

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING AND
FREQUENCY MODULATION
ARTS AND INDUSTRY

Television Digest

and FM Reports

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March 6, 1948

"FIND US A TV CHANNEL!" Pressure on FCC for more TV channels has become so great (Vol. 4, No. 7, 8, 9) that it's giving consideration to a special top secret engineering study on allocations that's understood to suggest: (1) opening 500-890 band for dozen or more black-and-white channels utilizing present TV engineering standards; (2) deletion of some or all low-band wavelengths, meaning Channels 1 to 6; (3) retention of some uhf bands for potential evolution of color TV. Asked about it and whether Commission will open up allocation question itself, FCC staffers freeze into silence. Chairman Wayne Coy would only say: "Not talking." But he's scheduled to speak at IRE luncheon May 23 in New York, may say something then.

There's strong school that thinks it's up to FCC to take initiative, not industry. TV engineering chief Curt Plummer and his aide Prose Walker leave soon for high frequency conference in Geneva, will be gone until mid-June, so nothing concrete is expected in next few months. Meanwhile, Washington attorneys and consulting engineers have orders from many of their major market broadcaster clients: "Find us a TV channel!" With channels fast diminishing in top 50 markets (Vol. 4, No. 7, et seq), TV channel-searching is now as familiar as in AM the last few years. Already applications have been filed for non-allocated channels for Atlanta, Baltimore, Toledo, not to mention Yankee's request for Hartford channel in Bridgeport, WPRO's for Boston channel in Providence, Dallas WRR's for Ft. Worth's No. 10.

BREAK-EVEN POINT IN SIGHT: None of TV's commercial stations has yet reached the break-even point, though DuMont's 2 are expected to do so by this year's end. NBC foresees its own turning point in 1950. Others have varying hopes and outlooks. Not one has any doubt TV can be made to pay.

There, in a nutshell, you have the economic situation of today's telecasters, as canvassed by us. And when a canny operator like the Milwaukee Journal's Walter Damm reports figures like these, you know TV is really on its way. Remember, WTMJ-TV started regular schedules only last Dec. 1; Milwaukee as yet has only between 1,000 and 2,000 receivers. Yet, in Damm's own words:

"Our present operating costs for TV [as of Feb. 14] are running, including depreciation and all other normal accounting expenses, to \$4,046 per week. We are still short about 5 people and when we get fully staffed, plus writing in additional depreciation on equipment still on order, we will be running close to \$5,000 per week. Our revenues for the past 4 weeks have been running around \$2,700 per week. This is also going up and will probably hit \$3,500 within the next 3 weeks...There has not been enough time elapsed since we started for all of the operating bills to flow in regular orderly manner, but I think we have shaken our operation down pretty much so that the figures...represent a 90% true picture."

From KSD-TV, St. Louis Post-Dispatch, we learn: Expenses are running average of \$3,900 weekly, revenues \$2,700 -- but sponsored baseball and other commercial commitments will soon reduce operating loss to about \$500 per week. However, general manager, program director, special events, promotion, auditing are counted against KSD, not TV, so \$2,000 per week payroll includes only 18 employees:

10 technical, 5 program, 2 stagehands, 1 projectionist. "We do not expect to break even at any time during 1948," station reports.

Another top-hole operator, name withheld on request, reported: "It is costing us between \$40,000 and \$50,000 a month to run our TV station. This includes depreciation. Currently our receipts are about \$20,000 a month. The break-even point depends entirely on the number of sets sold here. In back of my mind I have an idea we will be breaking even sometime between Oct. 15 and Dec. 1 this year." Still another independent: "Our objective is to reach the break-even point at the earliest possible date...we will be fortunate to do that in 1949 or early 1950."

ADD 2 MORE 'ON THE AIR' TV's: You can now move Philadelphia Bulletin's WCAU-TV and Baltimore's WBAL-TV (Hearst) over into the "Commercial TV Stations on the Air" column -- the former starting Tuesday (March 2) the latter next Thursday (March 11). Their highly successful tests are topped off with STAs issued by FCC, so they're now the country's 18th and 19th full commercial outlets, respectively (see TV Directory No. 2 and Addenda to date).

By the time we publish a revised TV Directory, early in April, we'll be able to add at least 3 others, all now testing, all with rate cards already issued. They're WATV, Newark, on Channel No. 10; WTVR, Richmond, No. 6; WGN-TV, Chicago, No. 9, its T-Day to be signalled by big special section of Chicago Tribune April 4. It won't be long thereafter before Boston's WBZ-TV takes air. Buffalo's WBEN-TV is testing but plans no commercial before early May. Latest from New York News' WPIX is June 15; WSPD-TV, Toledo, "early in June"; WAAM, Baltimore, "sometime in June."

WCAU-TV tested only about 20 hours, starting Feb. 29, before going commercial -- results were that excellent on Channel 10 (except for harmonic havoc being raised on WFIL-TV's No. 6 on some RCA sets, which RCA is adjusting without charge to set owners). It linked immediately with WCBS-TV, carries everything thus available. Initial local accounts include Studebaker, Bulova, Wilf (rugs, appliances), Heinel Motors, Evervess. WBAL-TV, on No. 11, joins NBC at once, carrying some 18 hours per week of network, 8 hours local, its local sponsors including Hutzler Dept. Store, Hecht Bros. Furniture, Baltimore Salvage Co. (hardware), Fox-Chevrolet, Philco, Bulova. Director Harold Burke says he has \$2,000 in weekly billings on books already, plenty of sponsor prospects; WCAU-TV director Bennett Larson can't estimate billings yet, but also reports waiting list of accounts.

GOAL NOW IS MORE FM SETS: FMA's board was in continuous Friday-Saturday session as we went to press, but this much was decided by Friday night: That more receivers are FM's next quarry. That slogan should now be "Be Sure Your New Radio Has FM." That FCC should be asked to scrutinize carefully alleged "hip-pocket" grantees, i.e., those who are doing nothing about proceeding while tying up valuable channels. That board should meet monthly henceforth. That FM has no quarrel with TV, thus repudiating "let's fight TV" fringe we reported on last week (Vol. 4, No. 9). Quoth executive director Bill Bailey, in FMA's current bulletin to members: "We cannot stop progress any more than the vested interests could stop FM. Let's cut out this pessimistic gab and sell FM as the better way of aural broadcasting."

NBC'S OPTION TIME PROPOSALS: Firm TV network contracts are still exception rather than rule, but NBC is broaching idea of optioning same time segments for TV as for AM, namely, 10 a.m. to 1 p.m., 3-6 p.m., 7:30-10:30 p.m. At same time it's telling affiliates frankly it's asking for far more option time than it intends to fill for quite awhile. Pay rates are also up in air due to lack of definite data on coverage, receivers, etc., also no information yet on coaxial rates. But NBC remains confident its AM affiliates going into TV (who have first refusal of its services) can't be weaned away by reason of its dominant position. NBC's head start is reflected in recapitulation of TV figures to date, based on listings in our TV Directory No. 2 and its Addenda 2-A to 2-D inclusive:

Of the 19 stations now operating, 8 are AM-affiliated with NBC (including the new WBAL-TV, Baltimore); 2 with CBS (including the new WCAU-TV, Philadelphia); 2 with ABC (one taking WCBS-TV shows); 7 independent, i.e., have no local AM net-

work affiliations. Of the CP holders, NBC is represented by 24, ABC 10, CBS 8, MBS 6, independents 25. Among applicants, it's CBS 24, ABC 23, MBS 20, NBC 14, independents 76 -- but, remember, many of the applications are competitive, due for hearings in which some are sure to lose out. Note, too, that all these figures are subject to daily changes.

Noteworthy, also, are figures showing newspaper interests identified with TV: 9 on the air (out of 19), 25 CP holders (out of 70), 56 applicants (out of 156).

WEEK'S 11 TV APPLICATIONS: First of several upcoming batches of Texas oilmen's applications for TV (Vol. 4, No. 5) went into FCC hopper this week -- C. C. Woodson asking for Channel No. 5 in Amarillo, No. 8 in Austin, No. 6 in Lubbock, in addition to No. 6 in Waco he requested last week. Applications for New Orleans, Phoenix, San Antonio, Corpus Christi will be filed within next week or two by wealthy Texas oil producers H. H. Coffield, Rockdale; W. L. Pickens, Dallas; R. L. Wheelock, Corsicana. In addition to Woodson's 3, there were 8 other applications this week (see TV Addenda 2-D herewith for full details):

For Dallas, City of Dallas' WRR, Channel 10 now allocated Fort Worth -- making 5 for 3 in area. For New Orleans, Loyola U's WWL, No. 10. For Topeka, Kan., Arthur Church interests (KMBC, Kansas City), No. 10 -- non-allocated channel; proposes satellite to projected Kansas City station. For Utica, N.Y., Utica Observer-Dispatch (WKJC-CP for FM), No. 3 -- third Gannett TV application. For Wheeling, W.Va., WWVA (Storer), No. 12. For York, Pa., WNOW-CP, No. 8 -- now 3 for 1. For San Luis Obispo, Cal., KVEC, No. 3. For San Francisco, Leland Holzer, Los Angeles auto dealer and AM applicant, No. 11 -- 5th for 3 channels; he says he'd spend only \$69,125 on construction, \$3,000 per month on operation.

Applications are also in preparation, among many others, for WTSP, St. Petersburg (Fla.) Times, which will doubtless hasten Tampa Times (WDAE) and Tampa Tribune (WFLA) applications; and for Niagara Falls (N.Y.) Gazette-WHLD. And Westinghouse, which is really trying to persuade Philco to sell it all or part of Philadelphia's WPTZ, is contemplating filing for Portland, Ore., where it owns 50 kw KEX.

LITTLE & BIG TV SET MAKERS: New companies, new brand names are constantly being announced in the TV receiver field -- despite that school of thinking that's convinced future TV set-making must eventually be concentrated in a few big companies, perhaps even evolving toward General Motors types of industrial structure (see Trends in TV Set Manufacture; Vol. 4, No. 8). We've reported on most of them as announced (Supp. No. 57), but they're still coming. Among the latest: Lynn Television Co., 241 Fairfield Ave., Upper Darby, Pa., \$2,195 "Magna-Vision" reflective set for pictures up to 9x12 ft., similar to Colonial Television's "Vision-Master" (Vol. 4, No. 6), also planning 15-in. direct view table model; Standard Radio & Television Co., Main St., Fort Lee, N.J., announcing 15-in. table model for \$590; Television Corp. of America, Lakewood, N.J., with 15 and 20-in. direct view sets, thus far installed in local hotels only; Regal Electronics Corp., 605 W. 130th St., New York City, reported promising 7-in. table model to sell "below \$100."

Meanwhile, both RCA and Belmont (Raytheon) have announced \$369.50 TV-only consoles with 10-in. tubes -- RCA chassis being same as its \$325 table model, Belmont's containing 20 tubes, 2 rectifiers. Bendix's TV line is due by May 1, no details yet. Westinghouse reports progress on new 10-in. models, "priced competitively," will have some ready for New York, Boston, Philadelphia, Baltimore markets by mid-summer. And to point up fact it's in TV with both feet, Magnavox has hired Anthony Wright away from RCA to work on TV.

SEASON OF THE TV PARLEYS: Now that its avowed policy is an all-out effort in TV, trust CBS to do a bang-up promotion job for itself and for black-and-white. First off, it's calling together all of its 165 network affiliates who may be interested in TV [thus far 2 are on the air, 8 hold CPs, 24 are applicants] for "Television Clinic" in New York March 31. CBS hierarchy, TV v.p. Larry Lowman presiding, will discuss plans, prospects, etc., video and engineering depts. will hash over affiliates' problems. Presumably, too, CBS will divulge whether it has any definite plans

yet to go into receiver manufacture under its own brand name -- its executives have frequently expressed conviction that's only sure way to make TV pay off on the big-time scale New York and network operations demand. Despite denials of individual deal rumors, it's an open secret (a) that CBS would like to go into radio manufacturing field, as it did so profitably into recording, and (b) that overtures toward that end have been made by and to the company.

