

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 3, NO. 23

June 7, 1947

AND STILL MORE NEW STATIONS: Like it or not, the rate of new AM station grants continues swift -- 22 more this week (see AM Directory 1-D), or 36 altogether since our AM Directory No. 1, dated May 1. In other words, adding these 36 to the AM Directory's 1,712, we now have 1,748 licensed or authorized AM stations in the United States. And applications for new AM stations continue apace: 42 since May 1, bringing total pending to nearly 750. By contrast, here's the FM box-score to date: licensees, 48; CPs, 562; conditionals, 240; applications, 174; and among CPs and conditionals, 172 hold STAs for interim operation.

REPORT ON TV; YANKEE RE-FILES: Yankee Network re-applied for TV in Boston this week, second to stipulate GE equipment. First TV transmitter sold by GE goes to Chicago Tribune's WGNA, which has just signed contracts for more than \$300,000 worth of equipment, including 5 kw Type TT-6-B -- called by GE the "highest powered television transmitter made today" -- plus RCA mobile equipment.

Next commercial TV outlet to take air will be NBC's WNBW, Washington, now testing, scheduled to open officially June 27 with local studio programs plus 6-9 hours from New York weekly; its mobile unit will be ready in July, film studio by Aug. 1. Meanwhile, DuMont's WTTG, Washington, announced speeded-up schedule of locals and remotes: baseball, starting June 13; racing from nearby tracks, September; Navy football games from Baltimore, etc.

Yankee seeks Channel No. 7 (174-180 mc), one of 3 still due Boston; only other pending applicant there is Paramount's New England Theatres Inc., with Westinghouse (WBZ) and Raytheon (Waltham) the grantees to date. Yankee says it will spend \$280,250 on installation. Chicago Tribune installation will test by Oct. 1, goes into commercial operation Jan. 1, 1948, includes "newly developed items not yet announced to trade," says Carl J. Meyers, engineering chief. He promises good signal within radius of 45 miles from Tribune Tower transmitter.

Note: Yankee application adds one more under "Applications Pending" part of your TV Directory (Supplement No. 18-C). You'll be up-to-date if you include it, along with Gimbels (WIP) application for Philadelphia (Vol. 3, No. 18), noting also that Tarzian application, Bloomington, Ind., has been granted (Vol. 3, No. 19).

MORE FM MODELS, NEW TV SETS: Chicago music merchant's convention this week proved one thing certain: henceforth, very few console model radios will be without FM. Even more exciting to FMers is prospect of more and more table models with FM, heightened this week by Philco's 482, embracing FM-AM-SW, push-button tuning, 8 tubes plus rectifier, built-in triple aerial. It's priced at \$149.50, is Philco's first 1948 model to be shown, called by company finest it has ever produced. This week also, Sentinel announced \$64.95 AM-FM table model to be on market next month. Thus two major producers are added to list of those now making table models with FM: Zenith, Stromberg, Stewart-Warner, Pilot, Emerson, Bendix, RCA.

As for TV receivers, that low-priced Sears Roebuck console we mentioned recently (Vol. 3, No. 13) will be coming out of Colonial (Sylvania) factory by

August. Sears' merchandise-wise radio director, A. T. Chameroy, told us so this week. It will include AM-FM, sell for "about \$300," lowest yet for such a unit. DuMont's first low-priced telet, table model TV with FM, is due this fall, priced around \$450; in \$800 range, DuMont is readying TV-AM-FM-SW-phono console to compete with RCA's and GE's. Motorola announced this week its advent into TV set field with its "Golden View" receiver for fall 1947 delivery, and Belmont (Raytheon) next week puts limited quantity of its table model, with 7-inch screen, on market, \$250.

"TELEVISION IS REALLY HERE": Hollywood likes superlatives, sometimes delivers, often is far behind reality -- as witness fact so few movie interests are in TV (see TV Directory, Supplement No. 18-C) and so little attention is apparently being paid TV by the movie bigwigs (Vol. 3, No. 17, 18). But TV operators and planners will welcome announcement by substantial short-subject film producer Jerry Fairbanks Inc. in page ad in June 4 "Variety." Firm promises to help fill TV's greatest vacuum, top quality programs, by producing reasonably priced films especially for TV; plans mystery and comedy series this year, 3 more next year. These should offer happy respite from ancient, hashed-over travel and industrial films that seem to be best that TV can wangle to date.

Handsome is as handsome does, and Jerry Fairbanks Inc., admitting it can't make all the subject matter TV needs, says it hopes other film producers will enter this wide-open field. But even so it cannot refrain from tall talk from Hollywood's Olympian heights: "There's been entirely too much blue-sky talk about television -- too many exaggerated statements -- too many extravagant claims. But, television is really here. Four hundred thousand sets will be built and sold this year [only 25,355 thru April, by official count; Vol. 3, No. 15, 21] and almost 40 stations will be operating by January, 1948" [we'll settle for a half dozen in addition to today's 11, as we said in Vol. 3, No. 19].

There are some other bright rays, in addition to the welcome advent of Jerry Fairbanks into field RKO Television has also skimmed. It's reported that 20th Century-Fox as well as Warners is now interesting itself in theater TV (Paramount's interest has never flagged, and it did not withdraw from station field). And DuMont's WABD, New York, has signed up three 15-minute sponsored programs to plug the film "It Happened on Fifth Avenue." This led "Variety" to observe that deal is "evidence that the film companies are gradually lowering the barriers currently in effect against any form of cooperation with the video industry."

* * * *

Shot-in-the-arm for large-screen TV (Vol. 3, No. 18) is John M. Cage's video projector exhibited for first time Thursday in Newark's Hour Glass Restaurant. Custom-built for \$3,600, set uses commercial TV receiver with 10-inch Rauland metalized tube having input of 60,000 volts. Patented Viewlex lens magnifies images to 6x8 ft or larger. Detail is said to be equivalent to 16 mm film. Screen is 16 ft from oscilloscope. Cage heads Cage Projects Inc., 393 Grove St., Upper Montclair, N.J., reports he will produce 100 more sets for hotels, bars, and restaurants, is planning to show sets to movie people soon.

COAXIAL COMPOUNDS TV COSTS: Any way you figure it, use of coaxial cable for inter-city TV is going to cost a lot -- so much, in fact, that it may prove greatest impetus yet to radio relay. Having permitted no-cost use of New York-Philadelphia-Washington coaxial for an experimental period, AT&T this week filed proposed schedule of TV rates with FCC to go into effect Aug. 1. It came virtually on eve of June 9 conference on inter-city relay methods for TV (Vol. 3, No. 20, 22), at which GE, Philco, Raytheon, Western Union, perhaps others, are expected to tell how they can do the job via radio only.

Big AT&T won't be any more popular with revenue-poor TV than it was with broadcasting in early days of networks and remotes. It's expected to explain that the rates are arbitrary as yet, based on limited experience; that, depending on improvements and use, they're bound to come down. But telecasters look forward to them with less than enthusiasm. It would cost a Washington station, for example,

more than \$10,000 per month for an 8-hour-per-day hookup with New York -- that is, until Philadelphia, Baltimore and other way-point customers tap into line and bear their share. DuMont's WTTG, Washington, is already preparing to hedge against new cost burden with minimum inter-city, maximum local service.

Rates are based on circuit miles, cover one-way video transmission only, apply to wire, radio or combination of both, path approximately 3 mc wide. Sound channel is separately charged, at prevailing audio rates of \$6 per airline mile per month for Class A channel (100-5,000 cps), \$9 for Class AA (50-8,000 cps). Inter-connections with any other circuits are forbidden, which has decided implications for STLs and remote pickups.

These are the rates: Monthly (8 hours per day, 7 days per week) -- \$40 per circuit mile, \$2 per additional hour; \$750 per station connection to line, \$50 per additional hour. Occasional service -- \$1.25 per circuit mile for first hour, \$.3125 per additional 15 minutes; \$250 per station connection, plus \$15 per hour or fraction thereof. Circuit mileages are set as follows: New York-Washington, 237 miles; New York-Baltimore, 194; New York-Philadelphia, 96; Philadelphia-Washington, 141; Philadelphia-Baltimore, 98; Washington-Baltimore, 43.

