 and 40.68 mc for industrial, scientific and medical services, effective March 16. Second harmonic of 27.12 mc band falls within TV Channel No. 2 (54-60 mc).

NAB's Frank Pellegrin resigned this week to head new 1 kw daytime KBJs, St. Louis.

Transit FM idea (Vol. 4, No. 5) received enthusiastic treatment in Jan. 30 issue of *Passenger Transport*, publication of American Transit Assn. Car card people see possibility of boosting transit companies' present advertising revenue from \$23 million to \$100 million by adding FM, with no guess as to what it might mean to stations. But first signer of contract (with WCTS, Cincinnati), P. G. Vondersmith, owner of Cincinnati, Newport & Covington Railway Co., doesn't expect to make much off stations. Instead: "Whatever we are paid by the radio people is insignificant to even the very small increase in riding habit." Transit Radio Inc., Union Trust Bldg., Cincinnati, station-owned outfit supplying sets, has ad in issue asserting readiness to arrange installations in 90 days.

Printed circuit, single frequency, 2-tube receivers for Indian market are rolling off one British production line at rate of 370,000 per year, reports Feb. 2 *Retailing*. Production line, says story, is machine 70 ft long requiring only 2 operators. John A. Sargrove, who designed machine, plans 6-stage, 4-tube superhet set with printed circuits.

Whole week of May 16 (business sessions, May 17-21) and Biltmore Hotel are time and place of next NAB convention in Los Angeles. All reservations for Biltmore and other major hotels must be made through NAB.

1948 IRE convention March 22-25 at New York's Hotel Commodore and Grand Central Palace has lineup of sessions on just about anything you're interested in electronics-wise, under theme "Radio-Electronic Frontier."

Next NBC affiliates convention has been scheduled for Sun Valley, Idaho, Sept. 22-25.

NOT MANY NETWORK FMS ON AIR—YET: Actually, there aren't yet as many network-affiliated AM stations with already-operating FM adjuncts as you might suppose. Recapitulating our office records, we find only a total of 222 FMs on the air under licenses or STAs which have AM "parents" with network affiliations. These break down as follows: ABC, 63; NBC, 55; MBS, 54; CBS, 50. Also on the air: 122 FM stations tied up with non-network AMs, 56 FM-only stations.

Note these are only FMs presumed to be actually on the air by reason of the 95 thus-far-issued licenses and the 305 outstanding STAs (Special Temporary Authority) permitting interim operation with less than assigned power, etc. Breaking down the FM log another way, network affiliations of FMs or prospective FMs loom considerably larger. If you bulk in all FM licensees, CPs, CGs and applicants, as reported in our Supp. 55 (FM Directory) and Addenda to date, here's the box score: ABC, 159; MBS, 144; NBC, 119; CBS, 120; independents (i.e., non-network or FM-only), 631. But remember, these figures include applicants and grantees not yet operating.

Our office master file of FM, which shows individual AM-network affiliations, is open to the inspection of our subscribers. We're not planning to publish it until next fall, frankly, because the demand is too small to warrant the expense of republishing our 48-page Supp. 55 with this new data and with the changes to date reported in our Addenda 55-A to 55-S. Incidentally, in 55-S herewith, note that our total figures have been adjusted in light of recent FM activity (particularly the numerous dropouts of FM grantees and applicants in the last few months) and to correct the normal margin of error.

EYEING THE TV LAGGARDS: TV grantees who've been sitting on their channels, thinking they're secure until TV arrives full-blown, got clear sign this week they better get busy. That sign was FCC's action ordering hearings on applications for extensions of Raytheon's CP for Waltham, Mass. and King-Trendle's (now ABC) for Detroit. Raytheon has held CP since May 16, 1946, King-Trendle since July 11, 1946. Both are under attack by Paramount, which also seeks stations in those cities and which petitioned Commission to withdraw grants, throw them into comparative hearings. WJR joined Paramount, so it looks like dog-fights ahead.

Action portends tougher attitude by FCC, now that demand for channels in major markets begins to exceed supply. Already other bidders for channels in over-demand areas are considering emulating Paramount's tactic -- so intense has competition become in such set-for-hearing cities as Cleveland, Pittsburgh, San Francisco, Miami. Next 2 "laggards" to get FCC eye (their last extensions expire Feb. 16) are Outlet Co., Providence (WJAR) and Palmer Leberman's Radio Sales Inc., Seattle (KRSC); former has held CP since May, 1946, latter since Dec., 1946. Other grantees whose CPs have aged and who haven't given "good account" of their dilatoriness, include KOB, Albuquerque, N.M., granted May 21, 1946; WJAC, Johnstown, Pa., Aug. 29, 1946; WTCN, Minneapolis, Oct. 3, 1946; Maison Blanche, New Orleans, Jan. 16, 1947; Southern Television, Miami, March 12, 1947; Sarkes Tarzian, Bloomington, Ind., May 8, 1947 (see TV Directory No. 2).

CHEAPER TVs & THE DOME CIRCUIT: There's more than meets the eye in Motorola's all-out plunge into the New York market this week with big ads (by Macy and Gimbels and such ubiquitous radio-appliance chains as Vim and Dynamic) plumping big Chicago manufacturer's new 7-in. \$179.95 table model. Not only does this major producer tell TV's No. 1 market receivers can be had immediately in lower price ranges, but it also incorporates a circuit that can't be blinked away by other manufacturers -- the Dome circuit, developed by GE's R. B. Dome, which if widely used imposes new burdens on telecasters.

Dome circuit requires transmitter operators, rather than set owners and service men, to ensure proper video modulation and maintain vigil against phase distortions that show up in sound portion of TV receivers. RMA engineers have been studying some time, haven't arrived at conclusions yet because they say not enough tests have been made. If any substantial number of Motorola sets come into public's hands -- same circuit is said to be employed in Admiral's \$169.95 model (Vol. 4,

No. 2) and in Hallicrafters promised \$169.50 set (Vol. 3, No. 46) -- results will be available to judge what need be done. Only other 7-in. set producers -- RCA (not pushing its \$250 unit) and Philco (out soon with one for \$199.50; see Vol. 4, No. 4) -- do not use Dome circuit.

TV AT THE MERCHANDISE MARTS: For department stores, expected to be prime users of TV as an advertising medium, intra-store TV not only has obvious promotional value -- it also actually increases sales, sometimes phenomenally. That's nub of New York University's study of "TV Caravan" which big Allied Stores sent on 22-city tour last year (Vol. 3, No. 16, 44). Survey of 5,000 store viewers showed that: (1) Store traffic increased 30% during TV showings. (2) Ten percent of customers will be brand new, attracted by TV. (3) Four out of 10 persons will buy, one-fourth of purchases being articles they had not planned on buying. (4) Sales of merchandise especially suitable to televising (such as houseware, luggage, furniture, sporting goods) will increase up to 200%. In addition, 84% of those interviewed said they'd like to buy TV set, most stipulating \$100-\$300 range. Copies of NYU report are available (at \$2.50) from Dr. Lawrence C. Lockley, Bureau of Retail Research, Washington Square 3, New York City. Note: RCA intra-store crew moved into Cleveland's Higbee Co. Dept. Store this week for one-week stand expected to "play" to 500,000.

SIGHT AND SOUND

FCC hearing calendar for TV applicants in cities where where demand exceeds channel supply includes following with dates set: Hartford-New Britain, Feb. 16, there; Fall River-New Bedford, Feb. 26, there; Philadelphia, March 11, there; Waterbury, March 15, in Washington; Wilkes-Barre, March 16, there; Harrisburg, March 18, there. Hearings designated but no dates set: Akron, Allentown-Bethlehem-Easton, Boston, Cleveland, Dallas, Detroit, Miami, Pittsburgh, Reading, San Francisco-Oakland. Hearing on WHAS and WAVE requests for Louisville's Channel No. 5 has been cancelled since WHAS has withdrawn request, will retain CP for No. 9. For list of licenses, CP holders, applicants, also allocation table, see TV Directory No. 2.

Number of TV advertisers increased 548% in 1947, from 31 in Jan. to 181 in Dec., 32 using WCSB-TV, according to February edition of periodically revised brochure titled "Television Today" issued by CBS Television commercial dept. Of network TV, it says: "CBS believes coast-to-coast TV will be attained when regional networks sufficiently spider web the country . . . [by] hookups of regional networks."

NBC video rate revisions effective April 1 include not only frequency discounts but also separate time categories. Transmitter base charges go up to \$750 per hour, include 5 hours rehearsal time, with other time charges increased proportionately—program facilities charge remaining unchanged (Vol. 3, No. 44). Base transmitter charges are for 7-11 p.m. Mon.-Fri. and 1-11 p.m. Sat. and Sun. Between 5-7 p.m. Mon.-Fri. transmitter charge is 3/4 base; all other times, half.

Add TV sponsors: On NBC Network, Brown & Williamson Tobacco Corp. (Kools), 5-min. sports film Fridays, 8:25 p.m., adding WBAL-TV, Baltimore, and WBZ-TV, Boston, as soon as they start; thru BBDO. On WNBT, RKO Theatres, nightly spots advertising film "Tycoon," Feb. 5-11. On WBKB, Hudson-Ross Co., radio distributor, "Junior Jamboree," children's program, 4-5 p.m. 5 days per week. On WFIL-TV, Reynolds & Co., stockbrokers, weekly interviews.

NBC executive v.p. Frank Mullen, with engineering v.p. O. B. Hanson, off for West Coast Friday to discuss Los Angeles-San Francisco TV plans particularly, are due back in New York March 1 for Petrillo parleys.

Although city-by-city TV set census was turned down by RMA at Chicago directors meeting last week, TVers are still working toward some central reporting system. Getting warm is BMB undertaking being worked out tentatively between former's Hugh Feltis and NBC's Hugh Beville. At same time, N. W. Ayer's Don McClure is working with utilities' associations to have individual cities report findings to central body. Chicago, St. Louis, Detroit electric associations are already compiling and publicizing such data locally.

