

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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Sept. 1, 1945.

NEW FM CHANNELING SOON: Shortly after FM rules and regulations and engineering standards are issued, probably within two weeks, FCC will make provision for early switchover to new high-band frequencies by the present 53 commercial grantees (47 licensees, 6 CP holders). Commission will assign frequencies itself. This procedure very likely will apply also to the 12 non-commercial educational grantees (6 licensees, 6 CP holders), though somewhat later. We will supply you with complete background data on all these stations next week.

Changeover procedure for licensees and applicants will be announced same day or very shortly after rules are issued. For the present, licensees and applicants need make no move. But preliminary plans can be laid in line with FCC release of August 24 (see Supplement No. 3) which we suggest you read carefully. It contains substance of forthcoming rules and regulations.

One thing to look for is decrease in amount of engineering data to be required. This is to speed applications through Commission and also to save newcomers technical fees. Example: instead of complete Metropolitan Station map out to 50 microvolt contour, only 10-mile radius will be required. For Community Stations, it is probable no contour map at all will be needed.

Master map of U.S., being prepared by FCC engineers, will indicate channels in main cities in Area I (northeast). Applicants will have to accept channels assigned by FCC, to enable Commission to keep allocations flexible enough to provide for maximum use of frequencies with minimum interference between stations.

Early assignment of channels by FCC is designed not only to speed growth of FM, but also to forestall manufacture and sale of two-band receivers that some makers want to place on market immediately, arguing need for "demonstration" facilities. Commission expects some upper-band transmitters will be on air by time receivers are on market and sees no reason for added expense to public. Chairman Porter so notified RMA President Cosgrove August 21 in letter so strongly worded it leaves no doubt of Commission's intention to warn public against double-band sets if manufacturers, over whom it has no control, persist in going ahead with such production. Nor does Commission want to be placed in position where continuance of present low-band FM for any length of time creates public pressure to maintain assignment. Moreover, current FM band has been promised to TV, police, et al.

Much the same procedure will govern TV assignments later. TV engineering standards are pretty well set, but rules and regulations, plus allocation plan, are still being thrashed out. Manufacturers are hardly expected to market video sets tuned to present frequencies, though one TV manufacturer is reported planning production of a wide-band receiver tunable to whole 44-225 mc. band.

DuMONT-WANAMAKER DEAL: DuMont has completed deal with John Wanamaker, big downtown New York department store, to take over latter's auditorium and other space (more than 500,000 cu. ft.) for installation of three television studios. DuMont will spent \$126,000 on installation, getting space rent-free, store aiming to

benefit by attracting customers to its outdated, out-of-the-way shopping location. Leased line will link store with DuMont Madison Ave. transmitter and studios. Intra-store TV setup also presumably contemplated. Basic architectural plan calls for one 4-camera, one 3-camera, one 2-camera studio, the first to accommodate 700 spectators. Plan is to have plant completed by December, to call it Television Center and to carry some 28 hours of live talent shows from its studios weekly.

COLOR VS. MONOCHROME: So completely confident is CBS of the superiority of its color television in the ultra-high band, that you can expect the network to continue unabated its virtually lone campaign for TV in color on the now-experimental spaces of 480-920 mc. CBS is so sure of its ultimate position it may itself even go into manufacture of receiving sets capable of picking up its higher definition, chromatic images. But it will require FCC authority for commercial operation.

CBS is readying an off-the-line demonstration before end of year, and is already installing equipment, including a coaxial cable between its Chrysler Bldg. transmitter and its studios at 485 Madison Ave. and in the Grand Central Terminal. Signals will be received on both direct viewing and projection receivers. One of the three floors it now occupies in Chrysler Bldg. for TV will be devoted entirely to the new ultra-high transmitter, the other two being already used for black-and-white.

CBS demonstration, which may be its last big blast at present sight-and-sound standards before mass production of home sets gets under way, will presume to settle question of color vs. monochrome. If successful, it might well deter the start of widespread manufacture of video receivers for operation in newly assigned 44-88 and 174-216 mc. commercial bands.

Still under wraps, Dr. Goldmark's development is mechanical -- not electronic. Few outside the CBS family have plumped for it as yet. Most engineers are skeptical, want to be shown. But it is claimed a noiseless motor has been produced to drive the mechanical color disk. It is said refinements in control of scanning sequences eliminate the "fringing," which results in one color remaining and providing a "color tail" to the image because of the sequence in scanning, so that picture isn't sharp.

PAUL KESTEN SPEAKS UP: In minds of certain CBS board members is plan to up Paul Kesten, executive v.p., to the presidency -- but Kesten himself isn't sold on the idea and says he'll have "something to say about that." Plan is not to displace Col. Bill Paley, expected back in time for next board meeting from his Army job in Europe, but rather to give him more time to devote to TV, FM and other developmental problems, as well as to creative side of programming, always his pet interest.

Associates say Paley is returning with "blood in his eye," determined to scotch persistent rumors of his retirement from radio. When he gets his Army discharge, he'll be back at network helm -- no question about that. But he himself may persuade Kesten to retain active management with new title.

Kesten enhanced his reputation for facile expression in his testimony before recent FCC hearings on FM where he was star witness. He went all-out for FM as "technically destined to replace AM transmission, as surely and inevitably as the tungsten lamp...replaced the old carbon filament." He put FM's case so vividly, so cogently, that we suggest you ask CBS for full copy of text of his July 30 statement before FCC. Read it carefully; it's basic stuff.

ARMSTRONG PATENTS EXPIRING: Though the "Daddy of FM" stands to earn a justly deserved fortune in royalties on FM receiving sets and transmitters, by whomever manufactured, he may not reap the full 17-year benefit of his patents. He tells

us they expire in 1950. But since civilian FM was frozen for the duration, he and other inventors in like situation (who dedicated their inventions royalty-free to war production) may get some relief in bills now before Congress due for consideration next session. Essence of these bills (H.R. 3069, Rep. Grant, Ind.; H.R. 718, Rep. Elston, O.; H.R. 1190, Rep O'Hara, Minn.; H.R. 2043, Rep. Rowan, Ill.; S. 840, Sen. Capehart, Ind.) is that inventor gets extended rights if he can prove war interrupted commercial exploitation of his patents. Prof. Armstrong's personal fortune, largely derived from his superhet invention, is said to be largely sunk in FM, with a particularly large investment in his Alpine station.

LOFTY ASPIRATIONS: That fantastic "skyhook transmitter" which the Westinghouse-Glenn L. Martin people unfolded before an agape audience in New York a few weeks ago has no bugs in it -- on paper. At least, so Westinghouse and Martin technical chiefs aver. And they say they've calculated young Engineer Nobles' Stratovision idea from every angle, and are willing to stake their faith and prestige that it will work.

They're bolstered in their conviction by knowledge of radar effects, heretofore secret, on which they both worked for the Government. In scientific circles certain tests in "spraying" signals down to earth from the stratosphere to cover wide radii are well known.

As for the economics of the scheme, whereby 14 specially designed stratospheric "radio planes," flying fixed oval courses at 30,000 feet, could serve 51% of the area and 78% of the population of the U.S. with 4 TV and 5 FM programs each, with relays to one another for network service, Westinghouse officials say candidly they "don't know the answers." Nor do they know where their own company, long active in commercial broadcasting, would fit into a plan involving such limited licensing. That's a problem for the FCC which presumably, if the thing works in actuality, would have to secure authority from Congress to handle the relatively few license issues on a public utility franchise basis.