WHY THE FM DOLDRUMS? June 12 FCC meeting, with spark-plug Chairman Denny due in from Atlantic City, ought to do something to current peculiar FM hiatus. In last month, a mere 3 stations have asked for and were granted STAs and only 11 conditional grants were made (see Supplements No. 50 to 50-H). Most hoped for is final action on reallocation plan (Vol. 3, Nos. 19, 20). "How can we order equipment," many ask, "when we don't know what our frequencies are?"

Another thing Commission will have to take up is what to do about channel reservation which ends June 30. It's unlikely reservation will be extended, since most of its onetime ardent proponents (Senate Small Business Committee, veterans' groups, cooperatives, unions) seem to have forgotten all about it. Next question, then, is how best to utilize new channels provided by reallocation and end of reservation. Reallocation alone will permit immediate grant of some 20 applications and quick issuance of decisions involving 35-plus. As for reserved channels, FCC can either pull them into the hearings and grant more contestants or make decisions final and allow denyses to apply for newly unfrozen frequencies.

As to why more aren't going on the air with STAs, there are several quite important non-FCC reasons: (1) Full equipment, in many cases, is so near delivery it doesn't pay to set up interim operation; (2) AM broadcasters are busy improving AM facilities, choosing new sites, building new towers, etc., and since so many are putting FM antennas on AM towers, FM must wait.

SOMETHING NEW BEING ADDED: Built-in clocks, bars, shelves -- these are common-places among post-war radios. But Ansley's electric piano, called Dynatone, is now offered with an AM-FM-SW-phono unit built in, to sell for about \$1,200. And a Paris Fair report to "Retailing" tells of a French radio receiver with a built-in movie projector, a 30x12-inch glass frame in the set itself serving as screen. Another late wrinkle is Sears Roebuck's projected addition of FM to its \$199.50 AM-phono-wire recorder console now being released in East, made for its brand-name by Colonial. New and bigger job will include clock selector for recording radio programs, for later playback, when listener can't be home to hear actual broadcast.

HOW TO BUILD AN FM NETWORK: Regional groupings of stations linked by wire or radio relay, each group tying into a larger hookup -- that's the operation plan of Continental Network, FM's first chain which resumed Wednesday. Basic hookup is Everett Dillard's WASH, Washington, and Maj. Armstrong's W2XMN, Alpine, N. J., for which they buy lines Wednesdays, 7:30-7:45 p.m. (Dona Mason, singer), 8-8:30 p.m. (Army Band), Thursdays 9-10 p.m. (Army Air Forces Band and talent). To those seeking to join this hookup, Dillard's advice is: Get a regional group of FM stations together so they can exchange programs via landlines, relays, etc. This is what 8 New York FM stations have done to form Empire State Network; there are also nuclei

for more such in 4 already tied up in New England, 3 in Pennsylvania, others talking about doing same in Ohio, Indiana, Michigan, Illinois. Empire State Network already has aired own origination -- Rochester U's famed symphony orchestra. Nearest station in regional groups have been joining Continental off air from Alpine. It's a slow but economical buildup for which Dillard and his enthusiastic WASH crew have high hopes.

THE CASE OF DAYTIME SKYWAVE: There's daytime skywave, all right -- even FCC's engineers admitted it in testimony (by Engineer E. F. Vandivere) and in an exhaustive study submitted at hearings this week. What Commission now must decide is whether there's enough of it and whether it's stable enough to warrant changing present AM standards; also to what extent daytime stations really interfere with dominant stations. That's sum of highly technical 3-day hearing, at which Clear Channel Broadcasting Service's Jack DeWitt carried ball nearly two full days, defending data from attacks by counsel for some daytimers. If new daytime standards are invoked, some daytime and limited time stations on clears might conceivably have to be removed, besides curbing Commission's present "generosity" in making such grants.

SIGHT AND SOUND

There's still hope Senator White won't insist on June 17 date for hearings on his radio bill (Vol. 3, No. 21, 22), despite his turndown of NAB President Justin Miller's request for postponement. NAB's legislative committee, meeting this week, doubted industry case could be ready in time; it will be spearheaded by Judge Miller and Gen. Counsel Don Petty. FCC witnesses will be led by Chairman Denny, Asst. Gen. Counsel Plotkin. Senator White told us Friday he thinks one week of hearings enough, intends to try for legislation this summer, certainly before he retires from Senate next year (he has announced he won't run again.) Two new subcommittee members are Indiana Republican Capehart and Washington Democrat Magnusson. On House side, Rep. Howell's subcommittee meets next week to fix hearing date.

Unusual case of a State Legislature passing a resolution protesting possibility of a station grant occurred May 27 when Democratic Rhode Island House of Representatives charged FM applicant *Providence Journal-Bulletin* with unfair editorial treatment. Politically inspired resolution was forwarded to FCC, claimed station construction had been approved in face of veterans' housing shortage.

FM means 5,000 new stations, let alone better reception, etc., and that means "more program competition, easier access to the microphone by minority groups, and a curb to many radio excesses." Thus Harland Manchester, *Reader's Digest* staffman, in July issue of the magazine "'47," which presumably means reprint soon in *Reader's Digest*.

FMA's Bill Bailey told National Assn. of Music Merchants what's what about FM, how they can merchandise it, in Chicago speech Thursday—best he's yet made, one you should read (if you're trying to push FM locally) and get your local radio dealers to read. Write him for copy, or we'll get it for you.

CBS evidently wants Washington FM outlet pretty badly. First, it withdrew Minneapolis application to keep down to 6 limit; now, with proposed grant for Boston under its belt, it decided to drop St. Louis CP, concentrate on prosecution of D. C. application.

An FM timebuyers' guide, first of its kind, will be published in July by *FM Business Magazine*, 36 Central Park South, New York City. It will list commercial stations, rates, coverage maps, etc., along with lists of sponsors and types of programs they are using.

Two books on TV — "Television Techniques" by TV consultant Hoyland Bettinger, and "The Future of Television" by RCA's Orrin Dunlap, both published by Harper & Bros.—are latest in growing list of video volumes that should be in every TVers' library. Bettinger's book is written for those who know TV fundamentals, from producer's point of view. Chapter on pictorial composition, illustrated by author's line drawings, make it valuable to general readers. Dunlap's book is revision of 1942 issue, written in easy, simple style for popular readers. TVers will be interested especially in chapters on "Television and the Movies" and "The Outlook for Sound Broadcasting."

"Small broadcaster, get over your inferiority!" That's the admonition of *New Bedford* (Mass.) *Standard-Times* FM station WFMR, in inaugurating atomic energy series based on *Christian Science Monitor* articles. Says station's Edward L. Merritt Jr.: "The idea of sticking to one's own corner, while the networks and the big boys pick up the real stories, may be cheap, but good stories, simply presented, don't have to be expensive."

Industry forces descended en masse (RMA, NAB, FMA) upon the House Ways & Means Committee during Friday hearing, in effort to get excise tax removed from radio. Arguments generally: tax elimination offers only chance of cheaper radios, would give impetus to growth of TV and FM; tax is hard to administer and provides very small fraction (1.5%) of total excise revenue.

Broadcast equipment is now part of Raytheon's Commercial Products Division, all centered in main plants at Waltham, Mass., with Ray C. Ellis, v.p. in charge; Frank S. Horning, sales manager; William A. Gray, asst. sales manager; John H. Beedle, production manager; David D. Coffin, chief engineer; James N. Nye, engineer in charge.

Top salary in radio is David Sarnoff's as RCA president—\$132,703 for 1946, as reported this week to SEC. RCA Victor's Frank Folsom got \$75,460, NBC's Niles Trammell, \$30,460. For CBS salaries, see Vol. 3, No. 6.

Clear channel hearings, scheduled two weeks ago for July 7 (Vol. 3, No. 20), have again been postponed—this time to Sept. 17. Attorney Louis Caldwell has been under doctor's orders to "take it easy" this summer.

