

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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April 3, 1948

FIRST TV BUSINESS FACTBOOK: We'll be interested to learn what you think of our TV Directory No. 3: Television Rates & Factbook, sent herewith to all full-service subscribers. It's our solution to the definite need for a single ready reference on commercial rates, technical facilities, other vital statistics about TV stations on the air (23, including 3 testing preparatory to full commercial operation this month); stations authorized for construction (70); stations applied for (183) -- all as of April 1, 1948. We intend to bring it up to date and reprint it periodically, adding other features from time to time. In the interim, our weekly TV Addenda (blue sheets) will keep yours current at all times.

The new directory discloses that, there are almost as many variations in rate structures as there are rate cards -- the only uniform thing about them being their lack of uniformity. This augurs a long and awkward period before standardization, as in early days of broadcasting. Noteworthy are what might be called the "NBC school" of fixing separate charges for air (transmitter) time and for facilities, with air time to increase as receiving sets increase; and the "DuMont school" which calls for a single all-encompassing charge. Notable, too, is fact that aggregate set estimates (as reported for each area) total about 250,000 -- fairly close to calculated 275,000 production up to March 1 (Vol. 4, No. 11).

This 16-page Directory, which also includes an official city-by-city TV channel allocation table, comes as part of your full-service subscription. Extra copies are \$2.50 to subscribers, \$5.00 to non-subscribers.

BUZZING CHICAGO RADIO TRADE: It's now an axiom in TV trade that a second station in any area, even a third, immediately hypos TV receiving set sales -- quite natural, because it means competition, more TV hours on the air, choice of more programs. That was experience in Washington, Philadelphia and Baltimore, only cities besides New York with more than one station as yet (see TV Directory No. 3). So Chicago Tribune promotion men, hard at job of informing area folk WGN-TV will be on air Monday (April 5) on regular schedule (4½ hours daily), aren't far off in forecasting 100,000 more TV receivers can be sold there this year. That means \$30,000,000 retail business, they told 1,700 dealers, distributors and manufacturers gathered at Sheraton last week for briefing on newspaper's new \$450,000 TV plant and plans. This Sunday, Tribune is coming out with biggest special edition on TV yet published, 40 pp. Just about all TV set makers are now well represented in Chicago area, itself big center of radio factories, with total of 17,500 sets sold thus far.

CBS & AFFILIATES GOING TO TOWN: Not much question now about CBS's attitude toward TV, its policy of urging and aiding its affiliates to get into the TV swim (as 39 have to date: 3 on the air, 8 CPs, 28 applicants). Its TV clinic at New York's Waldorf-Astoria Wednesday drew some 250 owners and executives from its 175 affiliated stations, small as well as large, and they heard President Frank Stanton assert CBS's all-out stand:

"With the rapidly expanding dimensions of television, there is no time for prospective broadcasters to delay. Every index of television is on the upswing... CBS feels there can be no halfway measures in building a network. We are driving

under full power to the top." He added, "Television is sweeping this part of the country like a prairie fire!"

There you have keynote of the parley which, as one highly placed observer remarked, was put on "in usual CBS style -- everything wonderfully and beautifully arranged, every speaker well briefed and well prepared." Our informant added, "Columbia is right on the beam now, it's going after TV hammer and tongs, and I look to see it do a superb job."

Stanton departed from prepared talk to quote an advertising executive as stating unequivocally that he's getting more per impression out of TV than out of any other medium. That wasn't easy for some aural broadcasters to take, accustomed as they are to the amazing impacts of radio. Stanton went on to say TV "has already begun changing the family habits of America. It is still too early to predict its full impact, but it is certain at least to repeat the accelerated growth curve of radio." But there was this refrain, too: Don't count AM out; there will always be a place for aural broadcasting. Indeed, in Chicago speech very next day, CBS executive v.p. Joe Ream made point of fact good share of country (rural and remote) may never get satisfactory TV service.

Other CBS topkicks undertook to instruct, in talks and question-answer periods, in technical, program, commercial facts of TV. Sales v.p. Bill Gittinger put network's purpose thus: "Radio and TV will grow together in a complementary way and not as competitors, with AM broadcasting providing the dollar-sinews to finance the early operations and expenses of TV." Engineer chief Bill Lodge predicted 100-120 TV stations operating by end of 1949 [our own best guess for end of 1948 is 40].

It's reasonable to predict this week's confab will do for CBS affiliates what NBC convention at Atlantic City did last fall -- stimulate interest in TV, lead to more applications, help CBS build strong competitive network. If there were any die-hards, they must have been convinced TV was really here to stay, CBS really loaded for bear, for not a discordant note was sounded at the meeting. But fact remains, as we've repeatedly reported and as pointed out again on page 3, that channel supply in most major markets, some smaller ones too, is fast diminishing if not already exhausted.

OTHER SIDE OF THE FM STORY: Congress got good picture this week of unholy mess it could create if it undertook to legislate spectrum allocations by approving Lemke resolution (H.J.R. 78). As hearing ended Thursday, House Interstate Commerce Committee, which had already given sympathetic hearing (Vol. 4, No. 6) to proponents of bill to give 50 mc frequencies to FM, had been warned in words ranging from respectful to pugnacious that passage of resolution would saddle Congress with concomitant responsibilities and demands far beyond its expectations. It was quite apparent Committee had little stomach for that, and that resolution's chances were negligible. But Congressmen were still eager to do right by FM, if FM had been one wrong. Opposition labored painstakingly to show that FM was unsullied.

Engineer-Comr. Sterling carried ball for FCC, flatly denied error in moving it to present high band, claimed current high-band stations give excellent service, are capable of substantially same rural coverage as low band. He also gave first intimation of FCC's probable alternative to low band for networking purposes (which was principal reason for low-band demands): intercity relaying with STL frequencies 940-952 mc. Maj. Armstrong would still rather see high-powered low-band stations do the job. Committee didn't question Sterling, said it might later.

Through its Labs Division chief Dr. Jolliffe, RCA finally answered Maj. Armstrong's charges of giving FM "silent treatment." In 63-page statement, he padded list of vhf and FM developments by RCA engineers, said company had delivered over 150 FM transmitters, had 170 more on order, had 10 receiver models with FM. He added that its FM receiver production was greater percentage of industry's FM total than its AM output was of AM total.

Mobile communications, led by Motorola's Dr. Noble, impressed Committee with their value in time of war and disaster. Police, in particular, were out in force. They asked Committee, with policelike brusqueness, to let FCC alone, said

44-50 mc band wasn't optimum but was best they could hope for. But they were very eager to enlist help of Congress in breaking through to never-never land of very valuable IRAC frequencies.

Congressmen showed lot of layman's interest in TV presentations of Poppele (TBA), Philco (Bingley), DuMont (Goldsmith), Jolliffe. Broadcaster-Congressman Ellsworth (R-Ore.) agreed with Goldsmith that TV would eventually overshadow both FM and AM. And Rep. Dolliver (R-Iowa) extracted from Dr. Jolliffe opinion that color TV was still 5 years off. Burden of TV interests' presentations was desire to hold what channels they had, to call halt on continual inroads, though they're resigned to loss of Channel No. 1.

FAST VANISHING TV CHANNELS—II: First TV application for Denver, filed this week by Alf Landon, emphasizes anew our mid-February report on "The Fast Vanishing TV Channels" (Vol. 4, No. 7). Then, we pointed out that in country's top 50 markets, to which 180 channels were allocated, only 47 channels were ungranted or unasked for. Now, only 29 channels are left in first 50 markets, as an analysis of grants and applications listed in our TV Directory No. 3 will disclose. These should be gone fairly soon. Only areas among top 50 with no grants or applicants at all as yet are Lowell-Haverhill-Lawrence and Norfolk-Portsmouth-Newport News.

Here are the channels left (i.e., ungranted or unsought) in cities among top 50: Denver, Portland, Norfolk-Portsmouth-Newport News, 4 each; Seattle, San Antonio, Memphis, Albany-Schenectady-Troy, 3 each; Syracuse, 2; Milwaukee, Columbus, Lowell-Haverhill-Lawrence, 1 each. It will be noted, on analysis, that quite a few cities under first 50 also have channel supply exhausted, or at least more applicants than channels. Those requiring competitive hearings already ordered are: Fall River-New Bedford, 3 for 1; Charlotte, 3 for 2; Atlantic City, 4 for 1; York, Pa., 2 for 1; Reading, 2 for 1 (for full hearing schedule, see TV Addenda 3-A).

Besides Alf Landon's application for Channel No. 5 in Denver, there were only 4 other applications this week (for full details see TV Addenda 3-A herewith): For Omaha, KFAB, No. 7 -- now 2 for 2. For Richmond, Va., WLEE, No. 10 -- now 3 for 3. For Albany, N. Y., WROW, No. 7. For Phoenix, Ariz., Phoenix Television Co., No. 5 -- same oilmen group who have also applied for New Orleans and San Antonio (Vol. 4, No. 11, 13) and are planning to apply next for Corpus Christi, Tex.