Note: Season of the TV confabs, finds GE setting one up for its customers in Syracuse, March 16-18; "Televiser" Magazine staging its "TV Institute" in Pittsburgh's William Penn Hotel, March 22; "Televiser" again staging an "Institute and Trade Show" in New York's Hotel New Yorker, April 19-21; IRE's Audio-Video Committee (H. A. Chinn, chairman) meeting during IRE convention in New York, March 24; IRE Television Committee (P. J. Larsen, chairman) meeting March 25. And it's to be expected NAB convention at Los Angeles Biltmore, May 16-21, will have TV sessions and displays, though not yet arranged.

SIGHT AND SOUND

Curious apathy toward "freedom to editorialize" (Mayflower) issue seemed to prevail before, during and after this week's sparsely attended en banc hearing—at least among bulk of broadcasters, many of whom apparently wouldn't editorialize even if permitted. Publishers, though owning some 25% of radio facilities, were particularly conspicuous by absence. Perhaps broadcasters are preoccupied with own growing pains—TV, FM, increased competition. FCC heard all shades of opinion (and legalistics) from big list of witnesses ranging from network bigwigs to plain pinkos, will hear NAB and others April 19 week.

"Turn TV to Your Advantage," advises Feb. 27 newsletter of Associated Theatre Owners of Indiana, which warns that Cincinnati's WLWT will soon serve 100-150 mi. radius, Chicago's WGN 90-125 mi. So, it suggests to exhibitors: "If you don't want to compete with the local bars . . . you had better place in your lobby a TV receiver. In the large cities where the bars got the jump . . . box offices suffered greatly, particularly on Friday night when fights were televised . . . Resourceful exhibitors [placed] sets in their lobbies . . . allowed Pop to watch the fights while Mom saw the feature picture . . ."

NBC now promises its Chicago WNBQ (changed from WNBX) will get going by Sept. 1. ABC says its KGO-TV San Francisco site on Sutro Twin Peaks has been approved and station may be on air before December. NBC's San Francisco outlet will be *Chronicle's* KRON-TV, ready by early 1949. CBS is reported dickering for affiliation with KFI-TV, Los Angeles, also *Times'* KTTV.

Ex-ABC v.p. Keith Kiggins has been named president and operating head of Television Associates Inc., 190 N. State St., Chicago, studio and other TV equipment manufacturing firm originally set up by Capt. Bill Eddy (now WBKB) and his wartime associates.

Still another 6-hour-straight sponsor of classical music has been signed by FM station WABF, New York: Admiral Radio-Sachs Stores jointly, Tuesday, 6-12 p.m. Previously signed were Philco Mondays, Stromberg-Carlson Fridays (Vol. 4, No. 8).

Report for National Football League, prepared by N. Y. Giants' George H. Rohrs, concludes there is no evidence to support belief TV cuts paid attendance, recommends offering TV rights on basis of 1948 local audiences but adjustable as more sets are sold.

All Chicago Cubs home games will be carried on WGN-TV, starting April 23. Team is owned by Philip K. Wrigley, part-owner of WIND, TV applicant.

Cuba's first FM station, CM2IL, Havana, just started, operates 16 hours daily on 102.7 mc with 250 watts.

Success with his "TV Caravan" which covered big Allied Stores chain (Vol. 3, No. 16, 44; Vol. 4, No. 6) so peiked up Sam Cuff that he formed Storevision Inc. built around this idea: He sets up projection unit, Balopticon, video chain, receivers, etc., within a store. Then he sells 30 or 60-second film "spots" to sponsors whose products are sold in store (at \$1.50 now, probably half that later). Film consists only of commercials, no entertainment, each sponsor's spot repeated every 15 minutes. U. S. Rubber is first customer, buying 4 spots. First 8-week test period begins April 12 in Richmond's Thalheimer Bros., second June 14 in Akron's Polskys. If store wants permanent installation, RCA equipment costs about \$25,000 plus receivers. To handle business, Cuff has enlisted station rep Adam Young, 11 W. 42nd St., New York, who has set up special "Storevision Sales" dept.

Sen. Johnson's clear channel bill (Vol. 4, No. 9) goes to hearing "on or about April 5," letter from Senate Interstate Commerce Committee informed all AM licensees and grantees this week. Bill would not only prevent FCC from granting clears more than 50 kw but would reduce most of them to Class 1-Bs. Letter said Committee was disturbed by reports that superpower grants would force many, if not most, other stations out of business.

Nature of opposition to Lemke Resolution (Vol. 4, No. 6) shapes up with these indicating intention of appearing at hearings tentatively scheduled for March 24-25: FCC, TBA, NAB, Motorola, WEAW (FM), Evanston, Ill., plus various mobile service representatives. There's little doubt RCA will be in, too, but it hasn't yet said so.

Another long distance TV reception report: Radio serviceman in Salisbury, Md., reports good pictures from WNBW, WTTG, Washington, and WMAR, Baltimore (80 mi.) and WFIL-TV, Philadelphia (110 mi.). He uses Motorola set with "booster" and ordinary roof-top antenna; he started with 80-ft antenna but found it unnecessary.

Lowering FM table model prices (though still not enough) are indicated in current Sears Roebuck advertising of table AM-FM for \$47.75. Westinghouse, also currently giving FM heavy play in its ads, is out with table models at \$57.95 and \$59.95.

Half dozen of his stations are TV grantees or applicants, so Rep John Blair is also expanding into TV sales—following lead of Katz, Petry, Radio Sales.

Revised edition of our annual *Directory of Attorneys Practicing Before FCC* is now in works, will be ready for you in week or so; new *Directory of Engineers* in month.

GE's new FM studio-transmitter link (STL), covering 920-960 mc, will be available "around August" at \$6,950.

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Television Digest

FILE 157-16

and FM Reports

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March 13, 1948

WESTERN UNION'S TV RELAYS: Western Union stole march on AT&T this week in filing FCC applications for 6 "Class 2 experimental" microwave stations between New York and Philadelphia, capable of handling 2 reversible TV channels. They're first of contemplated widespread WU system of microwave relays, eventually to be nationwide in scale. They augur real competition to AT&T's coaxial and microwave TV setups, should help hasten network and other intercity TV service.

Applications suggest initial rates of \$4,700 per month (for 4 p.m. to midnight, 7 day week, one-year contract), plus \$340 per hour per month for other time, \$25 per hour for occasional overtime service. Rates compare with tariff AT&T filed last summer but later withdrew (Vol. 3, No. 23, 29) which added up to \$4,350 per month for same distance. New AT&T rates, which FCC has directed be filed by April 1 (Vol. 4, No. 7) are expected to be in next week -- although rumors won't down someone's going to ask FCC and AT&T to permit continued free use of coaxial through Philadelphia political conventions in June-July.

Western Union proposes using 5925-6425 mc common carrier frequencies with 15 watts power, 4.5 mc bandwidth (1.5 mc more than coaxial), video only (so sound must presumably go via land lines). If granted, WU says it will be ready by about May 1 to relay direct to "customer's premises" via these relays: New York-Neshanic, N.J. (42.5 mi.), to Mt. Laurel, N.J. (36.7 mi.), to Philadelphia (14.5 mi.), or reverse, all line-of-sight towers already installed. Transmitters employ Philco microwave equipment, with additional specially designed Sperry Gyroscope Co. heterodyne klystron TV tubes.

Meanwhile, RCA's extension of Philco New York-Philadelphia microwave from Philadelphia into Baltimore (Vol. 3, No. 51) is now in use to feed WBAL-TV when coaxial isn't available, has also been extended into Washington to feed WNBW.

TV OUTPUT AT PEAK, FM CLIMBING: February TV receiving set production totaled 35,889, highest ever, nudged total RMA postwar figure to 250,937. This plus pre-war, kit-built and non-RMA sets means conservatively 275,000 TV receivers in this country so far. Month's output of FM sets was 140,629, improving though still under December's high-water 191,974. But February figure boosted total postwar FMs to 1,629,897. Month's production of all kinds of radios was 1,379,605.

February TV breakdown: 25,594 table models, 5,559 TV-only consoles (1,272 projection type), 4,736 consoles with radio-phono (65 projection type). February FM breakdown: 44,256 AM-FM table models (228 with phono), 89,169 consoles (11 without phono), 7,204 FM-only and tuners.

JOCKEYING FOR POWER & CHANNELS: Highest power yet proposed for TV is 250 kw specified in application of Eitel-McCullough's Radio Diablo Inc. for Channel No. 13 in San Francisco area, where 5 now seek 3 remaining channels. Tube manufacturing firm (Eimac), noted for high power FM tube development, designates Mt. Diablo tower rising 3,098 ft. above average terrain, 22,000 sq. mi. coverage, \$287,500 plant. Mt. Diablo is also site of its projected 250-kw FM station KSBR, San Bruno, Cal. This

was one of 10 new applications filed this week as follows (for details, see TV Addenda 2-E herewith):

For San Diego, Cal., KGB-Don Lee, No. 6 -- making 7 seeking 3 channels. For Tampa, WFLA-Tribune, No. 4. For Des Moines, Tri-States Meredith Bcstg. Co., No. 2 -- half owned by Tri-States theater chain (itself half-owned by Paramount) and by Meredith Publishing Corp. (Better Homes & Gardens, Successful Farming). For Topeka, Kan., WIBW-Capper, No. 7. For New Orleans, New Orleans Television Co., No. 2 -- first of group of stations sought by Texas oilmen we mentioned last week (Vol. 4, No. 10). For Baltimore, WCAO, No. 6 -- channel not assigned that city. For Minneapolis, WLOL-Ralph Atlass, No. 7. For St. Joseph, Mo., Arthur Church interests (KMBC, Kansas City), No. 13 -- for satellite. For San Antonio, WOAI, No. 4.

Only CP granted this week went to Ccwles brothers, publisher-broadcasters, who got Channel 9 in Minneapolis, where they publish all newspapers but have no radio station. It's their first grant, though they seek others in Des Moines and Boston. Soon to file also will be WFOX, Milwaukee; WHLD, Niagara Falls Gazette (to ask for No. 9 next week); KSO, Des Moines, withdrawal contingent on FCC approval of sale to aforementioned Tri-States Meredith.

* * * *

Baltimore's belated WCAO (CBS affiliate) application for same unallocated TV Channel No. 6 asked by Tom Tinsley's WITH (Vol. 4, No. 9), and Arthur Church's application for St. Joseph satellite to his projected Kansas City KMBC-TV, underline jockeying under way for fast-vanishing TV facilities. Church also proposes an interesting parlay of channels designed to avoid Kansas City hearing (5 for 3) by making channels available for all local applicants. It's noteworthy as indicating desperate efforts to get TV now by very folk who spurned it only few months ago when they could have had channels for asking. This is plan laid before FCC:

Add Channel 7 (now Topeka's) to Kansas City, giving city 5 channels instead of originally allocated 4, one already granted Kansas City Star's WDAF. Move No. 12 into St. Joseph, No. 13 from St. Joseph to Topeka where KMBC would take it for satellite while Capper's WIBW gets No. 11. Only new channel added is No. 12, nearest allocation being Lincoln, Neb. It gives you idea of kind of juggling we'll see henceforth, except in this instance there are several flies in ointment: (1) New England Television Co. is applicant for Kansas City, though regarded as having little chance, being an out-of-towner; (2) others may decide to apply for Kansas City, so local KMBC, KCMO, WHB, KCKN may face still more competition for channels.