First big deal of newly formed Keith Kiggins & Co., 527 Lexington Ave., New York City, resulted in Gov. Mon Wallgren's purchase of George Storer's 8¼% interest in 50 kw KIRO, Seattle, Wash.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 3, NO. 24

June 14, 1947

FCC SHOOTS THE WORKS IN FM: Full FCC really sailed into FM this week, and while March of Time cameras recorded Chairman Denny and colleagues in action: (1) It finalized the reallocation plan, as published in Supplement No. 52 herewith. (2) This gave it happy opportunity to make flock of grants (33 CPs, 15 conditionals, 8 STAs, etc., as shown in Supplement No. 50-I herewith) without finally denying anyone. (3) Licensees, CP holders and conditionals with STAs were assigned new channels, which we'll report in our next quarterly FM Directory as soon as our printer can get it out. (4) It announced end of channel reservation -- so now anyone, including hearing deneyees, may apply immediately for the 110 channels to be available after June 30.

For good measure, FCC issued proposed decision on Bridgeport, set hot New York situation for oral argument June 27, disposed of Springfield, Mass., Indianapolis, Atlanta, San Diego docket cases; it also issued 19 CPs for AM stations, including final decisions (AM Directory addenda 1-E herewith).

Big reason for delay (since mid-April) of FM reallocation was Commission's indecision regarding 400 kc and 600 kc separation. Standards as finally adopted leave interference ratios for those separations to be determined when adequate data is available. Actual reissuance of CPs and licenses stipulating new frequencies is yet to be done; but all are expected to have new channels by Oct. 1. Rules and engineering standards are amended as proposed in our Supplement No. 51-A, only change being an explanation of 400 and 600 kc separation situation. At early date, we'll republish complete rules and standards incorporating all changes.

HOW TO OPERATE INTERCITY TV: Aside from perceptible sense of shock at high rates proposed for coaxial service (Vol. 3, No. 23), most striking impression carried away from FCC's crowded (150 TVers attending) June 9 conference on intercity relays for TV was this: Nobody but AT&T, Western Union and, on limited but low-cost regional scale, DuMont, actually offered to provide intercity network facilities. As for NBC, CBS and ABC, who have hopes but no definitive plans yet for network TV, they made it plain they don't intend to operate their own networking systems, expect common carriers to handle linkage.

Status and prospective status of AT&T's coaxial and radio relays (note Albuquerque, N.M., only TV city not embraced) is most vividly shown on map herewith. reproduced from one introduced by H. H. Nance, long lines chief engineer. Western Union's J. Z. Millar submitted sketch of proposed mircrowave relay network (covering 22 of 36 cities now having TV licenses or CPs), suggested it would lease facilities on common carrier basis, told about New York-Philadelphia link WU has operated since 1945, said this could be tied into New York-Pittsburgh-Washington. But he could give no date forecasts because of uncertainty of equipment deliveries.

DuMont's Dr. T. T. Goldsmith, though indicating preference for common carrier operation if rates were right, offered plan for an industry-owned, cooperative radio relay system to link 8 cities in 5 jumps: New York, Trenton, Philadelphia, Reading, Lancaster, Wilmington, Baltimore, Washington. He said rate need only be

\$5 per hour per station, capital cost only \$211,000, whole setup built in 9 months. Hints of telecasters' cooperative were heard, too, with possibly Chicago Tribune-New York News (both TV grantees with plenty of capital) taking lead -- as former did in setting up MBS.

Raytheon's Lawrence Apsey reported on New York-Boston microwave operations of last 2 years, promised New York-Chicago and Los Angeles-San Francisco radio relays after 6-12 more months for engineering. But he was hesitant about inviting TVers to use facilities (should FCC okay commercial operation) because he questions whether TV can reach \$1-\$1.5 billion business deemed necessary to support 4 networks. So he would not offer dates, rates, etc., as yet.

Both GE and Philco described their relay operations (Vol. 3, No. 17, 20). GE's C. A. Priest said company plans to extend New York-Schenectady link to Syracuse, Rochester, other upstate cities (presumably, with GE installing more stations of its own); GE would prefer, he said, to operate links privately but will turn them over to a common carrier if FCC requires. Philco's Dave Smith deprecated coaxial's present 3 mc bandwidth (while TV puts out 4 mc), said he thought AT&T charges far out of line compared to radio relay, told about Philco's own New York-Philadelphia relay, said his company is primarily interested in manufacturing equipment. Paramount's Paul Raibourn also spoke of "strain" created by AT&T rates, pleaded for continuance of WBKB's relay experiments (Vol. 3, No. 20).

On AT&T's part, Rate Engineer J. P. Judy expressed conviction video rates will probably come down as technical improvements are made, utilization goes up. Plied with questions at FCC conference this week, he said: (1) Radio relay facilities, which everyone admitted were much less expensive to install and maintain than coaxial cable, would be charged for at same rate proposed for land cable. (2) Station connection charges (\$750 per station) would be billed each month, even though installation was permanent. (3) Interconnection between AT&T facilities and those of another system would not be permitted, unless telephone company had no facility available between the two points concerned -- for example, Chicago-Minneapolis link would have to be paid on a mileage basis for cable loop from Chicago through St. Louis-Kansas City-Omaha-Des Moines-Minneapolis, even though two cities might be linked directly on another system. (4) If more broadcasters wanted intercity links than telephone company had channels available, a local TV committee might be set up to allocate usage of system.

FCC's Chief Engineer George Sterling, who conducted hearing flanked by his TV aide Curt Plummer, made it clear decision whether intercity radio relay links for TV will be made common carrier, TV only, or both, must await final policy on 1,000-13,000 mc allocation proposals (Vol. 3, No. 6), probably after current International Telecommunications Conference. But he did indicate Commission might permit interim operation of intercity TV relays on commercial basis before then if need is shown.

THE LATEST IN TV RECEIVERS: Big TV set production news of the week: RCA out with lowest-priced console yet, \$450 plus \$65 for antenna, installation, warranty. Philco lets Philadelphia have first of its heretofore secret table models, fixes price at \$395 plus \$45; Philco also disclosed limited production under way on its console, to sell around \$800. All are TV-only. And, emphasizing trend to bigger sets at lower prices, Stewart-Warner fixes prices on its "Videorama" console, 10-inch tube, including AM, at \$675 (T-711 Moderne) and \$695 (T-712 Georgian), plus tax plus \$64 installation and service.

RCA console is known as 630-TCS, has 10-inch tube, 12-inch speaker, automatic station selector, is now being shipped to dealers. Philco table set (Model 48-1000) has unusually brilliant, sharp, clear, steady picture on 10-inch tube. It was unveiled before Philadelphia dealers a few weeks ago (Vol. 3, No. 21), and they ordered 2,000 forthwith -- so, for present, sales will be limited to that city. Philco console (Model 2500) has projection screen framing 15x20-inch pictures, will be shown in few weeks. Philco told stockholders this week it estimates 8,500,000 homes in areas already having TV service, promised sets in other cities soon.

'QUADRILINE' FOR HIGH-POWER FM: High-powered FM, which broadcasters now recognize as all-important, can now be achieved without strain and pain, said REL in Thursday demonstration in New York of its new 10 kw "Quadriline" transmitter. Said Maj. Armstrong, boon friend of REL's recently named new president, C. M. Runyon, companion of his early experiments: "This unit will sparkplug FM into high power this summer." Company says secret lies in new 4 anode tetrode tube circuit, invented by James A. Day and Mal Jennings, which eliminates "costly and inefficient" block building technique of adding amplifiers to get more power. REL promises "substantial number" of units before year's end.

TROUBLE HEAPED UPON TROUBLE: That old bugbear, interference, apparently has TV in its grip. Anyone hearing the evidence at FCC's June 10-11 engineering conference might well be pardoned if he threw up his hands and exclaimed, pessimistically: "What's the use!" For there's no doubt TV will suffer impossible interference from services supposed to share its channels. There's already trouble (harmonics) from the "hams" and from diathermy and industrial heating devices. On its part, TV signals are bothering air navigation.

No solution came out of confab -- rather, conferees left with feeling best thing FCC Chief Engineer George Sterling can do is call his TV staffers into meeting with RTPB's TV committee and other interested engineers, work out plan, submit it for FCC approval, then hold hearings on individual proposals. It was apparent no simple solution will overcome all objections, satisfy all comers (taxis, buses, trucks, phone companies, police, government agencies). Also made plain was fact TV interests will resist stoutly any attempt to deprive them of any present channels -- sharing services had suggested taking away Channels No. 1 and 2 (44-50, 54-60 mc).