Moreover, neither Westinghouse nor Martin has any patent on the idea for it is not an invention, only an idea. But with the atomic bomb story breaking at about the same time, making fantasy a reality, Chairman Robertson's statement anent Stratovision seems particularly pat: "Show the possibility, and somehow the way will be found to make it work in our economy."

Skepticism marked some of the expert and press reactions to the plan, with disagreement on the \$1,000-an-hour estimated operating cost of each "skyhook." It was said that, though initial cost of coaxial cables runs high, their maintenance and operational cost would be a fraction of keeping up fleets of planes. From social viewpoint, the question was raised whether the high cost wouldn't keep all but a few of the biggest, best-heeled corporations out of the national TV-FM fields. Stratovision might so blanket the regional and national markets that there would be no chance for the little local fellow, especially in light of expected high cost of TV operation.

But everybody is willing to be shown, and so

Westinghouse-Martin are going ahead with plans for actual flight experiments. These may take a year or two. Meanwhile, though the scheme -- on paper -- does seem to furnish the readiest answer to rural and remote h.f. coverage, the FCC does not intend to hold up CP and license issues for TV and FM to those who qualify for present line-of-sight transmissions.

(Note: Before the supply is exhausted, write to C. M. Meehan, publicity representative, Westinghouse Electric Corp., 2519 Wilkens Ave., Baltimore 3, Md., for a copy of the Westinghouse-Martin graphic presentation of Stratovision. Ask also for texts of the original press statements; they're well worth reading.)

TELEVISION NOTES: Captive balloon will be tried out as antenna when Crosley's experimental TV station W8XCT, shut down for duration, resumes test telecasts after Sept. 1 from studio atop Cincinnati's 47-story Carew Tower...Henry Luce, headman of Time-Life-Fortune, has shown great personal interest latterly in television, his eyes reportedly glued to the sight-sound set in his Connecticut home. His participation in television would likely be twofold: 1) Through his holdings in American Broadcasting Co.; 2) Through a separate production enterprise under banner of his publications or of March of time...CBS Television is organizing a film department to shoot newsreel footage on regular basis...Prospects appear slim for immediate activity in theater television either here or abroad. It is authoritatively forecast that it will take up to five years to perfect a serviceable theater projector capable of at least 1,000-line definition.

REQUIEM FOR FMBI? Cool tone of FMBI President Walter Damm's letter of reply to retiring NAB President Harold Ryan, rejecting invitation to merge into NAB, doesn't mean plan is out the window. Pressure for merger is great, especially from networks and AM members paying dues to both trade associations. But FMBI's 167 membership (at \$300 per year) includes radio set manufacturers, newspapers and others not now in AM or FM broadcasting. They can't see joining forces as yet.

Others, too, recalling NAB's early cold shoulder toward FM, aren't too happy about affiliation unless assured NAB will work strongly for FM. Argument in favor is that one trade association can best do the over-all industry job, that NAB with its \$600,000 budget is better heeled for it than FMBI with about \$50,000. Against is argument that FM still needs promotion, needs own champion in Washington, can't rely on too hearty support from NAB's dominant AM membership.

Meanwhile; Myles Loucks, FMBI managing director, has submitted resignation subject to board's decision; and board was increased from 9 to 15 members, including now Wayne Coy as v.p. succeeding Ted Streibert, WOR-WBAM. Coy is Eugene Meyers' right-hand man and radio executive of Washington Post (WINX) which seeks FCC authority to purchase Jansky & Bailey's experimental FM station W3X0 for \$75,000.

Merger project, at any rate, is some months away, certainly not until well after Justin Miller and Jess Willard take over at NAB next month.

CEILING PRICES: Due at this writing are long-awaited OPA price adjustments for components manufacturers. Under consideration at week's end were 1941 price increase factors of about 10% for tubes, somewhat less for major groups of components, for sale to set makers; no 1941 price increase for tubes and other components for sale to retail outlets.

WHISPERS AND SHADOWS: What David Wark Griffith once referred to as "the wedding of the whispers and the shadows" -- radio and the movies -- has now been consummated in a prideful progeny: Television. He is a lusty youngster, now in the stage of growing pains but bursting with health and energy. What he will show to his parents -- what he will accomplish in the realms of broadcasting, motion pictures, advertising, merchandising -- we'll soon see. That his parents must perforce keep up with him; that the radio companies, big and little, are aware of the fact; that major movie firms like Paramount, Metro-Goldwyn-Mayer, 20th Century-Fox, are eyeing him cautiously if not benevolently -- is evident. They all know they cannot afford to become fat and smug and complacent in the new world of entertainment, education and trade which he will command. To Television and its concomitant FM, this new service is dedicated.

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Sept. 8, 1945.

WHAT PRICE TV AND FM? It's still too early to calculate, with any degree of exactitude, just how much TV and FM installations and operation will cost. Equipment prices aren't yet available, most now used being parent-plant made. But a bit of guessing is possible on basis of reported costs of some of the TV and FM stations already on air or projected (Supplements No. 1 and 4).

GE can't separate all costs but estimates it has spent upwards of \$660,000 on its Schenectady TV installation thus far. NBC-RCA and CBS haven't any TV plant cost figures, but DuMont's reportedly cost \$125,000 (with \$126,000 more to be spent on its new Wanamaker studios); Balaban & Katz's, \$169,000; Zenith's, only \$20,000. And Don Lee, counting what it has already spent in its pioneer TV experiments, is budgeted for \$1,500,000 for its Mt. Wilson project, the Milwaukee Journal \$175,000.

As for current monthly operating costs for TV, the only figures thus far reported are: NBC \$66,235; CBS \$25,000; DuMont \$25,000; GE \$12,500; Balaban & Katz \$11,000; Zenith \$10,000 and, remember, their stations are not yet on fulltime schedules.

As for FM, existing operators have had varying cost experiences, evidenced by their figures reported in Supplement No. 4 herewith. These range from only few thousand dollars installation cost, usually absorbed by AM operation, to the \$500,000 Maj. Armstrong has spent thus far on Alpine. Here, too, there are as yet no standard cost figures -- but it is evident that FM installation will cost only a fraction of TV, quite apart from operating costs. Soon we'll report on the 500-plus FM applicants and what they have told the FCC they think (guesswork at best) their plants and their monthly operations will cost.

It can be told now that, including his Alpine investment, Inventor Armstrong has spent some \$850,000 of his personal funds on FM development.

NEW CHANNEL ASSIGNMENTS: Reassignment of present TV licensees (see Supplement No. 1) from present operating frequencies to new 44-85 and 174-216 mc. channels is next big order of business, according to FCC plans. In general, changeover will follow same procedure set for FM broadcasters as announced by Commission Sept. 4, although spotting of TV channels is more complicated due to adjacent channel interference and limited number of frequencies available.

Sept. 4 announcement informed 46 FM licensees that their individual frequency assignments would be given them by mail. Sometime next week the list of specific channel assignments to these "ins" will be released. (We will publish list so you can add to listings in Supplement No. 4 herewith.)

Equipment tests have been set for Dec. 1 and program service on new channels by Jan. 1. Permission to operate for interim on both old and new bands until upper channel receivers are out (hoped for by Christmas) was given, as well as operation on reduced power until transmitter materials and equipment available.

The seven CP holders in FM were to be told what their frequency assignments

will be and asked to file up-to-date financial and ownership data. Equipment tests for CP holders were scheduled for Jan. 1, program service Feb. 1.