TELE SMACKEROOS SHOW BIZ, REPS: In characteristic idiom, the show business journal "Variety" buttons up just about the whole story of TV's impact in these pertinent paragraphs:

"Television, the infant prodigy of show business, may prove just what the doctor ordered for the ailing entertainment world. With most phases of show biz currently stalled in poor business doldrums, television -- offshoot of them all -- is the only one now showing any signs of progressive activity. Situation has led some to believe that video will steamroller at the expense of the others, but most key execs of allied fields have become convinced that the new medium will eventually boom them to new top-profit conditions. Radio, most closely allied to tele, has continued to show neat profits...[but] there's no question about it's being in a static condition...That tele has drawn off much of the lure and glamor from radio for all agencies, advertisers, talent and execs is unquestionable..."

And from March 10 "Variety" (Ben Bodec reporting): "Station reps are complaining that television has taken such a hold on the consciousness of their outlets that they can't get them worked up any more about the problems of the radio business. It's got so that when a station man comes calling in his rep's New York office, run the complaints, all he wants to talk about nowadays is the TV application he has filed and the competition he's getting from other applicants for the specified channel. These reps [are] amazed at the sudden surge of excitement over video among station men who only a month or so ago were almost indifferent..."

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

March 13, 1948

Supplement No. 11-B herewith, our *Directory of Attorneys Practicing Before the FCC*, is a reference listing only of lawyers who handle AM, FM, TV and related cases more or less regularly, most of them specialists in radio practice. It does not purport to include all members of the FCC Bar Assn. In about a month we'll have a revised *Directory of Consulting Engineers Specializing in Radio Broadcasting*, a list that has expanded considerably since we published it last.

Broadcasting's 1947 time sales increased 5.6% over 1946, according to FCC preliminary report this week. Major networks and their 10 key stations accounted for net sales of \$72,352,636, up 3% from 1946. Non-affiliated stations increased 13%, network affiliates went up 5.7%. Total revenues of 343 new stations licensed in 1947 were \$15,261,819, averaging approximately \$5,900 each monthly. Local daytime and part-time stations showed greatest increase—20%, while 50 kw clears had smallest rise—4.5%. Another report (Public Notice 18449) showed networks and stations with 34,720 full-time employes during sample week of October, 1947—an increase of 15% over February, 1947. FCC also released full financial data on 1946 broadcast operations (Mimeo. 16953).

FCC may be forced to take cognizance of *Billboard's* expose of anti-Semitic and other news-slanting alleged against Dick Richards, owner of KMPC, Beverly Hills, Cal., for American Jewish Congress has petitioned for revocation of KMPC license. It's undecided whether petition will be set for hearing or all parties ordered to appear at resumption of Mayflower (editorializing by radio) hearings April 19. *Billboard* bombshells burst in March 6, 13 issues during first phase of Mayflower hearing, furnished fodder to those opposing editorial rights for broadcasters.

"Solar noise" may turn out to be the important limiting factor in uhf reception, suggests Bureau of Standards in inaugurating study of 480-500 mc band at Sterling, Va. Sun's noise, described as "hisses," "puffs," "swishes," and "grinding" can cause picture streaks or jumpiness. Cosmic noise from Sagittarius in Milky Way is a minor problem on FM frequencies.

Joint use of towers or antennas by more than one licensee, long sought for economy and convenience, and particularly important since advent of FM and TV, was proposed by FCC this week in its Docket No. 8827. Rules amendment would make one licensee completely responsible for structure. Objections, if any, must be filed by March 31.

Here's duplication with a vengeance: Round-table on Communism was carried simultaneously Sunday on *Detroit News'* WWJ, WWJ-FM and WWJ-TV, coinciding also with expose series in newspaper.

Most elaborate directional array in country will be 9-element setup to be used by WDGY, Minneapolis, in fulfilling last week's power increase to 50 kw daytime, 25 kw night, on 1130 kc.

Networks and Petrillo negotiated in New York again this week, came to no agreement, resume Monday. Participants are all saying "nothing to report."

Lucky Strike is by way of being TV's top sponsor, through N. W. Ayer has bought "Barney Blake, Police Reporter," half-hour mystery, placement as yet undecided.

RCA's Gen. David Sarnoff, who has called the turn on TV from the start, goes further, probes deeply into radio's whole future in speech Friday at Boston U, which gave him degree of Doctor of Commercial Science. He said "mere specks of radioactive material from nuclear fission" will serve some day to power radio and TV receivers and broadcasting stations, adding: "A miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people may also carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are."

Notes on TV

Stage-video cooperation may indeed be heralded by Lucky Strike-sponsored show on CBS-TV hookup (WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore; WMAL-TV, Washington) for "Tonight on Broadway" series, Tuesdays, 7-7:30 p.m., starting April 6. On Thursday, Producer Martin Gosch, CBS's Bill Paley, Actors Equity's Clarence Derwent, Foote, Cone & Belding's Emerson Foote met newsmen in Foote's office to announce feature, which will consist of about 10 minutes of actual play scenes, then back-stage glimpses. First play covered will be "Mister Roberts," big current hit starring Henry Fonda. Experiment with "trailers" for legitimate shows will be watched keenly for theatre advertising, sponsor values, viewer interest. TV rates for actors have Equity acceptance, but there's still union jurisdictional problem (over who handles cameras) to be settled.

TV networking is far and away major desire of moment for TV operators and grantecs, if NBC affiliates session Friday is criterion. Representatives of more than 25 NBC-affiliated stations met with NBC executives Trammell, Mullen, Hedges, Kersta, heard reports on dates AT&T plans intercity connections (Vol. 4, No. 9), were informed on NBC video accounts (65% of NBC's video is now sponsored), were asked what more NBC could do to help them in their TV plans.

FCC's minimum-hours-per-week TV rule looks like it will be liberalized soon, possibly in part along lines of TBA-recommended graduated scale. TBA suggested rule calling for 12 hours per week first 18 months of station operation (including at least 2 hours daily in any 5 days), then 16, 20, 24 hours per week every 6 months thereafter, reaching 28-hour minimum after 36 months.

KSTP-TV's tests are proving highly satisfactory, reports Stanley Hubbard, and it will start commercial operation April 27. TV technical staff headed by John Fricker, ex-NBC, and including Walter Varnum, ex-RCA, is testing 5 days weekly, plans unsponsored sports pickups, think Minneapolis-St. Paul market is about ready for receiver exploitation.

Philadelphia TV hearing (Gimbels-WIP vs. Daily News-WIBG) for city's sole remaining channel began Thursday, kicked off season of contests in cities with more applicants than channels. Next comes Harrisburg, 2 for 1, March 18. Cleveland was postponed to May 24; Wilkes-Barre, to April 1. For other hearing dates and all applicants, see TV Addenda 2-C.

Add TV sponsors: On WABD, New York, Hudson Corp. (autos), 5 spots weekly, 13 weeks, thru Pace-r Adv. Apex Electrical Mfg. Co. (Fold-a-matic r), 13 spots, thru Meldrum & Fewsmith. On WPTZ, delphia, Pierce-Phelps Inc. (Never-Lift iron), March 0-min. demonstration. On WBKB, Chicago, and W, Washington, Admiral Corp. (radios), full-length es (also going into other markets). On WLWT, Cinti, Burger Brewing Co., home games of Cincinnati, thru Midland Ave. Agency. On WWJ-TV, Detroit, ral Electric Supply Corp., CYO boxing tournament, hts, thru Simons-Michelson. On WTMJ-TV, Milwau-home games of Milwaukee Brewers, thru J. Walter apson. On KTLA, Los Angeles, Lektrolite Corp. gters), 26 Fri. night 1-min. films, thru Donahue & Co. TLA and WBKB, Ronson Art Metal Works Inc. gters), 20-second film spots, thru Cecil & Presbrey.

Richmond's WTVR (WMBG), now testing, hasn't yet ed when it will "go commercial," but as preliminary olding parleys on TV and demonstrating for distribu-and dealers. This week Philco's sales chief Fred y headed big meeting, promised sets; so did RCA's Elliott and Dan Halpin. Several weeks ago GE did ise, followed up immediately with big shipment of awaiting WTVR opening to go on market.

Push against laggard TV grantees continues. Dallas icant Lee Segall (KIXL) asked that *Times-Herald's* onth-old KRLD-TV grant be deleted, put into hopper other 4 applicants (see TV Directory 2 and Addenda). ED has filed objections. Although FCC gave Detroit's IT (ABC) extension (Vol. 4, No. 8), Paramount's ed Detroit Theatres this week filed protest, asked again CP be taken away, station be made party to hearing Addenda 2-C).

Caldwell-Clements "Tele-Tech" for March appears in v format, emphasizes TV technical developments, fea- latest TV components, circuits, designs; new RCA llic tube; new North American Philips "Protelgram" 4, No. 9); surveys of big picture techniques, liquid as, etc.

Gillette has made own contract with promoters for -TV rights to next Louis-Walcott fight, paying \$000; so TV rights probably will be re-sold to NBC ork. NBC reports signing 5-year exclusive radio-TV r act covering all U. S. Golf Assn. competitions.

"Top o' the Mark" (Mark Hopkins Hotel) will be site n Francisco's KSFO-TV (to be changed from KWIS). r for RCA equipment has been placed, and Manager Lasky says he hopes to get on air ahead of KGO-TV RON-TV.

Chicago area having reached 15,062 TV sets as of h 3, WBKB has raised basic rate from \$375 to \$500 our for studio shows, plans next raise when 25,000 are counted by local Electric Assn.

Off for Pacific Coast, particularly to look over TV re- prospects in Los Angeles and San Francisco, went ont's Ernest Marx this week; he's general manager / Receiver Division.

ABC has detailed Ernest Lee Jahneke as TV liaison affiliates, working under station relations v.p. John orton Jr. Mutual has research v.p. E. P. H. James ing on its TV plans.

"TV Steals the Show" titles article in March *American* l James, of *Broadcasting*, who relates amusing anec-, discourses on TV's impact on movies and sports it really becomes a mass medium.

As incentive for Cincinnati TV advertisers to remain on video during summer "slump" months, WLWT offers discount rates ranging from 25% for first 4 weeks to 40% for 17-22 weeks. Departure from AM and network rate practices will maintain Crosley station schedules and tele-fare, General Manager R. E. Dunville believes. *Philadelphia Inquirer's* WFIL-TV put out second rate card, jumping 1-hour live rate to \$300 (from \$200), film rate to \$150 (from previous \$75 for 30 minutes), also reports 18,500 TV sets in Quaker city, based on Electrical Assn. survey.

Significant item from AT&T 1947 annual report, out last week: "A new type of electronic tube called the travel-ing-wave tube offers promise of greatly increasing the number of telephone conversations and television programs which can be carried simultaneously. Another new tube, called the pulse-coder, promises to prevent degradation of sound or sight no matter how long the chain of radio relay links."

TV for guests of New York's Hotel Taft will cost \$1 per day extra, installation in 132 rooms to be completed by May 1 by Industrial Television Inc., Clifton, N. J.

Notes on FM

Three-year license periods, same as for AM, were set up for FM by FCC this week. However, initial licenses will be granted for only 12 to 23 months, depending on frequency; renewals will be good for 3 years, staggered so that one-third will expire each year.

Tests of transit FM (Vol. 4, No. 5-7) in 2 buses by *Baltimore Sun's* WMAR-FM show "absolutely no interfer-ence or fading," reports Director Jack Jett. Further: "We have taken the bus out as far as 20 miles . . . without ob-serving any noticeable change in quality. . . . Bridges, short tunnels, etc., seem to have no effect whatsoever on quality." Quick survey of 435 riders found 431 reacting very fa-vorably. WWDC-FM, Washington, also testing, plans ride for press Monday.

Full dress facsimile hearing starts Monday, March 15, shouldn't take more than 2 days, has this lineup: Hogan (RTPB Panel 7), Finch, Alden, FMA, NAB, Radio Inven-tions Inc., Faximile Inc.; WFIL and WPEN, Philadelphia; WQAM, Miami; WBNS, Columbus, Rural Radio Network (upstate New York).

