

MARTIN CODEL'S

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

Television Digest

and FM Reports

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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July 10, 1948

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

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

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July 17, 1948

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

July 17, 1948

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

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

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

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

TRANSIT FM TESTS IN ST. LOUIS: Budding transit radio idea (Vol. 4, No. 5, 22) is really catching on -- latest city to get hot on FM's potentially rich revenue source being St. Louis. There, local Public Service Co. (1,000 vehicles) and St. Louis Star-Times' KXOK-FM start tests next month on 20 trolleys and buses, equipment to come from Hulbert Taft's Transit Radio Inc., Union Trust Bldg., Cincinnati. Station will program from 6:30 a.m. to 10 p.m. daily. Public Service Co. of St. Louis is subsidiary of National City Lines, holding franchises in more than 40 cities (including Los Angeles, Oakland, Spokane) -- hence special significance of these tests. In Cincinnati area, Taft has already equipped 100 vehicles of Northern Kentucky Green Lines, will have 400 buses and trolleys of Cincinnati system equipped by mid-August. His WOT3(FM) started regular programs last Saturday, has more than 25 accounts already signed -- including 4 dept. stores, grocery chain, hotel, etc.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN COOPEL'S

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

Television Digest

and FM Reports

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July 24, 1948

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

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

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

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

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

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

* * * *

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

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

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

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

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

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Amos Parrish Magazine

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

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

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

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

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

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

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

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

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

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

done by NBC and Life combination.

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

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

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

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

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

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

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

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

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

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

about doubled.

Where does television go from here?

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

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

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

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

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

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

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

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

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

SIGHT AND SOUND

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

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

Television Digest

and FM Reports

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July 31, 1948

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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