Standing to gain most from TV now, organizations such as RCA, Philco, GE, AT&T, DuMont, NBC, CBS, etc., should lay out some \$15,000,000 for TV programming in 1948, says Grey Advertising Agency in its newsletter *Television Grey Matter*. They should enlist help of their distributors and dealers, as did automotive industry and one beauty supply manufacturer, agency goes on, with net effect of lifting program levels and doing "more to sell video sets both in 1948 and in the years ahead than the same sum spent in any other way."

TV minimum weekly program hours on a sliding scale (based on monthly segments from license date) seem to be most likely TBA recommendation to FCC. Liberalization of 28-hours-per-week rule is foreseen, if industry is unanimous on sliding scale plan. Present waiver of TV minimum hours runs out March 31.

Jockeying for TV rights was further manifested this week when CBS signed up TV along with radio rights to Preakness May 15, also 1948 Belmont, June 12—both to be fed live to hookup. CBS also signed May 15 Kentucky Derby, but TV version is planned via film.

NBC ups Carleton Smith to manager of its Television Dept., New York, as of March 15, reporting to Noran Kersta, TV director. Onetime presidential announcer, capable, popular "Carl" Smith rose to managership of WRC, WRC-FM and WNBW, Washington.

GE reports sale of TV transmitters for ABC stations in Los Angeles and San Francisco, both 5 kw units similar to those on order for *Chicago Tribune*, *New York News*, Yankee Network and WOR.

Weekly news-sheet, *Milwaukee Teevee*, is being issued twice monthly by WTMJ-TV to all area distributors and dealers to keep them up-to-minute on TV.

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February 14, 1948

THE BIGGEST THING IN RADIO: Make no mistake about it, Mr. Broadcaster -- every TV viewer is one less listener to the present aural radio system. Your business future, your position in your community, will inevitably be affected as TV's "circulation" increases. It's as simple as that, as an evening spent in almost any TV home will prove. That isn't to say TV will bleed aural circulation fatally. The experts speak of population growth, more radio families, more listeners per set, ocular fatigue vs. aural restfulness, and all that. Whatever the mitigating circumstances, some practical minds recognize what's coming, so --

NBC is preparing to give first real tryouts to an obvious, vital programming experiment -- telecasting of some of its big-name network shows exactly "as is" without any special production effects at first, studying listener reactions, costs, etc. Assuming Petrillo lifts his TV ban, perhaps working first with non-music shows, NBC's TV cameras will scan such productions as Fred Allen, Edgar Bergen, Telephone Hour, Truth or Consequences, Kay Kyser, Take It or Leave It, People Are Funny -- any one of which seems well suited to telecasting.

Ideal for telecaster and public, of course, will be time when many TV shows can be enjoyed audibly without being seen -- by housewife at her chores, by non-owners of TV sets, etc. Take it from apperceptive Jack Jett, ex-FCC member, now Baltimore Sun radio chief, addressing Baltimore Ad Club the other day: "Television is the biggest thing in radio. It is growing very fast...The aural broadcaster must recognize that his audience will dwindle as TV expands. All of this points to a new era when we may 'stop, look and listen' -- or just 'listen' to our radio."

THE FAST VANISHING TV CHANNELS: Analysis of our TV Directory No. 2, with this week's Addenda 2-A herewith, bears out our oft-expressed conviction the supply of channels is fast approaching the vanishing point -- at least under present allocations. As we count them, in the top 50 metropolitan areas, as delineated in the 1940 U.S. Census, only 47 channels are as yet ungranted or unasked for. These won't go begging long, either.

Indeed, demand in some areas so far exceeds supply of channels that somebody's inevitably going to be left out in the cold. Let's look at the record as of this date, confining our recapitulations to the first 50 market areas:

- (1) These areas have all their allocated channels granted: New York 7, Los Angeles 7, Washington 4, Baltimore 3; Providence, New Haven, Dayton, Toledo, 1 each.
- (2) These have neither grants nor applicants as yet for their channels: Denver 5, San Antonio 5, Portland 5, Norfolk-Newport News-Portsmouth 4.
- (3) These additional areas have this number of channels still unapplied for: Albany-Schenectady-Troy 4, Milwaukee 3, Richmond 3, Memphis 3, Seattle 2, Rochester 2, Omaha-Council Bluffs 2, Syracuse 2; St. Louis, Minneapolis-St. Paul, Columbus, New Orleans, Springfield-Holyoke, Birmingham, Lowell-Haverhill-Lawrence, 1 each.
- (4) Channel supply exactly equals demand to date in these areas: Chicago, 3 for 3; Buffalo-Niagara Falls, 3 for 3; Cincinnati, 2 for 2; Scranton-Wilkes-Barre, 2 for 2; Worcester, 1 for 1.
- (5) Demand exceeds supply and hearings are pretty certain in most of these:

Philadelphia, 2 for 1; Boston, 9 for 2; Detroit, 2 for 1; San Francisco-Oakland, 4 for 3; Pittsburgh, 6 for 3; Cleveland, 5 for 2; Hartford-New Britain, 4 for 2 (including Yankee application for Bridgeport); Atlanta, 3 for 1; Dallas, 4 for 1 (though nearby Fort Worth has 2 channels still available); Toledo, 4 for none (seeking channels found by engineers); Akron, 2 for 1; Youngstown, 3 for 1; Miami, 4 for 3; Allentown-Bethlehem-Easton, 3 for 1; Indianapolis, 3 for 2; San Diego, 5 for 3; Kansas City, 5 for 3; Houston, 6 for 3:

All these figures are subject to almost daily changes as FCC acts and as new applications pour in -- 16 filed this week alone. They're cited to show the score at the moment only, and also to indicate trends.

So it won't be long now before they're all gone or spoken for -- our guess is about 2 months; indeed we know of a dozen or more additional applications in preparation that will change the scores. Then watch the outcry for more channels!

As for communities under the top 50, there are only these cases as yet where demand exceeds supply: Fall River-New Bedford, 3 for 1; Harrisburg, 2 for 1; Reading, Pa., 2 for 1; Waterbury, 3 for 1; York, Pa., 2 for 1. In a handful of the smaller areas, the single-channel allocated has already been granted: Wilmington, Binghamton, Lancaster, Johnstown, Stockton, Cal. Otherwise, the smaller cities are still wide open, will probably be the next eager quarry in the rush for the new Golconda that is TV.

Note: For listing of metropolitan areas by 1940 U.S. Census sales rank, see our Supp. No. 19. For full listings of all licensees, CPs and applicants to date, see TV Directory No. 2 and Addenda 2-A.

SWELLING ROSTER OF TV SEEKERS: Louisville's second TV channel (No. 5) was granted WAVE Friday, making 71 CPs for TV outstanding (correct your TV Directory No. 2 accordingly). But much more significant this week were: (1) Continuingly swelling roster of TV applicants -- 16 more this week, as detailed in TV Addenda 2-A herewith, making total 120. (2) FCC action designating for hearing, on grounds they're laggards (Vol. 4, No. 6), CPs issued to KSFO, San Francisco, and KRSC, Seattle.

Yet Commission may not get too hard-boiled toward slow-movers who can show mitigating circumstances, as evidenced by extension of CP granted this week to ABC's WXYZ, Detroit, which had been ordered to hearing; it explained to apparent satisfaction of FCC that equipment orders were in, plans made, etc.

One applicant dropped out this week -- WKNB, New Britain, party to March 1 Hartford-New Britain hearing (now 4 for 2). These were the week's new applications (for detailed data on facilities, personnel, etc., see TV Addenda 2-A):

For Birmingham, Ala., WAPI (Channel No. 13), proposes 26 kw video power from 875-ft antenna for rural station. For San Diego, KFSD-Tom Sharp (No. 10); KUSN-Union & Tribune-Sun (No. 10); and Television Bcstg. Co. (No. 10), partnership headed by Navy engineer L. H. Papernow, proposing satellite to Los Angeles stations. For Des Moines, KRNT-Cowles (No. 9), proposes 25.5 kw from 1,665-ft antenna built for FM. For Indianapolis, WISH, seeking reinstatement of pre-color application designating No. 3, now granted William H. Block Co. For Kansas City, WHB-Don Davis (No. 5); KCKN-Copper (No. 2). For St. Louis, KWK-Convey (No. 9). For Atlanta, WBGE-Mike Benton (No. 13). For Houston, KATL-Fred Weber group (No. 5); KTRH-Chronicle-Jesse Jones (No. 5); KXYZ (No. 5) and Glenn McCarthy, oilman who seeks to purchase KXYZ (No. 7) -- latter being 2 separate applications pending FCC purchase action. For New Orleans, Mississippi Valley Bcstg. Co. (No. 10), headed by Edgar B. Stern, former cotton broker, to be operated by sons Edgar Jr., ex-Navy radar engineer, and Phillip, New Orleans Item reporter. For Syracuse, Radio Projects Inc., subsidiary of Newhouse Newspapers (Syracuse Herald-Journal and Post-Standard), recent purchasers of WSYR (No. 5).

Soon to come will be applications by Mid-America Bcstg. Co., holder of CP for AM in Louisville; Beck Radio School and WLOL, Minneapolis; WTAG, Worcester; Glenn McCarthy, for San Antonio -- and others.

February 14, 1948

FATE OF 44-50 MC STILL UP IN AIR: It's still a mystery what will happen to 44-50 mc. FCC's plans for the band were kicked off schedule by Lemke Resolution hearings (Vol. 4, No. 6). Resolution's opponents haven't had their day in Congress yet and date hasn't been set for their appearance. Apparently, FCC and House Interstate Commerce Committee are waiting for each other to do something. Complicating whole matter is fact FM people aren't at all agreed on precisely how to use band should they get it: Maj. Armstrong leans toward big coverage stations (like Yankee's WMNE Mt. Washington) for relaying only. Everett Dillard (Continental FM Network) thinks modest stations, using towers of high-band stations, might do the trick. FMA rank and file are dead set against any use of low-band except for relaying. Zenith and consulting engineer C. M. Jansky want big low-band stations to cover what high-band doesn't, for public consumption, plus relaying.