FM applicants, presently totaling more than 500, were informed that after Oct. 7 they would be given conditional 90-day CPs, pending more complete engineering data. Upon presentation of such data, or if such data is already included in application, full CPs are to be granted. (We'll report to you later on all FM applicants.)

Licensees and CP holders have until Sept. 20 to object to new assignments if they so desire.

"Controversial problems have been removed by Commission's ruling on FM reassignments," says Bond Geddes, RMA Washington representative. Although some manufacturers may yet put out two-band receivers, decision points way to one-band production only, he says.

SURVIVAL OF PROGRAM FITTEST: The American system of broadcasting has no better friend than FCC Chairman Porter, himself an alumnus of the industry. So when he takes excessive, ear-grating commercials to task in his article "Radio Must Grow Up" in the October American Magazine, on heels of his CBS Sunday Symphony intermission talk Sept. 2, urging public to make known to broadcasters its program preferences, the industry in its own interest should take heed — even though Porter may become the whipping boy of our-industry-can-do-no-wrong claque.

Response has already been enormous, especially to his suggestion that public voice approval or disapproval direct to broadcasters. Porter's huge fan mail includes surprising numbers of you're-right letters from broadcasters themselves, nearly all supporting his point that public itself become vocal as to what it likes, dislikes.

Porter's expressions mean intensification of FCC campaign to require licensees to live up to program formats outlined in their applications. Too many, says Porter privately, set up well-rounded public service schedules in applications, then forget all about them in operation. They expect licenses to be renewed automatically as long as they merely steer clear of obscenity, profanity and libel.

Porter sees hope in fact that instead of present 933 AM stations, the potential of 5,000 or more FM outlets will result in more program choice, more competition, more opportunity for service. He pooh-poohs the apology boys who raise red herring of government ownership; sees "scarcely a whisper of support in America for a government-owned system"; calls it plain nonsense to reject friendly, honest suggestions for improvement as attempts to abolish American system.

RECEIVERS BY CHRISTMAS? RMA President Cosgrove, in Washington during end of week, hopes to prevail upon OPA to review price adjustments for radio parts in order to up increase factors considerably over those announced Aug. 31. He is armed with telegrams from component manufacturers stating inability to produce at OPA price ceilings and informing him that men are being laid off until price situation is clarified. Unless price muddle is straightened out shortly, hope for receiver production for Christmas trade -- including FM sets -- is nil, he says.

OPA price increase factors, to be added to 1941 prices only for parts to be used in new receiver manufacture, range from 10.4% for tubes, to 11% for coils, transformers and chokes; 9% for variable capacitors, speakers and speaker parts; 7% for fixed capacitors and phonograph combination parts; 5% for resistors and all other parts. Tube factor was based on cost data supplied by 86% of industry, OPA said, but parts factors were based on incomplete returns and will be adjusted when and if additional cost data is supplied by industry.

ATTORNEYS, ENGINEERS NEEDED: Crying need in Washington now is for more attorneys, more consulting engineers specializing in TV-FM. Present radio specialists are nearly all overloaded, and conflicts make representation sometimes hard to get. FCC itself is extremely short on legal-engineering personnel and has plans for expansion to handle huge volume of cases.

Some relief is in sight as some specialists doff their uniforms and as a few new faces enter the field. But they're having a tough time securing office space in still overcrowded Washington.

Newly returned to engineering practice are: Comdr. Paul deMars, FM authority who built Yankee's pioneer FM stations, now with Raymond Wilmotte as partner; Maj. Herbert Wilson, who has reopened offices after a hitch in Signal Corps; Harold B. Rothrock, back after war job with Bell Labs. Back from Pacific last week is Glenn Gillett, who has reopened offices; and Hector Skifter, of St. Paul, and Earl Cullum, Dallas, will soon be returning from their war research jobs. Lt. Col. E. C. Page won't go back to consulting, having taken over technical directorship of Mutual.

Ex-FCC Chairman James Lawrence Fly, now practicing law in New York, is contemplating a Washington office. Among radio attorneys expected to be mustered out of service soon are: Lt. Percy Russell, USN, associate of L. G. Caldwell; Capt. Duke Guider, USN, of Hogan & Hartson; Capt. Arthur Scharfeld, now with AMG in Germany; Lt. Comdr. William A. Porter; Lt. Edward K. Wheeler, USN. Col. Ralph Walker, ex-FCC attorney, is now out of uniform and has joined Pierson & Ball.

TRANSFER PROBLEM TO CONGRESS: Pending Congressional action on two major points arising from recently approved transfer of WLW to Aviation Corp. of America, the Commission plans new procedure on future transfer applications. To lay spectre that seller nominates own successor when a deal is made for sale of station, Commission will require that opportunity be given all interested parties to bid for property. This will be done through publication of terms of sale and invitation for others to meet same conditions.

A public hearing on this proposal, announced Sept. 6 in release of FCC opinions on Crosley-Avco case, will be held before it is adopted.

Congress will be asked (1) to adopt yardstick enabling Commission to measure value of stations to determine justifiable prices; (2) to further define qualifications of licensees, especially with regard to control of stations by large financial and industrial groups; (3) to authorize Commission jurisdiction over transfer of substantial minority interests.

Upon submission to Congress, these questions go to Interstate Commerce committees of both Senate (Senator Wheeler, Dem., Montana, chairman) and House (Rep. Lea, Dem., California, chairman).

TAXING TELEVISION: Department store sales of television receivers in New York City will be saddled with extra burden even before getting started as result of \$5 monthly license fee imposed on each set showing telecasts in public places, which also include hotel lobbies, bars, theatre lounges and similar spots. Enforcement of tax by inspectors of Department of Licenses under tempestuous Commissioner Paul Moss, often in tangle with theatre operators, is based on his decision to collect license fee provided in Article 2, Administrative Code, City of New York, which renders taxable "a display on a screen or other device by pictures or objects in motion or rapidly changing scenery, whether or not such display shall be accompanied by a lecture, recitation or music." Moss believes showing of telecasts in public places adds incentive for attracting customers and, therefore, should be licensed.

PHILCO EXPANDING TV: Philco's WPTZ hopes to throw open its doors not long after Jan. 1 to live-talent, commercial programs from a studio currently being sought in downtown Philadelphia. More remote pickups are also planned, cutting down films as much as possible. Station soon begins sixth season of telecasting U of Pennsylvania football games from Franklin Field for Atlantic Refining Co. through N. W. Ayer & Son.

Plan is to invite sponsors, advertising and talent agencies and radio broadcasters to produce shows at a token, experimental rate. But production supervision will remain with Philco. New equipment is now being built for the prospective studio.

Philco's Washington, D. C. transmitter, still in the blueprint stage, will be located at site of its first experimental relay station in Arlington, Va., which has been approved by local Zoning Commission. If all goes well, ground will be broken shortly for building housing studio as well as transmitter.

PHILADELPHIA PLAN: Something new and gratifying in radio station cooperation is so-called "Philadelphia Plan," growing out of wartime manpower-material shortages and approved by FCC, whereby each of Quaker City's five FM stations goes on air one day in five with full schedule while others remain silent. Sundays, Wednesdays are filled by process of rotation. A coordinator is appointed for each five-week period, who arranges lending and swapping of tubes etc., borrowing of programs, substituting of schedule by another station when one can't make its own due to mechanical failures etc. It has worked splendidly through war period, giving Philly's 20,000 or more FM set owners something on air at all times, yet insuring integrity of stations' individual identifications which are carried even when a rival's transmitter has to be "borrowed." Effort like this augurs well for elimination of cut-throating in new era of FM broadcasting.