TV's position, as taken by NBC's Ray Guy (speaking for TBA) and Philco's F. J. Bingley was this: (1) Sharing with other services is out of question. (2) TV needs more channels, will "oppose to utmost" any loss of channels -- this seconded by DuMont's T. T. Goldsmith, who spoke up for 10 more channels in 108-174 mc band. (3) TV might live with sharing services if granted higher powers -- this suggested by RCA's Dr. George Beers, eliciting comment by FCC's Curt Plummer that Commission had thought of that solution but wondered about economic effect on small city telecasters. (4) Space exists in loosely-used government wavelengths for other services, either on full or sharing basis -- this point vigorously presented by Ray Guy. (5) From public service standpoint, TV claims outweigh those of any other services except safety of life.

THE RMA LOOKS AT FM AND TV: "Normal" is the word for today's radio manufacturing industry -- and as evidence RMA's retiring president, R. C. Cosgrove (Crosley), at Chicago convention this week, cited overproduction, unbalanced inventories, price cutting, leader models! Current production is at rate of 18,000,000 units per year (including auto radios, export models, etc.), probably will end up 15,000,000, same as last year's record total, he said, in concluding third term and yielding presidency to Sylvania's Max F. Balcom.

Highlights of convention from FM and TV points of view: (1) Just about all manufacturers concur most consoles henceforth will include FM, more and more table models coming. (2) Leaders estimate about 2,000,000 FM sets this year, 250,000 TVs. (3) Megacycle markings for receiver dials recommended instead of FCC channel numbers. (4) RMA's statistical services on production to be expanded, may include periodical figures on FM-TV set distribution by markets, much in demand.

TV highlighted address by RCA's David Sarnoff, again manifesting his unflagging faith in video arts and industry. He said, among other things:

The future of radio: "What the ultimate effect [of TV] will be upon the balance sheet and income statement of an established radio manufacturer or broadcaster will depend upon his courage, wisdom and action. 'The blacksmith, who remained at the anvil, found that his forge went out, but the blacksmith who turned his shop into a garage prospered...While I foresee the ultimate fusion of sound

broadcasting with TV, this...will take many years to achieve...Indeed, the time may come when an important broadcast program that we cannot see will seem as strange as a movie we cannot hear."

To prospective telecasters: "The belief that a local TV station cannot be erected and operated without a large investment is wrong. TV programming can be started by local stations, in a small way, with a minimum of facilities, and expanded as receiving sets and commercial sponsors increase...The argument that TV must offer a continuous flow of Hollywood extravaganzas is also false. The great attraction of TV is timeliness. Many of its programs are seen as they happen; they are both entertainment and news."

SIGHT AND SOUND

Two of Chicago's 3 remaining TV channels will be filed for soon — by *Chicago Times* (not now in radio) and by *Chicago News-Wrigley-Atlass* owned Johnson Kennedy Corp. (WIND). Latter once was applicant, withdrew during color controversy. Others are rumored eyeing TV in Chicago, and it's hard to believe CBS will allow itself to be counted out there, as in Washington, Los Angeles.

Philadelphia Inquirer's Walter Annenberg, who has earmarked \$2,000,000 for TV, hopes to get WFIL-TV on air this fall, on Thursday announced purchase of big Philadelphia Arena (capacity, 10,000) at 46th and Market Sts., to house TV studio, control room, general offices. It will continue as sports center, with WFIL-TV carrying events. Ken Stowman, WFIL's director of TV, was made v.p. of operating corporation, WFIL Manager Roger Clipp, secy.

After mulling 30 kc AM separation idea since March oral argument (Vol. 3, No. 10), FCC decided (in order issued June 10 as Public Notice 9188) it wouldn't allow stations in same city to be spaced only 30 kc apart. It figured problems of internal and external modulation and receiver selectivity were still too great to allow relaxation of standards. Standards as amended: 30 kc separation allowed where 25 mv/m contours don't overlap; 20 kc and 10 kc separation where 25 mv/m of one station doesn't overlap 2 mv/m of another.

Legalities of daytime skywave cases (Vol. 3, No. 22, 23) were argued for two days in U. S. Court of Appeals this week, attorneys literally sweating out pros and cons of Clears' contention they (WCKY, Cincinnati; WJR, Detroit) should have been heard before any daytime grants were made on their channels. Five-judge court seemed particularly interested in "due process" aspects of case; gave hearing status of major case by permitting arguments to run beyond normal 30 minutes per side. Decision, if for Clears, may mean radical change in FCC's procedures.

FCC gets \$6,040,000 for next fiscal year, cut from \$7,300,000 requested, recommended in Independent Offices appropriation reported by House Appropriations Committee. It looks now like no staff cuts will be necessary. Feeling among FCC officials is that sum, although less than asked for, is moral victory compared with huge bites economy-minded GOP Congress has taken out of others.

First radio cases in which law firm of Arnold, Fortas & Porter is participating, since ex-FCC Chairman Paul Porter (recently OPA Administrator and special envoy to Greece) became partner, involve applications of Gimbel's (WIP) for TV in Philadelphia, appearance for Mason-Dixon Group (Steinmans) for ruling on overlap.

Another postponement of 28-hour-per-week minimum program rule is in sight for TV. FCC hasn't been able to get to last TBA request for graduated scale of minimum hours (Vol. 3, No. 12), but feels video broadcasters shouldn't be forced into too heavy schedules just yet.

Harried industry leaders are burning midnight oil whipping up their cases on White Bill (Vol. 3, No. 22, 23), Senator White having refused again to postpone June 17 subcommittee hearings. FCC Chairman Denny leads off witnesses, then Frank Roberson as legislative chairman, FCC Bar Assn. NAB's lineup: Justin Miller, A. D. Willard, Don Petty, Robert Richards, Frank Pellegrin, Harold Fair and broadcasters J. Harold Ryan, Fort Industry Co. (legislative committee chairman); Campbell Arnoux, WTAR; Harry Bannister, WWJ; Fred Weber, WDSU; Don Elias, WWNC; Wylie Harris, WJDX. Then FMA, then networks, alphabetically. Plan is for hearing to start 10 a.m. Tuesday in Senate Interstate & Foreign Commerce Committee room in Capitol, run mornings and afternoons through Saturday a.m., resume Monday, conclude by June 25. House subcommittee (Rep. Harris Ellsworth, part owner of KRNR, Roseburg, Ore., now a member) decided Friday to await Senate hearings before proceeding with Wolverton Bill.

Appointment of 11 FCC hearing examiners, including capable Mrs. Fanny Ncyman Litvin as first woman examiner, leaves several important broadcast jobs open. AM, renewals, review (formerly hearing) sections will need new chiefs. Other examiners appointed so far: Jack Blume, Jay Bond, Joseph Brenner, James Cunningham, Walter Emery, Robert Hudson, Hugh Hutchison, J. Fred Johnson Jr., Edward Kenehan, Leo Resnick. While shuffling is going on, it might not be a bad idea if FCC turned TV over to its keen young FM attorneys who've sweated out FM's many growing pains.

Mightiest radio voice in the hemisphere is Mexico City's XEW, which just jumped from 100 kw to 250 kw on 900 kc (AM Supplement No. 1-E herewith). It's hard to say what rank it holds in the world, since Russians are believed to have stations approaching 1,000 kw. U. S. remains only nation with statutory limitation on power.

Add large screen TV gadgets: Kellard Co. Inc., 108 Fulton St., New York City, is selling 12-inch magnifying glass, mounted on a specially constructed frame which can be attached to any TV receiver to enlarge video image to 10 or 12 inches as desired. Company sells lens, tested and approved by RCA, for \$100.

MBS board elected Lew Weiss (Don Lee) chairman at Chicago meeting Thursday, succeeding Alfred J. McCosker (WOR), retiring, whose place on board is taken by WOR's engineering v.p., Jack Poppele. Ted Streibert (WOR) elected vice chairman. All other officers reelected.

KFI, Los Angeles, request for change in TV channel assignment (it got No. 9, wanted No. 4, now assigned to NBC) was turned down by FCC this week.

We were wrong in reporting NBC President Niles Trammell's 1946 salary as \$30,460 (Vol. 3, No. 23); it was \$90,460. Typographical error!