Then there's question of how many networks 6 mc would make possible. Dillard thinks perhaps 1 mc per network. Others say "impossible," it would take much more. As for ownership of the relay stations, Dillard thinks high-band operators could build and operate them, lease them to networks.

There's some thought that a compromise may be in the works -- present low-band stations to continue until 15 kc network lines are readily available. This parallels thinking on TV networking; FCC is expected to allow temporary use of TV network rates will be (FCC has ordered AT&T to file them by April 1; see story on p. 3) before they agree to accept recently filed FM tariffs (Vol. 4, No. 4). In interim, FCC "suggests" FMA and AT&T get together, resolve differences.

TV AT POLITICAL CONVENTIONS: Wanted: a sponsor for TV coverage of the Republican national convention in June, the Democratic in July, both in Philadelphia. While biggest show yet from TV standpoint will be carried sustaining on broadcast networks, they and affiliates can cut in and out with regular sponsors -- whereas TV coverage must be very largely a continuous job. Party leaders aren't averse to sponsorship idea, though they'd probably balk if it were product not in particularly good taste. Ideal would be pooling of TV receiver manufacturers; they stand to gain most from big boost TV set sales should get. Trouble is they're selling all they can turn out now, quite aside from fact they're so keenly competitive it would take an advertising Solomon to keep them all happy.

It's going to cost something like \$350,000 for full coverage of each convention, pro-rated among ABC, CBS, DuMont, NBC plus Philadelphia's WCAU-TV, WPTZ. Interspersions of sponsored shows or announcements by networks and stations will be easy to sell, but they're hardly enough to carry whole cost. Some are planning special events sponsorships during periods they pull out of pool coverage of convention proper. Situation is aggravated by fact FCC ordered coaxial rates by May 1, an expense planners hadn't counted on; there's hope this will be deferred.

Only Eastern seaboard networks (Boston to Richmond) will get network coverage, others via quick films. Reports WBKB's Bill Eddy had plans all set for microwave relay to Chicago are unfounded; it can't be done in time.

ARE RADIO LOGS NEWS? If editorial judgment says it's news, then radio program listings should be run as such -- it's as simple as that, and by far vast majority of newspapers take that view rather than carry logs only as advertising, as do Miami newspapers. That's position taken by NBC v.p. Sid Eiges in current "Editor & Publisher." Anomalous situation prevails in Washington, where radio logs are carried as news by Washington Star -- but not TV logs! So Star publishes listing only of its own station WMAL-TV (duly marked adv.) while other newspapers publish not only logs of city's stations but also of Baltimore Sun's WMAR-TV.

TV sponsorship of all New York home baseball games this season was assured this week with signing of Brooklyn Dodgers on WCBS-TV by Old Golds and Ford as co-sponsors. Chesterfield will sponsor Giants on WNBT (no rival billboards to be in camera view, either!); Ballantine (brewer) will sponsor Yankees on WABD. In Philadelphia, Philco distributors will again sponsor Phillies on WPTZ; whether Atlantic Refining will go on same station again with Athletics is still undecided by N. W. Ayer. Usually on top of the commercial news of TV, *Variety* reports Studebaker and Pontiac may soon "take dip" into TV, emulating Kaiser-Frazer, Chevrolet, Oldsmobile; also that CBS is talking with Gillette about TV of Derby, Preakness, Belmont Stakes.

Could be that CBS is really shaking loose, readying to resume fire of its once-mighty promotional guns—on behalf of TV. This week its Radio Sales carried trade ads captioned "We stepped into Television early..." and going on to tell how it foresaw TV's "inevitable growth," was early in rep field to sell time on WCBS-TV. This ad, plus fact CBS executives are plainly worried about back-seat TV position (Vol. 4, No. 6), plus sending of station relations scouts out to sign TV affiliation contracts, plus known eagerness of lower staff levels to get going, may presage lots of TV activity soon.

Large-screen TV found another entry into field when Tradio Inc., Asbury Park, N. J. demonstrated new Tradio-vision unit, projecting picture on aluminum screen up to theatre size. System demonstrated Friday in New York consists of 3 units—screen, projector, control unit. Projector consists of 39 tubes, 3 controls, covers 13 channels, is priced at \$2,600 (with servicing for year) plus installation fee, contains 6 sub-chassis for simplified maintenance. Control unit can be used to operate more than one projector. Previous coin-operated TV set, put out year ago by Tradio, has been withdrawn.

One by one, NBC is naming TV topkicks at division points: Jules Herbeaux named this week as manager of new TV Dept., Central Division, Chicago; Hal Bock already operating as such in Los Angeles; Washington V.P. Frank Russell's chief aide, Bill McAndrew, placed in charge of all broadcasting there, including WNBW, succeeding Carleton Smith, promoted to New York post (Vol. 3, No. 6).

Intercity TV links will get green light next week when FCC makes final proposed 1,000-13,000 mc allocations. Although Commission hasn't retreated from position such connections must be on common carrier basis, TVers will get approval for own systems on temporary basis, using pickup and STL frequencies (Vol. 3, No. 51).

Research departments of the "slicks" (like *Saturday Evening Post*, *Time-Life-Fortune*) are currently probing TV, possibly with view to forecasting whether commercial TV will make same inroads on them that radio did on outdoor advertising. Also, *Fortune* is readying May article on TV.

One of earliest radio placers (for Bulova), Biow Co.'s Hollywood office (6111 Sunset Blvd.) is producing series of 10 one-minute films for placement on 18 TV stations about March 1—for Schenley (Roma Wines). Mike Sasanoff is producing for Biow, Telefilms Inc. filming.

Increasingly popular TV magnifiers may be due for price drops—Walco's Tele-Vue-Lens (Vol. 3, No. 52), sold at \$59.95, now out in "standard" model at \$39.95 (for 7, 10, 12-in. screens) and "economy" model at \$29.95 (for 7 and 10-in.)

Reshuffling and additions, including those due to duplication, add 5 new affiliates to Continental FM Network, delete 7. Gained: WKNB-FM, New Britain, Conn.; WLAD-FM, Danbury, Conn.; WFMR, New Bedford, Mass. (though AM affiliate WNBH is an ABC station); WMCP, Baltimore; WCFC, Beckley, W. Va. Lost: WFIL-FM, Philadelphia; WNBK-FM, Binghamton, N. Y.; WMNE, Mt. Washington, N. H. (Portland, Me.); WGTR, Paxton, Mass. (Worcester); WSBA-FM, York, Pa.; WNLC-FM, New London, Conn.; WDRC-FM, Hartford.

Transit FM (Vol. 4, No 5, 6) will get tryout in Washington beginning Feb 23, WWDC-FM doing experimenting. Plans of WMAR-FM, Baltimore, got setback due to death of transit company president. WTCN-FM, Minneapolis, pioneer demonstrator of idea, was told by local transit company that it was "interested only in giving riders a ride, nothing more." WTCN-FM, incidentally, estimates 40,000 FM sets in area.

Add TV sponsors: On WPTZ, Philadelphia Shyroek Radio & Television Co., 3 spot announcements weekly on films, 11 p.m., thru Hansell & Zook, Philadelphia; Western Savings Fund Society, spots preceding NBC network wrestling Tuesdays, 8:45 p.m., thru Geare-Marston Inc.; Wilf Brothers (floor covering, home appliances), "Author Meets Critic" Sunday nights from NBC. On WTMJ-TV, Milwaukee, Ennis Motors (used cars), "Sportsman," sports demonstrations by athletes, Sundays, 8:30-8:45 p.m.

Zenith's new patent suit to break up RCA pool and license system, for which it asked declaratory judgment last week in Federal district court in Wilmington (first suit was filed against RCA just year ago), names AT&T, Bell Labs, Western Electric, Westinghouse and GE as additional defendants. Suit seeks to invalidate more than 100 patents. You can look for Zenith soon to announce entry into TV set manufacturers.

Industrial Television Inc., Clifton, N. J., announces new development which permits added viewers to be fed from any commercial-type receiver, through plug-in system. Added units cost about half price of regular complete set. System, demonstrated Wednesday, can also be used to attach larger picture size viewers to regulation 7 or 10-in. set.

"Da Verse of Brooklyn" might well be cognomen for Brooklyn Dodgers' FM station, should club get reserved channel for which it has just applied. Aims of application are to become "Youth Station" and to give Brooklyn local expression. Presumably, station would also keep rights to Dodgers games. Its first case of athletic club seeking FM.

Apathy among set manufacturers, says FMA's Bill Bailey, forced cancellation of joint meeting to step up FM enthusiasm of Chicago area dealers. Meeting was to follow FMA Region 3 meeting coming up Wednesday (18). FMA expects good turnout—110 advance registration.

"Mayflower" decision hearing scheduled for March 1 may be postponed. NAB has asked for continuance to April 15 on grounds number of key witnesses will not be able to appear on March date, its own staff is busy on international conferences. ASCAP negotiations. March 1 is also date of Paramount-DuMont TV hearing.

RCA reports sales of 5 kw TV units to these CP holders: WMC, Memphis; WCON, Atlanta; WAVE, Louisville; WJAR, Providence.

Rodney D. Chipp joins DuMont TV network as asst. engineer, leaving job of ABC facilities engineer.

END OF TV'S FREE COAXIAL RIDE: AT&T was no less surprised (though perhaps more agreeably) than were eastern seaboard TV station operators when FCC, in sudden action Thursday, ordered phone company to file schedule of rate charges for TV use of coaxial to take effect May 1. Up to now telecasters have shared an experimental free ride on New York-Washington coaxial, and nobody was in any hurry to pay. FCC action was at behest of FMA (which doesn't enhance its popularity with TV interests thereby) on plea AT&T discriminated in favor of TV while charging for 15-kc lines for FM (Vol. 4, No. 4). Indeed, FCC order stated it was "to avoid discrimination and preference in favor of television broadcasters as against other broadcasters."