TV-FM duplication got one of its first tests last week when WMAR-TV ran the sound portion of its TV docu-mentary "Three Men From Suribachi" over WMAR-FM simultaneously with telecast. "The continuity held to-gether very well," says *Baltimore Sun's* radio v.p. E. K. Jett, "and we received a good response."

"Don't buy half a radio" was rather catchy theme in ads of KOAD (*Omaha World Herald*) plugging FM-AM com-binations. FMA has passed along to members proofs of ads which KOAD Manager F. E. Shopen says dealers at first didn't like at all but warmed up to later.

New York City's municipally owned WNYC-FM, says Director Seymour Siegel, is laying plans for a non-com-mercial FM network, though admittedly there aren't many educational stations yet operating or projected. It's a long-haul plan.

FMA hopes to duplicate enthusiasm of Region 3 meet-ing (Vol. 4, No. 8) at Region 4 (D. C., Del., Md., Va., N. C.) confab May 5-6, Hotel Statler, Washington. Ben Strouse (WWDC-FM, Washington) is chairman. Board meets day before.

FMA reports 300 answers from stations queried on AM-FM duplication (Vol. 4, No. 9), but Executive Director Bill Bailey hasn't had chance to analyze them yet.

FUTURE OF AURAL RADIO IS FM--II: Apropos our recent observations captioned "The Future of Aural Radio is FM" (Vol. 4, No. 9), these pertinent comments from veteran radio engineer Paul F. Godley are worth recording:

"...as to FM's big problem: In 1944, and now, I have felt it was receivers, not transmitters of greater number or greater power, as you have it. Receivers! That's the weak spot, because what the industry has shown to date in performance and price range does not begin to meet the requirements of the great things the public generally has been led to expect...

"All of this causes me to wonder whether or not one is being very realistic when one continues to stress (as many people have done and now do) the imminent possibility that the AM structure is going to shortly be subjected to a re-scrambling which will find the FM services carrying the big sound broadcasting load with a few high power AM stations filling in the rural areas. I agree that, given sufficient time, such a change may come about. But it seems to me that because of the available services within the metropolitan areas in particular, because of the poor performance of FM receivers in general up to this time, and because of the cost of these FM receivers, it is going to be a rather long haul.

"The abandonment of any AM facility can only come at a time when not less than 90% of the listeners in a given area are equipped with FM. The average American has been able for many years to tap in our best radio programs with a receiver which costs but \$15 to \$25. The average listener has thus far been unable to note very much advantage through the use of an FM receiver. The average dealer feels this sales resistance...drift of the receiver is bad...quality often worse than AM ...require outdoor aerials...objections to tuner or adjunct on present receivers. Few wish to lay out the sums required to buy a so-called high grade set. Many who have purchased high grade sets have found deep disappointment."

LOTS OF TALK, NOT MUCH ACTION: Talk as they will about imperative need for more TV channels (Vol. 4, No. 7-10), no one has made actual move yet toward putting issue before FCC. And apparently no one has any intention of doing so now -- there simply isn't enough known about what can be done on 500 mc or with IRAC about "availability" of lower governmental bands. At intra-company TV committee meeting Tuesday, RCA instituted program of study that may be completed in 2-3 months. Talks with consulting engineers and manufacturers, to say nothing of FCC officials, impress one point: Even should 500 mc band be opened up immediately to commercial telecasting, it would take 2-3 years before adequate equipment would be available; even then, according to many technicians, coverage would never begin to approach 50 mc propagation. Other, more recent ideas advanced for better use of TV's present 12 channels: (1) more use of directional antennas (highly complicated), and (2) narrowing down present 6 mc band to permit squeezing in more frequencies.

* * *

TV channel demand was subject of this comment by FCC Chairman Wayne Coy in New York Sun article Tuesday, and he may have more to say on subject when he addresses IRE March 23: "With the boom on, I estimate that all of the television channels in the nation's 140 metropolitan areas (50,000 population and over) will be assigned by the end of the year. That will give us 400 stations in our larger cities. Six months ago there were television channels to be had for the asking... Today, abundance has changed to scarcity...We still have channels left for several hundred stations in the small communities of 5,000 to 50,000 [but] few persons in these areas (see TV Directory No 2, Addenda and Allocation Table) have sought applications. Most of them are waiting to observe...operations of the big city stations..."

Apropos fact demand for more channels stems primarily from big cities, while channels still go begging in smaller communities, here's a pertinent commentary by engineer-economist Phil Merryman, ex-NBC, now a consultant: "I still stand by my prediction made before the FCC in 1944," he wrote us after our analysis titled The Fast Vanishing TV Channels (Vol. 4, No. 7), "that cities of 25,000 will support TV stations and that 400 such cities will have TV service by 1955."

COMPETITION IN TV TRANSMITTERS: You know TV station field is really up and coming when, after careful survey, an alert outfit like Raytheon decides to go into TV transmitter production -- to compete in field hitherto confined to RCA, GE, DuMont. Nor will Raytheon be the only one, for it's an open secret Federal and Western Electric (Vol. 4, No. 3) are eyeing the field closely, to say nothing of some of the smaller AM-FM transmitter manufacturers. It all spells more competition, faster deliveries, possibly lowering prices.

Raytheon announced line of both 500-watt and 5-kw TV transmitters, priced competitively, sold through its district reps, details available from them or from Waltham. It says it already has contingent orders from 4 of its AM-FM customers, will also build some transmitters for DuMont. It offers complete complement of TV equipment, though camera chains are DuMont. There's no present intention of entering TV cathode ray or orthicon tube field, though company makes ordinary receiving tubes at Newton, industrial tubes (including magnetrons) at Waltham.

Meanwhile, from RCA we learn identity of those 21 to whom RCA's annual report (Vol. 4, No. 9) stated TV transmitter deliveries were made during 1947. They are: WNBW and WMAL-TV, Washington; WFIL-TV and WCAU-TV, Philadelphia; WBAL-TV, Baltimore; KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WLWT, Cincinnati; WMAR-TV, Baltimore; Army, Fort Monmouth, N. J.; KSTP-TV, St. Paul; WBZ-TV, Boston; KOB-TV, Albuquerque; WATV (WAAT), Newark; WBEN-TV, Buffalo; KFI-TV, Los Angeles; WTVT, Toledo; WBAP-TV, Fort Worth; WIOD, Miami; and NBC's KNBH, Los Angeles and WNBK, Cleveland. First 9 are on air commercially, several of others testing, all but one or two of the rest building and expected to get going this year. Since Jan. 1, four more have been delivered: to WNBT, New York (new NBC Empire State transmitter); NBC's WNBX, Chicago; KTTV, Los Angeles Times; WAVE-TV, Louisville.

EYES OF PUBLIC ARE UPON THEM: From standpoint of public promotion of TV, standout ad in New York Sun's 20-page Television Edition Tuesday (March 9) was an RCA Victor institutional page, white-on-black caption line in tele-shape screen reading: "Today's Television Screen is Already 40,000,000 People Big." Ad goes on to say: "Right now -- today -- 40,000,000 people are living within reach of daily television programs. Before the votes are cast in this year's Presidential election, television will reach substantial areas in at least 21 states having more than two-thirds of the national total of electoral votes."

Significantly, in same issue Sun's noted political writer George Van Slyke writes: "The Look takes its place with The Voice as television goes into action for the first time as a big factor in a national campaign. Glamour enters politics as a vote-getter...as candidates are forced to preen for their appearances in 700,000 or more parlors next autumn." He goes on to quote RCA's Gen. Sarnoff as saying "Television is likely to do more to revolutionize politics than sound broadcasting...How they look as well as what they say may determine...their popularity. The eyes of the public will be upon them."

From trade standpoint, ad makes several pertinent disclosures of hitherto hush-hush company secrets: (1) That RCA transmission equipment has been "chosen" by 43 telecasters in 31 cities, presumably meaning that many firm orders. (2) That RCA supplies 650 types of electron tubes for TV transmitters, receivers, cameras, etc. -- its Lancaster plant being one of the "wonder houses" of industry. (3) That "more RCA Victor [TV] sets have been produced and sold than all other makes...combined." In other words, of some 275,000 sets produced thus far (including pre-war and 35,889 in February), RCA claims it has manufactured better than half. If it hasn't, we'll sure enough hear from big mass producer Philco, whose President John Ballantyne was quoted this week as stating his company is stepping up TV production 6 times last year's rate -- or "quite a few thousand sets per week." This week too, Stewart-Warner's radio v.p., Samuel Insull Jr., promising new line by mid-summer, said by end of 1948 its TV production will increase tenfold to 2,500 per month.

Note: If you're concerned with TV promotion and haven't seen Victor ad, placed only in New York, Philadelphia newspapers, ask public relations v.p. John K. West, RCA Victor, Camden, to send you reprint.

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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March 20, 1948

PRICES TREND DOWN AS TV BOOMS: Though today's market readily absorbs just about every receiving set the TV factories can produce (see our TV Manufacturer-Receiver Directory, Supp. 57), watch the competitive fur fly as biggest small-set producer Emerson and giant General Electric leap into the field for fair.

Emerson's new 10-in. table model at \$269.50 (Vol. 4, No. 3) hits New York market next week with big advertising splash, preliminary to going into other TV cities. GE's new 10-in. table model 810, to be priced "probably under \$300," goes into production April 5 at projected rate of 300 daily, should reach market shortly thereafter, will feature new aluminum-backed tube.

Add fact that big Admiral's Ross Siragusa reports his company now shipping its \$299.95 "TV Optional" console (Vol. 4, No. 1) at rate of 200 per day, that Admiral's 7-in. table model at \$169.95 goes into production in May, that Motorola's big push on its 7-in. at \$179.95 (Vol. 4, No. 8) is reported extremely successful, that Philco and RCA are stepping up TV production all along the line, that others are moving as fast as they can -- and you have picture of a boom industry.

TV RELAY RATES, A CORRECTION: Our mathematics went a bit awry last week when we compared Western Union's proposed New York-Philadelphia microwave TV relay rates with those originally proposed by AT&T last summer (Vol. 4, No. 11). Actually, WU's \$4,700 per month compares with AT&T's \$6,000 for same distance -- though it should be noted AT&T's proposed tariffs were withdrawn, will be revised (presumably downward) and resubmitted soon for FCC approval. In our too-hasty figuring at last week's deadline, we overlooked fact AT&T's \$750 station connection charge was for single-station tieup, not 2 stations. Also, AT&T had loop charges for each connection from its terminals that added up to another \$650.

Western Union's offer is for a reversible circuit, AT&T's was for one-way only. And WU's connection to station transmitter would be via microwave (with full 4.5 mc bandwidth) whereas AT&T's could be via coaxial (2.8 mc). AT&T had hoped to file its proposed new TV tariffs this week, didn't make it, is now planning to submit them to FCC next week. Telephone company has also asked FCC for spur microwave links between Detroit-Toledo, Milwaukee-Chicago. Both Toledo and Chicago are on route of projected coaxial.

THE BIGGEST THING IN RADIO—II: You can also take this as axiomatic, Mr. Broadcaster and Mr. Sponsor and Mr. Radio Manufacturer -- when there's a TV set in the house, the aural radio or radios generally remain silent while TV programs are showing. That goes for the precious evening hours, even Sunday nights, when listening fare is usually at its best. Ask any TV set owner.

What does this mean to your business? It means fewer and fewer listeners as more and more TV receivers are installed. Assuming 275,000 TV sets in use in homes and public places thus far (Vol. 4, No. 11), the total doesn't bulk large -- yet. But consider these points taken from February edition of "Television Today," published by research-wise CBS:

Hooper survey on Friday, June 6, 1947 showed average of 54.5 sets in use during evening hours; another Hooper on Thursday, Nov. 13, showed 49.2 sets. Four

7 persons per set were found by viewer surveys to be the average number during evening hours, though average family (in New York area) is 3.5 persons. Today's audience is a "multiple family audience."