CBS, too, has lifted ban on transcriptions, has ruled that repeats for West coast may now be carried on discs.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 3, NO. 25

June 21, 1947

STATUS OF FM RECAPITULATED: We'll have our quarterly FM directory for you next week, giving new channel assignments and consolidating everything in Supplements No. 50 and pink addenda Nos. 50-A to 50-J. We're using a new format, making mechanics of keeping it up to date much simpler. Perusing our data, it's readily apparent FCC's job in cleaning up backlog is just about wound up -- 48 licenses, 603 CPs, 249 conditionals. Only some 50 applications can be granted without hearing. Rest of ungranted applications, about 90, are involved in hearings.

This week, besides routine grants (Supplement No. 50-J herewith), Chicago decision was made final, Philadelphia decision proposed. Former was as shown in Supplement No. 50, except that WAIT was permitted to apply for reserved channel. In Philadelphia, Unity (ILGWU), WHAT, Franklin Bestg. Co. were favored: Patrick Stanton (WJMJ-CP) continued in hearing; WDAS dismissed without prejudice. Grant to Unity is its sixth; only other outfit with 6 is Westinghouse. These hearings remain to be decided: Cleveland-Akron and Dayton-Springfield (both due soon), Baltimore, Mansfield, Los Angeles.

Regarding end of reservation (Vol. 3, No. 24), we detect no wind as yet of a heavy demand for newly available frequencies. However, New York can expect at least one -- from National Cooperative Federation.

MR. WAKEFIELD AND MR. JONES: Lots of political byplay, some of it reminiscent of "good old days" of radio regulation under Hoover and Roosevelt, lay behind President Truman's surprise withdrawal Wednesday of FCC Comr. Ray C. Wakefield's renomination, replacing him with a down-the-line Republican, 40-year-old Congressman Robert Franklin Jones, of Lima, O. Not only radio but political circles buzzed with reports which, when checked and winnowed, amounted to this:

President Truman has been bedevilled lately with complaints about certain FCC decisions, notably one in which NAB's Bob Bartley, nephew of ex-Speaker Sam Rayburn, had application for new station in Houston turned down, largely on grounds of non-local residence; another in which it proposes to reject new Cincinnati station sought by group headed by Leonard Reinsch, White House radio advisor, now head of Gov. Cox radio stations in Ohio and Florida; and another in which it has failed to grant new station in Rochester, N. Y. sought by ex-secy of the Senate Leslie Biffle and associates.

Rayburn's boiling anger, in particular, spilled over to GOP Speaker Joe Martin, thence to GOP policy makers who saw chance to put their own man in key position to be groomed for FCC chairmanship when, as one of them put it to us, "we take over next year." Though personally popular Mr. Wakefield had endorsement of whole California Republican delegation in Congress, plus Senator Downey and Rep. Lea, the Republican leadership has looked at him askance as too New Dealish. Speaker Martin knew Rep. Jones wanted the job, arranged the appointment via Rayburn. Now in his fifth term in Congress, Jones has never been identified with radio legislation, has made quite a party record on appropriations (slashing mercilessly), is

highly regarded on Capitol Hill for ability, aggressiveness, forthrightness. A lawyer, he's minority stockholder in company holding CP for FM in Lima, applicant also for AM in hearing case in which decision has been so long delayed that one lawyer observed Mr. Jones' first effort will probably be to speed up Commission (maybe also get it requisite appropriation and staff!). Onetime stockholder in same firm (not now) is Ed Cooper, special aide to Senate Interstate Commerce Committee under both ex-Senator Wheeler and present Chairman White.

Taken wholly unaware, obviously disappointed, Comr. Wakefield has apparently been made "fall guy" not so much because of his FCC voting record but merely because his term happens to expire at time when feeling against FCC is running high in breasts of certain politicians. What Truman Administration hopes to gain out of a stauncher GOP appointee is big puzzle; there's probably a quid pro quo somewhere -- though certainly Truman owes nothing to Ohio Senators Taft and Bricker. Jones confirmation by GOP-controlled Senate is foregone certainty. Whether this latest by-play means end of merit and career appointments (FCC now has 4 such out of 7), your guess is as good as our. Next term to expire is Comr. Durr's, June 30, 1948.

LATEST ON TV-FM SET OUTPUT: TV set production up, FM down -- that's the statistical story for May, according to RMA. But, then, month's production as whole was down considerably, totaling only 1,316,373 sets, as against April's 1,759,723.

TV total was 8,690, including 5,646 table models, 1,706 consoles (92 with projection-screens), 1,338 console combinations with AM-FM-phono (131 projection screens). This compares with April total of 7,026. Thus, with 18,329 for first 1947 quarter, first 5 months this year have brought forth only 34,045 TV sets, which means altogether about 50,000 sets now in hands of U.S. public.

FM total was 84,507, broken down as follows: table models, 12,423; consoles with AM-FM-phono, 68,471; AM-FM only consoles, 3,001; converters, 612. April total was 112,256, largest so far (Vol. 3, No. 21), so that cumulative postwar FM set output to date is 550,424.

SLIM PROSPECT FOR CHEAPER FMs: Cheaper FM receivers as result of FCC's reallocation (Vol. 3, No. 24; Supplement No. 52), are too much to hope for, say FCC and consulting engineers we've queried. Yet GE's receiver expert, R. B. Dome, was quoted in June 18 New York Herald Tribune as saying costs could be cut by reduction of tuned circuits from 8 to about 4. This would mean fewer components, smaller chassis and cabinets. But skeptics point out that 400 and 600 kc separation hasn't been completely done away with, hence selectivity demands remain high.

Conversion of FM stations to new frequencies seems to be going along at good clip, seldom requiring more than new crystal and transmitter retuning. Those who asked for new channels, even before reallocation was finalized, came out ahead for FCC didn't disappoint anyone. Crystal-swapping is also speeding up changeover. Incidentally, reallocation plan (Supplement No. 52) is still definitely a tentative one; changes in Boston area have already been made (Supplement No. 50-J).

AGAIN, FM vs. TV FOR LOW BAND: There isn't a Chinaman's chance this Congress will concern itself with radio allocations, usually left to FCC, but that didn't deter Zenith's zealous Gene McDonald from circulating among all members of Congress his June 18 letter to Senator Tobey (R-N.H.), with enclosure of letter to FCC Chairman Charles Denny, asking TV be moved above 500 mc and FM be given back its old 50 mc band. Letters urged support of Lemke Bill (H.J. Res. 78), came while Senator White was conducting hearings on radio, none of which Senator Tobey has attended. At hearings FMA's Bill Bailey also asked Congress to legislate 20 to 30 more FM channels "below and contiguous to 88 mc," which is where TV holds forth. Presumably, Maj. Armstrong will ask same thing when he testifies next week. Bailey also asked longer license period for FM (5 years). Licenses for 17-year periods will be asked for TV by consultant Richard Hubbell when he testifies next week, on plea that this will lend stability, attract more capital.

IMBROGLIO ON CAPITOL HILL: There will be no radio legislation this session of Congress, despite Senator White's hasty hearings this week and next. Leaders are pushing for mid-July adjournment of Congress, which hardly gives House committee time to do adequate job on Wolverton edition of White Bill. So action, if any, will come next year -- that is, if agreement on any measure can be reached. As things looked after this week's hearings, industry and the few Senators attending hearings are poles apart on what admittedly is a loosely drawn, unsatisfactory bill.

They clashed head-on on application of First Amendment (guaranteeing freedom of speech, press, etc.) to broadcasting. Organized and individual broadcasters insist it applies, demand same freedom for radio that press enjoys, asked relief from FCC interference with programs and business operations, bitterly assailed Blue Book. Conservative Senator White, Maine Yankee and co-author of present radio law, took a different view -- and evidently his colleagues agreed with him: "If you people are basing your argument on that point," he remarked, "you are indulging in dreams. Congress won't stand for it."

High points of this week's hearings were the utterly contrasting appearances of FCC Chairman Denny and NAB President Miller. The former -- youthful, self-assured, well-versed -- obviously made good impression, though critical of many of same aspects of bill broadcasters oppose. Judge Miller, presenting long and learned legal disquisition, got off to bad start by assuming didactic manner (he was formerly a professor), and thus was forced to spend most of his time arguing and parrying with plainly unconvinced, even unfriendly Senators. It wasn't until network presidents (ABC's Woods, CBS's Stanton, MBS's Kobak) and individual industry spokesmen (WTIC's Morency, WTAR's Arnoux, WWJ's Bannister, et al) took witness stand, plumping for same tenets of freedom, that acrimonious atmosphere cleared.