Implications of action are fairly clear: (1) AT&T perforce must now announce rates by April 1 at latest, though it wanted more time to study comparative costs of cable vs. New York-Boston microwave relay. (2) Rate cards of TV stations along line must take these charges into account, so far as intercity hookups for commercials are concerned. (3) If coaxial rates are unduly high, TV interests must concentrate anew on microwaves; nobody thinks, though, they'll be as high as last summer's proffered and hastily withdrawn schedules (Vol. 3, No. 23).

Meanwhile, here are the latest dates on AT&T coaxial and relay progress (see map, Vol. 3, No. 50): New York-Chicago cable, ready for TV early in 1949; New York-Chicago microwave relay, ready later in 1949; Chicago-Terre Haute-St. Louis cable, now installed but not ready for TV until end of 1948; Washington-Richmond, installed now, to be TV-equipped by early summer. In addition, New York-Washington's present 2 circuits will be augmented by 2 more by this summer.

DuMONT HOLDS TIGHT TO CONTROL: Trade press was quick to pick up (and variously interpret) our story of several weeks ago (Vol. 4, No. 5), reporting that Aviation Corp. (Avco), which owns Crosley, and others were looking into DuMont with view to buying up Paramount's 27½% stock interest. Story made clear Dr. DuMont's controlling group has no intention of relinquishing control to anybody -- certainly nobody who might discard or dwarf DuMont trade name. This week Dr. DuMont took cognizance of "rumors," admitted they may have originated on premise Paramount has offers for its stockholdings ("which do not represent a controlling interest anyhow"), confirmed licensing of Crosley to manufacture under its patents, denied any intention company itself contemplates selling any part of its interests.

"We have been in television since the beginning," said Dr. DuMont, "and we most emphatically intend to remain in television. [Our] 5 divisions...are not for sale, nor will be offered for sale." He went on to explain DuMont's A stock (72% of total issued) elects president, v.p., 5 [out of 8] directors, so controls. Paramount's B shares (whole issue) elect secretary, treasurer, asst. treasurer, 3 directors, so "can prevent but cannot compel action wherever stockholder action is required." Dr. DuMont added: "Any sale of Paramount-owned B stock would not affect the measure of control now held by the A shareholders." Paramount maintains silence, obviously isn't happy about having so little voice in DuMont, insists it's going through with FCC hearing March 1 -- but oracles are still betting it will divest itself of DuMont stock eventually.

AND SOON THERE'LL BE MORE: Checkup of CP holders who said they'd be next with TV stations on the air (Vol. 4, No. 1) shows several already testing, some about to start tests, most aiming for commercial operation early spring or sooner. Here's the latest, as reported to us by phone or wire this week (for channels, powers, etc., see TV Directory No. 2):

Chicago's Tribune's WGN-TV, in second week of tests from partial antenna atop Daily News Bldg., completes 6-bay antenna next week, plans 30-60 days to get bugs out of system, tentatively sets April 5 for commercial start. Even with 1-bay, good reception was reported in Elgin, about 35 mi. Buffalo News' WBEN-TV now running sporadic tests, starts tests on schedule next week, no commercials before May 7. Stanley Hubbard's KSTP, St. Paul, started one-hour daily test patterns with 500 watts Feb. 4, reports it's preparing for full operation on April 27 "T-Day."

Newark's WATV (WAAT) starts tests Monday (Feb. 16), will run them 30 days,

then go commercial, rate card already published. Baltimore's WBAL-TV starts tests Friday (20th), plans commercial operation about 2 weeks thereafter, is all ready to join NBC on coaxial. Philadelphia Bulletin's WCAU-TV now says Feb. 23 for "official" test patterns, commercials in mid-March, has also published rate card, will hook up with WCBS-TV, New York.

Richmond's WTVR (WMBG) has its STL now, but icy weather is delaying tower tuning, test patterns due any day; operation at least one hour daily planned by March 1, rate card ready but no commercials sought yet, expects to hook into coaxial (NBC) by June 1. GE is all poised for this new market, with carload of TV receivers already shipped, including new 803 table model with 10-in. screen, AM, FM (\$449.50) with which GE will be making big pitch in all TV markets shortly.

Westinghouse's WBZ-TV, Boston, also delayed by bad weather, now reports tests and commercials will begin between April 1-May 1. New Haven's WHNC-TV expects tests by March 15, regular service April 15, tieup with DuMont's WABD, New York. Los Angeles' KFI-TV is still awaiting components, now says it can't set any dates.

Unique situation obtains in Kansas City, where applicant KMBC could go on air within month of grant, already has site, equipment, etc., ready from days when it operated big radio school, even has pro baseball signed up. But it's in snafu caused by fact it delayed applying, others also want in, so now it looks like hearing because there are more applicants than channels.

* * * *

Formal "kickoff date" for Crosley's WLWT, Cincinnati, is Sunday, Feb. 15, though station began commercial operation last Monday when all 3 local newspapers carried big "T-Day" sections. First sponsor was Wiedemann Brewing Co., telecasting WKRC-sponsored Golden Gloves tourney. First dept. store signed: H & S Pogue Co., sponsoring "Luncheon at the Sinton." Participating "Kitchen Klub" 6 days weekly, 3-3:30 p.m., has Crosley Mfg. Corp. as first participant, placed through Roy S. Durstine Inc. Among other sponsored shows: "Who Am I?" quiz, Tuesday nights by Dreidame's House of Television; Bulova time signals, through Biow; Steinberg's Radio Store, 3 announcements weekly.

THE TV PROPERTY RIGHTS ISSUE: It's going to take a lot of legalistics to determine just who owns what in TV, once the telecasters themselves decide on policy. Is it free broadcasting or paid theater? Court actions promise to be long-drawn-out, complicated, expensive -- but they must come sooner or later to resolve the issue (mainly on paper as yet) arising over unauthorized, allegedly illegal pickups of telecasts for showing to paid audiences.

Only telecaster who seemingly has clear-cut issue as yet is Paramount's KTLA, Los Angeles, where Pantages movie house has picked up, projected Rose Bowl game, Santa Anita races (Vol. 4, No. 3); also where Fox West Coast chain and several other movie interests are reported to have ordered Colonial "Vision Master" projection-type units (Vol. 4, No. 6) for in-theatre use. But Paramount isn't going to take initiative because it might be fighting itself -- it owns movie houses, too. Paramount v.p. and TV chief Paul Raibourn thinks some out-and-out telecaster will have to carry the ball, hopes both complainants and defendants have plenty of resources -- the legal battle, he thinks, will be that long.

Only other "case" fizzled out when RKO cancelled announced big-screen showing of Madison Square Garden bouts at its 58th St. Theater after both NBC and Promoter Mike Jacobs objected. Currently, NBC's WNBT and WNBW carry printed legends at opening and signoff reading, "The programs broadcast by this station may not be used for any purpose except exhibition at the time of broadcast on receivers of the type ordinarily used for home reception." KTLA opens and closes with announcement that telecasts are "free" broadcasts. Both are for legal establishment of property rights (courts are supposed to give some weight to such efforts), but at present they obviously mean nothing.

Note: TV legalites might consider "test case" against a neighborhood kid we know whose home has a TV set and who charges his friends a dime admission fee. We'll furnish name and address on request!

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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February 21, 1948

JOIN 'EM IF YOU CAN'T LICK 'EM: Logical early move in the jockeying of networks and local interests for favorable TV positions may be tieups, possibly corporate, with motion picture companies -- the TV networks with major producers, local stations with local-regional film distributors. CBS Chairman Bill Paley conferred with RKO recently about buying out or into that company. Regional movie interests (like the Schine theaters, Tri-States of Des Moines, the Paramount local groups, and various others) are known to be eyeing TV intently if not eagerly.

Any way you look at it, a wedding of the whispers and the shadows (Vol. 1, No. 1) is indicated eventually -- dictated by their common interest (and stake) in the millions of "little theaters" TV will fashion in the homes of America. When each realizes need for the other and they go to the corporate altar (as so many newspapers did with radio), an interesting historical precedent will be recalled: Paramount once owned a large part of CBS, RCA all of RKO. But they later divorced, CBS quite profitably, RCA not so profitably.

SET MAKERS OFF TO SLOW '48 START: January RMA set production figures show manufacturers will have to hump to hit 1948 TV and FM predictions (600,000-750,000 for TV; 2,500,000-up for FM). TV, though highest yet with 30,001, barely topped December's 29,345. And FM dropped to 136,015 from December's 191,947. Total radio production was 1,339,256, compared with record 1,705,918 in December (see Vol. 4, No. 3, for breakdowns). RMA attributes shrunken figures to 4-week month (December included 5 weeks) and traditional seasonal slump.

January FM breakdown: 45,002 AM-FM table models (1,490 with phono), 70,849 consoles (964 without phono), 20,164 FM-only and tuners. January TV breakdown: 16,740 table models, 7,115 TV-only consoles (2,116 projection type), 6,146 consoles with radio and phono (179 projection type).

MORE 'LEBENSRAUM' FOR TV? Disappointed TV channel seekers and not-so-sure applicants, notably in cities with dearth of channels, plethora of applications (see TV Directory No. 2 and Addenda), are already quietly fostering move to obtain more "lebensraum" for commercial TV -- and their eyes are on the 500-890 mc band (which radar-conscious military are also reported eyeing). Not everyone is agreed what ought be done, but these recent and current steps show how seriously responsible interests are considering problem of more channels:

(1) Some are urging FCC to open up uhf band for black-and-white. Fact particularly that lots of smaller in-between communities in highly populous areas stand to get none of TV's present 12 low-band channels at all, inclines authorities to lend them sympathetic ear. (2) GE has been investigating, is seriously considering 500 mc transmitter development. (3) RCA has named intra-company committee headed by Labs' Dr. Jolliffe to study ways and means. FCC hierarchy still sees future of nationwide TV in uhf, but won't act until industry takes initiative.