TV STARTERS AND AFFILIATES: After April's 3 starters -- WGN-TV, Chicago; WATV, Newark; WTVR, Richmond -- you can look for these to get going in May: WBZ-TV, Boston; WBEN-TV, Buffalo; WSPD-TV, Toledo. And these in June: WPIX, New York; KFI-TV, Los Angeles; WAAM, Baltimore. And shortly thereafter: WBAP-TV, Fort Worth; WNAC-TV, Boston. At least, that's what they tell us they're aiming for....Though CBS signed Baltimore Sun's WMAR-TV to affiliation contract this week, that doesn't preclude station from taking DuMont and ABC shows until CBS offers full schedule; latter now are "romancing" independent WAAM, Baltimore's only other TV outlet, now building... It's foregone certainty Washington Star's WMAL-TV will sign with ABC, but it too will continue taking CBS....NBC reports contracts with Wilbur Havens' WTVR, Richmond, coaxial there awaiting only TV terminal equipment, and with Crosley's WLWT, Cincinnati, still not within coaxial reach....DuMont broke ground this week for its WDTV, Pittsburgh, promised it will be on test in mid-September, commercial Dec. 1.

SEEK DELAY IN TV 'LINE' RATES: Attitude of affected telecasting interests toward AT&T hookup rates (coaxial and microwave), as filed officially with FCC this week, runs about like this: Though lower than tariffs at first proposed, they're still too high. It's to advantage of AT&T as well as TV to give industry time to get well established. So why not permit present "free ride" arrangement to continue another 3-6 months? Though FCC has ordered rates into effect May 1, it shouldn't be too hard to persuade -- especially in view of June-July political conventions in Philadelphia which everyone wants TV to cover fully. Anyhow, there are bound to be objections (TBA hasn't met yet, may next week), and these are almost certain to throw matter into hearing, forcing delays.

Rates generally follow those we enumerated last week (Vol. 4, No. 13), in-

clude "split" rate for connections that must be used by more than one broadcaster. Monthly charge for 4 hours per day, 7 days per week, is \$25 per airline mile, \$4 per airline mile for each additional hour, \$350 for terminal connection equipment, \$60 each additional hour. Also included are charges for distances under 25 miles. New Jersey Bell filed local rates for monthly and occasional use, STL charges on monthly basis, which differ from other Bell companies' rates in that there's no installation charge, and mileage is based on airline not circuit miles.

NOTES ON PROGRAM PROGRESS: Like the Petrillo hearings of recent memory (Vol. 4, No. 4), Senate's UMT hearings as televised on pool basis this week (Henry Wallace, first witness) represented TV at its human interest and public service best, indicated vast scope of TV for relatively low-cost programming....Next comes baseball, Senators opening season April 19 vs. Yankees, President Truman tossing first ball, some team games part-sponsored on WTTG by Ford, New York games by Ballantine's crews; national sport is being telecast, sponsored, in all TV cities....Last Sunday's Theater Guild performance of "Stage Door" on NBC demonstrated growth of TV as dramatic medium, prompted N.Y. Herald Tribune critic John Crosby to remark on "its fifth and very possibly its best production. [It was] good enough to scare the pants off motion picture and theater interests [and] to furnish food for thought or everyone else"; Guild's next, April 25, will be Bernard Shaw play....This Saturday, Toscanini and NBC Symphony were to be telecast again, finale of season.

SIGHT AND SOUND

Long-sought TV set census, city-by-city, is finally in the works. Set manufacturers will give figures to RMA's accountants, Haskins & Sells, who will total them for release by RMA. First tabulation (for 1947) is due late this month, will be issued quarterly thereafter.

Easton C. Woolley, NBC station relations chief, takes over same duties for TV, reporting to Harry Kopf, administrative v.p. . . . Washington's WMAL-TV has hired Fred Shawn, ex-NBC, as TV and broadcasting operations manager, effective April 15, reporting to Kenneth Berkeley. . . Baltimore's now building WAAM has named Ted Itabrook, ex-WFIL-TV, as program director under Manager Norman Kal, Washington adman. . . Veteran broadcaster C. L. McCarthy leaves KQW, San Francisco, to join Manager Ed Pauley and colleagues in pursuit of their TV application for San Francisco (Vol. 4, No. 12). . . Halsey Brett, ex-CBS, is now DuMont TV station relations chief.

Pertinent note in Philco's 1947 annual report, out this week: That TV set sales may account for 15% of 1948 total volume. Record sales of \$226,507,592 are reported for 1947, 86% up from 1946, 194% greater than 1941. Earnings were \$9,630,699, equal to \$6.18 per common share, vs. \$3,107,480 or \$2.13 a share in 1946. Predicted TV set output (all types) this year: 3,500,000.

FCC rule on TV channel changing (Vol. 4, No. 13) was backed this week by Yankee Network, which insisted it be made part of May 24 Hartford hearing—claiming FCC required to consider fair and equitable distribution of stations in making grants. Yankee doesn't mind Commission's decision that channel-changes involve rule-making (thus separate hearings), does not want Hartford action made until it's been heard for Bridgeport.

General Electric says it's really going all out with its "gated" tube for FM sets (Vol. 4, No. 13), plans to incorporate invention of refugee scientist Dr. Robert Adler and applies it into all FM sets beginning this fall. GE is already licensed to make tube, may also use it in sets.

Ed's Russ David, veteran equipment sales (FM) executive, quits to join Leonard Asch in Patroon's 10 kw AM station in Albany (WPTR, now building), which is backed by Walterman J. M. Schine; David will be engineering v.p.

It's just a legalism that won't change FM setup much, but FCC plans to toss out its FM allocation plan (Supp. 52). Only alternative, under Administrative Procedures Act, was to freeze plan into FCC rules. FCC sees no need for tying channels in red tape that would take minimum of 60-90 days to untangle for each change, even to add a channel to an area. Commission feels present assignments form structure strong enough to continue providing equitable distribution of stations.

CBS and NBC answered FCC's AM-FM duplication query this week (Vol. 4, No. 9, 12, 13). Both indicated they require duplication of all commercials if any are duplicated, sustainers optional. NBC said FM-only applicants for affiliation in non-NBC towns would get same consideration as AMs. NBC is also giving AM affiliates chance to duplicate, rather than sign up FM-only stations.

First operating FM station calling it quits, apparently for keeps, is WPIK-FM, Class A in Alexandria, Va., Washington suburb. Station had requested modification to Class B, was in hearing, couldn't find site at reasonable cost, decided Class A (community) coverage was poor parallel to its 1 kw daytime AM on 730 kc. Further, Manager Howard Hayes said he sees TV gradually bypassing FM.

Agenda for May 17-21 NAB convention in Los Angeles includes Tuesday afternoon panel discussion on outlook for all types of broadcasting—AM, FM, TV, FX; all-day engineering sessions Thursday, devoted mainly to TV; trip Saturday to Mt. Wilson TV-FM sites. Code gets going over Monday. FCC Chairman Coy is main speaker Tuesday.

New FM transmitter design, for which cheaper construction and more reliable operation is claimed, has been announced by Arnold B. Bailey, inventor formerly of Bell Labs, who has set up corporation bearing his name in Scotch Plains, N. J. Mr. Bailey plans development work in all kinds of radio equipment, including uhf TV.

Vernon L. Wilkinson, FCC asst. gen. counsel in charge of broadcasting, has resigned to join radio law firm of Haley & McKenna as partner; name of firm will be changed to Haley, McKenna & Wilkinson (Supp. 11-B).

NAB has detailed Charles Batson, information chief, to make special study of TV for report to membership.

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April 10, 1948

FM's ARMSTRONG FILES FOR TV: Not that he wants to be a telecaster particularly -- but Maj. Edwin H. Armstrong proposes to prove his insistent contention that TV on present low-bands is waste of spectrum space. Hence his application this week for an experimental TV station at Alpine, to operate with 50 kw transmitter on 480-500 mc. Formal application filed with FCC states he seeks "to permit the development and perfection of a new and better television system, to assist in the development of relatively high-powered transmitting equipment for such a system, to study its service properties and the frequencies involved." Informally, FM's noted inventor declines to tell what he has up his sleeve, but he does declare: "I've always said that television in the present spectrum space is an engineering misfit. It's like operating a 10-ton truck on a country lane."

Application doesn't specify equipment to be used, says TV plant will cost not more than \$100,000. Nobody believes Dr. Armstrong merely intends to dabble -- that's not his way -- and he usually comes up with something unusual, if not revolutionary. [For further report on high-band, see story on p. 4].

BEST HANDBOOK ON TV COSTS: Best thought out, most detailed breakdowns we've ever seen of estimated capital costs and operating expenses of typical TV stations are contained in a 47-page brochure CBS's engineering dept. gave those attending its TV Clinic last week (Vol. 4, No. 14). It's titled "Television Data for CBS Affiliates" and it's an invaluable tool for those planning stations -- contains cost tables, diagrams for transmitter, master control and mobile field equipment, even a tabulation with pictures and prices of TV receivers now available. You need the whole of it, rather than a mere digest, for adequate comprehension and use. At our suggestion (for it's the subject we're asked about most often) CBS has agreed to order an additional printing and, as an industry service, will send a copy to any bona fide TV enterpriser even though not an affiliate. Write Lawrence W. Lowman, CBS v.p. in charge of TV, 485 Madison Ave., New York City.

SCRAMBLING NOW FOR TV CHANNELS: Lots of interesting developments this week, so far as prospective TV enterprisers are concerned:

1. First fruits of CBS's all-out policy for TV are discernible in big jump in number of applications (15 in week), though Denver's KLZ is only CBS affiliate among them. But definitely in the works are applications from CBS affiliates WTRY, Troy, N.Y. (Harry Wilder) and KIRO, Seattle (Saul Haas), among others.