HOW TELEVISION WORKS: Television itself will probably get first crack at showing of Army Signal Corps film titled "This Is Television" recently completed at Fort Lee studios. It's the best graphic presentation yet on how television works, designed primarily for 15-20 minute showings to Army personnel as part of Army's "Tomorrow" series. It takes viewers inside studios, explaining in lay language all phases from transmitter to receiver. Dr. O. H. Caldwell is narrator, and shots include David Sarnoff, Gilbert Seldes and Dr. Vladimir Zworykin.

VIEWS AND NOTES: There's just a bit of irony in fact that DuMont's television tieup with Wanamaker (Sept. 1 issue), a decided coup, comes some 35 years after that same department store tied up with the old American Marconi Co., then employing a youngster named David Sarnoff, for point-to-point wireless experiments between New York and Philadelphia -- the precursor of American radio Columbia U, where Maj. Armstrong continues his labor of love, teaching, as prof of electrical engineering, has applied for an FM station in order to broadcast "on a truly adult level sound instruction by radio in those fields of study that lend themselves to radio presentation." Its proposed studios will be at 116 Broadway, New York, and it will transmit from Maj. Armstrong's Alpine plant across the Hudson from Yonkers Worth listening to, for anyone concerned with radio's own New World: Those Sunday afternoon "inside radio" intermissions in the CBS Symphony Hour, which thus far have featured talks by Jett, Goldmark, Porter, Miner Looks as though V.P. Larry Lowman, Manager Worthington Miner and Asst. Program Director Ben Feiner Jr. will form triumvirate running CBS television with resignation of Gilbert Seldes as program director, expected Sept. 28, to do independent work in the field duPont will shortly start series of three quarter-hour TV shows weekly, promoting new uses of plastics, over WRGB, Schenectady, placed thru BBDO duPont, interested in TV as raw film maker, has also begun production of luminescent chemicals for TV screens at its Towanda, Pa., plant.

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Sept. 15 1945.

PETRILLO'S TV BAN: Uncertainty over television's effect on employment of musicians is reason behind continuing ban by James C. Petrillo, president of American Federation of Musicians, on appearance of union members in video shows. Musicians are under Petrillo orders since last February not to participate in television programs.

Petrillo won't talk about lifting the ban and establishing a scale, indicating that the restriction may be enforced until the union determines how far television has advanced and how it will affect jobs of musicians.

Rankling in Petrillo's memory is his union's failure to stop unemployment of musicians in film houses when sound pictures were introduced. Campaign was then waged unsuccessfully by Joe Weber, Petrillo's predecessor in AFM presidency, against "canned" music in movie theatres. Strategy followed mistaken view that the public would never stand for the absence of musicians from theatre pits -- but the public did, and, as result, an estimated 18,000 musicians joined unemployed ranks.

THE NEW FM RULES: If you are interested in the future of FM, read thoroughly, and file for reference, the new rules issued by the FCC, included herewith as Supplement No. 7. Drawn up after hearings at which the industry presented its views, these rules may be expected to stand, in their essential details, for the next decade; certainly long enough for FM to become an established broadcasting system.

"Must" reading for you, too, are the frequency reassignments for current FM licensees and permittees, published with this issue as Supplement No. 6.

In general, FM rules follow closely the allocations statement and the preliminary Aug. 24 report by the Commission (Supplement No. 3). There are, however, two additions to the contents of the previous reports: (1) FM frequencies have been given channel numbers, and (2) cities with more than 10,000 population can be excluded from rural service area computations when the signal from such a rural station is not more than 500 uv/m in such cities.

Reassignment of frequencies in the New York City area posed a problem not heretofore discussed. This was the extension in coverage, inherent in certain frequencies, beyond the 1,000 uv/m contour. The problem was resolved by the FCC, probably not to the liking of the networks, by assigning the frequencies giving extended coverage to the independent FM broadcasters. It was felt that network programs would be transmitted to areas not within range of the New York network stations by affiliates in neighboring areas.

Note, too, that the only station thus far permitted power in excess of 20 kw is Gordon Gray's WMIT atop Mt. Mitchell near Winston-Salem, N. C. WMIT was granted 200 kw.

WHERE THE SETS ARE: FM and TV have been so well publicized over the last few years, particularly in the advertising of big and little companies alike, that the listening public knows pretty well what to expect. Both got a fillip, too, from the enormous publicity accorded radar recently, for the arts are closely related both as to transmission and reception.

Fortunately for the buying public, in view of new channeling required, the number of FM and TV receivers already in their hands is relatively small; those who already own sets will have to readjust them for the newly assigned frequencies on which both FM and video must operate.

Actually, the cart was put before the horse just before the wartime shut-down of set production. There weren't many horses, however, the number of transmitting stations actually operating being exceedingly few (only 6 TV and 46 FM; see our Supplements No. 1 and 4).

Best industry sources place FM sets sold before the war at about 395,000, not more than 75,000 of which were non-AM combinations. It's estimated that 120,000 of them are in the New York area; 80,000, Chicago; 35,000, Boston; 25,000, Detroit; 21,000, Milwaukee; 20,000, Philadelphia; the rest scattered. Foregoing are the cities which have the most FM stations.

As for TV, the Television Broadcasters Assn. says that altogether about 10,000 sets were sold prior to the war, mostly by RCA, DuMont and GE, with Philco, Farnsworth, Andrea and a few others making some to put mainly in the hands of company officials and engineers. TBA estimates there are today about 8,000 to 8,500 operating receivers, 5,000 of them in the New York-New Jersey-Connecticut area. Several hundred more are scattered in the Albany-Schenectady-Troy area, perhaps 300 in Philadelphia, a few hundred in Chicago and Los Angeles. Some 75-100 sets are in Army-Navy hospitals along the eastern seaboard.

The rest are non-operative for various reasons -- and all of these will become obsolete soon as TV's new channeling is in operation.

TODAY'S BEST FM LISTENING: New York metropolitan area, with 11 stations authorized, 7 in regular operation, leads country in immediately available FM service. Philadelphia has 6, all on regular schedules, Chicago area 5 of which one is still CP. These appear to be best initial market for set merchandisers, both from point of view of existing stations and fact they also lead in number of new stations applied for. (We plan to publish data on the 500 or more pending applications shortly.)

One of New York's CPs is held by Capt. William G. H. Finch, facsimile inventor, head of Finch Telecommunications Inc., just released from nearly four years duty with Navy as head of Countermeasures Service, Bureau of Ships. He's now back with his company, but his FM station WGHF, 10 E. 40th St., is a personal enterprise into which he is putting \$100,000. It should be on air before year's end, using long-ordered GE and WE equipment.

NEWS COVERAGE BY TELEVISION: That television needn't depend upon the movies for too much of its program material, certainly not for newsreels, was proved again this week when NBC's own camera crew filmed the Sept. 10 arrival of Gen. Wainwright in Washington, rushed the films to New York, televised them over WNBT same evening. The night before, WNBT got same break as newsreels in releasing Army-Navy Jap surrender films flown in from Tokyo Bay, and last month same outfit covered Gen. Eisenhower arrival same way. All major TV operators plan own newsreel units for remote control events which they can't cover direct until wide-band radio or wire relays are available. Beauty of setup also is that newsreels subjects can be repeated as often as desired over TV outlets to reach different audiences at different times of day.