Major trepidation is effect on consumer. It's agreed new high-band channels, requiring new kinds of sets or adapters, might give public impression present receivers are going to be obsoleted in near future. There's also fact adequate

transmitting equipment isn't yet available, one point on which industry majority successfully fought CBS color bid. Another question is whether to use whole uhf band for black and white or leave substantial segment for color -- electronic color still said to be at least 5 years away. There's also question whether communities like New York or Chicago or Los Angeles could support more than 7 or Washington more than 4 (present allotments of channels); it's from big cities cry for more channels comes mainly, for small city quotas really haven't been taken up yet.

Answer will come if and when whole industry, probably under aegis of RTPB, takes up matter, comes to Commission with definitive suggestions. No one has yet.

ZENITH & 12 MORE APPLY FOR TV: Among this week's baker's dozen TV applicants, most interesting is one from Zenith Radio Corp., asking full commercial status for its present Chicago experimentals operating on Channel No. 2 -- though averring it won't sell time initially. Application makes no reference to Zenith's "pay-as-you-look" Phone Vision plan (Vol. 3, No. 27) except to state proposed station would use movies of higher grade than TV now offers. Chicago applications, now 4 for 3, are thus thrown into hearing, others pending being from CBS (WBBM); WIND (Chicago News-Wrigley-Atlas); Chicago Sun & Times (WJJD-Marshall Field).

Other applications this week knock cockeyed some of our recapitulations, as of last week (Vol. 4, No. 7), of remaining channel supply and availabilities by communities, assure still more hearings. Week's other 12 applicants were (for detailed date, see TV Addenda 2-B herewith):

For Atlantic City, Atlantic City Television Bcstg. Co., 50-50 partnership of Philco and owners of Claridge Hotel; Atlantic City World (Samuel Ungerleider Jr.); Station WMID -- all seeking city's sole community channel No. 8. For St. Louis, Star-Times (KXOK), No. 4; Globe-Democrat (KWGD-FM), No. 13 -- now 5 for 4. For Rochester, WHEC-Gannett Newspapers, No. 2. For Buffalo, WGR, No. 9 -- now 4 seeking 3. For Indianapolis, WIBC, No. 12 -- now 4 for 2. For Springfield, Mass., Yankee Network, No. 3 -- now 2 for 1. For Des Moines, WHO, No. 9. For Richmond, Va., WRNL, (Times-Dispatch & News-Leader), No. 3. For Madison, Wis., WIBA (State Journal and Capital-Times), No. 9.

BIG TUBES IN DIBS AND DABS: Though RCA patent licensees are being shown working models of its revolutionary new 16-in. metal-coned direct-view tube (Vol. 4, No. 5) at company's Lancaster plant, the unhappy facts are (1) that none will be ready for delivery before late summer or early fall either for RCA's own TV receiver line or to other set makers; (2) that even at capacity production, as now planned, RCA can't turn out many more than 150,000 of them through 1948 and 1949; (3) that these must be pro-rated among RCA's tube customers on basis of "historical allocations."

In other words, that much-needed "Buick" model for TV -- in between 7-in. "Bantam", 10-in. "Ford" and projection-model "Cadillac" -- doesn't look like it will be available in quantity for several years. Tube-making machinery, tube manufacture are just too complicated for speedier prospects.

So, while trend's plainly toward bigger tubes, plentiful 10-in. will continue to dominate medium-priced field, for the supply of blank "bottles" (mainly from Corning Glass Works) is plentiful, and tube plants are tooled to process them in quantity. Indeed, only this week RCA lowered price of these tubes to its manufacturer-customers by \$2.50 apiece -- auguring continued price reductions of receivers sold to public. What big boys devoted to 10-in. standard are aiming for eventually is 10-in. set (table model) at price of present 7-in. (\$170 to \$200), 16-in. at price of today's 10-in. (\$300 to \$375). Actually, part-metal 16-in. may go even lower, for tube can eventually be mass-produced, weighs about one-third of equivalent glass tube. But we'll have to wait.

Meanwhile, tube pioneer Allen B. DuMont, who never went along with 10-in. standard, has tied up Corning's 12, 15, 20-in. hand-blown blanks (though 12-in. is due for machine production and should become more plentiful). DuMont factories can't meet demand either for finished tubes it sells to other manufacturers or sets it produces itself. Dr. DuMont says this year he'll produce 200,000 tubes, 60,000

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

February 21, 1948

FM PERKS UP, 416 NOW ON AIR: Balmier building weather, plus lifting of Petrillo ban, plus premium networks will inevitably put upon affiliations offering FM along with AM coverage -- all add up to good prospects FM stations will take air at unprecedented rate during next month or so. This week's 13 STAs (Supp. 55-U here-with), greatest number yet in any one week, brought count of FMs on the air to 416. Hiked rate of STA requests also shows more and more grantees finally making up their minds, many running out of excuses for delaying construction. Darker result of same factor is continued heavy mortality among grantees, 4 cancelling their CPs this week, making 35 quitting since our last FM Directory (Supp. 55) Oct. 1, 1947.

MORE SETS, NEXT BIG FM PUSH: Now that AM-FM duplication makes radio's best programs available on FM, there's nothing wrong with FM that a lot of good new receivers won't cure. So FMA is throwing its all into a cry for sets, its big Chicago regional meeting this week (some 200 attending) calling on manufacturers to put FM into all sets, bring FM prices down. Coincidentally, Emerson came out with its promised \$49.95 AM-FM table model. Other big companies may be expected to emulate that major small set specialist. There's even talk of FM-only sets now, perhaps push-button, which should find ready market in areas where network shows are duplicated.

Even RCA is thinking in terms of FM as the basic future system of radio. Reassuring words at Chicago meeting from RCA v.p. for home instruments, Joe Elliott, were rather surprising in view of company's long running fight with Maj. Armstrong, who alleges it has done all it can to hold back FM. Said Elliott: "A lot of us have put a big stack of blue chips on FM." Pridefully, he noted that RCA turned out 25% of FM table models in first 9 months of 1947, developed Crosby FM transmitter, expects to emerge by end of year "as leading manufacturer of FM broadcast equipment."

Meeting's resolutions (1) urged AM networks to employ 8,000 kc lines or better, so duplicating FMs can get high fidelity; (2) requested FCC set standards for multiplexing FM and facsimile, permit no FX-only stations in 88-108 mc band. Deferred was action asked by some disgruntled AM-FM network affiliates against networks' requirement that affiliates duplicate all commercial shows (Vol. 4, No. 6) -- incidentally, it's freely reported some mustangs are duplicating only what they please. Set for Sept. 26-27 in Chicago was next FMA convention.

SIGHT AND SOUND

FMA Region No. 3 elected these officers at Chicago meeting this week: Marion Claire, WGNB, Chicago, chairman; E. F. Baughn, WPAG-FM, Ann Arbor, Michigan v.p.; Donald L. Dabson, WBNB, Beloit, Wisconsin v.p.; George Arnold Jr., WTAD, Quincy, Illinois v.p.; Edward Breen, KFMV, Fort Dodge, Iowa v.p.; Ed Wheeler, WEAW, secretary. Hard-working executive director Bill Bailey footsore from roaming country for members, exhorted attendees show more active support, bring in new members (total to date: 241).

Ira Hirschmann FM station WABF, New York, has done it again--this time sold full 6 p.m. to midnight period Fridays to local Stromberg-Carlson distributors for continuous classical music, including cut-in of Continental FM Network's Rochester Civic Orchestra, 8:30-9 p.m. WABF sold similar period Mondays to Philco.

Ex-FMA President Roy Hofheinz is principal in Texas Star Bestg. Co., which got new 50 kw AM grant in Harlingen, Tex. this week (see AM Addenda 1-II).

You've about exhausted our supply of the new Radio Frequency Allocation Charts, published in colors by RCA and suitable for framing (Vol. 4, No. 6), but RCA Frequency Bureau tells us it can provide a few more. So write us for a copy; no charge.

Transit Radio Inc., pushing FM in public vehicles (Vol. 1, No. 5, 6, 7), is reported giving Yankee Network exclusive franchise for New England. Farnsworth and Link, in addition to John Caraway's Electronic Research Inc., Evansville, Ind., are now experimenting with receivers for transit use. Link is working with New Jersey's Public Service Co-ordinated Transport.

Raytheon request for STLs for FM (studio-transmitter links) in 3700-3750 mc or 6500-6550 mc band, made at hearings on 1,000-12,000 mc allocation last year (Vol. 3, No. 6), was denied in FCC final allocation announced Friday. Commission felt these frequencies were needed for wide-band services, and present 920-952 mc STL band for FM is adequate.

To help finance its TV projects, also studio changes, ABC this week registered with SEC for issuance of 250,000 additional common shares, probable price \$12.50, no underwriters, sale to be limited to network affiliates "and such other persons as may be selected from time to time." Net income for 1947 was reported as \$1,520,756. The approximately \$3,125,000 raised by new stock issue would go toward capital expenditure program of \$5,325,000 contemplated, \$3,825,000 this year (including Chicago TV, Sept. 1; Detroit, Nov. 1; Los Angeles, Dec. 1; New York, San Francisco indefinite pending sites).

Tough break pioneer TV experimenter Don Lee gets in having its Los Angeles commercial TV held up (though channel reserved for it), and in being thrown into 4-for-3 San Francisco hearing, simply because it awaits hearing decision on certain network practices, was underlined this week when it petitioned FCC to be taken out of consolidated San Francisco hearing. It claims FCC has discriminated against, jeopardized application. Comr. Rosel Hyde, busy on WBAL case, isn't expected to have year-old Don Lee hearing decision for some time yet.

TV positions for political conventions in Philadelphia were set this week, with CBS, DuMont and NBC handling inside camera work. There will be 4 camera positions at 3 locations, with DuMont and NBC occupying No. 1 and 2 positions at same central location. *Philadelphia Inquirer's* WFIL-TV has been assigned outside pickup coverage, NBC handling control room, CBS audio system, DuMont video distribution. Each network is obligated to have crew of 5 technicians.