2. Denver and new Albany-Troy applications show how quickly demand for channels can be awakened (Vol. 4, No. 14), how warily rival broadcasters in same area eye one another -- no sooner does one apply than others rush in. Alf Landon set Denver pace (Vol. 4, No. 14), which will be accelerated in week or so by application being prepared for big local dept. store, Daniels & Fisher, news report that WFEL is applying for experimental TV (not received yet by FCC). Albany's WABY (Gannett) and WPTR-CP (Schine-Asch) applications follow close on heels of WROW's last week, which also is hurrying Troy's WTRY along. Same thing with Phoenix's KTAR, 2 more Milwaukee applications, others yet to come from other areas.

3. Dallas millionaire oilman Homer Snowden's application for Shreveport is

not only first for that city, it's first of several he intends filing (Vol. 4, No. 5) -- probably for Denver, Oklahoma City, Wichita. Nashville's WSM will shortly file, and KLZ action augurs early application from Oklahoma City Oklahoman's WKY, same ownership. Then there's well-heeled Meredith Publishing Co., Des Moines (Better Homes & Gardens), half purchaser of KSO, due to file shortly for Albany; it has other cities in mind, too, has hired Don Withycomb (ex-WMAR-TV) as TV chief.

Here are this week's 15 TV applications (for fuller details, see TV Addenda 3-B herewith: For Phoenix, KTAR, Channel No. 4. For Sacramento, Cal., M. R. Schacker, Los Angeles, No. 6. For Santa Barbara, Cal., M. R. Schacker, Los Angeles, No. 6. For Denver, KLZ, No. 7. For Jacksonville, Fla., WPDQ, No. 6. For Miami, Fla., Jonas Weiland (WINZ, Hollywood, Fla.), No. 7. For Shreveport, La., Homer W. Snowden, Dallas, No. 8. For Flint, Mich., WBBC-John Lord Booth, No. 11. For Clayton, Mo. (St. Louis), KFUD-Evangelical Lutheran Synod, No. 2. For Portsmouth, N.H., WHEB-Gov. Dale, No. 5. For Albany, WABY-Gannett (Knickerbocker News), No. 2, and WPTR-CP, No. 9. For Madison, Wis, WISC-CP (Morgan Murphy-Walter Bridges), No. 9. For Milwaukee, Myles Johns interests (WOSH, Oshkosh, etc.), No. 6, and WEXT, No. 6 -- now 4 for 3.

TRANSIT FM, FACTS & FIGURES: It doesn't take much imagination to see that this transit FM business (Vol. 4, No. 5-7, 11, 13) is developing into a very sweet deal. Cincinnati Times-Star's WCTS, whose Hulbert Taft heads up national organization Transit Radio Inc., last week signed up Cincinnati Street Railway Co., first major transit company to come across. Costs and rates are worth mulling over. WCTS will equip vehicles (initially 300 in Cincinnati, 100 in Covington) with receivers and speakers costing station \$150 each plus \$10-\$15 per installation, no charge to transit company. Station will pay company on per-vehicle-per-month basis, varying as vehicles increase, with \$6 top. Here's the rate card for one-time 20-second spots (multiple spots are conventionally scaled down): Class A (7-9 a.m., 4-6 p.m.), \$20; Class B (6-7 a.m. plus balance of non-Class A daytime), \$10; Class C (6:30 p.m. to midnight), \$6. There are other packages, e.g., 3-min. newscasts every 15 min. will allow 50 words of commercial, selling at 50% above spot rate. Station began selling time Tuesday, signed its first account, Alms & Doepke (dept. store) to year's contract for some 15 Class A and B spots weekly. Delivery of receivers is expected to start end of month; full operation is scheduled by June 1. Of stations in other cities testing, Houston's KPRC-FM is expected to get transit company on paper next (500 vehicles). Other hot cities are: Washington (WWDC-FM), Evansville (WMLL), Wilkes-Barre (WIZZ), Baltimore (WMAR-FM), Worcester (WGTR).

THE OUTLOOK FOR TV TUBES: Not particularly worried about lower-cost promise of RCA's 16-in. metal-glass tube (Vol. 4, No. 5, 6, 8, 12) are the 2 major bulb blank producers, judging from responses to our inquiries. Big Corning Glass Works' president William C. Decker says his study leads to belief that "the cost of manufacturing 15-in. glass cathode ray tubes, as compared with 16-in. metal-glass tubes, are lower now, and will be lower in the future when these tubes are manufactured in larger quantities." DuMont takes all Corning's 15-in. blanks now, has said he intends to stick to glass. It's estimated Corning supplies about 75% of all glass bulbs used for cathode ray tubes, its 10-in. being in mechanized production.

Comparatively new in field, still a small supplier of bulbs, but increasing production every month, Kimble Glass Division of Owens-Illinois Glass Co., through v.p. Stanley J. McGivern, states: "We do not manufacture 15-in....only the 10-in. and 12½-in. Both are manufactured for the most part by hand so far as we are concerned. We are in the process of mechanizing the 10-in. and feel that the 12½-in. also lends itself to mechanical production, though not having made any, this represents a belief rather than a fact. When and if these bulbs are mechanically produced, the prices of both should be reduced appreciably, but in my opinion prices will not be reduced before the first of 1949."

Note: With maximum of 150,000 of the 16-in. metal glass tubes promised before end of 1949, with 15-in. and 12-in. glass tubes still in limited production, it's quite apparent 10-in. will pretty well dominate mass market for quite awhile.

FACTBOOK EVOKES GOOD IDEAS: Good idea comes from J. Walter Thompson's Henry A. Houston (Detroit), who was kind enough to write us to say our TV Directory No. 3: Television Rates & Factbook "is a wonderful piece of work." He suggests, though, that hereafter we indicate network affiliations for those [AM] stations which have only CPs and applications. We'll do just that in future editions, meanwhile indicate all networks in our weekly Addenda (blue) sheets beginning right now. Houston makes one other pertinent observation: "Bringing my wall map up to date for stations, CPs and applicants [he uses our weekly reports to keep it current, maybe a good idea for you, too], I was interested to note that there are 12 states which have indicated no TV activity whatsoever, and 19 states that have only one TV city. I suppose it's natural that the most densely populated third of the nation be the most active in this medium."

7-IN. MODEL DOWN TO \$150: Comes now Tele-Tone Radio Corp., New York, maker of table and midget radios, with a \$149.50 table TV set using 7-in. picture tube, 21 other tubes and selenium rectifier, 12 channels, Dome circuit (Vol. 4, No. 6). Shown Monday, it's cheapest TV receiver yet, is promised on New York market in 2 weeks. Buyers will be offered choice of \$45 installation fee with year's guarantee, or \$25 for installation with 90-day warranty. Company's president S. W. Gross says production schedule calls for 50,000 before year's end; also that additional 7-in. units, driven by "master" set, will be sold at about \$50 each. Tele-Tone reports it plans 10-in. table model, price still undetermined, and a projection set to sell "under \$300" capable of pictures ranging from 9x12-in. to 4x6-ft. It will spend, it says, \$400,000 on cooperative newspaper advertising in all TV cities.

[Note: We can't get company officials to respond to repeated mail and phone inquiries, but several trade publications have quoted Regal Electronics Corp., New York, a relatively small maker of midget radios, as promising a 7-in. model for \$99 for May production.]

Tele-Tone's is sixth 7-in. model to be offered, others being Admiral's at \$169.95 (Vol. 4, No. 1), due on market about May 1; Philco's at \$199.50 (Vol. 4, No. 4); Motorola's at \$179.95 (Vol. 4, No. 6); Hallicrafters' at \$169.50, \$199.50 and \$209.50 (Vol. 4, No. 13); Belmont's at \$199.50 (Vol. 3, No. 20), originally scheduled for \$250 and sold through Montgomery Ward. New TV set maker out with 12-in. model, at \$395 plus installation, is "Mars" Television Inc., 1441 Broadway, New York City; it's playing up only 2 controls on front panel (one a station selector, other for sound and picture control) plus simplified servicing due to 2 separate chassis. And Scott Radio Laboratories was disclosed as first user of North American Philips "Protelgram" TV projection system (Vol. 4, No. 9, 13).

AVERAGE INCOME BUYS MOST TVs: Believe it or not, 3 of every 4 TV sets in New York City went into middle and lower income homes in 1947, only 4% into taprooms and the like. And there's reason to believe this proportion will hold true for rest of country's TV-served areas, particularly inasmuch as installment buying ban was lifted last November. Foregoing conclusions jibe with sales management's findings, by and large; square with industry's conviction that TV, to succeed, must reach into average home as does radio; stand despite estimate that sets averaged \$575 at retail in 1947, will average \$375 this year.

New York News' WPIX, preparing for June debut, has just concluded painstaking survey. Above proportion resulted from tracking down all 16,961 installations by 3 manufacturers (only one of them major) in New York City area in 1947. Specifically, population was sliced into 5 economic groups; lower 3 accounted for 73.5% of sets, upper 2 for 26.5%. Concludes WPIX commercial manager B. O. Sullivan: "It looks to us as though TV in New York City already comprises, on a limited scale, the same cross-section audience that we recognize in other mass media -- newspapers, magazines and standard radio." Note: There are other facets to this survey; write Mr. Sullivan for copy of text.

CBS came out with figures recently roughly paralleling WPIX's: Of 4 income levels in New York, it found lower 3 owned 75% of sets. Philco's WPTZ analyzed Philadelphia distribution, using 3 income strata, and located 46% in upper third,

54% in lower two-thirds. (It's worth noting, of course, that New York and Philadelphia now provide and will provide more service (from more stations) than most cities will in foreseeable future.)