But Senator White, unconvinced, reiterated: "The Federal government has a right, maybe it's a restrictive right, to peak at your programs to determine whether you are operating in the public interest. You're wasting your time to tell us otherwise." He was manifestly upholding FCC's policy of scrutinizing "over-all" program structures, rejecting arguments paralleling radio with press.

Sometimes wearying of legal semantics, Senators needled Judge Miller unmercifully ruffled him often, aroused him at one juncture to exclaim, "I've had to keep busy defending broadcasters [against "unwarranted criticisms"] -- that's why I'm on the defensive in this testimony." As for his 50-page statement, it's well worth reading and study, can be obtained from NAB; your trade press will doubtless carry fuller summaries of it and the other testimony than this space permits.

Judge Miller's cavalier treatment was talk of the week in radio circles. Network and station executives present took position, as one put it, "It's time someone slugged it out in Congress for us." Washington radio attorneys took varying views on Miller's legal arguments, one saying: "It's a wonderful brief for the Supreme Court, but not here." An FCC executive remarked: "Denny was good, but Miller's the best witness we had." A veteran newspaperman observed he had never seen a committee of Congress so antagonistic to an industry leader. All of which argues for a more diplomatic approach before Wolverton committee in House; it's likely to have just as many diverse (and hard to "talk down to") political personalities as those who sat at Senate hearings: Republican Senators White, Maine; Moore, Oklahoma; Capehart, Indiana -- Democratic Senators McFarland, Arizona; Johnson, Colorado; Magnuson, Washington.

WHO'S ADVERTISING VIA TV? Not counting the nice lineup of accounts with which Detroit News' WWJ-TV started (Vol. 3, No. 21), those TV stations active commercially had 44 advertisers -- 39 regulars, 5 one-shots during May, according to Television Magazine. Lineup of accounts: WNBT, New York (NBC) -- Benrus, Botany, Borden, Bristol-Myers, Bulova, Elgin, Gaines Dog Food, Gillette, Gulf, Kelvinator, Kraft, LaFrance and Satina, RCA Victor, Standard Oil (Esso), Swift, U.S. Rubber. WCBS-TV, New York (CBS) -- Brunswick-Balke-Collender, Elgin, Ford, Gulf, Post Cereals. WABD, New York (Du Mont) -- Alexander Smith, American Stores, Bache & Co., A. Good-

man & Sons, Keystone, King of the Sea, Longines Wittnauer, Moquin Wines, Mueller's Macaroni, Pepsi-Cola, Perry Blouse Co., U.S. Rubber, Wanamakers, Westinghouse. WPTZ, Philadelphia (Philco) -- Atlantic Refining, Gimbels, Philco Distributors, Sears Roebuck. WBKB, Chicago (Balaban & Katz-Paramount) -- Botany, Commonwealth Edison, Elgin, The Fair Store, Ford. KSD-TV, St. Louis (Post-Dispatch) -- Botany, Griesedieck Brewery, Hyde Park Brewery, Purity Bakers. KTLA, Los Angeles (Paramount) -- Botany, Elgin, and (June 23) first sponsorship by TV-alert U. S. Rubber Co. on Pacific Coast, Walcott-Maxim fights at Gilmore Stadium, with Joe Louis in exhibition bout with Mexican heavyweight champ Francisco de la Cruz.

SIGHT AND SOUND

In that AT&T coaxial-radio relay map we sent you last week, did you notice it had link indicated (1950-51) for Bloomington, Ill., whereas it should have been for Bloomington, Ind., where Sarkes Tarzian holds CP? It's so rare for Bell engineers to make such an error that we didn't notice it, nor did FCC and other engineers at hearing where map was introduced (Vol. 3, No. 24), until called to our attention by Merrill Lindsay, the broadcaster-publisher of Decatur, Ill.

Sooner or later, FCC must decide whether, or when, to lump AM and FM together in deciding what "equitable distribution of facilities" means. Attorney Eliot Lovett contends they should be added—and now. At recent oral argument, he protested that AM grant in Allentown, Pa., rather than to Easton Publishing Co. in Easton, would give disproportionate facilities. This would be true, he said, even if you crossed off FMs who were duplicating AM.

Problem of linking studios and isolated FM transmitters may be eased, suggests consulting engineer John Barron, by utilization of available power lines ("wired radio") to carry a high-fidelity radio frequency signal to sites. System's advantages over radio STL, says Barron, are relief from capital investment and operating worries. He sees nothing difficult in the idea, since basic principles have long been used for related communications; he's proposed it for grantees in the Albany-Schenectady-Troy area whose sites are all in Wolf Hill section.

Studio Image Orthicon for TV was announced this week by RCA. Camera utilizes Image Orthicon's low light level sensitivity, adds Orthicon's resolution and contrast characteristics to make it answer to TV operators' prayer. RCA says camera will operate at 100-200 ft candles, reduce lighting (and concurrent air conditioning system) requirements about 90%. Camera, supported on dolly, is larger than portable IO now in use for remotes, has 4 lenses on rotary turret, houses all circuits necessary to operate.

Zenith promises succor to educational FM broadcasters who complain no one is making FM sets for classroom use. Company says that by fall it will be producing table FM-AM sets in \$60 class, tailor-made for schools, to be sold directly to educators. Meanwhile, National Assn. of Educational Broadcasters continues to urge its own ranks into FM; June 2 issue of lively *NAEB Newsletter* carries article "Setting Up the FM Station," by U of Kentucky's Elmer Sulzer, who says schools can build 250-watter for \$10,000 by cutting corners.

Continued shakeup of FCC attorneys finds Edward Kenehan and Walter Emery dropping newly acquired examiner jobs and becoming chiefs of AM and Renewals, respectively. Bernard Kotcen moves up to chief of Review; Bernard Strassburg to chief of Domestic Wire (Common Carrier); Robert Alford heads Motions; Benito Gaguine, chief of Emergency, Experimental and Miscellaneous (Safety & Special Services).

Philco's board Chairman Larry Gubb enthusiastically declaims that TV will eventually top the radio business—one of biggest, smartest merchandisers in radio thus seconding the consistent predictions of big rival RCA's David Sarnoff. He told Philco distributors so at Atlantic City this week, also confirming that company's TV set distribution will be confined to Philadelphia area rest of year (Vol. 3, No. 23) while necessary know-how is gained in installation and merchandising. But Philco sets will be shown to New York dealers Monday, June 23. Mr. Gubb also pointed out only hope for cheaper radios is advanced research and engineering, since there's little or no prospect of lower wage and material costs.

FM adapter to sell for "under \$30" is due soon from unnamed major set maker (believed to be Pilot), according to Friday's *New York Times*. Gadget can be connected to standard receivers to bring in "all" existing FM stations. Out in St. Louis, Effem Radio Products Co., 3028 Locust St., is reported selling an FM converter (6x7x8 inches) for \$29.95. Best radius claimed is 10 miles.

Telicon's Intra-Video master TV antenna system was unveiled in New York Thursday, found by reporters to feed receivers "with standard fidelity" from several telecasts. It's hoped system may be answer to apartment house owners' objections to TV antennas. Costs range from \$40 to \$100 per outlet. Meanwhile, RCA has own system under test, expects to demonstrate it in near future. It covers 530 kc to 18 mc for AM reception; 88 mc to 216 mc for FM and TV. U. S. Television is reported running lab tests of its master antenna system, which includes separate antennas for AM, FM, and TV.

Transmitter sales first quarter of 1947 amounted to: FM, \$1,832,822 ordered, \$943,812 delivered; AM, \$1,191,360 ordered, \$1,135,868 delivered; AM-FM studio equipment, \$1,015,210 ordered, \$756,322 delivered; AM-FM antenna equipment, \$1,000,670 ordered, \$176,947 delivered. Figures for 1946 were listed in Vol. 3, No. 11.