So divide that 275,00 by half (no. of sets turned on evenings), assume a man of 5.5 viewers per set, and even now -- only the second year since post-war TV set production began, and with only 19 stations in full operation -- you have more than 750,000 viewers. Not a big figure, to be sure, compared to the total aural radio audience (37 million homes with radios) -- but remember it's growing every day. Best trade estimates are around 850,000 TV sets in use by end of this year, 1,500,000 at end of 1949, progressively more thereafter.

The facts and the trend are as plain as that. All you need to do to convince yourself, if you're fortunate enough to live within range of a TV station, is to install a TV set in your home, then mark what happens to your own and your family's radio habits.

SCANS TV CRYSTAL BALL: General Electric's electronics sales chief, Arthur A. Brandt, came up with some pertinent statistical calculations on TV industry's upward trend, addressing company's TV seminar in Syracuse Tuesday. His figures are worth repeating:

First, he observed that average cost of a TV set in 1947 was \$575, in 1948 \$375, in 1949 will be \$275. Then he predicted number of receivers at end of this year will be 870,000; end of 1949, 2,470,000; 1950, 5,270,000; 1951, 9,000,000; 1952, 13,500,000. Next he estimated retail value of each year's production at: 1948, \$260,000,000; 1949, \$440,000,000; 1950, \$560,000,000; 1951, \$665,000,000; 1952, \$675,000,000. Note that, if Mr. Brandt's estimates pan out, average cost per set will be down to \$150 by 1952.

He forecast 21 markets with TV service (pop. 34,000,000) by end of 1948 (it's now 12 with about 31,000,000); 51 by 1949 (pop. 48,000,000); 62 by 1950 (pop. 58,000,000); 107 by 1951 (pop. 58,000,000); 140 by 1952 (pop. 63,000,000). Population with receivers (i.e., viewing audience) he estimated should rise from end of 1947's 1,000,000 to: 1948, 4,350,000; 1949, 9,880,000; 1950, 21,000,000; 1951, 32,000,000; 1952, 40,000,000. Average viewer per set would cut down from present 16 to about 3 in 1952 -- fewer curious visitors, more second sets in home, etc.

Small wonder, then, that Mr. Brandt asserted: "TV is destined to become one of the nation's biggest businesses."

* * * *

The 150 who attended GE's "clinic" March 16-18, mostly broadcasters, some not yet TV applicants, came away with these distinct impressions: (a) That GE has deposited lots of eggs in TV basket, turning over its big new Electronics Park plant practically entirely to TV receiver and transmitter development and production. (b) That TV is no sudden-profit, disc-jockey operation -- on testimony particularly of GE alumnus J. D. McLean, now commercial manager of Philco's WPTZ, who balanced fact that station got back only 15¢ on each dollar spent last year against present picture of 71% sponsored time, 38 sponsors (6 more to be added soon), mushrooming audience. He cited no dollar figures, but you might re-read our article "Break-Even Point in Sight" in Vol. 4, No. 10. (c) That programming is TV's toughest problem -- Maxon's v.p. M. F. Mahony expressing hope movie people will gap easy sportscasts and tough studio shows, perhaps with soap opera-type films.

Though it's obvious TV is a blue chip business, requires lots of capital and costly know-how, it's a fair guess that some of these broadcasters, registered for the seminars but not yet TV grantees or applicants, will file for TV in the near future: WFBL and WAGE, Syracuse; WMT and KCRG, Cedar Rapids, Ia.; KFAB and KWH, Omaha; WTRY, Troy, N. Y.; WLBC, Muncie, Ind.; KFH, Wichita; KXOA, Sacramento, Cal.; WRRN, Warren, O.; KYFM, San Antonio; WLAW, Lawrence, Mass.; KFEL, Denver; KMF, Pueblo, Colo; KHQ, Spokane; CKEY, Toronto; CKLW, Windsor, Ont. Otherwise, except for GE fieldmen and a scattering others, attendees were all from companies already in TV as grantees or applicants.

March 20, 1948

AM-TV-FM PEACE WITH PETRILLO: Everybody's happy about networks' peace pact with Petrillo, signed Thursday -- including Jimmy himself. New three-year contract (1) continues present wage rates and employment of musicians on network owned-and-managed stations, makes musicians available for local participating and network cooperative shows, settles matter of delayed (transcription repeat) broadcasts; (2) permits musicians to appear on TV, live or filmed, no rates specified yet but all arrangements to be made directly through Petrillo's own office in order to avoid confusion pending rate structure; (3) ratifies and extends AM-FM duplication agreement of Feb. 1 (Vol. 4, No. 5).

Fact networks aren't cutting down on number of musicians, as some stations have, is considered victory for music czar who was fearful they might be encouraged to do so under Taft-Hartley and Lea acts. Contract affects some 5,000 musicians in New York, Chicago, Los Angeles, who get average \$152 for 25-hour week.

Lifting of TV live music ban means full-fledged productions with music -- not half-live, half-canned; also spurs duplication of network radio shows on TV, for which big plans have already been laid (Vol. 4, No. 7). Indeed, ex-cornet player Petrillo, as a gracious gesture, agreed to blow first note on trumpet heralding live music on TV (which NBC filmed and telecast). And NBC's Frank Mullen announced its first duplicated radio-TV musical show would be this Saturday night's NBC Symphony, Toscanini directing. CBS then announced WCAU-TV would originate Eugene Ormandy and Philadelphia Orchestra telecast same day -- at 5 p.m., in fact, thus beating Toscanini show by 90 minutes, giving TV-owning music lovers 2 solid hours of sight-and-sound concerts without overlap.

NBC has several dozen radio shows potentially capable of televising "as is" -- with Firestone already dickering to duplicate its Monday night Firestone Hour. Plans are under way to put on Fred Waring and Chesterfield Supper Hour soon, too. You'll be hearing of other big-name acts going TV simultaneously from time to time, but there are still problems of fees, studio space, camera techniques, etc.

TV portion of AFM contract covers filming as well as telecasting, permits TV stations not able to carry telecasts live to show them on films later -- films shot either of actual performance or off-the-Kinescope. TV rates weren't set, said joint statment, because: "All parties, feeling it was too early to set a fixed rate pattern, agreed that...individual rate arrangements would be made from time to time to meet program needs as they arise...Mr. Petrillo stated that the AFM fully recognized the developmental stage of television broadcasting today...accordingly pledged rate patterns set during this period would be reasonable and economic."

Note on telegenics and public relations: Watching natural showman Jimmy Petrillo toot his horn over NBC-TV newsreel Friday night, sounding first approved notes of union music on TV, 15-year-old daughter of well-known radio executive exclaimed, "I don't care what Daddy says. I like him!"

NETWORKS INSIST ON ALL OR NONE: Networks have begun to lay it on the line to affiliates, demanding (though they don't pay for it) that AM-FM duplication cover all sponsored programs or none. No picking and choosing, except for sustainers. No matter that some FMs sell time separately, have commitments for local sports, especially baseball, which consume big segments of time. It's a sore subject that has quite a few affiliates balking, insisting FM costs them good money to operate. Many are openly honoring network policy in the breach. In fact, WCAU's Ben Larson told FX hearing in Washington this week that WCAU-FM is interrupting duplicated programs for FX several times daily, and CBS hasn't kicked yet.

ABC's Mark Woods put it bluntly to his affiliates at their meeting in Chicago last week: ABC, he said, expects all its affiliates with FM to duplicate all

commercial shows. He urged them all to get into FM -- or else face possibility of FM independent in that affiliate's market might be signed up as a full-fledged outlet. And NBC last week wired affiliates with FM suspected of not hewing to line, stating they must clear time for full duplication of network commercials, gave them until May 1 to clear up prior commitments. Network argument is it's unfair to fair advertisers if affiliates carry some, but not all, shows on FM; also that separate programming splits up audience, doesn't give sponsor full break.

SIGHT AND SOUND

Stock market position of 12 TV set makers as of March are detailed in survey titled "Television Coming of Age" published in March 15 *United Business Service*, though that 2 (Magnavox and Zenith) aren't yet producing. Also Raytheon's TV production is by its subsidiary DuMont and Sylvania's by Colonial.

	Earn. 1947	Div. 1947	Price Range 1947-1948	Recent Price	Yield†
General Corp.	E\$2.50	\$0.37½	10½- 6	8	4.7%
Mont Labs. A	E0.25		9½- 5	19	
Person Radio	c 2.83	0.95	12½- 6½	11	8.6
Schwartz	aE Nil		9½- 4½	6	
Magnavox	gE 3.60	0.62½+	18½- 9½	11	5.7
Corola	jE 3.00	1.00	14½- 9½	12	8.3
Philco	E 6.00	2.00+	35½-20	29	6.9
Radio Corp.	1.13	0.20	10½- 7½	8	2.5
Raytheon	b 0.47		13½- 5½	\$6	
Sylvania Electric	2.10	1.40	28½-17½	19	7.4
Television	E Nil		3 - 1½	12	
North Radio	aE 5.00	1.00	25 -14½	20	5.0

Based on 1947 dividends. + Plus stock. § N. Y. Curb. † Unlisted. ‡ Estimated. a Fiscal year ending April, 1948. b Fiscal year ended December. c Fiscal year ended October. d Deficit. j Fiscal year ended November. g Fiscal year ended February, 1948.

Though network service (except films) is still some way away from Twin Cities, awaiting coaxial or micro-relays, ebullient Stanley Hubbard gets distinction of being first TV station affiliation contract for his KSTP-St. Paul, due to start commercially April 27. NBC word-of-mouth commitments from most of its other affiliates in TV, while others have these executives "the road" making contacts, offering contracts: CBS's Larry Lowman and Herb Akerberg; ABC's Paul Mowrey and Ernest Lee Jahncke; MBS's Bob Schmidt and Jimmy Jones; DuMont's Larry Phillips.

Long-time experimental TV (as W6XIS), Salt Lake City's lone CP holder KDYL-TV begins thrice weekly 45-min. schedule April 19, has no commercial plans. Owner Sid Fox reports good picture over 20 mi. with 1-watt transmitter, expects mobile equipment in June. Fox has named veteran showman Harry Golub as TV head.

Civil Aeronautics Authority is balking at proposed R-TV transmitter site at Fort Lee, N. J., but company hands fighting it through. GE equipment is on order, set for Sept. 1 start (delay now probable), coincidental opening also of same licensee's WOIC, Washington, which towers erected but no studios yet built.

GE's deliveries of TV transmitters thus far have been WGN-TV, Chicago; WRGB, Schenectady. Its "firm reliable" orders are from WOR-TV, New York; WNAC-TV, Boston; ABC, Los Angeles and San Francisco; Don Lee, Los Angeles; Fort Industry Co., Detroit.

Daily newsreel service for TV stations is being handled by International News Service and International Photos in associated with Telenews Productions, specializing in newsreels and newsreel theaters.

RCA reports contracts for these additional 5 kw TV transmitters (Vol. 4, No. 11): WFBM, Indianapolis; WWC, Columbus (Crosley); WFMJ, Youngstown.

Burke Crotty, WMAL-TV video director, becomes ABC director of TV special events, leaves Washington when placement is selected.

Here's Dr. Allen B. DuMont speaking—to financial men, once again, the Customers Brokers Assn. at N. Y. Curb Exchange Tuesday: "Within the next 5 years, radio will be supplemental to television." And here's NBC's Niles Trammell quoted in January *Atlantic Monthly*: "My future is entirely wrapped up in sound broadcasting, but I'm the first to admit that when television comes in, sound broadcasting is finished."