REPORTS ON ULTRA-HIGH TV: Newly completed RCA study of low and high TV band characteristics (67.5, 288, 510, 910 mc) apparently bolsters view that uhf propagation means serious shadow effects from hills and other obstructions, thus requiring much higher powers than now available. Also, that multipath effects, although more severe on uhf, can be overcome by properly orienting receiver antenna. Study didn't embrace radius of coverage, nor does it recommend uhf be opened now or soon to commercial TV. In April 5 Broadcasting Magazine, Dr. DuMont calls uhf TV today "premature," said its coverage is inferior, expressed doubt receivers could be designed at reasonable prices to cover both present and uhf bands. Answer to more channels, Dr. DuMont averred, is the placing of all of a city's transmitters in one location so they can use all 13 channels; but this presumes properly designed receivers. Thus, for example, if all Los Angeles TV stations were atop Mt. Wilson, he contends all 13 TV channels could be used in that area. Same for other cities.

Note: RMA board at Toronto meeting Thursday adopted proposal by GE's Dr. Baker that joint RMA-IRE committee be formed to study high and low-band TV (answer to FCC's request for such information), also recommended RTPB be dissolved.

SIGHT AND SOUND

We're about ready to put to press our new *Directory of Consulting Engineers Specializing in Radio Broadcasting* (with Radio Consultants), and you will get your copy in about a week. With our FCC Directory (Supp. 56) and our Attorneys Directory (Supp. 11-B), your personnel reference file for 1948 will be completed.

Clears kicked like steers at unusual procedure of having to testify first this week on Johnson Bill which would prohibit proposed 750 kw, limit clear channel stations to 50 kw, permit duplication (Vol. 4, No. 9, 10, 12). Senate committee hearing, counsel Louis Caldwell also complained bitterly that Senators Tobey and Johnson and committee's staff member Ed Cooper had lobbied unfairly for bill, that Montana broadcaster Ed Craney was "villain" behind scenes. Sen. Tobey saw nothing unfair in committee's procedure, issued press release labeling clear's charges "police court tactics," indicating poor case. Bill's proponents, including Craney, are scheduled for next week. Predictors weren't too eager to go out on limb, recalling ex-Montana Sen. Wheeler's success in holding power to 50 kw before and Davis amendment re geographical allocation of facilities.

CBS has signed as TV affiliates 9 video stations now abuilding, giving it 12 in its TV net, company announced Friday. All stations are network AM affiliates, include WFBM-TV, Indianapolis; WHIO-TV, Dayton; WKRC-TV, Cincinnati; WBT-TV, Charlotte; WHAS-TV, Louisville; WBNS-TV, Columbus; KRLD-TV, Dallas; WNBK-TV, Binghamton, N. Y.; KGDM-TV, Stockton, Cal. CBS video affiliates on the air are key outlet WCBS-TV, New York; WCAU-TV, Philadelphia, and WMAR-TV, Baltimore. DuMont also announced Friday it had signed WNHC-TV, New Haven, aiming for May 1 start.

Richmond's T-Day is now set for April 22, when WTVR gets going with 7 p.m.-midnight program featuring State and industry bigwigs; schedule thereafter will total 27 hours per week, Tuesdays thru Sundays. TV set makers have already stocked up local distributors for expected big demand.

Lester Spillane, of FCC's Safety & Special Services Div., has been tapped for job of assistant general counsel in charge of broadcasting, replacing Vernon Wilkinson who left Commission (Vol. 4, No. 14). He'll handle applications only, other functions to be split up among others.

Firestone starts sponsorship April 12, on NBC's full TV network, of Mon. night "Americana" quiz show, heretofore sustaining, at 8:30 p.m.—opposite its "Voice of Firestone" program on AM network. It thus ties up choice period in event it wants later to duplicate AM-TV. Other TV sponsors as currently reported by stations:

On KTLA, Los Angeles: Walco Sales Co. (Tele-Vue Lens), 13 Sun. night spots, thru Scheck Adv. Agency, Newark; Kierulff & Co. (Motorola, 26 spots, thru W. B. Ross & Assoc.; Alpha Beta Food Markets and Gadget of the Month Club Inc., 13 and 26-week participations in "Shopping at Home," respectively, thru Warren P. Fehlman Adv. Co. and David-Harrison-Simons. On WMAR-TV, Baltimore: A. Sagner's Sons Inc. (Northcool clothes), feature 1-hour pickup of Pimlico races, including Preakness and Dixie Handicap, May 3-15, thru I. A. Goldman (\$5,520 package deal). On WABD, New York: Breitling Watch Corp., 3 spots weekly starting April 19, 52 weeks, thru Sterling Adv. Agency. On WPTZ, Philadelphia: All Weather Products (storm windows, insulation, etc.), weather map reports, Mon. thru Fri., 7:45-7:50 p.m.; Esslinger's Inc. (brewery), Tue. wrestling from St. Nicholas Arena, New York, thru Lamb, Smith & Keen. On WCAU-TV, Philadelphia: Lou Block (Studebaker cars), "Show Business," variety, Mon., 7:15-7:30 p.m., 13 weeks starting April 12, thru Solis Cantor Agency.

New York final FM decision (Vol. 3, No. 45, 51) this time again denied *News*, shifted another channel to New Jersey, granted ABC, WMCA, Unity, WPAT, WNJR (Supp. 55-BB herewith). FCC said *News* was good applicant but that others were better. Commission also ruled, Jones dissenting, it has right to accept evidence based on what newspaper applicant prints as indication of probable fairness as broadcaster. *News* hasn't indicated its next step, but if it accepts decision, decides to file for one of 4 reserved channels, it faces competition from WINS, WHOM, WEVD, Brooklyn Dodgers, probably more to come. ABC had been champing at the bit when decision was announced, said its WJZ-FM would be on air shortly after April 15.

New WPIX (New York News), due on air June 1, has issued rate card, fixing base airtime rate at \$800 an hour, studio live show rate \$1,200 an hour including all facilities and rehearsal time.

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April 17, 1948

WARNER BROS. FILE FOR CHICAGO: Big news in 14 new TV applications this week (Addenda 3-C, herewith) was third motion picture interest to enter TV broadcasting field -- Warner Bros. for Chicago's Channel 13. Movie firm, which owns KFVB, Los Angeles, proposes \$406,650 construction, more than \$65,500 operating costs per month in addition to leasing studio space. Chicago now has 5 applicants for 3 remaining channels. Other motion picture interests in TV are Paramount (KTLA, Los Angeles; WBKB, Chicago; applicant for San Francisco, Boston,, Detroit) and Twentieth Century-Fox, applicant for Boston, readying several other applications.

Leading off cities requested by remainder of 13 applicants was Albany-Schenectady-Troy area which got bids from Meredith Publishing Co. (see Vol. 4, No. 15), Van Curler Broadcasting Corp. (Fabian Theater chain) -- an unsuccessful bidder for WOKO facilities in Albany last year, Harry Wilder's WTRY (CBS). All are seeking Channel 9, making 6 applicants for 4 remaining channels.

Other applications this week: For Fresno, Cal., KFRE, No. 5. For Sacramento, Cal., KXOA, No. 6. For Denver, Daniels & Fisher, No. 5. For Columbus, Ga., WRBL (CBS), No. 3 For Rock Island, Ill., WHBF, No. 4. For Lawrence, Mass., WLAW, No. 6., first for Lowell-Lawrence-Haverhill area. For Oklahoma City, WKY, No. 4. For Corpus Christi, Tex., same oilmen group that has applied for Phoenix, Ariz., San Antonio, New Orleans (Vol. 4, No. 11, 13), No. 6. For Richmond, Southern Bcstrs. Inc. (which holds CP for WRMV-FM), No. 8, now 4 for 3 there. For Seattle, KOMO, No. 2.

AT&T FILLS IN NETWORK CALENDAR: Midwest telecasters got some networking dates to look forward to when FCC granted AT&T several microwave and coaxial CPs this week. June 15, 1949 is completion date for Chicago-Milwaukee and Detroit-Toledo microwave jumps. Relay points for former are Lake Zurich, Ill., Wilmot and Prospect, Wis. Sites for latter link are undetermined. Cost of both is estimated at \$1,400,000. Then, end of 1948 was date given for additional coaxial or microwave hookup of Detroit-Toledo-Buffalo, two coaxial units in Cleveland-Buffalo cable, terminals at Buffalo, Toledo, South Bend, Danville, Ill. Cost: \$350,000.

THEATRE TV OUTLINES EMERGING: Shape of Paramount's plans for theater TV became clearer with company's first public showing Wednesday of large screen TV in New York Paramount Theater. Company wants its own complete system -- pickup crews, frequencies, etc. -- to cover events for showing to theater audiences only. But it has no intentions of trying to corral exclusive rights, wants to parallel TV station and newsreel coverage. That's significance of remarks of Paramount's TV chief Paul Ralbourn to newsmen, when he also indicated he'd like to get his men into Louis-Walcott fight June 23 for theater-only coverage. That represents one concept of theater TV. Another school sees theaters merely picking up and projecting offerings of TV stations. Third group looks for combination of both.