COAXIAL CABLES SPREADING: AT&T isn't going to slow up, certainly not suspend, its vast \$100,000,000 coaxial cable project, making possible line hookups for network television, simply because Westinghouse-Glenn L. Martin may think their "skyhook" project offers better potential for regional and national TV coverage (Sept. 1 issue).

By end of this year 1,500 mi. of the coaxial, each tube capable of 3 mc. with present amplifying system, affording plenty of band-width for inter-city TV transmission, will have been laid. The coaxials variously contain 4-8 tubes each.

Even if never used for TV, the coaxial permits hundreds of simultaneous AM or FM broadcast channels, or 480 telephone channels.

First link of the coaxial, laid experimentally in 1936, connects New York-Philadelphia, 90 mi. Also operating since 1940 is Minneapolis-Stevens Point, Wis. link, 200 miles. Both are now used for telephony.

In ground, but not yet operating, are: Baltimore-Washington, 33 mi.; Philadelphia-Baltimore, 100 mi.; Terre Haute-St. Louis, 175 mi.; Atlanta-Jacksonville, 255 mi. By end of this year Atlanta-Dallas should be in the ground, too.

Bell System plans four inter-communicating backbone routes: (1) New York-Miami, via Jacksonville; (2) Atlanta-Los Angeles-San Francisco, of which Atlanta-Dallas is to be first link; (3) Washington-Pittsburgh-Cleveland-Toledo-South Bend-Chicago; (4) Chicago-Terre Haute-St. Louis-Memphis-Jackson, Miss.-New Orleans.

Also planned are links like Minneapolis-Des Moines, Omaha-Kansas City, and probably others as need is seen.

DuMONT'S WIDE-BAND SETS: New DuMont television receivers will be capable of taking in lower and higher TV bands, and FM frequencies in between.

All of company's television sets will have FM but an additional tuner will have to be added for AM, depending on still undetermined price of machine which, in deluxe models, will also contain phonographs.

A feature of DuMont receiver will be the Mallory-Ware induct tuner, which makes possible continuous tuning on a wide range of frequencies (40-216 mc). Though not necessarily exclusive with this set manufacturer, the induct tuner is not known to be used by any other at this time.

Private showing of mock-up cabinets and experimental chassis will be held next week for DuMont staffers, who will be invited to make suggestions for improvements.

LITERATURE OF TV-FM: These arts being virtually in their inceptive stages, there isn't much yet to recommend in the way of required reading outside current periodicals. Out of the rather sparse supply of literature, we suggest starting with GE's brochures (obtainable free from GE Publicity Department, Schenectady) titled "Your Coming Radio," "Television Broadcasting Post-War," and "Television at WRGB." Then there's RCA's "Television" (ask for it from RCA Information Dept., 30 Rockefeller Plaza, New York). From RCA also, if you're interested in helping returned veterans find places in radio and electronics, you should get the excellent booklet by Brig. Gen. David Sarnoff, "Opportunities in Radio and Electronics for Returning Service Men." And from GE there's a brief folder "Television as a Career" by James D. McLean. The Sarnoff brochure includes a bibliography of suggested reading on FM and TV, among other phases of electronics; the McLean folder has a short but good bibliography of recent books and magazine articles on TV.

DEPARTMENT STORES PERK UP: Paced by Wanamaker's of New York (Sept. 1 issue) and the powerful Federated Stores group (Bloomingdales, N. Y.; Abraham & Straus, Brooklyn; Filenes, Boston; Shillito, Cincinnati; Lazarus, Columbus; Foley, Houston) department stores may be expected to be big factors in both TV and FM development. Federated's subsidiary, Metropolitan Television Inc., has been operating an FM station in New York City for nearly three years, and holds CP for experimental TV station.

So many stores missed boat on broadcasting (with such notably successful exceptions as Macy's WOR, N. Y.; Gimbel's WIP and Lit's WFIL, Philadelphia; Outlet's WJAR, Providence; Maison Blanche's WSMB, New Orleans; Gable's WFBG, Altoona; Marshall Field's WJJD, Chicago, and WSAI, Cincinnati; and the Shepard Boston and Providence stores) that others don't want to be left behind again. Nearly all AM stations owned by department stores are already FM operators; many more are FM and TV applicants. In Canada, the Eaton chain, often called the Dominion's Montgomery Ward, has ordered a wired system of intra-store television from DuMont for its Toronto store.

That TV particularly is a natural merchandising medium for department stores, is self-evident. Its special adaptations for intra-store use -- for fashion shows, product displays, demonstrations from floor to floor -- is graphically described in a booklet titled "RCA Victor Television -- Opening a New Merchandising Era for Department Stores." It may be obtained by writing Thomas J. Bernard, adv. mgr., RCA Victor Home Instrument Division, Camden, N. J. Recommended reading also is "Television for Department Stores," by James D. McLean, obtainable from the publicity dept., General Electric Co., Schenectady.

RAILROAD EYE: One of the principal railroad lines is seriously considering placing television cameras at front end of locomotives of crack trains and piping results to lounge and dining cars so that passengers may see country ahead of trains on which they are traveling. It is believed that television may thus fulfill boyhood ambition of many of us to ride in an engine cab, and can thus attract travel business when competition resumes normal proportions.

NEWS AND VIEWS: Add to Washington radio law practitioners new firm of Miller & Schroeder, Munsey Bldg., formed by Neville Miller, ex-NAB chief recently back from UNNRA duty in Balkans, and Arthur Schroeder, just out of Army, formerly with George O. Sutton....And then there's the new consulting engineering partnership of McKey & Shaw, 1108 Sixteenth St. NW, formed by Dixie McKey, recently with the Oklahoma Publishing Co. radio organization, and Robert C. Shaw, ex-Bell Labs antenna expert recently released from war duty with National Defense Research Council....Pent-up demand, as indicated by study, forecasts market for 25 million radio sets, double industry's best production year, Philco President Ballantyne reported in talk on MBS Sept. 6. He also recalled RMA estimate of 145,000 jobs in radio industry, 68% over prewar levels....DuMont is completing audience survey of present television set owners to determine program preferences; Buchanan & Co., agency, is doing the job....NBC's WNBT is planning to step up its schedule to 7 nights a week shortly; CBS's WCBW recently went to 3 nights a week....American Broadcasting Co. resumes TV activity over DuMont's WABD Oct. 2 with 13-week series comprising two half-hour programs a week; ABC will also handle special events cooperatively with DuMont....Margaret Rice, daughter of Playwright Elmer Rice, is employed by Television Productions Inc., Paramount subsidiary, for sole purpose of reviewing video shows, as produced on New York's three stations, for company's files. Reviews have been compiled by company for a year and a half.

MARTIN CODEL'S

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Television Digest

and FM Reports

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Sept. 22, 1945.

FM STANDARDS ARE READY: At week's end, the FCC was readying for release Standards of Good Engineering Practice Concerning FM Broadcast Stations which, with Rules issued last week (Supplement No. 7), will complete your basic file of data on FM operating requirements.

It is a lengthy mimeographed document, with charts, won't be printed by Government for some months. So we will print and send it to you in our loose-leaf style as soon as we can.

With few exceptions, Standards follow recommendations agreed upon at last month's open hearing on technical phases, as defined by the special Industry-Commission engineering committee set up for that purpose.

Meanwhile, reaction to the FM Rules and the frequency assignments to the 53 current licensees and CP holders (Supplements No. 6 and 7) have not been unfavorable. No complaints have as yet been received by Commission, though it is known a few allocees, though silent, are none too happy. All have until Sept. 25 to register protests.