Add TV Sponsors: On WTMJ-TV, Milwaukee, Schuster Dept. Stores, 10 spots weekly, and Broadway House of Music, 2 film spots weekly, thru Kramer-Crasselt Agency; Lucky Strikes, 4 film spots weekly, thru Foote, Cone & Belding; William Silverstone & Co. (men's clothiers), 2 spots weekly, direct; Otto L. Kuehn Co. (food brokers) and Broadway House of Music, 10-min. dugout interviews before each Brewers home game, alternating, games themselves sponsored by Ford. On WNBW, Washington, Gunther Brewing Co., Baltimore, fifth and sixth races at Bowie 9 days, March 30-April 9, thru Booth, Vickery & Schwinn.

Activity on Capitol Hill: Senate Interstate Committee reports over 300 letters from AMers overwhelmingly commending Sen. Johnson's bill to limit clear channels (Vol. 4, No. 9, 10); only 3 clears have written in complaining. Date for hearing opposition to Lemke Resolution on low-band FM (Vol. 4, No. 6, et seq) was moved to March 31-April 1, with RCA saying it will be there to refute charges.

Philco Corp. will sponsor films and commentaries on Florida training camps of 9 big league clubs on TV outlets in 12 cities, twice weekly for 4 weeks starting March 22; it's a package deal produced by Wallace Orr, titled "1948 Baseball Preview with Stan Baumgartner."

TV signal booster called "Videamp," about to go into 250-a-week production by Crystal Devices Co., 1819 Broadway, New York, has hiked signal 22 times in Channel No. 4 tests, company claims. Booster covers all 13 channels, measures 3x4x5 in., has one tube and 2 stages of amplification, will list at about \$40.

FMA implemented its talk about clamping down on laggard CP-holders with formal letter to FCC requesting close scrutiny of requests for extension of completion dates, and revocation proceedings where warranted. FMA's principal targets are channel-squatters in areas where channels are scarce and in towns with no FM signals.

DuMont's TV receiver sales manager Victor Olsen discloses his company, which hasn't gone outside New York area with much distribution as yet, has dropped franchised dealers discovered by "spotters" to be reducing list prices on its sets (\$445 to \$2,495).

Unusually fine exhibit on facsimile, well-documented, nicely put together, was put into record of FX hearing this week by *Philadelphia Inquirer's* WFIL. It's worth studying by those concerned with FX. Write WFIL counsel Morton Wilner, Barr Bldg., Washington, for copy.

Free & Peters adds New York News' WPIX(TV), due to start June 15, to its rep list; is already representing KSD-TV, St. Louis.

FILM FOLK ARE GETTING RESTIVE: Already sensing if not yet actually feeling hot breath of TV competition, certain cinema owners are grouping for possible showdown fight on property rights issue (Vol. 4, No. 7). In New York attorney's office Wednesday, 21 theatermen (including Warner, Loew's RKO) heard Colonial Television Corp. say it will move on law front to bring issue to head. Colonial makes the "Vision Master," a movie-projector type of TV receiver capable of throwing images onto 9x12 ft. screen (Vol. 4, No. 6). It asked moviemen for financial support of legal test. It claims 20 West Coast theaters are already equipped, says 150 in New York would be within 2 months if telecasters would remove ban. NBC recently halted paid audience from seeing projection of fightcast in RKO 58th St. Theater.

Sentiment of theater owners toward TV was expressed by Fox West Coast's Charles P. Skouras before Theater Owners Assn. board last week. He favors TV in theaters, he said, but there must be "practical goal" and "adequate entertainment." President Loren L. Ryder of Society of Motion Picture Engineers, which has consistently tried to persuade producers and exhibitors to go into TV, told same group: "You are dealing in nickels and dimes for a billion dollar industry. You are talking about borrowed entertainment. No equipment will be developed until there is a market...We should be willing to develop our own entertainment."

Fighting lone game as yet, but seeking to enlist movie interests, Zenith's Comdr. Gene McDonald believes his system of pay-as-you-look TV (Vol. 3, No. 27) is "key" movie industry has been looking for to enable it to move in on TV, make it pay off as consumer of film features. On other side, NBC's Frank Mullen told Hollywood press recently that TV, far from being threat to movies, could be another and better selling medium, could boost movie attendance with trailers, advertising, etc. Only one in 20 now goes to movies," he said, "and television can make movie-goers of the other 19."

Film moguls' thinking, summed up for us by industry spokesmen, runs along these lines: TV will act as developer of talent, stories, technicians, which Hollywood will use as it does stage, novels, magazines, even radio. As for movie-going, TV is just another competitive amusement like radio, bowling, night baseball, dances -- nuisance rather than real threat. If and when TV grows big enough to dent boxoffice, then movies will do something about it -- "we'll buy," they say, referring to TV stations. Only thing certain is uncertainty as to which way public will jump. It's easy to discern already TV's impact on radio listening habits (Vol. 4, No. 7), but not yet on theatre-going for TV sets are few, audience still small.

BIGGER TUBES COMING SLOWLY: You can pretty well count on the glass 10-in. cathode ray tube to continue, for a long time, to be the "streamlined Ford" engine of TV -- for the good and sufficient reason that it's in mechanized mass production and other sizes aren't. That's not to say DuMont's 12 and 15-in. glass direct-view tubes and RCA's metal-coned tubes aren't coming along to power TV's "Buicks." They are -- but not on mass scale or at very rapid rate. Indeed, no one can say yet how much RCA's revolutionary new tube (Vol. 4, No. 5, 6, 8) will cut costs of TV sets once they're in mass production. They weigh less than half the all-glass tube, but they require highly complex machinery, altered circuits, new furniture, to say nothing of special metal alloys for the cone.

Right now, RCA is delivering only a few metallics at a time to its receiver manufacturer customers, mainly to enable them to design future models. Some containing them should appear on the market this fall, but very few. Even during 1949, RCA as now tooled can't turn out more than 150,000, which must be parceled out to its own home receiver plant as well as its regular tube customers. Eventual hope is to have this tube in mass production, costs cut so considerably that price of 16-in. table sets can be brought down to present 10-in. prices, which in turn can be brought down to 7-in. In other words, 16-in. table models in \$300-\$400 range, 10-in. around \$200.

Meanwhile, another tubemaker, little known Zetka Laboratories, Clifton, N.J., largely owned by U.S. Television Mfg. Corp., is producing a flat-faced 15-in. glass tube. Advantage claimed is 135 sq. in. of picture as against 123 on round-

faced tube of same size; also that it includes trap which prevents ion spot from discoloring center of tube. UST President Hamilton Hoge says Zetka is now turning out 300 per month, may reach 1,800 rate by early summer. Blanks are from Corning Glass Works. Zetka sells them to other manufacturers at \$79.95 each in 100 lots.

General Electric Co. announced its Model 802 will henceforth contain new 10-in. tubes with aluminum-backed fluorescent screens, claims twice brightness, better image detail, sharper contrast. It's being made in GE's Buffalo tube works, where 12 and 15-in. tubes are also being readied for new receiver designs. Principal TV cathode ray tubemakers, besides aforementioned, are Sylvania, Rauland, North American Philips, Lansdale Tube Corp. (Philco).

3 MORE CPs FOR TV, 9 APPLY: Three more CPs granted for TV this week bring total outstanding to 74, and 9 more applications swell that column to 170. For full details, see TV Addenda 2-F herewith, but here's a digest:

Two CPs went to companies headed by labor lawyer Ed Lamb, of Toledo -- Channel No. 12 to his Erie (Pa.) Dispatch, No. 6 to his Picture Waves Inc., Columbus. Comr. Jones dissented, wanted hearings. Mr. Lamb owns WTOD, Toledo, this week also got FM grants in Mansfield and Springfield (see FM Addenda 55-Y herewith). The other video CP went to Columbus Dispatch (WBNS), No. 10.

Applications were highlighted by CBS seeking No. 9 in San Francisco, where it proposes to spend \$635,000 (plus land), \$42,000 monthly operating; in same area oilman Ed Pauley's Television California also asked for No. 11 -- making 7 now seeking 3 remaining channels in that area. Other applications: For San Jose, Cal., W. L. Gleeson, Riverside, Cal., No. 13 -- he holds grant for soon-to-be-taken-away Channel No. 1 for Riverside, for which he's now asking change to No. 13. For Des Moines, KSO, No. 2 (will be dropped if Tri-States Meredith purchase is approved; see Addenda 2-E). For Jacksonville, Fla., WMBR, No. 4. For Niagara Falls, N. Y., WHLD-Gazette, No. 9. For Milwaukee, WFOX, No. 8. For Richmond, WRVA, No. 10. For Rome, N.Y., WKAL, No. 13.

Deal whereby 3 applicants -- Fairfield Bcstg. Co. (Lee Hats-Danbury News-Times); WBRV, American-Republican; WATR-Harold Thomas -- will each become one-third owner of newly incorporated Nutmeg State Bcstg. Co., merging applications for Waterbury, Conn., is about to be submitted to FCC; this should assure grant of 1 for 1. Another satellite application, for Witchita, may soon be filed by KMBC, Kansas City. Newport News Daily Press Inc. (WGH) is preparing to file for first TV in Norfolk area. There's also an application in works for Savannah, Ga.

FACSIMILE'S IMPACT ON FM: If FCC permits facsimile to go ahead on commercial basis, FM is going to feel the effects. Dominant question at 2½-day en banc hearing on immediate standards for commercial FX, sleeper of the radio communications arts, was whether it should be permitted to interfere with FM. Everyone agreed FX was commercially ready, requires either simplexing or multiplexing. If former, FM station must cease broadcasting programs during periods it transmits FX. If latter, FM signal must be cut down to 9,000-12,000 cps, also means noise in sound. Best solution would be separate channels for FX; educational band (Channels No. 201-220) is still relatively little used (only 39 grants thus far) -- but FMA has objected to any FX-only channels in 88-108 mc band. Of course, there's chance FCC might refuse to permit commercial FX yet.

Although FX forces were agreed on RTPB recommendations to permit both 4.1 and 8.2-in. page width, only Alden Products (equipment maker) and Philadelphia Bulletin (station operator) plumped for that standard with multiplexing. Their idea is bulletin-type service initially for public places like airports, hotels, etc.: weather maps, farm reports, news flashes and the like. Others like Finch, Hogan, Philadelphia Inquirer, Miami Herald sought 8.2-in. on simplex basis for newspaper-type service to homes as well as public places. Subsidiary issues discussed were: whether public or publisher-broadcaster should pay for FX paper, revenue sources and operating costs, possible use of 470-500 mc band, relative receiver costs of 4.1 and 8.2-in. sets.

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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March 27, 1948

TELEVISION RATES & FACTBOOK: Our TV Directory No. 3, to be known as "Television Rates & Factbook," will be off the press next week, dated April 1, and will be sent all subscribers to our full service. This one will contain the rate cards and complete data on facilities, personnel, etc. of the 23 TV stations operating commercially before April ends. Best available estimate of no. of sets in each market is also given. Also included will be tabulation of CPs granted, applications outstanding, experimental TVs, channel allocation by cities. Extra copies cost subscribers \$2.50; non-subscribers \$5.00.

Actually, 20 stations are now operating commercially -- KSTP-TV having "gone commercial" March 22 as result of successful tests, month ahead of planned schedule. Three others now testing report they will go commercial in April -- WGN-TV, Chicago, April 4; WATV, Newark; WTVR, Richmond -- so their rate cards are included. Directory will be revised and reissued periodically to include rates and data of other stations as they go on, and subscribers can keep them up-to-date meanwhile with our weekly Addenda (blue sheets) reporting current FCC grants, applications, changes, etc. Westinghouse's WBZ-TV, Boston, and Buffalo News' WBEN-TV look like next commercials, both shooting for May starts.

OILMEN STAKING TV CLAIMS: Prominent among week's TV applicants is oilman George E. Cameron Jr., formerly of Houston, seeking Channel No. 6 in Tulsa, first of 5 applications his newly incorporated (for \$500,000) Cameron Television Corp. plans to file. He's president, 70% stockholder; John B. Hill, Roebling executive, 15%; Mrs. M. H. Alvarez, KTUL, 15%. Another application, for No. 5 in San Antonio, was filed by same group of 3 Texas oilmen who applied recently for New Orleans (see TV Addenda 2-E), who plan to apply also for Corpus Christi and Phoenix.