Legal beagles failed in effort to persuade FCC to take CPs for TV away from dilatory grantees, make them parties to competitive hearings with all other applicants. Paramount petition, in connection with Detroit, Boston and San Francisco hearings, was denied. FC also postponed to March 25-26 at Fall River-New Bedford hearing on TV applications.

Thoughtfully eyeing 20th Century-Fox's TV-newsreel contract (Vol. 4, No. 5), Associated Theatre Owners of Indiana said, in current bulletin for members, "Perhaps the entrance of the newsreel companies into the picture is the best safeguard of the exhibitors' interest." Group is now polling members on their estimates of TV's impact.

Stromberg-Carlson's recently granted WHTM wanted to use Pinnacle Hill in Rochester's residential area for its TV antenna site, but city zoning board said no. So company moved site few feet on same hill (into suburban Brighton territory), got Town Board's okay this week.

NBC's Hollywood v.p. Sid Strotz, urged to come East to run TV programming, balked at leaving sunny California, agreed to 3-month tour of duty to prepare himself for autumn start of NBC coast TV operations, is due to reach New York around March 1.

FCC's vital "Mayflower" hearing goes on March 1 as scheduled, Commission denying NAB petition for postponement. Some 60 organizations and persons (radio, veterans, labor, farm, religious, etc.) are listed to be heard.

Detroit's WWJ-TV ups base rate from \$300 to \$350 per hour, effective March 1, now is on 30 hours per week, reports 6,300 local set owners.

Add baseball sponsors: Ford Motor Co. with local dealers again sign Bob Hannegan's St. Louis Cardinals for all home games on KSD-TV. Deal not yet made for Browns.

Special 20-page video edition of *Detroit News* (WWJ-TV) Feb. 11 carried more than 10 pages of ads—mainly TV sets.

Not all sports promoters are agin' TV. This week some of the bright spots in TV sportscasts picture come to light. In Milwaukee, Lou Perini, president of Milwaukee Brewers baseball club (also president of Boston Braves and member of National League's TV committee) told why he signed up for season's TV coverage by WTMJ-TV—with no charge to telecaster: "Television . . . will take baseball to fans who can't get to the park. It will keep them interested in our team and it may interest others and make new fans, or bring back old ones." In Cincinnati, WKRC's Hulbert Taft (*Times-Star*) told WLWT's James Shouse that attendance at Golden Gloves (which newspaper sponsors), far from being cut by TV, actually increased, cited 3,467 attendance at 1947 tourney vs. 7,283 in 1948 (which was televised).

Top TV sponsor classification continues to be set manufacturers-distributors. Latest: On NBC network, GE Receiver Division starts March 5 NBC-produced newsreels, Fri., 9 p.m. On WTTG, Washington, Motorola, with George's Radio & Television Co., "Did You Find It?" adaptation of old-fashioned scavenger hunt, Mon., 8-8:30 p.m. On WTMJ-TV, Milwaukee, Taylor Electric Co. (RCA), "Teen Canteen," high school kid show, Sat., 3-3:30 p.m. On KTLA, Los Angeles, GE Supply Corp., "Pantomime Quiz," charades, Sun., 8-8:30 p.m. To stimulate TV set sales, Philadelphia's WCAU carries sustainer "This Is Television," Saturday discussions about TV.

FMA won't be satisfied with 15 kc line charges (Vol. 4, No. 4, 7), says President Dillard, if forthcoming TV coaxial rates are close to those originally tendered by AT&T (Vol. 3, No. 23)—unless 15 kc (and even AM's 5 kc) charges are lowered. He thinks new criteria, rather than number of phone circuits displaced, should determine network rates for all broadcast services. FCC's "suggestion" FMA and AT&T iron out differences is expected to result in meeting middle of next week.

Chicago's live-wire WBKB is getting protection against sports promoters' vagaries the way Philadelphia's WFIL-TV did—by becoming a promoter itself. Station has made agreement to share profits and losses of boxing matches with Michigan City, Ind. city council, school board and two promoters. Programs will be microwaved to Chicago and rebroadcast.

Metallic lenses beaming channels 250 to 500 mc wide, latest thing in Bell Laboratories' bag of electronic tricks, are expected to get first use in projected New York-Chicago microwave link. Dr. Winston E. Kock and associates, who developed lens, also made first metallic lenses used in New York-Boston relay. These handle band only 10-20 mc wide.

Pinko Peoples Radio Foundation, unsuccessful FM applicant for New York, is out with new Eugene Konecky book, *The American Communications Conspiracy*, charging "radio trust," including FCC, with "perpetuating obsolete standard broadcasting" and "sabotaging FM." If you read it, be sure check up on source.

Consumers Union gives 6-page TV "lowdown" to its subscribers in January *Consumers Reports*. Although dubious whether today's programs are worth price of sets, article says it's fun to watch TV shows, which are bound to be improved (as will sets). Rated are 7 sets, only one of which was considered "not acceptable."

Farnsworth's experimental TV outlet W9XFT, Fort Wayne, Ind., operating on Channel No. 4, now used for field testing receivers, ought to be ready to go commercial by mid-1948, reports President E. A. Nicholas.

Problems of FM set alignment fathered RCA's new portable sweep generator (WR-53A) specifically designed for FM receiver servicing.

DuMont receivers -- how many of each size he won't divulge. He's also confident he calculated right in making his TV sets all-band continuous tuners, so that they can be used for FM as well. He's probably right, considering that AM-FM network program duplication is now permitted, probably will now wean many AM tuners to FM.

WHAT CROSLY-DUMONT DEAL MEANS: Here are the discernible details back of DuMont-Crosley one-sentence joint announcement Wednesday stating they have "effected an agreement with respect to the manufacture of television receivers under DuMont patents and the exchange of engineering and manufacturing":

Crosley's Cincinnati plant will manufacture DuMont's 12-in. table models (\$445 Chatham) and consoles (\$795 Savoy) for DuMont. Crosley will also make identical sets, but with different cabinet styling, for marketing under its own trade name. DuMont will still produce some Chathams and Savoys at its Clifton plants, but will concentrate there mainly on tubes and class sets (selling up to \$2,495).

DuMont is also considering "farming out" more of its production to still others, for its own limited output isn't even meeting demand from New York-New Jersey area. Its sets are virtually unknown in most other TV cities, though it's besieged with distributorship requests.

Tieup with Avco-owned Crosley naturally renews question whether Avco isn't really going to get into DuMont. Victor Emanuel company is still interested in acquiring Paramount's stockholdings (Vol. 4, No. 5,7) -- but so are others, bankers as well as manufacturers. Unverified reports have it Paramount would sell at 10 (market lately around 9). DuMont probably would prefer Avco as a partner, so long as present "A" stockholders retain control.

Meanwhile, Paramount-DuMont hearing is still on FCC calendar for March 1, though another request for postponement would doubtless be granted if negotiations get under way. Examiner assigned is Jack P. Blume, FCC counsel John McCoy; pre-hearing conference will be held Wednesday (25th) in Blume's office.

CBS TV POLICY, SKY'S THE LIMIT: There's little doubt now about CBS's purpose -- it's going all out for TV, using every resource and facility at its command, making up for lost ground as best it can. Mystery of its two-year delay remains locked in mind of Chairman Bill Paley. But you can count CBS in now as a major entry in a race NBC and DuMont have had virtually to themselves these last few years. All of which spells keener competition, better service to public, wider TV markets.

Newsmen were called into big Grand Central Terminal TV studios of CBS Tuesday (roomiest and handiest in New York, all but idle since company turned to policy of "actuality" telecasts) and were told: (1) Several hundred thousand dollars worth of renovation will soon transform its 700,000 cu. ft. into country's biggest TV studios, 2 main ones each measuring 55x85 ft., 45 ft. high, with studio production resuming in April. (2) WCBS-TV will increase hours on air to 35-40 per week, go to 7-day schedule. (3) Network plans are a-borning, CBS is now advising affiliates to go into TV, and CBS is going to make a real pitch for the big sponsor revenues TV promises -- already running well into 6 undisclosed figures per month for NBC's WNBT and WNBW, better than \$50,000 per month for DuMont's WAED and WTTG.

As for potential TV network affiliates, CBS admittedly isn't in very strong position yet (Vol. 4, No. 6), though it announced "experimental" arrangement with Yankee Network's Boston station when that one gets going. But Yankee presumably owes first fealty to MBS, of which it is stockholder and which has as yet rather vague TV network plans of its own. CBS's appeal, as President Frank Stanton said, will be predicated on: "The program is the thing for affiliates, and CBS means to be tops in programs."

On the station ownership side, CBS has only its New York outlet, faces competitive hearings in Boston (9 seeking 3 available channels) and in Chicago (4 seeking 3, Zenith having applied this week). Manifestly eager to get into channel-exhausted Washington and Los Angeles, company officials now are thinking in terms of "partnership," at least in latter city (presumably with Times). CBS proposes eventually to have allowable 5 stations of own, for its officers believe net-

work alone isn't answer -- CBS must own TV's, as it does AMs and FMs, to make over-all operations profitable. Where next, then? Probably St. Louis (KMOX). Definitely not Minneapolis (WCCO). Possibly other cities, even if they aren't top markets. Company will even buy or go into local partnerships if it must.

About color, Stanton's definite word was: "We've had our crack at that ball and the Commission decided against us. We're going ahead full speed on black and white." Color experiments continue, but there's no plan to push polychrome until industry is ready. As for experiments with visual broadcasts of popular aural programs, a la NBC's plans (Vol. 4, No. 7): Stanton says CBS will also telecast top radio shows. However, aural networks are still basic, for vast areas of U.S. won't get TV for many years to come. About plans for radio set manufacture under CBS brand name: "None whatsoever!" And...CBS has bought 3% interest in Madison Square Garden, is negotiating with ABC for joint TV use of Chrysler Tower.