Paramount fed 15 minutes of Navy boxing from Sands St. YMCA to unprepared theater audience. System was same as shown TBA clinic in New York last December (Vol. 3, No. 50), by which picture is recorded on 35mm film from face of special kinescope, fed through regular projector, flashed on 18x24-ft screen -- all within 66 seconds. Equipment, using 7,000 mc, was developed by company's own technicians

(Vol. 4, No. 2), brought picture to screen in two hops -- from YMCA to Daily News Bldg. (E. 42nd St.), then to theater on Times Square. Picture quality elicited praise from some 250 trade observers tipped off to sneak preview. Only objection was to slight "fuzziness" in one corner of screen, apparent to some; others believe it was viewing angle rather than actual loss of focus. Film observers thought picture good as regular newsreel shots of similar events -- image orthicon camera making up in sensitivity what it lacked in definition.

Meanwhile, large-screen news can be expected soon from Warner Bros. and Twentieth Century-Fox (Vol. 3, No. 29, 37) who were expecting delivery of RCA's newly-developed 18x24-ft equipment this weekend.

On another theater-TV front, Southern California Theater Owner's Association heard its video committee express belief TV might reduce movie attendance temporarily until "novelty wears off and [TV] finds its proper place in the entertainment field." Committee also called on producers and exhibitors to use TV's acknowledged advertising power (see story this issue) to attract movie audiences (with trailers, etc.), urged exhibitors to become familiar with TV in preparation for full-scale theater-TV but warned them property rights issue is still unsettled (Vol. 4, No. 7).

GREASING SKIDS OF TV SET PRICES: It's worth noting how manufacturers' caution in predicting or promising lower-priced TV sets has faded considerably since beginning of post-war production, particularly within past few months. Undoubtedly, public acceptance of cheaper, smaller sets (e.g., Motorola) has reshaped thinking of some, not all, manufacturers. Along those lines, biggest set news of week was Emerson's promise of 10-in. table model for less than \$200 before year's end. Further, v.p. Dorman Israel prophesied all set-makers will have 10-in. sets at that price next year -- which, he felt, would eliminate 7-in. sets (or drive them below \$100). Emerson will continue making present \$269.50 model (Vol. 4, No. 12) with production soon to reach 750 daily, said Israel, also plans set with RCA 16-in. metal-coned tube (Vol. 4, No. 5) to sell for twice 10-in. price.

Then kit maker Telesonic Corp. of America (25 W. 45th St., New York City) announced 12-in. table model at \$299.50 -- lowest yet for that size. Called "Cine vision," it has 20 tubes, 3 rectifiers and what company says is exclusive IF system. Next month, RCA will bring out new TV-only 15x20-in. projection console (8PCS41) for around \$895 to replace present \$1,195 AM-FM-TV (648PTK). Company is also sampling dealers with new 741PCS, another version of 15x20-in. set for public places, priced at \$1,250 plus \$165 installation (\$95 if installed in private home). Latter doesn't replace custom-built Clubman (Supp. 57). TV newcomer Howard Radio Co. (Chicago) is advertising AM-FM-phono console (at \$349.50) with TV future. Reminiscent of Admiral's "TV Optional" (Vol. 4, No. 1), set has record storage space convertible to 10-in., 29-tube TV (making total \$695), production beginning in June. Admiral is reported planning TV console, with AM-FM-phono, to sell for \$499.95, lowest price for TV console combination at moment.

ABC INTO TV NETWORK SWIM: No question that Fall will see 3 networks with substantial start in TV networking and the fourth in all-out campaign to join in. Hard on heels of CBS's unequivocal stand on TV (Vol. 4, No. 8, 14), ABC this week actually began limited, but regular, network schedule -- even though its own stations are still a-building. Mutual promised affiliates straight-from-the-shoulder TV talk in Los Angeles May 19 (during NAB convention) when President Ed Kobak and officials intended to put their cards on the table, point to such video-active key outlets as WGN-TV, Chicago and Don Lee in Los Angeles as evidence of TV seriousness.

Impatiently awaiting completion of its own stations, ABC plunged into TV network swim with one commercial, 2 sustaining features -- all originating from WFL-TV, Philadelphia, network's only TV affiliate to date. Commercial, sponsored by Admiral Radio (Robert J. Enders Advertising), is 13-week Henry Morgan show starting 6:30 p.m. Sunday. One sustainer began Thursday (Bert Lytell's "Hollywood Screen Play"); other begins April 24 ("Hayloft Hoedown"). In addition to WFL-TV, "network" includes WMAR-TV, Baltimore (CBS video affiliate), WMAL-TV, Washington (non-TV affiliate yet, but ABC aural outlet), WABD-DuMont, New York, cooperating with ABC.

GROWING LIST OF TV SET MAKERS: RCA lists 8 patent licensees as present manufacturers of TV receivers who are not included in our Directory of Television Manufacturers and Receiving Sets (Supp. 57), listing 31 set makers as of date of issue in mid-January -- indicating that more and more old and new set makers are going into TV production. If you're keeping up a reference file of TV manufacturers, add these: Fada Radio & Electric Co. Inc., 525 Main St., Belleville, N.J.; Gilfillan Brothers Inc., 1815 Venice Blvd., Los Angeles; "Mars" Television Inc., 1441 Broadway, New York City; Majestic Radio & Television Corp., Elgin, Ill.; Olympic Radio & Television Inc., 3401-19 38th Ave., Long Island City, N.Y.; Tele-Tone Radio Corp., 609 W. 51st St., New York City; Telecraft Corp., 2 W. 15th St., New York City; Televue Corp. of America, 339 Laurel Ave., Lakewood, N.J.

Our listing, on the other hand, includes some not in RCA's license list: DuMont (in patent litigation with RCA), Brunswick, Nielsen, Remington, Sonora, Sightmaster, Sports-View -- not to forget the 7 kit-makers we list and our tabulation of 11 companies reporting to us they plan TV set production later this year. Latest from big set-maker Zenith, also a patent litigant against RCA, is that it has no specific dates yet either for introducing its Phonevision receiver or any other TV sets, is still deterred by possibility of higher band TV.

TV SALES TALK GAINS WEIGHT: Spiel of TV times salesmen got stronger and clearer as it gathered new facts and figures this week. Latest to back up TV's pulling power is NBC's Hugh Beville who ran some coincidental telephone surveys recently. He found (1) NBC's "Howdy-Doody" puppet program pulled 55,000 requests for giveaway button on 6 announcements, estimated that as 28% return -- 61,400 (of approximately 198,000) sets tuned to program in 5 cities; (2) NBC Symphony April 3 had 370,000 viewers who saw Toscanini in last appearance of season -- 34% of sets tuned in, 5.5 viewers per set; (3) Theater Guild's "Angel Street," (also NBC) scored 59%, highest yet in TV program rating.

All these surveys are grist for mills of advertisers. American Association of Advertising Agencies meeting last week at Virginia Beach heard Young & Rubicam's Peter Langhoff point to recent Hooper study showing 94% of TV set owners watching video (although radio opposition was Abbott & Costello, Borden show, Duffy's Tavern, Gabriel Heatter), 3% listening to radio, 3% neither viewing nor listening. Langhoff asserted TV sets were getting 70% higher usage than radios during evening hours, felt cost per thousand viewers would drop from present \$16.67 to \$10 by January 1949.

Note of warning on TV surveys was sounded by CBS's Howard S. Meighan Tuesday at Washintgon ad club meeting, when he stated researchers aren't sure how much TV's novelty affects their findings. Meighan did say that "reading goes out the window when TV comes into home," left implications (vs newspapers and magazines) to audience.

WINX-FM SPARKS NEW FM NETWORK: WINX-FM, Washington, seems to be making good time with its new network, FM Broadcasting System, is key station in Capital which is already origination point for well-known Continental FM Network. Station is avoiding publicity until network, accomplished solely by rebroadcast method (no wire lines), is fully operative. However, it does admit to 12 affiliates already, with more in the works. Two we know of are WMAR-FM, Baltimore, and WINC-FM, Winchester, Va. All are non-network except WINC-FM (ABC). First full-scale programming is that scheduled for April 28-29 "Apple Blossom Festival" originating at Winchester. Current goal is heavy coverage of Philadelphia political conventions. Another nascent network is Capitol FM Network, fathered by WABX, Harrisburg, Pa. It plans official announcement soon, so far has hooked up at least with WMCP, Baltimore. Unquestionably, new networks are good for FM, spreading costs of better programming among more stations, accumulating respectable-sized audiences for prospective sponsors.

PAPERS SEE GOOD COPY, BUSINESS IN TV: TV has titillated business sense of newspapers for some time -- witness their heavy incidence among present and prospective telecasters: 10 on air (out of 23), 28 CPs (of 70), 60 pending (of 205). It's only natural for them to use their own pages to promote TV. But it's interesting to note how newspapers with no TV interests of their own, whatever their concepts of TV as

a potential competitor, if any, are beginning to satisfy sharpened TV news sense and sell nice chunks of space in heavier TV coverage. Latest special TV section by non-TV paper, one of best we've seen, was Wednesday's 20-page job of Washington Post (WINX). New York Sun also recently carried big TV spread. Albany's Knickerbocker News (WABY) boasted "Albany's First Television Section" in February, has since applied for its own station. From another angle, Boston Post, alert to exploit TV's promotional value, co-sponsored (with Electric Institute) WBZ-TV's recent "Miss Television" contest. All of which parallels newspapers' reactions to radio in the 20's.

SIGHT AND SOUND

Interesting fact about our new *Directory of Consulting Engineers Specializing in Radio Broadcasting* (Supp. 12-B herewith) is that it lists 99 engineers (by names rather than firms), whereas Supp. 12-A which it supersedes listed 70. It's a fair index to increase in that fraternity.