This week's TV applicants totaled only 7, fewest in months. Besides foregoing, they were: For Birmingham, Ala., WSGN-News & Age-Herald, No. 9. For Fresno, Cal., Donroy Bestg. Co., No. 4 -- same Los Angeles auto dealers who once were in for San Diego, then withdrew. For Davenport, Ia., WOC, No. 5 -- same interests as WHO, Des Moines. For Minneapolis, Beck Studios Inc., radio school, No. 7 -- now 3 for 3 in Twin Cities. For Milwaukee, WISN-Milwaukee Sentinel (Hearst), No. 10 -- now 2 for 3. For full details, see TV Addenda 2-G herewith.

WHAT PRICE TV OPERATION? Baltimore Sun's WMAR-TV, good example of well-positioned, big-city operation, isn't anywhere near break-even point, doesn't expect to be "for some months to come." That's gist of report to us which, though lacking actual figures, helps round out economic picture we gave you a few weeks ago based on reports of other independent TV stations (Break-Even Point in Sight; Vol. 4, No. 10). Though still without big studio, WMAR-TV is now in fifth month on air, operated 227 hours in January when expenses ran about 5 times gross time sales. February ratio was 4. "We'll do better in March," says radio v.p. Jack Jett. Even new coaxial rates will be offset by more and better network shows, while baseball and other spring outdoor events will add local revenues. Baltimore has about 6,000 sets now.

Everybody knows it costs a lot to install and operate TV transmitter equipment (camera tube alone, good for only 1,000 hours, costs about \$1,800). And of

course live program costs can reach stratospheric heights, even without union scales yet fixed. But the sponsor trend is definitely upward, as evidenced by these revenue figures for NBC's New York TV operations cited by sales chief Reynold Kraft before Washington Ad Club Tuesday: 1946, \$100,000; 1947, \$1,000,000; 1948, \$3,500,000 (estimated). Kraft said 17 out of NBC's 21 TV hours weekly are now sponsored or spoken for, reported TV will take 70% of new advertising budget of Disney Hats -- first national advertiser to put bulk of its promotion into new medium.

* * * * *

The guesswork as to costs of installation and operation, hazarded by TV applicants as required in FCC application forms, is reported regularly in our weekly TV Addenda. You get an idea of the variables when CBS quotes \$635,000 for plant, \$42,000 monthly operating cost, in its San Francisco application (TV Addenda 2-F). Applying for same city, among others, Radio Diablo (Addenda 2-E) estimates \$287,500 and \$16,667, respectively; Ed Pauley's Television California (Addenda 2-F), \$276,670 and \$12,500; Leland Holzer (Addenda 2-D), only \$69,000 and \$3,000:

At recent Philadelphia hearing, Gimbels-WIP v. WIBG-Daily News, for city's sole remaining channel, dept. store estimated \$300,000 for plant, \$600,000 first 2 years -- promised to put up a million or more as needed. Rival applicant proposed \$315,067 for construction, \$268,840 first year's operation. At last week's Detroit hearing, WJR v. United Detroit Theatres (Paramount), latter figured \$478,500 for plant excluding land; \$896,000 annual operating cost, of which \$576,000 (\$300 per hour) would go into programs. WJR quoted \$360,000 for plant, \$300,000 more for studio, annual operating cost \$465,252, of which \$145,600 (\$100 per hour) would go for programs. Each proposed starting staff of 50.

Yet Harrisburg hearing brought forth WHP's estimates of \$201,550 for metropolitan station, \$151,550 for community, with \$107,232 operating cost; whereas Harold Bishop proposed \$100,000 plant (community), only \$65,884 annual operating cost.

RCA vs. DuMONT ON PATENTS: Looks like the usual period of patent litigation has caught up with TV, reminiscent of radio's early days. Its own patent pool under fire of Zenith in the Delaware courts (Vol. 2, No. 52; Vol. 4, No. 7), threat of Maj. Armstrong suit on FM patents still hanging over its head, RCA this week filed infringement suit against DuMont in Federal District Court, Los Angeles. Also named defendants are Paramount, largest DuMont stockholder; Television Productions Inc., Paramount telecasting subsidiary; J. T. Hill Sales Co., Penny-Owsley Music Co., W. J. Sloane, latter 3 set distributors. Suit alleges infringements of 27 patents covering TV, FM and AM receiver circuits and tubes. Transmitters aren't involved. Filing of suit in area where DuMont has very little distribution as yet came as surprise to all defendants. It's a fact RCA and DuMont haven't licensed one another since beginning of 1947, unable to get together on terms. It's also likely there will now be countersuits, probably involving RCA cross-licensees too. Conway Coe handles patent law for RCA, Darby & Darby for DuMont.

MORE CHANNELS UP TO INDUSTRY: "The word" on more TV channels was contained in FCC Chairman Coy's talk before IRE Tuesday. "We at the Commission," he said, "must look to the industry for more rapid developments in this area [more video frequencies]. It is an urgent matter. Soon all presently available frequencies will be assigned." In essence, then, FCC isn't going to move on problem of more TV channels until industry comes to it with specific proposals. So far no one has done more than talk about need (Vol. 4, No. 7-11).

Coy was outspoken about urgency of problem: "A solution of the present sharing arrangements," he said, referring to pending 44-50 mc decision, "will not serve to make the available television frequencies any more adequate for 'a truly nation-wide and competitive system of television' than they are now. If my predictions come true, I expect to see all television channels in the nation's 140 metropolitan areas assigned within the next 12 months" (Vol. 4, No. 7).

Note -- FCC may learn about 500 mc propagation when it junkets to RCA's Princeton labs next week -- probably more on the negative side than any helpful development as yet for "high band" TV.

March 27, 1948

TALLYING AM-FM DUPLICATION IDEAS: Maybe it's honest confusion, maybe deliberate misinterpretation, but statistics derived from FMA's duplication survey substantiate stories that AM-FM network affiliates just aren't following networks' instructions on duplication (Vol. 4, No. 12). Bill Bailey totted up replies from 302 respondents, 134 of them network affiliates. He found 84% of affiliates duplicating, but only 44% duplicating full option schedule. Thirty-one per cent opined networks allowed them to pick and choose among commercial shows, 58% said networks did not. Of those duplicating across the board, 32% liked setup, 9% didn't, balance said "wait and see." Regardless of what they thought about network "all or none" policy on commercial shows, great majority of respondents thought availability of network programs was selling sets (46% yes, 6% no) and increasing FM listening (52% yes, 4% no). Few said they were losing money because of policies (6% yes, 75% no). Most wanted to ride along status quo, see how things worked out.

POW-WOW OF THE SLIDE-RULERS: Newsmen covering this week's IRE convention in New York groped through technical mazes of manifold presentations on electronics in vain effort to glean popular-appeal stuff. They found pickings very slim in TV and FM. Most newsworthy statement came from DuMont's T. T. Goldsmith who, at press conference, ventured prediction TV receiver prices would be halved within 2 years. That made him even more optimistic than GE's statistically sanguine A. A. Brandt (Vol. 4, No. 12). As for TV transmitting, he looked for interference to grow as more stations go on the air; yet he said he felt the present allocation plan is sound, that improved circuits and antennas will resolve most problems, that indoor receiving antennas will often be adequate.

Antenna expert Andrew Alford, of Harvard, had elaborate presentation showing how to simplify selection of best TV sites, most economical antenna heights....Federal's A. G. Kandoian told how he stacked 8 elements in circularly polarized TV and FM antennas to get much-needed gain....North American Philips showed off its Protelgram (Vol. 4, No. 9) which projects 2½-in. tube to 12x16-in. picture, claimed "terrific" demand from major manufacturers (but wouldn't tell us their names), said production starts next month.

In FM, Zenith came up with something that may be hot -- a "gated-beam" tube. Said company's Dr. Robert Adler: "Receivers built with it perform as well as the best in existence but are easier to tune and contain fewer parts, therefore are more economical to manufacture." On further inquiry, Zenith's Chicago officials told us they aren't talking yet about plans for tube. But we're informed it could bring receiver prices down at least to about what ratio detector sets run -- around \$40-\$50 for table AM-FM....Engineers had good word for REL's FM "Serrasoid" transmitter modulator, said to produce remarkably low noise and distortion.

TV CHANNEL SWITCHES IN SOUP: It may be legal, but it's sure going to mess up the works. That's sentiment of many radio law practitioners on FCC's strictly legalistic ruling this week on the TV channel-shifting question -- that separate "rule-making" hearings are necessary whenever anyone proposes rearrangement of any TV frequency assignments. Commission held that since city-by-city allocations are part of TV rules, Administrative Procedures Act requires hewing to legal formula in changing channels. Comrs. Hyde and Jones dissented, latter especially vigorously, on grounds rules specify channel revisions could be made "on proper showing."

Decision muddles Yankee Network application for Bridgeport TV station (unless ruling is overturned). Yankee had withdrawn Hartford applications and asked for that city's Channel No. 10 for Bridgeport. Ruling affects 19 other applications in such cities as Baltimore, Toledo, Providence. Yankee hasn't made up mind yet

whether it will fight decision, or follow FCC recommendation it ask for rule-making hearing. Technically, if rule is followed, applicants wanting to parlay channels will have to: (1) petition for changes and, if accepted by Commission, (2) go through rule-making process and, if successful, (3) go through comparative hearing -- all with possibility of losing out finally. On other hand, FCC could dispense with comparative hearing, if changes even up applicants and available frequencies. Already, Toledo Blade and KVEC, San Luis Obispo, Cal., have filed petitions to add channels to their respective cities.

SIGHT AND SOUND

Best information on Edwin Pauley's reported interest in purchase of Dorothy Thackrey (*New York Post*) West Coast radio properties—KLAC, Los Angeles; KYA, San Francisco; plus precious CP for Hollywood TV—is that deal is unlikely. This despite efforts to bring TV-struck Harry Butcher (KIST, Santa Barbara) into association with millionaire oilman whom President Truman was unable to keep in his administration and who has applied for TV in San Francisco (Vol. 4, No. 12).

Add TV Sponsors: On NBC Network (5 stations keyed from WPTZ), Motorola Inc., Dr. Roy K. Marshall, astronomer, "The Nature of Things," Thu., 8:15-8:30 p.m., thru Gourfain-Cobb Adv., Chicago. On WNBT-TV, New York, Davega Stores, "Stop Me If You've Heard This One," with Cal Tinney, Lew Lehr, Morey Amsterdam, starting March 26, Fri., 8:30-9 p.m., thru Alfred J. Silberstein-Bert Goldsmith Co. On WCBS-TV, New York, Schaefer Brewing Co., 5-min. sports films before all Dodger home games, thru BBDO. On WABD, New York, Barney's Clothes Inc., 2 spots weekly, April 4-June 29, thru Emil Mogul Co. Inc. On WFIL-TV, Philadelphia, U. S. Rubber Co. (Wire & Cable Dept.), "At Liberty Club," Tue., 8-8:20 p.m.

DuMont's WTTG has finally agreed to move to better and higher location than Harrington Hotel site in downtown Washington (with antenna 45 ft. high). This week it asked FCC approval to move transmitter and antenna to higher site in Arlington, Va., so antenna could be 390 ft. above ground, 655 ft. above mean sea level, 385 ft. above average terrain. Change in height would change radiated powers from 3.62 kw visual to 17.9 kw; 3.42 kw aural to 10.75 kw. Cost would amount to \$75,420.

First deliveries of RCA's 50 kw FM transmitters are now being made to WBRC-FM, Birmingham, and WTMJ-FM, Milwaukee. Former will radiate highest FM power in the world, 546 kw at 880 ft. above average terrain, unless more power is granted to someone else. RCA says 10 or 12 more of the big transmitters will be shipped in next 3 months or so.