INTERCITY RELAY WAVES FOR TV: TV gets pickup and STL frequencies for intercity hookups, at least temporarily, so one more load is lifted from minds of video enterprisers (Vol. 3, No. 51; Vol. 4, No. 7). FCC made decision this week in allocations of 1,000-13,000 mc, which gives TV 1990-2110, 6875-7125, 12,700-13,200 mc for that purpose. But FCC warned use is only temporary, entirely dependent on cooperation and ingenuity of stations and networks. Common carrier is still regarded best. FCC advised those who go into privately-owned intercity microwave systems "should plan to amortize their investment at the earliest possible date."

Although FCC turned down movie interests' plea for special theatre TV frequencies on ground they had not submitted concrete blueprint for operation, it did suggest common carrier wavelengths (3700-4200, 5925-6425, 10,700-11,700 mc) could be used when theatre people come up with specific proposals. Commission's decision is in report on Docket 6651, Public Notice 17266; we'll get you a copy if you wish.

TRENDS IN TV SET MANUFACTURE: Significant movements and undercurrents are under way in TV manufacturing -- though their courses are still rather dim. Besides the 31 companies turning out some 100 separate TV models, as listed in our Supp. No. 57, other big and little and new names will be announcing receiver lines soon. Among them will be Zenith, whose intention to go into popular TV set field is now an open secret. Due to be heard from soon also are such names as Sentinel, Pilot, National, Hoffman, Howard; also more obscure ones like Air King, Coronet, Preston.

Big boys meanwhile are mopping up markets, testing out every gimmick for public response -- from the 7-in. sets Motorola (\$179.50) and Philco (\$199.50) are currently pushing to DuMont's super-doooper 20-in. Westminster and Hampshire models (\$2,495). Admiral and Hallicrafter's 7-in. (Vol. 4, No. 2; Vol. 3, No. 46) are due soon, too, but RCA definitely has abandoned that size. Steady demand for 10-in and 12-in. sets hasn't been diminished at all by promise of early 15-in. and 16-in. models at popular prices. TV factories are selling everything they can turn out now, though tavern field seems to be getting pretty well saturated.

Yet industry oracles predict TV output will narrow down, as did automotive industry, to a few big companies with sufficient know-how and adequate financing -- especially inasmuch as heart of sets, cathode ray tubes, are virtually controlled by 2 companies, RCA and DuMont. All other set makers must buy from them.

So it's freely predicted smaller entrepreneurs will die off, or be absorbed into bigger companies; or there will be more working deals like Crosley's with DuMont. Some even foresee one or more "General Motors" of radio developing. It's pointed out almost anybody can turn out an ordinary radio (yet even that industry has had high corporate mortality record), whereas TV manufacture is a cross between assembly line and watchmaking precision -- very slow, very demanding, with very high incidence of defects.

There's also fact that installation and servicing are quite as important as selling. The seller's job is far from done, once set is installed. He's got to keep set owner happy; so far the factories themselves have found it most expedient to control their servicing setups.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
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ARTS AND INDUSTRY

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AT&T STEPS UP INTERCITY LINKS: You can take it from AT&T Long Lines topkicks -- as TV booms, telephone company intends to come right along with intercity network facilities, coaxial or microwave. As an example of how they're keeping pace with TV expansion, they point to v.p. Bartlett T. Miller's press statement this week reporting acceleration of intercity links, assuring Buffalo-to-St. Louis coaxial by October, 1948 instead of early 1949 as heretofore planned. Miller referred to 2,000-mi. connection via Cleveland, Toledo, South Bend, Chicago, Terre Haute, with 2 circuits between Cleveland-St. Louis, one from Buffalo-Cleveland. He also said that by December these Midwest circuits will be connected with Eastern seaboard hookup (Boston-Richmond) via cable from Cleveland to Philadelphia. [For all projected AT&T coaxial-microwave circuits, see map in our Vol. 3, No. 50.]

There's suspicion TVers' preoccupation with private radio relays, given impetus by last week's FCC okay (Vol. 4, No. 8), might have prodded behemoth AT&T into quickening pace of its TV connections. But company officials say installation step-up has been in works last 3 months. Yet it's hard to believe they aren't aware of telecasters' sentiments, summed up by Dr. DuMont before American Television Society the other day when he said TV operators would set up own intercity networks unless AT&T rates for coaxial and microwave are within means of telecasters. AT&T says it "has no idea yet" what the TV tariffs ordered by FCC by May 1 (Vol. 4, No. 7) will be -- but history of AM network line charges, FM demands, company policy to defer to big potential new customers all would seem to point to reasonable proposals. We'll soon know, for tariffs must be filed by April 1.

THE FUTURE OF AURAL RADIO IS FM: Cooler heads have prevailed, but there actually is a little coterie of FMers who think FMA ought to turn its guns loose on TV: They regard TV as a potential competitor (which it is), hence an enemy (which means fight). A few are so hipped on the subject they actually think they can lick this "monster" -- presumably by means of press releases and speeches.

Shades of the newspaper-radio battle of 20 years ago, led by the publishers' trade press, the ill-starred Venture Free Press, their educator allies, et al! Shades, indeed, of FM's own recent battles to win footholds alongside entrenched AM interests!

Which brings up some questions put to us recently by several subscribers: "Where's FM heading? Is it really being bypassed by TV? Have we wasted our investments in FM?" Here's our answer, for whatever it's worth:

We're still convinced that the future of aural radio is FM. That by this time next year all radios but the very cheap midget models will incorporate FM. That, given the choice of listening to the same programs via FM or AM, no one in his right mind would choose AM. That the networks and far-sighted AM operators must gear themselves for the inevitable transformation. That AM will eventually evolve as a service for high power transmission to rural and remote listeners.

Once the Petrillo duplication ban was lifted, FM's basic problem, programming, was solved. Now the big problem is the building of an adequate number of

full-power stations. And FMA's main function now is the promotion of FM reception.

On the other hand, we haven't the slightest doubt that TV is the ultimate in radio. That TV will soon dominate the whole radio structure (if not the movie business) in those areas that are TV-served. And that TV will eventually command by far the biggest share of the radio advertising dollar -- sound broadcasting taking a secondary, though still very important place.

You don't have to be a crystal gazer or soothsayer to see this. All you need are FM and TV sets in your home -- and the same common business sense that discerned, only a scant 25 years or so ago, what stature the business (and arts) of broadcasting might achieve.

THE MUSHROOMING TV LIST: Scripps-Howard got its second TV this week, Channel 7 in Cincinnati, bringing total CPs outstanding to 72. There were 15 applications this week, which minus the one CP, one withdrawal, one consolidation, means total now pending has mushroomed to 145. Diminishing channel supply forces hearings on big share of these. (For details of week's grant, applications, new hearings set, etc., see TV Addenda 2-C herewith.)

Broadcaster-applicants of week: For Baltimore, WITH-Tom Tinsley (No. 6) -- channel not now assigned that city. For Worcester, Mass., WTAG-Telegram & Gazette (No. 5) -- now 2 for 1. For Pittsburgh, WJAS-Brennen (No. 10) -- now 7 for 3. For Rochester, N. Y., WARC-Sam Townsend (No. 11) -- proposes using same tower as Stromberg's WHTM. For Omaha, KMA-May interests of Shenandoah, Ia. (No. 3). For Charlotte, N. C., WAYS (No. 11) and Surety Bcstg. Co. (No. 9) -- latter licensee of WIS, Columbia, S. C., and WIST(FM), Charlotte. For Greensboro, N. C., Greensboro News (No. 2) -- holder of CP for FM. For Flint, Mich., Advertisers Press Inc., operator of WAJL(FM), publisher of twice-weekly Flint News-Advertiser, headed by Donald E. Johnson, part owner Coldwater (Mich.) Reporter -- plans satellite operation with Detroit stations, 56.5 mi. For Iowa City, Ia., WSUI-U of Iowa (No. 11)

Other applicants this week: For St. Petersburg, Fla., Sunshine Television Corp. (No. 7) -- owned by Robert R. Guthrie, local auto-appliance distributor, and B. Earl Puckett, president, Allied Stories Corp. For Waco, Tex., C. C. Woodson (No. 6) -- oilman-publisher-broadcaster (see Vol. 4, No. 5). For San Diego, Cal., Video Broadcasting Co. (No. 3) -- 11-man partnership including Hollywood radio figures (see listing in TV Addenda 2-C); some company also applicant for San Jose, Cal., (No. 13) and Portland, Ore. (No. 3).

Other applications will be filed soon by WRVA and WLEE, Richmond; WWL, New Orleans; KVEC, San Luis Obispo, Cal., among others.

NEWS OF THE TV SET MAKERS: A handful of the smaller TV manufacturers, sensing inevitable demand for bigger pictures (Vol. 4, No. 4, 5, 6; Vol. 3, No. 47), are making stabs at that market with table models containing 15-in. direct-view tubes. But their prices are still beyond reach of average householder, far above what's promised when 16-in. metal tube is out (Vol. 4, No. 8) and when DuMont goes into production with its "interchangeable tube" sets capable of housing either 12, 15 or 20-in. Latest out with 15-in. table model is U.S. Television Mfg. Corp., announced this week at \$895. Other such (for details see TV Set Directory, Supp. 57): Colonial, \$950; Sports-View, \$1,050; DuMont, \$1,095; Bace, \$1,145 -- plus installation.

Other TV manufacturing news of the week: Philco sales chief John Otter told Boston dealer meeting company has sold around \$1 million worth of TV sets per week during last 9 months, is pursuing one-city-at-a-time policy to gain selling and servicing experience, will be there with sets when WBZ-TV opens in April. Big capital, complex plant and organization needed for TV, he said, mean not more than 25 TV manufacturers will be in business at any one time [our Supp. 57 lists 31, with more reported readying]... Important radio producer Magnavox, reporting a record \$28 million fiscal year ending March 1, advises it will be out in June with several TV-only sets styled to match its widely advertised consoles... Sonora's John Gerl reports Chicago plant, closed down for retooling, will reopen March 8 to produce 10-in. table model (at \$350) at rate of 250 in March, 500 in April, 1,000 per month

thereafter...North American Philips Co. announces it will show its "Protelgram" projection system, using 2½-in. tube to throw 12x16-in. picture on any type viewing screen now available, before IRE meeting in New York, March 22-25...Opti-Gem Inc., New York, latest enlarger maker, offers 16x11-in. magnifier at \$29.95.