FMBI members are "pretty well satisfied," according to Myles Loucks, Washington director. One top consulting engineer, who prefers to be nameless, declared that Area I assignments are "best that could be done with the number of frequencies available."

We've heard, but haven't been able to verify the report in absence of reply to our inquiries, that Inventor Armstrong is not too enthusiastic about assignment to his pioneer Alpine station. He had asked for Channel No. 1, perhaps out of sentiment. He was said to be appreciative, however, of getting one of frequencies permitting extension of coverage beyond the 1,000 uv/m contour. He got Channel No. 65 (100.9 mc), which some engineers regard as best in New York area so far as coverage is concerned.

Network reactions were mixed. Though none too pleased at being given less extensive service areas than independents, several of their technicians tell us that the fact that all network stations were bunched closely to one another might be more advantageous than greater coverage since public might come to recognize that network programs were concentrated within a certain portion of the dial.

Networks also are assured continuing wide coverage through their high-power AM stations which, even if FM drives out AM eventually, are likely to be last to go, if ever.

WOR-Mutual (WBAM), CBS (WABC-FM) and NBC (WEAF-FM) were assigned Channels No. 45, 47, 49, respectively (see Supplement No. 6).

SHAFU ON TV RULES: Those 13 channels presently allocated for TV in the 44-88 and 174-216 mc. bands simply aren't enough for nation-wide service, or even a semblance of national video, let alone adequate metropolitan service.

So what many had feared came to pass last week, and the FCC, meeting to

consider new TV rules and study proposed allocations, literally threw up its hands and in effect said, "Let's go into this thing further." That it must do so is further emphasized by fact that to date 126 applications are on file for new TV stations (Part A, Supplement No. 8, herewith).

Result was entire question of TV allocations was set for public hearing in Washington Oct. 4. Basis of hearing will be recommendations proposed for TV rules announced in press release Thursday (see Part B, Supplement No. 8).

One recommendation, that the now experimental 480-920 mc. band be increasingly utilized, indicates FCC's concern for "a truly nation-wide and competitive television system." It also presages a delay which may give time for proponents of higher-definition TV on wider channels in ultra-highs (including CBS color) to prove their point; and, of course, it may mean considerable delay in TV set production accordingly.

So tight does Commission consider availability of channels under present allocations that in its preliminary consideration it found feasible the allotment of only 4 channels to New York City (because of nearby heavily populated cities which want own stations, too); but it found it possible to allot 6 to Los Angeles, 5 each to Boston, Chicago, San Francisco, the Albany-Schenectady-Troy area.

Such big cities as Philadelphia, Detroit, Columbus could be allotted but 3 each. For a complete listing of proposed allocations to cities, see page 12, Part B, Supplement No. 8.

Two other major points for hearing consideration are: (1) Commission's proposal to require minimum program schedule of 6 hours a day, and (2) its invitation for comment on suggested sharing of a channel by two or more licensees.

Schedule of 6 hours a day would be considerable jump from the 4 hours minimum per week now required, or from the 15 hours per week required before May, 1942.

Channel-sharing hasn't worked too well in AM broadcasting through the years, often meaning duplication of plant and generally leading to one occupant selling out to other, but Commission considers it a possible partial answer to problem of too few channels for too many applicants.

One hitch in New York area is already apparent. DuMont, in a release Tuesday, announced that its WABD was going off the air until Dec. 15 when it would resume on Channel No. 5 (76-82 mc.). No Channel No. 5 is proposed for New York under the suggested allocations. Also, according to the Commission, DuMont's changeover was only temporary special authorization to go silent for 90 days and to return on new channel experimentally.

LOEWI'S FILM PROJECT: Televents Corp. of America, a company organized seven years ago as a personal project by Mortimer Loewi, executive assistant to Allan B. DuMont, to film news for telecast on same day it happens, is being reactivated. Lt. Comdr. Loewi, executive v.p. of DuMont until he went into Navy, who must be given major credit for establishment of DuMont organization, is negotiating with top figures in sports and other fields to take part in his pet baby, Televents, a strictly personal enterprise.

Plan is to shoot on 16 mm. film and sell edited footage for 10-minute programs to sponsors on outlets throughout nation. In beginning, programs will be available three times a week. Chief advantage claimed for Televents is its almost immediate presentation by video of spot news and features

Although test programs were made five years ago, the television art was not yet far advanced to absorb even costs. Present plans call for launching of organization when receivers are out and shooting initially in New York, Chicago, Los Angeles, Miami.

TOWN HALL SAYS NO: Doubt over wisdom of segregating educational radio programs from commercial outlets was prime consideration prompting New York's famed Town Hall to break off its flirtation with idea of itself operating an FM station.

Executive committee last week, after hearing 15-page report from its two investigators, who spent a lot of time in Washington, decided to do nothing for present. Judgment was that Town Hall, which is mostly supported by contributions, has neither the endowment to finance nor know-how and plans necessary for 12-17 hours of daily programming.

George Denny, moderator of "America's Town Meeting of the Air," sees real danger in spotting country with FM stations in hands of educators who put on dull programs, but he tactfully added there are a lot of educational interests putting on real programs.

"Town Meeting" hopes to use TV eventually, in fact, once was put on NBC's WNBT before NBC-Blue separation; and last fall the program was telecast for first time under commercial auspices (Readers Digest) over GE's WRGB, Schenectady.

KEEPING UP WITH RADIO: There's significance in fact that, outside radio's own trade journals, other publications are now devoting considerable space to radio, especially TV and FM. Notable is the space now being given radio in such publications as Editor & Publisher, newspaper trade organ; Printers Ink, dean of the advertising journals; Retailing & Home Furnishings, Fairchild publication.

In radio's early days they missed the boat, and they don't propose to be left behind again -- doubtless reflecting the now more open and alert minds of their industries. Printers Ink in recent months has carried some first-rate material on TV for the advertiser, and its major effort, a TV directory published July 6-13, is being offered in reprint form. Editor & Publisher now carries weekly radio page with some attention to publishers' actual or potential interest in TV-FM. Retailing & Home Furnishings does a good job for the merchandiser.

Advertising Age, Tide, Variety, Billboard have consistently covered radio news from their own particular angles; but the friendly note in rest of trade press is far cry from old disdainful attitude.

EXPANDING FACILITIES: Building boom anticipated as result of lifting of Government stops is not all limited to home construction. Expansions to take care of radio facilities, notably by newspapers, are in prospect, too. New York Times has scheduled an 11-story addition to include its radio stations WQXQ (FM) and WQXR (AM) on ninth floor. Chicago Tribune plans 8-story tower, fifth floor of which will house expanded facilities of its WGNB and WGN, including 3-story studio big enough to handle full-size symphony orchestra. Milwaukee Journal will now go ahead with its ambitious Radio-Television Center, plans for which were drawn but construction halted by war.

TV Station WBKB, Chicago (Balaban & Katz) looks for early release by Navy of Radar School in State-Lake Bldg., plans new studio there.

TRY AND GET ONE: Have you ever tried to buy a TV receiver since the wartime shutdown of production? With the resurgence of interest in TV, a lot of folks have, notably executives of radio and motion picture companies in the areas already served with TV's rather limited schedules. Except in few instances, where owners sold them because they couldn't manage the repairs, or where the plea was that the sets were intended for veterans' hospitals, they were generally unsuccessful. One man offered to sell his \$385 pre-war set for \$1,500, was taken up, next day reneged!