Minimum TV-hours-per-week rule has been waived once again by FCC, this time to June 30. Before that date, it's expected FCC will have favorably acted on TBA petition for graduated scale of minimum hours (Vol. 4, No. 11).

First FM set installed in street car by a Transit Radio Inc. member (Vol. 4, No. 5-7, 11) is claim of WWDC-FM, Washington. Station reports better reception in streetcar than in bus.

DuMont's TV transmitter division has appointed Edgar H. Felix recently with Radio Inventions Inc. (Hogan), as Washington equipment sales contact.

San Francisco's KSFO, originally assigned KWIS for its TV grant, after contemplating using KSFO-TV, finally decided on KPIX, got FCC call letter grant this week.

WFIL-TV carried Bruno Walter conducting Philadelphia Orchestra with choir and Haverford, Episcopal Academy glee clubs in 1½-hour Good Friday concert.

Citizens Radio Service (handie-talkie idea) got another flurry of attention after FCC Chairman Wayne Coy announced first Commission approval of equipment at IRE convention this week. Citizens Radio Corp. (Al Gross and Paul McGregor, 1869 Prospect Ave., Cleveland) will make sets to operate in 460-470 mc band. With printed circuit, \$100 set weighs 2½ lbs. Bureau of Standards' miniature master, Dr. Cleo Brunetti, again captured everyone's fancy with his fabulously minute sets; *April Readers Digest* describes his work in reprint of *Popular Science* article by Harland Manchester. Along same lines, Maj. Sherman C. Amsden, 222 E. 38th St., New York City, asked FCC for experimental license to test a "Radio Paging Service," principally for doctors, using 72-76 mc band. Clients would carry small receiver, respond by phone when called.

FM-only operation study covering WCSI-FM, Columbus, Ind., by Art Stringer of NAB's FM Dept., shows monthly income rising to \$5,247 (against operating costs of \$5,720) by November, 1947, with \$65,000 of advance business on yearly basis signed as of December 1947. Cost of plant was \$104,500. Three more FM management studies will shortly be released by NAB, covering WEAW, Evanston, Ill.; WFAH, Alliance, O.; WTMJ-FM, Milwaukee.

TV servicing and test equipment is paralleling spurt in set production. Hazeltine has a picture modulated r.f. generator, principally for manufacturers. McMurdo Silver Co., 1240 Main St., Hartford, is making \$78.50 and \$48.50 sweep generators. Vision Research Laboratories, Box 52, Kew Gardens, N. Y., has one for \$68.50. Latter also builds signal booster called "Tele-Booster" selling at \$26.95—same idea as "Videamp" (Vol. 4, No. 12).

Biggest advertising news of week was resignation of Foote, Cone & Belding from American Tobacco Co. (Lucky Strike) account, which company says won't affect current schedules. Top radio sponsor has been going strongly into TV lately. It's a bit early to estimate effect of change, and new agency hasn't been named yet.

Two new Washington law partnerships were effected last week: Haley & McKenna, Duryea Bldg., consisting of Andrew Haley and James McKenna (who has been Haley's associate for past year); Baker & Thompson, consisting of Philip M. Baker and Charles E. Thompson (latter formerly with Andrew Haley), 1411 Pennsylvania Av. NW.

Attorney Franklin C. Salisbury has severed connections with Andrew W. Bennett, now has own practice at 820 13th St., N.W., Washington, D. C.; phone Sterling 9072. Correct your *Attorneys Directory* (Supp. 11-B) accordingly.

ABC's gross time sales first quarter of 1948 are up 10%—approximately \$11,650,000 compared to \$10,387,004 for same 1947 period. For all 1947, ABC gross was \$43,548,057, up 7.22% over 1946. MBS reports first quarter up 5% over same period last year, but gives no figures.

Baltimore's WMAR-TV has signed to carry 2 Pimlico races daily May 3-15, plus half hour film nightly on each day's meet. No sponsor yet.

THE SHAPE OF THINGS TO COME: The pattern of future TV operation, at least as contemplated by NBC, emerges fairly clear now: Gradually, as schedules permit, as sponsors demand video time, NBC is going to duplicate regular network shows with simultaneous sight and sound (Vol. 4, No. 7). The start was made, rather hastily following upon lifting of the Petrillo ban, when Toscanini and the NBC Symphony went on last Saturday -- a thrilling spectacle to music-loving viewers. It went forward Monday night with the Firestone Hour, a sort of quickie to give that veteran sponsor historical distinction of presenting "first telecast of a regular commercial NBC musical program." There will be other "easily adaptable" shows soon -- like Telephone Hour, Cities Service's Highways of Melody, GE's Fred Waring Show, Chesterfield Supper Club. And part of Toscanini concert was repeated from film Friday.

Fact CBS beat NBC to guns by 90 minutes in piping Eugene Ormandy and Philadelphia Orchestra over WCAU-TV and WCBS-TV hookup gave that network credit of being first on time, but N.Y. Herald Tribune critic John Crosby ruled Toscanini performance tops "on points." He called it "exciting and satisfying not only as a concert but as television," remarked on "superb almost legendary face of Toscanini," noted that 3 cameras were used, each with 4 separate ranges which "gave the effect of a dozen cameras playing over the orchestra." We heard one ardent concert-goer remark, while watching Toscanini (Ormandy wasn't piped to Washington): "We'd never see him so closely even if we were at his concert."

There you have the beginnings of an inevitable metamorphosis of the art and business of broadcasting. That its impact is being felt, is manifest in the conversations of nearly everyone concerned with radio, especially sponsors and agencies, to say nothing of fact it has already led St. Louis Post-Dispatch's KSD-TV to decide to stage all its live local shows for simultaneous sight and sound April 3-11 -- a sort of "showcase" effort at a local exposition. Where the new techniques will lead, what they mean to the economics of radio, your guess is as good as anyone's.

JESSE LASKY IS CONVINCED: Quite het up about TV after appearing on NBC-TV's "Author Meets Critic" show last Sunday night, veteran movieman Jesse L. Lasky delivered himself of some pertinent observations in an interview Wednesday over Philadelphia's WCAU-TV. Essence of his remarks: Most Hollywood producers are now coming around to belief "product that goes right into the homes of the public" shouldn't be underestimated, should be adapted to their own needs, can be used to help boxoffice and win friends for actors. Trailers will soon be standard advertising on TV. Major studios will soon be making film shorts for TV. For his own part, Lasky said he's going to send stars of his next production into every TV station in the country for personal appearances even before trailers are released -- he's that sold on it as "the greatest salesman motion pictures ever had." Noteworthy was fact that next day WCAU-TV carried commercial trailer promoting premiere of "Miracle of the Bells."

MORE SELLERS AND MORE SETS: Unverified reports have it that Sylvania's radio set manufacturing subsidiary, Colonial Radio Corp., Buffalo, is about to produce a line of TV receivers for Sears Roebuck distribution under the Silvertone label. It has long been rumored, indeed Sylvania's chairman Walter E. Poor stated just a year ago (Vol. 3, No. 13), that big mail-order house would step into low-priced TV set field. But Sears' radio supervisor Arthur Chameroy is nothing if not taciturn, so we can't verify yet. On Sylvania's own part, it reports big hike in current production of 10-in. cathode ray TV tubes.

Advent of Sears Roebuck into TV isn't particularly important per se, but it's indicative of increasing interest of merchandise-wise folk in this growing sales field. One by one, old and new brand names are cropping forth with TV, setting up distribution and servicing. In addition to those we've previously reported, on the way are new lines by Crosley (to be previewed in New York March 31), Magnavox (promised in about 90 days), Sonora (now in production), Hallcrafters.

Hallcrafters' \$169.50 receiver (Vol. 3, No. 46) in metal cabinet with 7-in. cathode, 18 tubes, 3 rectifiers, hits Chicago market next week. Similar set in wooden cabinets, called "Press Box", will be marketed at \$199.50 mahogany, \$209.50 blonde. Warranty-service at \$50 is optional. These are reported as fore-

ners to projection type receivers to be added to its Carnegie Hall line. Person, too, is supposed to be readying projection models. And U.S. Television Corp. reports it's shipping its new 3x4-ft. projection model for public sales, to sell at \$2,495, says 50-75 will be produced monthly.

And Tele-tone Corp.'s president John S. Mills says his company never did claim it would put out a TV set "under \$100" as reported, now advises set will be disclosed April 5, price not yet determined.

HOOKUP RATES STILL TOO HIGH? AT&T's new rates for intercity TV (coaxial or microwave) are considerably below those it proposed last summer, then withdrew (Vol. 3, p. 23, 29) -- but early reactions from TV interests are that they're still way too high. It looks like TVers will protest them, demand FCC hearing which may delay effective date beyond May 1 as ordered (Vol. 4, No. 7), possibly even continuing much-desired "free ride" through June-July political conventions. Organized TV position will be represented by TBA after polling members.

Rates are comparable, dollar-wise, with Western Union's (Vol. 4, No. 11, 12) rates are for one-way circuit only. Announced Wednesday, they will be filed officially next week, as will downward revision of local loop rates by New Jersey Bell Telephone Co., expected to set pattern for other Bell companies. Intercity monthly rates are: \$35 per airline mile for 8 consecutive hours daily; \$2 per airline mile for each additional consecutive hour; \$500 for terminal equipment to connect each station for 8 consecutive hours per day. For occasional service, rates are: \$1 per airline mile for first hour, 25¢ per airline mile for each additional consecutive 15 minutes; \$200 per month for terminal equipment to connect each station, plus \$10 per hour of actual time used.

These charges do not include local loop rates (for connections to each station) nor sound portion of TV transmission. Sound rates are same as for aural broadcasting: \$6 per airline mile for Class A lines (100-5,000 cps), \$8 for Class B (50-8,000 cps).

Monthly charge for New York-Philadelphia (83 mi.) would be \$3,905, not including loops averaging \$325 per station (figuring 3-5 mile connections). On longer hauls -- New York-Washington, for example -- mileage is measured on airline point-to-point basis, so presumably networks would incorporate pro rata costs in affiliation deals with individual stations, as in AM, in way cities like Philadelphia, Baltimore, etc. One network has estimated New York-Washington hookup would cost \$3,315 (not including local loops) as against previous AT&T proposal of \$12,480.

NETWORKS PRESS FOR VANTAGE: Network and prospective network "romancing" with strategically-placed TV operators and grantees bore fruit in ABC signing 2-year affiliation contract with Philadelphia Inquirer's WFIL-TV. CBS's pact with Philadelphia Bulletin's WCAU-TV was formally concluded, too. Next, ABC probably will also sign Washington Star's WMAL-TV, and it's working hard on Baltimore Sun's WMAR-TV, both also eagerly sought by CBS. Despite publicity claims, however, that doesn't make ABC a TV network yet, though it announced April 5 starting date of half hour per week (programs not named) keyed from WFIL-TV, indicated this will be boosted to 5 hours per week, is now asking for segments of coaxial time for hookups.

Important thing is that ABC, like CBS, has put the heat on TV activities, by adding staff (hired 4 production men this week, 3 ex-CBS), is out competing seriously with CBS and DuMont for affiliates. Its own New York WJZ-TV won't be ready before Sept. 1, studio site not yet announced though antenna site atop Chrysler Bldg. will be shared with CBS. It has also promised the 4 other TV stations of its own (Detroit, Chicago, Los Angeles, San Francisco) will get going this year.

Others are busy, too, trying to align TV affiliates -- with CBS holding seminar of all its aural affiliates next Wednesday, March 31, to urge them to get into TV and offer advice. But network picture thus far, aside from NBC's Schemm-actady-New York-Philadelphia-Baltimore-Washington hookup, soon to be augmented with Boston and Richmond, reveals CBS with New York-Philadelphia stations only, DuMont with New York-Washington -- both making their service available to other stations on no-contract, per-program basis.