Senate hearing on Johnson bill (Vol. 4, No. 15) is due to wind up Monday with 2½ hours of rebuttal by each side. Though Acting Chairman Tobey of Committee got hot under collar about TV and FM last week, he hasn't indicated intention of investigating them. When NBC's Raymond Guy asserted passage of Johnson bill would hamper TV-FM development, Sen. Tobey charged that public was being "bamboozled" into buying TV sets which he said would soon be obsolete. In FM, he echoed Maj. Armstrong's claim that RCA and NBC had done all they could to hold FM down. Guy countered with strong denial of both contentions.

Eyes opening to transit FM system (Vol. 4, No. 5-7, 11, 13, 15), FMA members will get transit company's side of picture when they hear E. C. Giddings, Capitol Transit Co., Washington, at Region 4 meeting May 5-6 at Hotel Sfatler, Washington. Other highlights: programming forum moderated by Ted Granik, Washington FM CP-holder who ran Mutual's American Forum of the Air; time sales forum moderated by R. C. (Jake) Embry, v.p. of WITH-FM, Baltimore; talk by public relations counsel Millard C. Faught of Young & Faught, New York City.

TV receiver type cathode tubes produced in 1947 numbered 274,008, valued at \$7,756,203, RMA reports. Indicative of how 1948 is shaping up, DuMont produced \$559,000 worth of all kinds of CR tubes in first 8 weeks of this year, compared with \$213,000 for same period of 1947. On the other hand, transmitting equipment sales for last year reached \$25,800,000, RMA reported. Transmitter breakdown: AM, \$5,762,782; TV, \$5,304,378; FM, \$4,471,042. Balance was AM-FM studio equipment, \$4,735,449; AM-FM antenna equipment, \$2,355,111, plus export and miscellaneous.

Allen B. DuMont Laboratories Inc. reports \$563,677 net income for 1947 (27c a share) vs net loss of \$1,472,270 for 1946. Net 1947 sales jumped to \$11,034,805, compared with \$2,287,167 in 1946. Billings for DuMont TV network (WABD, New York, and WTTG, Washington) amounted to \$48,945 in January 1948, compared with \$5,190 in June 1947. DuMont receiver sales first 8 weeks of 1948 totaled \$1,642,000 compared with \$807,000 same period in 1947.

Harry Bannister of WWJ, Detroit, who operates AM-FM-TV, picked up crystal ball at CCNY radio conference in New York this week, saw, in 10 years: metropolitan network stations with TV-only schedules; few AM stations, some of them high-powered; large number of FM stations. However, for next year or two, he said, radio must "carry television on its back."

Double present one-a-minute production of TV picture tubes was predicted by RCA this week when it announced letting contract for \$1,000,000 expansion of its Lancaster, Pa., tube plant.

AT&T coaxial rates were subject of TBA board meeting Thursday in New York, but just what action will be taken officials won't say. It's understood, however, rates won't be accepted without some protest. Meanwhile, FMA's board will decide May 4 what to do about telephone company's 15 kc line rates; FMers had been waiting for TV rates before making up their minds whether 15 kc rates are in line or not.

Speaks well for TV's influence when applicants are able to quote firm commitments for time even before they've gotten grants. Two recent applicants (both for Albany) have so indicated: WROW has 10 advertisers signed, with contracts totaling \$57,200. WPTR-CP disclosed it has \$75,000 worth of advertising for first year, with Schine Theater chain (part-owner) signed up for whole series at \$200 per hour.

Consumers Union, professional Doubting Thomas, in April "Consumer Reports," rated Zenith's \$80 table AM-FM set (Vol. 3, No. 52) "best table-model receiver tested in recent years." Of 15 table AM-FM sets tested, only Zenith's was rated good; 6 rated fair, 2 rated poor, 6 rated not acceptable. CU also tested 4 FM tuners, found Meissner (Brewster) best.

Majestic AM-FM-phono console at \$99, "lowest yet," was offered by 2 Chicago stores recently. Other Majestics were on sale at up to \$120 off list price. Fada has come out with its promised table AM-FM at \$59.95 and \$64.95. And DeWald is now plugging its \$34.95 wireless FM tuner (Vol. 3, No. 48; Vol. 4, No. 1).

TV-active Allied Stores plans radio-TV clinic April 28-30 at Hotel New Yorker. Here's lineup for TV session afternoon of April 30: Sam Cuff on his Storevision (Vol. 4, No. 10) plus TV's past and present; NBC's Noran Kersta on TV's future; Allied's Walt Dennis on his TV caravan experience (Vol. 3, No. 16, 44; Vol. 4, No. 6).

Hal Bock, NBC manager of Western TV operations, joins Western Division chief Sid Strotz in New York next week for several months of Eastern video indoctrination. Both will return in time for planned September opening of KNBH, network's Hollywood station.

RCA claims new "flying spot" cathode ray tube will allow cheaper, simpler, more versatile scanning of test patterns, slides, etc. Engineers of WNBW, Washington, have one, call it "personnel saver," say it keeps from tying up camera chain, frees station from limitations of monoscope.

Jaunt to RCA's Princeton Labs last weekend brought FCC up to date on company's TV research in uhf. Commissioners and staff were shown 5-kw 500 mc transmitter and lab model uhf receiver, got report on uhf propagation (Vol. 4, No. 15), were told latest color work.

FCC is being unreasonably stringent, say number of daytime AMs, in proposing to completely abolish STAs for nighttime operation (Vol. 4, No. 6). So affair goes to oral argument May 7. FCC had suggested daytimers look to FM for night operation.

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April 24, 1948

THE SOUTH'S FIRST TV MARKET: South's first TV station, nation's 23rd, went into full commercial operation Thursday -- veteran radioman Wilbur Havens' WTVR, Richmond, Va. Its commercial opening followed by 2 days STA issued to KDYL-TV, Salt Lake City, so that now 15 metropolitan areas enjoy regular TV service (see TV Directory No. 3). Preparing for Richmond opening, some 1,200 sets were brought into city by GE, RCA, Philco, Crosley, DuMont, Motorola distributors. Thursday's News-Leader, owning rival WRNL, TV applicant, was replete with radio ads, biggest weekday edition in its history. Most of sets are still in hands of dealers, who've been holding "clinics" in WTVR (WMBG) studios last few months; they've evinced intense interest because, as one major distributor told us at opening, "television means traffic in our stores." Several hundred sets were sold even before opening, and future market, thanks to area's high purchasing power, paucity of entertainment sources (no night clubs, no major sports), looks like one of best -- WTVR scheduling 27 hours weekly, Tuesdays thru Saturdays. Station links with NBC when coaxial is available in June.

MAPS SHOW TV NETWORK STATUS: As part of this week's edition, we publish latest revisions of AT&T maps of TV coaxial and/or microwave facilities -- showing exactly what areas can expect intercity service this year, next year, and thereafter. East Coast-Midwest map shows when service will be available during remainder of 1948. U.S. map details picture for whole country. Long lines program service manager F.R. McFarland discloses Toledo-Detroit, Chicago-Milwaukee links will be microwave, also that Philadelphia-Pittsburgh-Cleveland will be 2-way circuit. During 1949, he added, the following additional connections will be available, if required (he emphasized "if required" but it will be noted all save Altoona are prospective TV cities, that is, have grants or applicants):

New England -- Springfield, Worcester, Providence, Hartford, New Haven.
East Coast -- Schenectady, Wilmington. South -- Norfolk, Charlotte, Winston-Salem.
Pennsylvania -- Harrisburg, Scranton, Reading, Johnstown, Allentown, Altoona, Erie.
Ohio -- Akron, Youngstown. Michigan -- Detroit-Grand Rapids. New York-Chicago microwave system will be operative late in 1949, extended to West Coast later.

* * * *

It was inevitable someone would protest AT&T's coaxial rates for TV, due to go into effect May 1 (Vol. 4, No. 13). This week, TBA counsel asked they be held up pending investigation and hearing, protested tariff is "excessive and unreasonably burdensome" on new, non-profitable enterprise, pointed out microwave operation was manifestly cheaper than coaxial, yet rates are same. Since 90-day suspensions are permissible, that would give TV enough time for continued "free ride" through June-July political conventions in Philadelphia.

2 GET STAs, 14 TV APPLICANTS: Buffalo News' WBEN-TV, now testing, got STA this week to begin commercial operation May 14. And Salt Lake City's KDYL-TV got STA for immediate commercials. So both may now be counted in "on the air" category (see TV Directory No. 3). Actions highlighted week's rush of applications, 14 in all (for details, see TV Addenda 3-D herewith).

First applications for Norfolk area, last of top 50 markets heretofore un-

asked for, were filed this week by WTAR (Norfolk Virginian-Pilot & Ledger-Dispatch), seeking Channel No. 4, and by Tidewater Television Co., No. 11, manager Thomas W. Aydlett, of WSAP, Portsmouth, and engineer Frederic F. Clair, principals. Also noteworthy was reapplication by Portland Oregonian (KOP) for Channel 6 for which it turned in CP several months ago (Vol. 4, No. 5). Week's other applicants:

For Denver (now 5 for 5), Aladdin Television Inc., No. 9, principals identified with Fox Intermountain Theaters, and Dallas oilman Homer Snowden, also No. 9, applicant for Shreveport (TV Addenda 3-B) and prospective applicant for Oklahoma City and Wichita. For Jacksonville, Fla., WJHP (Journal-John H. Perry interests), No. 8. For Peoria, Ill., WMBD-Edgar Bill, No. 6. For Portland, Me., WGAN (Guy P. Gannett, Press-Herald & Express), No. 8. For St. Joseph, Mo., KFEQ (News-Press & Gazette), No. 13. For Syracuse, N.Y., WAGE, No. 10, and Meredith Publishing Co. (also applicant for Des Moines, Albany), No. 8. For Tulsa, Okla., Donald W. Reynolds, No. 8 -- he owns KFSA, publishes Southwest American & Times-Record, all of Fort Smith, Ark. For San Antonio, Tex., San Antonio Express (FM station KYFM), No. 7, and KMAC-Howard Davis, No. 9.