PRICES AND PRODUCTION: OPA is awaiting cost data from North Atlantic parts manufacturers before reviewing increase factors as requested by industry. These figures will be considered together with mid-west information left with OPA last week. Industry's objections are based on inability to produce at ceiling prices without loss.

Senate War Investigating Committee has also informed RMA that an investigation is being made of situation, especially in regard to possibilities of unemployment.

Permission to fill orders for parts to go into original radio sets, with prices to be adjusted after OPA reviews costs figures, had been anticipated by industry and discounted.

Set manufacturers, still unable to get parts and go into production, are beginning to lose their early optimism re quantity output this year. Some production, mainly AM, based on parts inventories on hand, is probable, but in nothing like volume hoped for. Set manufacturers are not looking forward too hopefully for ruling on price ceilings until parts price knot is untangled -- not for several weeks at best.

NEWS AND VIEWS: General Electric is understood to be preparing a cheap adapter for present FM sets, making possible their use on new band, but GE on inquiry will state only that their "engineers are studying FM converter problem."....Federal Telephone & Radio Corp., which is building CBS's ultra-high-frequency TV transmitter, is shopping around for a manufacturer to make camera and all other studio equipment except lights....Farnsworth showed two types of TV receivers at distributors meeting in New York last Wednesday, one a direct viewing table model and the other a projection model with a 16x22-inch screen. Neither was demonstrated nor were prices announced....Sponsored by the magazine "Televiser," a Television Institute opens in New York's Commodore Hotel Oct. 15. Speakers scheduled include ex-FCC Chairman Fly, DuMont's Dr. Goldsmith, CBS's Dr. Goldmark, American's Paul Mowrey, Paramount's Paul Raibourn, and others....Tom Hutchinson's resignation from RKO Television Corp. does not mean company is retiring from field of producing TV programs for stations, networks, agencies, advertisers, says Ralph B. Austrian, exec. v.p., in letter designed to scotch rumors. Company is dropping live-talent programming and will confine efforts to programs on films....CBS was granted permission to identify WABC New York over its FM affiliate, WABC-FM, during operation of latter from 6:30 to 7:45 a.m. This is exception to Sec. 3.287 (f) of Rules for FM Broadcasting as published last week (Supplement No. 7)....Just released from Navy, where he was with "guided missiles" project, in which TV played an important part, Lt. Leonard Hole has returned to CBS Department of Editing and Copyright as staff editor and liaison for TV activities....Solid, feet-on-ground facts and thoughts on TV is contained in "Television Grey Matter," monthly bulletin issued by Grey Advertising Agency, New York. It's good reading for those concerned with advertising slant on subject....TV gag of the week: "Hurry television along, because we want to see Drew Pearson demonstrate his sponsor's product!"

EXTRA COPIES OF FM RULES: We are proud to report that our printed edition of the new FM Rules, published last week as Supplement No. 7, was the only wholly complete and accurate copy published by anyone. We were fortunate enough to catch errors and omissions in FCC's mimeographed release before going to press, and so by running off extra copies we were even able to comply with FCC's request for several hundred reprints. The FM Standards will also be published by us in similar loose-leaf form. From our extra supply we will be glad to furnish a few extra copies -- but to our subscribers only.

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Sept. 29, 1945.

FM STANDARDS: We call your special attention to the FM Engineering Standards included herewith as Supplement No. 9, and to the Sliding Scale for use with Figure 1, page 11, in computing groundwave signal ranges with power other than 1 kw. This scale was printed on four-ply paper, to FCC specifications, for the convenience of our subscribers. Extra copies of the Standards as well as the associated FM Rules (Supplement No. 7) are available. We can furnish up to two extra sets, but to subscribers only.

WHO'S WHO IN TELEVISION: What manner of men, what kind of capital, will go into television?

We gave you detailed data on the 9 existing stations and CP holders in our Supplement No. 1. Last week, we gave you a who's who of the 126 applications on file with the FCC as of Sept. 22 (Part A, Supplement No. 8--as corrected). The names among those 126 TV applications are indicative of what to expect among the new faces and old, the new capital and old, who will comprise the TV broadcasting industry when it really gets under way.

As expected, of the applications for TV facilities, all but a few--34 to be exact--are from AM broadcasters. Most of these 34 are newspaper publishers. Actually, newspaper publishers, after AM broadcasters, lead among the TV applicants, for there are applications for 39 stations from publishers, some of them already in AM.

Next to publishers are radio manufacturers and motion picture interests. Manufacturers are asking for 15 stations; motion picture people, 14.

Among the manufacturers, DuMont, already operating in New York, seeks stations also in Washington and Pittsburgh; Philco, with a license in Philadelphia, asks for two others, in Washington and New York; Raytheon, in Chicago, New York and Waltham, Mass.; Westinghouse, in Boston, Philadelphia, Pittsburgh; Crosley, in Cincinnati, Columbus, Dayton.

The 14 applications from the motion picture industry include:

Paramount, which already has holdings in DuMont's WABD, New York; Balaban & Katz's WBKB, Chicago; Television Production Inc.'s W6XYZ, Los Angeles, seeks additional outlets in Boston and Detroit.

Twentieth Century-Fox asks for stations in New York and Los Angeles, and may add Boston.

Loew's (MGM) wants outlets in New York; Washington and Los Angeles.

Howard Hughes, motion picture-aircraft tycoon, asks for stations in Los Angeles and San Francisco.

Department store interests, largely newcomers to radio, ask for 12 TV stations.

Significant are the networks' hopes for TV outlets.

CBS, with one station in New York, hasn't asked for any more--yet--probably awaiting its forthcoming color-television showings.

NBC, with one station in New York, asks for others in Los Angeles, Chicago, Washington, Cleveland.

American, with none yet, seeks outlets in New York, Chicago, Los Angeles.

Mutual, with none, hasn't applied for any--but its chief owners have: Macy-Bamberger, in New York, Philadelphia, Washington; Chicago Tribune, in Chicago; Don Lee (already operating in Los Angeles), in San Francisco.

Yankee, new to TV, proposes outlets in Boston, Hartford, Providence.

All this leads to.....

TV HEARINGS OCT. 11: The \$64 question in the broadcasting industry today is, what shall be the solution to the problem of too few channels for a national TV system.

Even before final rules are promulgated, with 126 applications for as many TV stations already on file (Part A, Supplement No. 8) it is already apparent there aren't enough channels to go around--much less to provide anywhere near a nation-wide service.

After study of proposed allocation tables (Part B, Supplement No. 8), pessimists feel TV is back where it was in 1942. The few optimists we can find ask such questions as:

Will present 13-channel allocations be maintained, and applicants screened ruthlessly? Should ultra-highs be opened to commercial TV? Should Metropolitan Station classification be eliminated, and all be reduced to Community Station status? Should there be channel-sharing? Should number of eligible TV cities be reduced to 100, maybe even 50?

These and other questions may be answered at FCC's television hearing Oct. 11 (postponed from Oct. 4), which we suggest all TV operators and applicants attend. There they can give voice to their suggestions, their complaints, provided they file briefs or give notice of appearance by Oct. 8. TBA decided at its board meeting last Thursday to be on hand with briefs, argument. Consensus there was, "Let's get going now and work out the details later."

Much depends on Commission's attitude after this hearing. If it conveys impression TV is to have but limited commercial beginnings on present bands, some factors in industry may conceivably refuse to go ahead with operations that they think destined to become obsolete shortly.