Less than 100 AM applications remain unprocessed as of this week, according to chipper FCC staffmen. Engineers and attorneys are now working on applications filed May 2 and thereafter; all applications filed previously (with some exceptions) have either been granted or set for hearing. There is a large backlog of daytime AM applications for Class 1-A and 1-B channels which have been placed in files, pending outcome of daytime skywave hearings (Vol. 3, No. 22, 23, 24).

FMA's Bill Bailey, appearing as witness Wednesday before Senator White's committee, which he has covered for years as a reporter, disclosed FMA has 166 members—136 of them broadcasters (of whom 77 also operate AM stations), 16 receiver manufacturers, 4 consulting engineers, 4 attorneys, 2 trade journals, 2 transcription firms, 1 news wire service, 1 radio distributor. FMA board meets June 26 to plan convention, meets RMA on promotion next day.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 3, NO. 26

June 28, 1947

NEW FM DIRECTORY COMING: Our new FM Directory, running 24 pages, is now in galley proofs, will be up-to-date as of July 1, will be mailed to you next week. It's in somewhat different format, grouping all licensees, CPs, conditionals, applicants, together under their respective cities -- symbols designating status of each.

Included in FM Directory are just-announced channel assignments for Class A conditional grants. Practice of issuing frequencies with conditionals, started by FCC this week, stems from nature of new allocation plan (Supp. 52), which intersperses Class A and B frequencies. FCC says procedure is designed to give prospective applicants an idea whether there's room for them, emphasizes that after June 30 all applicants must specify channels desired.

DON'T WRITE, TELEWISE! Offshoot of TV, "Ultrafax" amounts to speed-of-light facsimile, promises to revolutionize communications industry, will be demonstrated at RCA Princeton labs in August. It was first disclosed by NBC's Niles Trammell at this week's Senate hearing on White Bill -- to underscore affinity between radio and press, emphasize need of same freedom for former that Constitution guarantees latter. Its potentialities stagger the imagination. Indeed, Western Union has already ordered equipment to utilize with intercity microwave links it has projected (Vol. 3, No. 24).

Trammell told Senators it's now practical -- a sort of "radio-mail system which will surpass radio telegraphy, wire telegraphy, cables and air mail in speed of operation. "Here," he added, "television is used for communications instead of entertainment." As many as a million words per minute, or twenty 50,000-word novels, can be transmitted from New York to San Francisco in 60 seconds. Each page of printed matter (letter, check, photograph, newspaper, magazine) is treated like frame of a video picture. TV camera scans message, it's transmitted, then photographed at terminal directly off face of receiver tube, then put through high-speed development process that permits instant facsimile. Same microwaves can handle telegraphy, telephony, AM, FM, TV. "Ultrafax" is primarily a communications tool, but RCA says principle is adaptable for home use, might prove ultimate in home fax.

YOUNG MAN GOING SOMEWHERE: FCC Chairman Charles Denny is maintaining discreet silence, but it's our guess his disillusioning experience with Comr. Wakefield's failure of reappointment (Vol. 3, No. 25) will impel him to resign well before end of his term, July 1, 1951, possibly even before next year's elections. He was obviously as surprised and chagrined as Wakefield over the peculiar turn of events that is catapulting Ohio Republican Congressman Robert Franklin Jones into the job. And the bland assertion by a GOP topkick, that now the Republicans can groom their own man for chairman when "we take over next year," certainly doesn't conduce to Mr. Denny's happiness and peace of mind.

So we predict it's going to take some doing on President Truman's part, if he's minded to do the doing, to keep Denny on the job through November, 1948 -- what with numerous private opportunities awaiting the young FCC chairman, plus a

natural inclination to get out while he's at top. Denny of course, has been somewhat spoiled by kudos heaped upon his regime -- or at least, perhaps, deluded by fact that his own and 3 other appointments had been distinctly on merit or career basis. Still the mystery is what political payoff the Truman Administration gets in selecting a down-the-line Republican (very capable, of Taft school) as against a liberal Republican like Wakefield. Columnists Drew Pearson, Peter Edson, Marquis Childs all speculated on the curious turn of events -- but none had answer.

* * * * *

Drew Pearson got courteous hearing but didn't get very far in Senate subcommittee hearing Friday, at which he appeared in lone opposition to Rep. Jones -- charging him with membership in Black Legion, his father with being organizer for Ku Klux Klan, his political background as being identified with Gerald L. K. Smith, Father Coughlin, other rabble rousers. All of which Jones promptly labeled as "unmitigated lies," obviously impressing committee (Brewster, Me.; Capehart, Ind.; Johnson, Colo.). Parade of House and Senate members attested to Jones' popularity and ability, seemed to assure his early confirmation unless Pearson can produce documentary evidence. Senate usually doesn't turn down member of Congress.

STIRRING THE TV CAULDRON: No sooner did RCA-NBC engineers get NBC's Washington WNBW formally under way Friday (along with WRC-FM), than facilities chief Ray Guy dispatched 2 of his crack installers to Los Angeles and Chicago to begin work on TV stations there at once -- hopeful of getting them on air by early next year. NBC can't hurry, for it must take its turn along with others in getting RCA equipment deliveries. But it isn't stalling, either. John Seibert leaves Monday to engineer NBC's Los Angeles job, Fred Everett Chicago. This week, incidentally, Chicago's WIND applied for TV there, as forecast (Vol. 3, No. 24), asked for Channel No. 2, estimated installation cost at \$211,500.

Friday inaugural ceremonies at Wardman Park Hotel were noteworthy for big-wigs attending, even more so to outsiders for first glimpse of RCA's 648-PTK set, large screen (15x20 inches) projection model due to be formally unveiled in August. It includes AM and FM, will probably sell around \$1,200. Big picture still lacks brightness and clarity of 10-inch tube, but RCA is said to have some light-control tricks up its sleeve it isn't showing yet.

WNBW now goes on regular schedule, giving capital 2 TV outlets, also giving TV set sales shot in arm. It's the eleventh commercial station in U.S. (Supp. 18-C). DuMont's WTTG went off air Friday after 5-minute message by Manager Arries welcoming rival, suggesting viewers tune to its No. 4 channel. Keen competition is now seen as WTTG has signed Senator's home games, sponsored by Lacy's radio stores. WNBW will carry coaxial shows from New York Fridays, Sundays, Mondays, but will specialize on local events, carry films as soon as equipment is ready.

WHISTLING THROUGH THEIR TEETH: Senator White's "quickie" bill hasn't a ghost of a chance this session of Congress -- indeed, it's doubtful now whether House subcommittee will even get around to its companion piece, the Wolverton Bill, before July 26 adjournment. Next session, White is confident he can put through legislation. Others aren't so sure, since fundamental issue (freedom of speech) is unresolved. Senator White insists upon, NAB rejects, FCC's right to some sort of program review.

Senators are obviously unconvinced by industry argument for what Senator White calls "same liberty as press and corner grocer." He says, "Radio exists by grace of Congress," which radio spokesmen deny. Intense industry opposition, not too politic on surface, led the Maine GOP majority leader to exclaim at one juncture, indicating intensity of his exasperation: "Until I introduced this bill, I was considered a conservative, a reactionary. But now I'm a wild-eyed radical."

Industry master minds are convinced they made good case, though admittedly not a very good impression (Vol. 3, No. 25), in laying "freedom of radio" issue squarely before Senate. Some make no bones about counting now on GOP leaders like Taft, Dewey, Brown, Carroll Fecce, et al, to make pre-election commitments to support legislation they want.

We could be wrong, but our honest opinion is there isn't much chance of NAB President Miller's theories (and the networks') prevailing in Congress -- not for long time, at least. They're whistling through their teeth in giving out that their Washington appearances were all to the good, evidenced by curious unanimity of favorable trade press comment. Hardly anyone we've talked with among Washington radio law fraternity seems to go along with NAB tactics of demanding a full loaf now. On the other hand, radio lawyers themselves have contributed little if anything toward proposed legislation; for most part, they have little to do with NAB.

White's hearings wound up Friday after another week's parade of witnesses, including NBC's Niles Trammell, taking same stand as other network chiefs; FM's Maj. Armstrong, asserting FM is answer to scarcity theory of frequencies, except that FCC has not assigned enough channels; Asheville newspaper-radio man Don Elias, calling radio the "electronic printing press," hence entitled to let public not FCC regulate its output; Montana broadcaster Ed Craney, confidante of ex-Senator Wheeler, taking issue with both NAB and FCC positions, denying Judge Miller spoke for whole industry, offering (in not too rhetorical fashion) suggestions of his own; various temperance interests (WCTU, etc.); and others with axes to grind.