Third applicant from Jacksonville soon will be city-owned WJAX, just given nod by city council; filing next week for Grand Rapids, Mich., will be WLAV.

Miami CP holder since March, 1947, Southern Radio & Television Equipment Co. (see Vol. 3, No. 3, 11) this week asked FCC to approve reorganization wherein original principals E. N. Claughton and Edward J. Nelson withdraw, Wolfson-Meyer Theater Enterprises Inc. (Florida movie chain) takes up all 1,000 shares of \$9.50 Class A stock. Messrs. Wolfson and Meyer also get 130 shares of Class B, promoter Robert G. Venn, ex-WGBS mgr., gets 200 B. Movie firm loans TV company \$200,000 for 20 years. Since, in effect, it's brand new company, it's likely FCC will delete CP, require new organization to compete with Miami's other applicants (5 thus far) for area's 4 channels. Wolfson-Meyer family hold 20% interest in WMIE-CP, Miami.

WEEK'S TV TRADE CLEANINGS: Magnavox's companion TV sets (Vol. 4, No. 9) are due on market June 14 -- 2 table models listing at about \$395 and 2 consoles at about \$495, all with 12-in. flat-faced tubes....Philco raised price of its 10-in. table model 1001 (Vol. 4, No. 4) to \$349.50, up \$10, first hike yet in generally down-trending TV prices, attributed it to increased production costs....Corning Glass Works, biggest supplier of cathode ray blanks (Vol. 4, No. 15), announced increase in production in May and June at new Corning plants, supplementing output of plant at Charle-roi, Pa....RCA's super-doooper Berkshire line of specially designed TV-radio-phono consoles (Vol. 3, No. 31) went on market this week at \$2,100 to \$4,000 -- in New York, were being displayed by John Wanamaker, Liberty Music Shops....U.S. Television displayed new 15-in. console with AM-FM-phono at this week's Television Institute, announced selling prices \$1,250 to \$1,495....DuMont disenfranchised 3 New York dealers for price-cutting, warned it will tolerate no deviations....DeWald promised to start shipping its 10-in. set at \$364.95 to dealers by May 1.

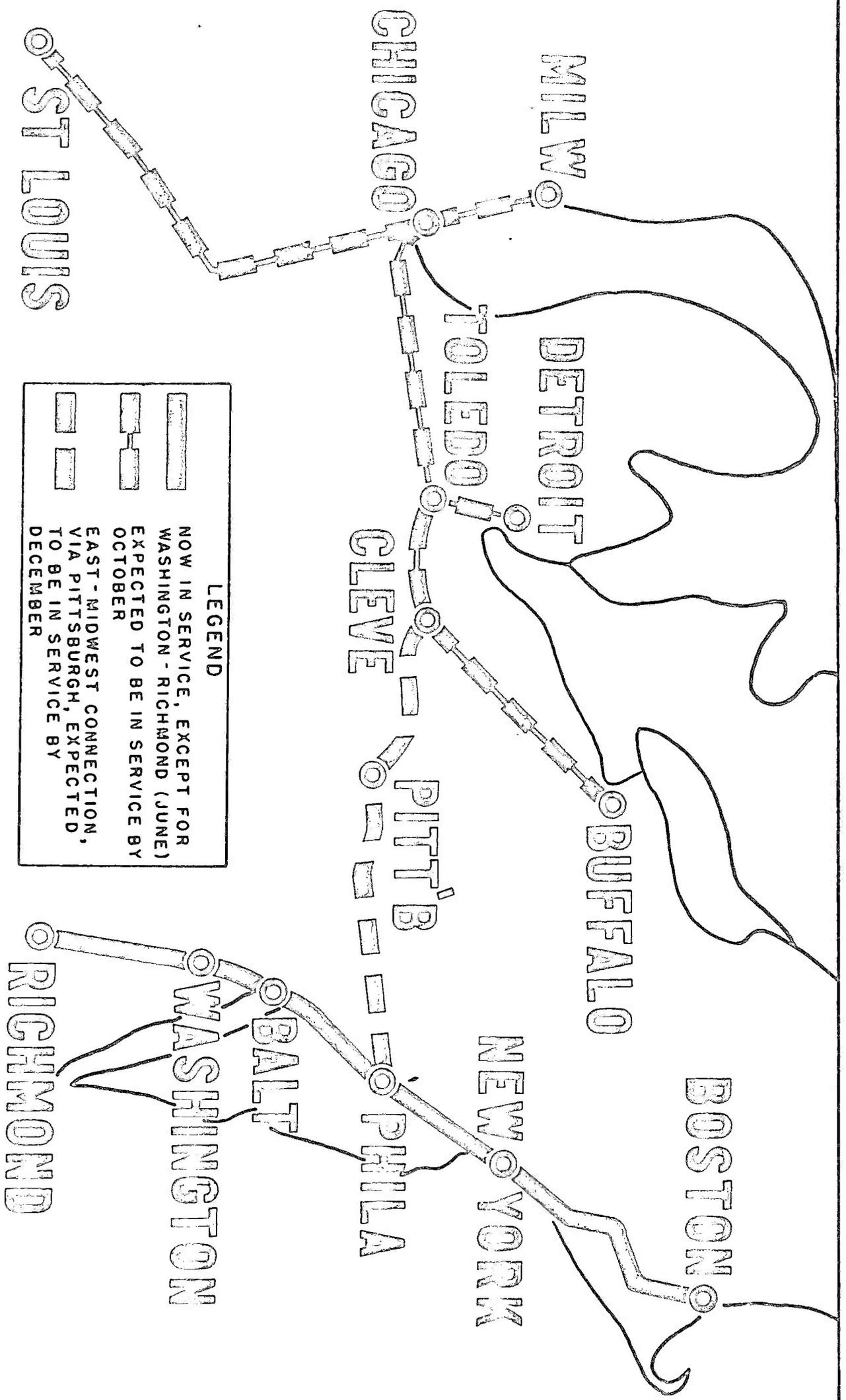
NETS SPREAD THEIR TV WINGS: NBC and CBS are getting lots of inquiries from their regular network sponsors about possibility of duplicating their programs via TV -- and you'll be hearing of regular schedules of both sponsored and sustainers soon. Difficulty in simultaneous operation is studio space, special techniques, let alone fact that most audio coverage area isn't now and for many years won't be reached by TV. But bigger cities get TV service, and that's where most big sponsors abide.

It's NBC's basic policy to consolidate audio and video, gradually but definitely. In fact, NBC this week "integrated" its radio and TV sales under George Frey, spot sales under James McConnell, both reporting to v.p. Harry Kopf. News, special events and stations depts. have already been so combined.

As for network affiliations, jockeying for position continues apace. Not yet settled is CBS's reported tieup with Los Angeles Times' projected KTTV, in which it may buy interest. In the mill is a 49% purchase by NBC of San Francisco Chronicle's projected KRON-TV, so network can have TV adjunct to its KNBC there (which, as KPO, NBC purchased many years ago from Hale Bros. Dept. Store and the Chronicle, former co-owners). Definitely out is NBC's rumored application for a sixth outlet --

BELL SYSTEM TELEVISION NETWORK FACILITIES

SERVICE AS PLANNED IN 1948



LEGEND

	NOW IN SERVICE, EXCEPT FOR WASHINGTON - RICHMOND (JUNE)
	EXPECTED TO BE IN SERVICE BY OCTOBER
	EAST - MIDWEST CONNECTION, VIA PITTSBURGH, EXPECTED TO BE IN SERVICE BY DECEMBER

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in Denver, where it owns KOA. That would entail dubious prospect of persuading FCC to lift 5-station limit; instead, NBC has made conditional lease of partial KOA quarters with Aladdin Television Inc., new applicant (see TV Addenda 3-D). And ABC, now promising its WJZ-TV will start in August, has made deal with Newark's WATV as temporary key outlet, has signed affiliation contracts with WMAL-TV, Washington, and still-to-be-built WDSU-TV, New Orleans; KFMB-TV, San Diego; WTCN-TV, Minneapolis.

DEPT. STORES IN THE TV PICTURE: Unlike newspapers, dept. stores cut very little ice yet as TV enterprisers -- but they loom as biggest prospective sponsors. That they're deeply interested in TV as a merchandising medium, is not only manifest in Allied Stores plans and experiences (Vol. 4, No. 16) but in current statements by several top merchandise men.

Said David Arons of Gimbels of Philadelphia Friday, on occasion of 52nd week of its highly successful "Handy Man" (how to do it) program on WPTZ: "We are through experimenting. We are now buying TV as an advertising medium...we know TV produces results that we can count on our sales slips in added store traffic each week."