MORE TV SPACE UP TO INDUSTRY: This much seems clear after further delving into subject of more channels for TV (Vol. 4, No. 8), now the hottest subject among the radio engineering and legal fraternities: (a) Some broadcasters frozen out, or fearful they will be, see lack of TV facilities spelling "death sentence" for their now flourishing aural broadcasting businesses within a decade. (b) Political repercussions are foreseen when Congress awakens to fact all channels are assigned, many sizeable communities left out, particularly on fringes of big cities. (c) Industry elements investigating propagation in now-experimental uhf band 500-890 mc are uncertain they can achieve powers needed for good service. (d) FCC isn't going to take initiative, will make no move until industry comes forward with concerted, concrete proposals how to get more "lebensraum."

Said Engineer-Comr. Sterling at U of Oklahoma radio conference Thursday: "The next move is up to industry in developing the high band so as to provide a nation-wide television service," implicitly agreeing present 13 (soon 12) channels aren't enough. Some engineers fear it would take megawatts of power to give satisfactory service on uhf, point to lack of power tubes for those frequencies. Results of tests by RCA, Philco, GE, DuMont and others are being coordinated by RTPB Panel 6 (TV committee, headed by Philco's David Smith). At least one big company is expected to make some sort of policy decision in week or so.

Those left out in cold and their advocates are eyeing non-military Government bands, particularly 162-174 mc which is contiguous to lower portion of present channels 7-13 (174-216 mc) and which could provide 2 channels. But no one seems to know what to do about capturing that band from the Government, although it's alleged it isn't being used. Since IRAC is pretty hard to shake, there's even talk of appeal to President Truman, pressure to get Congress to hold inquiry. One opinion was ventured that TV might well give up 500-890 band for 2 or 3 channels lower in spectrum, usable now. There's also suggestion of time-sharing, but nobody likes idea in light of 20 years it took AM to clear up that mess.

TRACING OUT TV COVERAGE: Joseph Waldschmitt and crew, of Consulting Engineer E. C. Page's firm, on assignment by RCA, have been chasing TV signals down 8 radials out of Washington and have turned up some interesting observations. Their station wagon was fitted with standard RCA 621TS (7-in.) receiver and antenna 10 ft. above ground. During tests over period of 2 months, they made simultaneous recordings of WNBW (66-72 mc) and WMAL-TV (174-180 mc). We're warned that following don't justify generalizations, since all data isn't in, but: (1) WMAL-TV's high-band signal provided good picture behind mountains (near Harper's Ferry, 50 mi. away, for example) while low-band WNBW couldn't be seen. (2) High-band ghosting behind mountains wasn't serious. (3) In general, area coverage of both stations was about same -- WNBW doing better on level ground, WMAL-TV better in broken terrain. (4) WMAL-TV lost more signal in towns than WNBW.

RCA-NBC WELL HEELED FOR TV: RCA annual report for 1947, issued Friday, is particularly significant because of (1) exceptional upsurge in radio business it reports despite postwar adjustments, and (2) healthy state of NBC business it discloses, showing network is well-heeled for big TV outlays ahead. Biggest American radio entity upped its total business 32.5%, did gross of \$314,023,572 during 1947, net after taxes of \$18,769,557 (\$1.12 per share); compared with gross of \$236,980,770 in 1946, net \$10,985,053 (56¢). RCA Victor, RCA Labs, RCA International and domestic subsidiaries other than NBC and RCA Communications accounted for \$233,308,803 of gross vs. \$159,959,655 in 1946, up 45.9%. Separate NBC figures, heretofore undisclosed, show \$65,690,001 gross in 1947 vs. \$61,067,034 in 1946, up 7.6%. Report discloses delivery of 21 TV transmitters last year.

TOO MUCH DUPLICATION FOR SOME: FMA was exhausting every angle last October (Vol. 3, No. 44), when it petitioned FCC to amend Chain Broadcasting Regulations to force networks into permitting AM-FM duplication. Then Petrillo capitulated, and networks came through with more duplication than some AM-FM operators bargained for -- they must duplicate all optioned commercial shows or none (Vol. 4, No. 6). Now FCC on its own is following through on FMA's petition -- plus. It sent letters to networks this week asking: (1) Can affiliates duplicate? (2) Do they have choice only of duplicating all or none? (3) In cities where networks have no AM affiliates, can FM stations take network shows? (4) Can non-affiliated FMs carry network in cities where AM affiliates don't duplicate? There's a lot of confusion and strong differences of opinion among FM operators as to exactly what they do want -- some hot for continued blanket duplication, others for partial, some for entirely separate commercial operation. So FMA is now polling all FM operators for opinions.

SIGHT AND SOUND

Paramount-DuMont hearing on financial inter-relationship is postponed again to May 10, due to illness of former's Washington counsel, Duke Patrick (virus pneumonia). At same time FCC set dates (see TV Addenda 2-C herewith) for hearings on Boston, Cleveland, Dallas, Detroit, San Francisco applications, among others. Paramount has stake in all but Dallas, its Interstate Circuit Inc. withdrawing Friday. All hearing dates are prior to May 10, meaning comparative issues may be settled before Paramount-DuMont situation is clarified.

Rush into newsreel field by press associations (Vol. 3, No. 44, 46) is somewhat decelerated by AP decision to suspend plans, though both UP and INS say they're going ahead. Cold facts facing them are: Fox Movietone's releases to TV (Vol. 4, No. 5) may presage similar activity by other old-line newsreels; TV networks and stations have no intention of quitting plans to do own filming, perhaps exchange among selves; market today comprises only 17 stations, probably no more than 40 by end of this year.

Ad agencies are taking "long, hard look" at TV, evidenced in report on video by Chicago's Henri, Hurst & McDonald. Study adds up existing information (number of stations, costs, etc.), itemizes TV's worth as ad medium (impact, high income audience, etc.), points finger at what it calls some of today's problems: need for (1) cheaper sets, but with picture large enough to be viewed comfortably; (2) better programs; (3) more daytime shows to attract women, who buy practically 80% of family's purchases; (4) lessening of TV station costs so more stations in smaller communities can be built.

Direct current converters, principally for TV sets, are being made by Electronic Laboratories Inc., 24 W. 24th St., Indianapolis. Company v.p. Walter E. Peek, announcing \$80 unit for table models and \$120 unit for consoles, said 3,000,000 people in New York area alone live or work in buildings served by d.c. But Federal Power Commission says latest figures (June 1945) showed 1.25% of population getting d.c. and that percentage has since gone down.

We were wrong in stating last week (Trends in TV Set Manufacturing; Vol. 4, No. 8) that RCA and DuMont virtually control cathode ray tubes, heart of TV. They're biggest producers for TV, but cathodes also are made by GE, Sylvania, National Union, North American Philips, and several smaller firms.

GE is staging TV Conference at Syracuse, March 16-18, so its transmitter customers and prospects can hear authorities on TV station management, programming, operation and maintenance. Attendance will be limited.

Jimmy Petrillo's AFM has finally employed a press agent--Hal Leyshon, ex-editor of *Miami News* (WIOD).

Stop sign on clear channel decision, due shortly, went up from Congress this week when Senate Interstate Commerce Committee told FCC to hold up decision pending Congressional hearing on Colorado Sen. Johnson's bill (S. 2231) to limit AM power to 50 kw. Johnson is reported to have heard from local stations fearful Commission might grant superpower to clears, thus jeopardizing their network affiliations.

Opponents of Lemke Resolution which would give low-band frequencies to FM (Vol. 4, No. 6) are scheduled, tentatively, to be heard before Rep. Wolverton's House Interstate Commerce Committee March 24-25. This week, TBA requested hearing as soon as possible. Presumably, other opponents, notably FCC and RCA, will join in.

Whether FMA should pursue policy of bucking what its President Everett Dillard calls "one-legged TV", on grounds test patterns and still pictures with music mean waste of spectrum, is on agenda of FMA board meeting at Washington's Hotel Statler, March 5-6.

Continental FM Network loses its northern anchors, WHFM, Rochester (Stormberg-Carlson) and WSYR-FM, Syracuse (Wilder), as they begin duplicating NBC next week. But CN says others are ready to take over in area--without present 8 kc lines, covering by rebroadcast method.

"Chi tele is coming off its bistro binge," reports *Variety*, which says Chicago barrooms have lost steadily to living rooms in last 9 months (of current 500 sets sold per week in Chicago currently, only 14% go into pubs, 86% into homes). Trend won't make many TV enterprisers mad (see TV and the Taproom Trade; Vol. 4, No. 3).

FCC's "get tough" policy towards dallying FM grantees was shown in orders this week to 3 more CP holders to get on air in 90 days or surrender grants. Getting the "word" were: WPRO-FM, Providence; WDAK-FM, Columbus, Ga.; WBSM(FM), New Bedford, Mass. After 2 such orders previously, one went on air, other turned in CP.

FCC has set TV hearing dates for 15 more cities (see TV Addenda 2-C herewith). And Cleveland's 5-for-3 applicants have joined in petition opposing proposed reallocation of Channel 7 to Canton (Vol. 3, No. 33), ask for hearing at which they will suggest alternatives.

Waterbury TV applicants are now down to 2-for-1. This week, Fairfield Broadcasting Co. (Lee Hat-Danbury *News-Times* interests) and American Republican Inc. (WBRY-*Waterbury Republican* and *American*) merged to form Nutmeg State Broadcasting Co., owned 50-50.

Reports persist Westinghouse is trying to buy all or part of Philco's WPTZ, Philadelphia, to tie up with its KYW there--but nobody will talk.