LEVER'S VIDEO ON CBS: CBS Television and Ruthrauff & Ryan will begin an interesting production experiment with four half-hour periods bought by agency's client, Lever Brothers Co. (Lux, Lifebuoy, Rinso, Spry) from Oct. 9 to around Christmas. Network's video department will allow agency to select producer but will seek to strike happy medium by using its own directors. Sponsor is second to be acquired by CBS, first being Bulova (thru The Biow Co.) for time signals.

Opening show, "Big Sister," and third, "Aunt Jenny's Real Life Stories" (sometime in November) are adaptations from radio presented last year at DuMont by Lever and R&R as "televersions." Remaining pair will be a sports program (Oct. 30) and a special Christmas show.

Cost of station facilities to sponsor will be \$150 an hour for major studio use, including air time, in which should be computed camera rehearsals.

FM STIRRINGS: Up for FCC decision are two major problems in the FM field. First is action on protests received regarding frequency reassignments to existing FM stations (see Supplement No. 6). Second is demand by FMBI for extension of commercial FM band.

Set for hearing Oct. 15 are the New York assignment protests from NBC's WEAJ-FM and CBS's WABC-FM. Both objected to reduced coverage inherent in wavelengths assigned to them as against the superior coverage allowed non-network stations. Both were asked by FCC to indicate frequencies they'd prefer, and also to state their recommendations for frequencies that should be assigned to other FM broadcasters in that city.

Persons desiring to participate in this hearing must file appearances with Commission before Oct. 10.

It is interesting to observe, in this respect, that Mutual's WBAM (WOR) did not file an objection to its New York assignment. ABC has no FM assignment in New York as yet, though it is an applicant.

The only objections to power authorizations, filed by Zenith's WWZR, Chicago, and WDRG-FM, Hartford, will be considered at a future date. Both stations contend reduced power cuts down service areas.

Commission says it will act later on requests from licensees for delay in meeting its test and program deadlines for occupancy of new frequencies (Dec. 1, 1945, and Jan. 1, 1946, respectively). Five stations (WBCA, Schenectady; WMTW, Boston; WDRG-FM, Hartford; WMIT, Winston-Salem; KHJ-FM, Los Angeles) pleaded equipment will not be ready in time.

It is known the Commission feels station engineers should be able to improvise converters that would enable licensees to get on air on new frequencies, even though on reduced power, in time to meet deadlines. It is understood Milwaukee Journal's WMFM is already using auxiliary transmitter for low-band transmission (44.5 mc.) while converting main transmitter for upper-band use (92.3 mc.).

At this writing, FCC had not officially received FMBI statement released after its board meeting last Tuesday. Inquiry indicates, however, that no immediate action is probable, since question of extension of FM band ties in with TV allocation problem, facsimile position, and educational channels.

So critical does Commission consider the FM (and TV) situation, that in a notice Sept. 25 it announced a policy of tightening up on all applications for experimental and developmental stations in the TV band and in the old and new FM band to determine essentiality of proposed research. In same release, the Commission approved two developmental applications--Hallicrafters' and Zenith's, both in Chicago. Fourteen other applications were denied.

FMBI-NAB MERGER: FMBI executive board's meeting in New York last Tuesday disclosed strong inclination to join up with NAB--provided NAB accedes to its enunciated policies respecting FM (see story on this page). There are some who don't want the merger, but the pro-consolidation group is understood to be spearheaded by President Walter Damm and to have enough strength to put it over. In any case, NAB's newly-named president, Justin Miller, will be waited upon by FMBI's executive committee (Wayne Coy, Washington Post; Cecil Mastin, WNBF-FM; Gordon Gray, WMIT) shortly after he assumes office Oct. 1, and they will make their "offer." If Miller is agreeable, he may have to take it up with NAB board where sentiment is regarded as favoring one strong trade association.

Meanwhile, it's more than likely that Myles Loucks, FMBI managing director, will resign to return to private industry.

DOFFING THEIR UNIFORMS: As indicated in our Sept. 8 issue, more consulting engineers, attorneys, badly needed, are coming out of war service and entering Washington field. Latest addition to engineering firms: Weldon & Carr, 1605 Connecticut Ave., formed by James O. Weldon, former OWI communications chief, builder of many high power stations here and abroad, and Lester H. Carr, formerly with CBS, recently doing war work for Navy....Out of Navy and back in Washington consulting engineering practice soon will be Comdr. Joseph A. Chambers, latterly head of Special Weapons Division and before that chief of Navy's radar....Already mustered out and back with WGN as chief engineer is veteran Lt. Comdr. Carl Meyers....Comdr. Robert M. Booth, lawyer-engineer who headed Navy's aero-radio and radar at Philadelphia, goes out of uniform Nov. 1 and joins Kremer & Bingham, Washington attorneys, which Lt. Comdr. William A. Porter joined this week....Lt. Comdr. Ralph Clark, of Ring & Clark, consulting engineers, expects to be out about Jan. 1....Dr. Frank G. Kearsdoffs Navy uniform Oct 1, his partner Bob Kennedy a few weeks later, and they're continuing in harness as Kear & Kennedy, consulting engineers....Comdr. Millard M. Garrison, formerly Jansky & Bailey, expects to be out in November....And due back momentarily from his AMG post in Germany is Capt. Arthur Scharfeld, Loucks & Scharfeld, who may get his discharge soon.

WASHINGTON GADFLY: Don't sell FCC Commissioner Clifford J. Durr short simply because he's been painted as a starry-eyed reformer in some quarters. You may not agree with him, may not like some of things he does and says, but he's a man of character, integrity and brains. One-time Rhodes scholar, brother-in-law of Supreme Court Justice Hugo Black, he's the FCC's chief dissenter, believes in "progress by protest," has a considerable following within Commission, in Government and on Capitol Hill, won more kudos than otherwise by his keen dissent in the Avco-WLW case. You can't dismiss him as "just another New Dealer," whether or not he rubs you wrong with such speeches as he made last week before New York's Christ Church Forum wherein he (like Chairman Paul Porter) took a stand against over-commercialism, concentration of control, etc. We ourselves, for example, can't go along with his bearishness on FM as a potential source of improvement. As we see it, FM will bring more stations, more specialized stations, more competition, wider choice of programs--and in long run a survival of program fittest, with public the ultimate judge.

NEWS AND VIEWS: Facilities of old General Television Corp. in Boston, which once held license for now deleted WLXG in mechanical scanning days, have been leased by Twentieth Century-Fox, and obsolescent equipment has been reconditioned by GE. With applications already filed with FCC for commercial TV outlets in New York and Hollywood, Twentieth Century presumably will also apply for Boston....In East contacting electronic organizations, former Senator C. C. Dill, co-author of the Communications Act of 1934, now a member of the Columbia Basin Commission in his native State of Washington, reports that television is included in plans for a Washington State Building at site of Grand Coulee Dam. Plan is to entertain tourists in big aluminum-covered building with high tower overlooking Roosevelt Lake above the dam....Home from his psychological warfare job in the ETO, Col. Bill Paley, who has been vacationing in Colorado Springs, should be back at CBS helm shortly....Series of 9 articles on audience reactions to TV programs, written by Oscar Katz and Ernest Dichter of CBS Research Dept. for Tide Magazine, has been reprinted in booklet form by CBS and is available on request....Philadelphia Inquirer's \$1,900,000 purchase of WFIL and WFIL-FM from Lit Bros. Dept. Store may herald FCC's new open-to-all-bidders policy on station sales (Sept. 8 issue) in view of Commission's newly cautious attitude on transfers.