Said Amos Parrish, the noted retail consultant, at a manufacturer-retailer "executive clinic" last week: "We believe TV's future is part of your future. Those of you who have TV sets know the magnetic force of this magic new medium...how unforgettable is the impression this medium makes on not one but two vital senses: seeing and hearing...you hear the message and see the product and carry its image with you into the store where you buy it."

Of the TV stations now operating (TV Directory No. 3), most already have local dept. store sponsors, and the next (WATV, Newark, now slated for mid-May inaugural) has signed Bamberger as its first account. No dept. store-owned TV station is operating as yet, but Bamberger (Macy) holds CPs for New York and Washington; Wm. H. Block Co. for Indianapolis; Maison Blanche Co. for New Orleans; The Outlet Co. for Providence -- all also in AM. In addition, dept. store people are involved in 6 pending applications: Daniels & Fisher, Denver; Sunshine Television Co., St. Petersburg, Fla. (Robert R. Guthrie, merchant and member of Allied Stores board); Maumee Valley Bcstg. Co., Toledo (Baker); Gimbels, Philadelphia; Allegheny Bcstg. Co., Pittsburgh (Kaufman); Cherry & Webb, Providence.

SOME PLAIN TALK ABOUT TV: Probably the most attentively heeded "expert", among the many big-name speakers at Televiser Magazine's TV Institute in New York this week, was the quite articulate Mrs. Clara Burke, housewife, of Pleasantville, N.Y., who was picked again, as she was last year, to report as a typical viewer. She observed: (1) that programming has improved considerably; (2) that her greatest aggravation, and that of her friends who have sets, is the inoperative set and poor servicing; (3) that very seldom is she able to drop household duties to watch daytime shows; (4) that TV proved its opinion-influencing power when her long-standing animosity toward Petrillo faded as she watched him testify from Washington; also when her own and other neighborhood children became angels of deportment -- though only for awhile -- after watching a show on manners.

Attendance at 3-day sessions included relatively few out-of-town station executives, heavily outnumbered by young TV hopefuls, small film entrepreneurs, receiver distributors, etc. Paucity of talent for local TV was oft-remarked upon at program, film sessions. Said GE's Emerson Markham (WRGB): "our salvation from a programming standpoint has been the microwave relay linking Schenectady to New York." He also ventured these observations:

National spot (mostly on film) will become biggest factor in putting TV stations in the black. Specials and sports may be "regarded with some suspicion" as revenue producers, since many are catch-as-catch-can and occupy too big blocks of time to be economical -- though, he conceded, they're "splendid to promote the new art." Film distributors must offer reasonable rates, or stations will learn to program without old theatrical film, as they did until recently without live music. Networks must offer more favorable affiliation contracts "because a wealthy network with impoverished affiliates is as impossible as...affiliates in good shape and the network on its uppers."

"Liberal" FCC Comr. Clifford Durr's decision to retire when term expires June 30 caused little surprise, in light of (1) his outspoken criticism of President's loyalty program, (2) Mrs. Durr's activities on behalf of Henry Wallace candidacy. Nevertheless, Mr. Truman said he had offered him reappointment, which was declined because of inadequate salary. Durr tells us he has no present plans. Best guess on successorship is that, whatever Democrat might be named, Senate Republicans will stall confirmation until after November elections. Best bet, if GOP wins fall elections, is Comr. Bob Jones as chairman.

Mexico plans 150 kw station on 540 kc in San Luis Potosi, directional at night—and has so notified NARBA members. Conferees at recent international meeting in Atlantic City decided North America could use 540 in manner subsequently to be agreed upon. Mexico jumps gun since there has been no agreement, evidently looking for squatter's rights. Of course, U. S. will object.

RMA Govt. Liaison Committee on problems of radio industry mobilization and military production was named on preliminary basis this week, comprising war-experienced Fred Lack, Western Electric; Frank Folsom, RCA; W. A. McDonald, Hazeltine.

Sen. Tobey again went to work on RCA-NBC. At conclusion of Johnson bill hearing Friday (Vol. 4, No. 16), he wore in NBC's Raymond Guy, questioned him violently about RCA's patents, licensing procedures, treatment of FM—the works. Then Maj. Armstrong was sworn, repeated charges that RCA and NBC have throttled FM. Tobey wasn't satisfied with Guy's answers, ordered RCA to produce man with answers to all questions at date to be set.

Zenith-RCA patent litigation (Vol. 2, No. 52; Vol. 4, No. 7) was highlighted this week by RCA's request that V patents be left out of case. RCA claimed Zenith said doesn't and won't make TV sets. Zenith countered with statement that it certainly makes sets but hasn't sold them to public because it wants to assure purchasers their money's worth in entertainment and protect them from adolescence.

An RCA patent pool monopoly is alleged in suit filed Wilmington Federal court by DuMont, charging it seeks "to intimidate and coerce manufacturers and users of radio . . . under massed patents on excessive and unconscionable terms." Suit isn't surprising in view of RCA's Los Angeles suit against DuMont (Vol. 4, No. 13).

CBS first 1948 quarter gross income from sale of facilities, talent, lines, records, etc. was \$26,252,456, slightly under \$26,334,922 for same period of 1947; but net for 1948 period amounted to \$1,553,686 (90c per share) vs. \$1,498,151 (87c per share).

A. Atwater Kent's name reappears in radio news with NAB announcement he will throw one of his famed parties Friday, May 16, day before NAB convention, for radio talk at his estate in Bel Air, near Hollywood.

Reprints of "Armstrong of Radio" article from February *Fortune* were sent to its members by FMA this week. A few copies are left, available to those who write in first address: FM Assn, Munsey Bldg., Washington, D. C.

TV is outselling radio by 5 to 1, when prices come down to run 10 to 1, Bruno-New York's Gerald O. Kaye (RCA contributor) reported in *N. Y. Herald Tribune* Saturday.

TV veteran Sam Cuff, ex-DuMont, now head of Storen Inc., has been retained by Adam Young Jr., station manager, to offer TV advisory service.

Big league baseball is being telecast (sponsored) in all but 3 cities—Cleveland, where WEWS hasn't been able to come to terms with ball club; Pittsburgh and Boston, not yet TV-served. Here's the setup of home game sponsorship: WABD, New York Yankees (Ballantine); WCBS-TV, Brooklyn Dodgers (Ford and Old Gold); WNBT, New York Giants (Chesterfield, which has also bought up all billboard space at Polo Grounds); WWJ-TV, Detroit Tigers (Goebel Brewing Co.); WTTG, Washington Senators (Ford and Chesterfield); KSD-TV, St. Louis Cardinals (Ford), Browns (Falstaff Brewing Corp.); WGN-TV, Chicago Cubs and White Sox (Old Golds half of home games, rest still being offered for \$81,323.50); WBKB, Chicago Cubs (Ford, half of games); WLWT, Cincinnati Reds (Burger Brewing Co.); WPTZ and WCAU-TV, dividing schedules, Philadelphia Athletics and Phillies (Atlantic Refining, Davis-Buick, Philco on rotating basis). In minor league TV cities: WTMJ-TV, Milwaukee Brewers (Ford); KTLA, Los Angeles Dons (Standard Oil).

FM stations also have garnered lots of baseball schedules, mostly sponsored. FMA's Bill Bailey reports survey showing 192 FM stations carrying baseball now, many more due to soon.

Latest network TV sponsors: American Tobacco Co., on full NBC Network, "Barney Blake, Police Reporter," mystery show, 9:30-10 p.m., Thursdays, started April 22, thru N. W. Ayer; Sports Afield Magazine, on CBS Network, "Sportsman's Quiz," Mondays, 8-8:05 p.m., starting April 26, thru Warwick & Legler.

Add TV station sponsors: Brown Shoe Co. on WABD, "Roblee FanFare" preceding all home Yankee games, and on KSD-TV, 2 fashion shows for public and for company's own sales meeting, thru Leo Burnett Co. Inc. On WBKB, Canada Dry Ginger Ale Inc., 6 one-min. films titled "Sports Sparkle" before and after half home games of Chicago Cubs games, thru J. M. Mathes. On KTLA, Rexall Co., thru BBDO, and Eastern-Columbia Dept. Store, thru Stodel Adv., participations in "Shopping at Home." On WCAU-TV, Breyer Ice Cream Co., 52 one-min. announcements, thru McKee & Albright. On WNBT, Borden Co., "warmups" with Al Schacht preceding all Giants' games, thru Kenyon & Eckhardt. On WFIL-TV, KTLA, WTTG, KSD-TV, weekly Telenews-INS newsreel, sponsored by local Chevrolet dealers; same on WLWT (Hudepohl Beer); same on WTMJ-TV (Gimbels Dept. Store).

Next RCA technical training course in TV for station personnel will be held in Los Angeles immediately following NAB convention. Third of series of week-long courses, at Camden this week, was attended by 65, mostly chief engineers of major AM stations.

Paramount TV has upped George T. Shupert to director of commercial operations (meaning supervisor of sponsor accounts), advancing John Dickinson to national sales rep for its KTLA, Los Angeles, and eastern sales rep for WBKB, Chicago. Burt Balaban becomes chief of TV Film Dept.

If Mayflower editorializing ban is relaxed at all, judging from line of questioning at en banc hearings, it will be accompanied by FCC insistence opposing viewpoints get same opportunities as broadcaster-editorials. Hearings ended Wednesday, were attended by only scattering audiences.

Prime advocate of quality TV receivers, Dr. Allen B. DuMont, speaking at Television Institute in New York this week, warned that race to build inexpensive sets can result in receivers with radiation strong enough to ruin reception on nearby, good sets.