LOOKS LIKE FM'S BIG BREAK: Live-wire little FMA sees FM's great opportunity, its emancipation from Petrillo's shackles, in Supreme Court's decision upholding Lea Act (full text in Supp. 35-B herewith). Even a layman's reading of decision, along with anti-featherbedding provisions of Taft-Hartley Act, would seem to spell end of Jimmy Petrillo's made-work edicts -- particularly as they affect FM, and TV, too.

FMA counsel took view AM-FM duplication of musical programs is now permissible. Board arranged with network presidents for July 21 meeting with committee (Gordon Gray, Bill Bailey, Leonard Marks). Networks are proceeding cautiously, won't commit selves as yet though spokesmen point out that existing contracts with union aren't negated by court's decision. NAB had nothing to say about Lea Act decision, but issued a 13-point "factual analysis" of Taft-Hartley Bill's effect on broadcasters, fixed July 21 date for meeting of its Employee-Employer Relations Committee, cautioned broadcasters "to operate under the terms of their existing contracts and new contracts should be entered into very cautiously."

An apparently not so cocky Jimmy Petrillo took decision in good grace, said he'd "bow to its dictates," now faces trial in WAAF test case. He's also scheduled to testify July 7 at House Labor subcommittee probe of AFM practices. Chairman is GOP Rep. Kearns (Pa.), himself an AFM card holder, who's been threatened with expulsion if he leads kid orchestra July 4 at Interlochen, Mich., which he says he'll do if he can get away. When Petrillo banned Interlochen amateur camp orchestra on network several years ago, unless union standbys were employed, then kicked its Dr. Joseph Maddy out of AFM, that started music czar's battles with Congress and courts.

PHILCO'S TV MEASURES UP: Philco has made good its promise of something new, important and excellent in TV sets. Its table model No. 1000 (with 10-inch tube for direct-viewing) and its Micro-Lens console projection set No. 2500 (framing 15x20-inch images reflected from 4-inch tube) should go over big -- they're that good. From where we sit, it looks as though the TV manufacturing field, from now on, is not merely a matter of who's going into it but who's offering newest improvements.

No. 1000 is priced at \$395 plus \$45 installation and warranty; No. 2500 costs \$795 plus \$85. Another set, No. 700 (with 7-inch direct-viewing tube), is due out in about month, probably will be priced to compete with RCA's similar model costing \$250. All are TV-only. Philadelphia, Trenton and New York area get first output. Other cities with TV stations have been promised none as yet. Production line calls for 250,000 sets in 1948.

Sets tune in only 8 of country's 13 channels (7 being maximum allocated any city), can be adjusted locally. Images are noteworthy mainly for brightness and clarity, stemming from light controls and lens and mirror system hitherto secret (Vol. 3, No. 5, 7, 21). It's all detailed in colorful 22-page brochure, same

size as big images, which you can get on request from Philco Corp., Philadelphia. To us, ceremonious shindig at New York's Waldorf-Astoria last Monday, at which company unveiled TV sets along with rest of its line (38 models), was also significant for one particular remark by v.p. James Carmine. He predicted TV will become a "billion dollar business," eventually will "surpass the automobile business."

With RCA's, GE's and Stewart-Warner's console and Crosley's table sets out (all with 10-inch tube), with DuMont promising a table model shortly, with Sears Roebuck going into low-price field (Vol. 3, No. 23, 24), it looks like real competition in TV, especially for now dominant, pioneering RCA. RCA's Model 648PTK, also with 15x20-inch projection screen, is promised "within 60 days." It will include AM and FM, which Philco set does not.

STILL MORE FM TUNERS: Pilot is out this week with its 5-tube, \$29.95 "Pilotuner." And Edwards FM Radio Corp., 168 Washington St., New York City, announced an 8-tube job, price unstated. Significantly, both are slanting their promotion at dealers with bulging AM inventories, idea being that tuners will move them. Radio Tuning Devices, Stamford, Conn., says its FM tuner will be ready in 30 days. Bendix also brought forth something new -- its "FactoMeter." Instrument, not intended for home use, amounts to an AM-FM set with signal strength meter. Costing \$124.95, unit is designed to serve broadcasters, dealers, servicemen, in demonstrating FM and in finding best place for receiver in room.

SIGHT AND SOUND

TV-enthusiastic Ford Motor Co., now sponsoring Brooklyn Dodgers and Madison Square Garden sports on WCBS-TV, also half of Chicago Cubs games on WBKB, July 2 starts weekly sports telecast from Los Angeles Olympic Stadium over Paramount's KTLA, its first entry into West Coast TV. George Shupert for KTLA handled account with J. Walter Thompson Co.

FMA has fixed Sept. 11-12 convention date, in either New York or Washington, or just ahead of NAB Atlantic City convention, Sept. 15-18. Closer coordination of NAB with FMA is seen in appointment this week of Leonard Asch, WBCA, Schenectady FM independent, as chairman of NAB's FM executive committee; he succeeds Walter Damm, WTMJ-FM, who stays on committee. This week, also, NAB's FM Dept. chief Bob Bartley resigned, successor to be named next week.

Simplified FCC broadcast application forms won't have any radical changes in them, may make it easier for everyone by requiring same basic information for AM, FM, TV. Only difference will be in engineering data called for and inclusion of "Blue Book" program analysis forms in AM applications. Commission proposes to put them into effect after considering any objections. Deadline is July 21. If there are objections, oral argument will be scheduled. Copies of new forms are available at Commission.

Rumors purporting to link AFRA with plans to crack down on FM, a la Petrillo, are denied by George Heller, executive secy. He writes us: "We have officially taken the position by contract and practice that it would be wise to await a more full development in the industry before we establish any definite policy covering this field."

Suit against ASCAP by Justice Dept. doesn't touch radio directly, but breaking up of cross-licensing agreement with foreign composers' associations will permit direct negotiations instead of conducting them through ASCAP, as at present. Resignation of ASCAP from international association augurs for consent decree.

Phileo's new line includes 3 AM-FM table models—Model 472, \$79.95 (\$84.50 in ivory); the 475, \$129.95; the 482, \$149.95. Ten other table models have no FM. Nine console models, or all in high brackets, include FM.

RMA liaison committee members told FMA committee Friday manufacturers will be in FM with both feet by autumn—though many plants will shut down entirely for several weeks for summer vacations. So be prepared for seasonal-only drop in set production. And, FMers were told, more and more small FM sets will be forthcoming if ways can be found to knock production costs down. "Manufacturers will make anything that will sell," Crosley's Cosgrove told FMA officials, "and if you can show me how to make a cheap FM set, I'll put one out tomorrow." RMA officials also called for FM program improvement, said there was still great need for public education on FM.

NAB's Freedom of Expression conference didn't accomplish anything concrete at initial meeting Thursday, but NAB officials feel unanimity on idea of permanent committee may bear fruit in near future. Idea is to set up permanent council that will fight any and all attempts to squelch free speech rights of any media of communications—radio, books, newspapers, magazines, motion pictures. Skittishness of ANPA President David W. Howe (who recalled broadcasters' neutrality when radio-newspaper ownership controversy was at height) kept meeting from doing anything specific. It was agreed that conferees would report back to their boards of directors.

FCC is making headway in FM hearings—finalizing Boston Friday (as proposed, Vol. 3, No. 20) and hearing New York oral argument Friday. It could save itself one complication by finalizing latter case Monday, since 5 reserved channels will be available after then and denials might raise an Ashbacker kick.

What makes TV tick is splendidly told pictorially in double-spread with 17 photos in May 25 rotogravure section of *St. Louis Post-Dispatch*, reporting on current activities of its KSD-TV. June 22 spread on "Tall Tower Job" tells how city's tallest structure (454 ft. KSD-TV tower) is being erected.

Subscribers may still obtain extra copies of our AM Directory No. 1, including all weekly addenda to date, at \$10 per set. Extra copies of our July 1 FM Directory (Supp. No. 53) will be available at \$2.50 each.