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and FM Reports

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May 1, 1948

HEAVIER TV-FM OUTPUT IN MARCH: March TV receiver production jumped to all-time record 52,137, brought 1948 first quarter total to 118,027, lending force to predicted 600,000-plus for year. Belated RMA report Thursday covers 5-week period (March 1-April 2), compares with short February month's 35,889, brings total of all TV sets as of that date to at least 325,000 (Vol. 4, No. 11). It probably also means very close to 400,000 up to May 1, inasmuch as (a) informal reports from leading producers indicate steadily spiraling output, no factory inventories, demand still outpacing supply, and (b) RMA figures don't include production of non-RMA member Admiral which awhile back said it was shooting for 400-daily by May 1 and 100,000 for 1948, nor do they include some other smaller companies and the kit makers.

City-by-city census of TV set distribution for 1947, authorized by RMA, may be out next week, 1948 first quarter breakdown to follow in month or so.

FM for March hit 161,185, up from February's 140,629, pushing total postwar FM output to 1,791,082. Sets of all kinds totaled 1,633,435 for month, well ahead of February. March TV breakdown: 37,833 table models, 7,066 TV-only consoles (1,693 projection type), 7,238 consoles with radio-phono (51 projection type). March FM breakdown: 54,288 AM-FM table models (135 with phono), 98,382 consoles (2,662 without phono), 8,515 FM-only and tuners.

FAST VANISHING TV CHANNELS—III: TV channel availabilities in top 50 markets have dwindled to a mere 11 in month since we reported only 29 ungranted or unasked for (Vol. 4, No. 14). In mid-February there were 47 (Vol. 4, No. 7). Exactly 50 new applications were recorded during April (see TV Addenda 3-B to 3-E), so that now no really big market area is without channel grantees or seekers -- indeed, demand exceeds supply in many areas, hence big hearing schedule as noted in Addenda 3-E.

The few remaining unsought channels in top 50 markets are in: Portland, Ore., ranking 22nd, 3 channels; Memphis, 37th, 3; Norfolk-Portsmouth-Newport News, 47th, 2; Seattle, 19th, 1; Columbus, O., 29th, 1; San Antonio, 50th, 1. Even if you look at next 10 cities, number of "virgin" channels remain few: Nashville, 56th, 4; Salt Lake City, 58th, 4; Fort Worth, 51st, 2 (but it's part of Dallas-Ft. Worth area, which has excess of applicants); Grand Rapids, Mich., 57th, 1; Sacramento, 54th, 1. [For ranking of first 140 markets in order, see our Supp. No. 19; alphabetically, see p. 16, TV Directory No. 3.]

3 CPs ISSUED, SMALLER CITIES APPLY: Newark's WATV asked FCC this week for STA, stipulating May 10 start of commercial operation; grant is usually routine, so this will make 24th TV station officially on the air. Commission authorized Maj. Armstrong's experimental TV on uhf bands (Vol. 4, No. 15), and issued 3 more CPs (note these in your TV Directory No. 3): St. Petersburg, Fla., Sunshine Television Corp., Channel No. 7; Birmingham, Ala., WAPI, No. 13; Portland, Ore., Video Bcstg. Co., No. 3.

Week's new applications totaled only 7, indicated new trend toward smaller communities. They were (for details, see TV Addenda 3-E herewith): For San Francisco 20th Century-Fox, No. 11 -- also applicant for Boston. For Hagerstown, Md., WJEJ, No. 6 -- channel sought by Baltimore's WITH, whose application was dismissed under Bridgeport procedure decision. For Grand Rapids, Mich., WLAV, No. 7. For Saginaw,

Mich., WSAM, No. 13. For Rochester, N.Y., Meredith Publishing Co., No. 11 -- also applicant for Des Moines, Albany, Syracuse. For Bellaire, O., WTRF, No. 12 -- part of Wheeling-Martins Ferry-Bellaire area. For Seattle, KJR, No. 7 -- second Marshall Field station to apply (other being WJJD, Chicago).

CALMING THE FIRST LABOR PAINS: Deal with Petrillo covering musicians in TV looks like an eminently fair one, at least has all parties pretty pleased. But no sooner did network negotiators wind up with AFM Thursday, than they had to turn to another TV labor pain -- talent unions. First meeting with TV committee of Associated Actors & Artistes of America, headed by AFRA's George Heller, indicated this will also be long-drawn-out affair. "If settlement is reached by fall," said one negotiator, "it will be miraculous." And then there are other unions to be negotiated with -- animators, designers, scene painters, in fact, every union concerned with screen and theater.

Petrillo agreement runs to next Oct. 31, sets network rates for musicians on TV at 75% of AM, for local stations at 66 2/3% of AM. For simultaneous AM-TV duplication, musician gets \$7.50 additional per sponsored program, \$3.75 per sustaining. For remotes, musicians get nothing extra if music is merely incidental to pickup (parades, etc.); but they're to be paid (compensation to be worked out on individual basis) if music is integral to pickup. Petrillo okayed filming of TV productions for (1) network files, or (2) one-time use by affiliates. Still dangling are such film problems as repeat use, other than TV commercial use, etc.

It's a new Petrillo they're now dealing with, or at least he's much better advised, witness these statesmanlike sentiments as quoted from release from AFM: "Our problem was to set up a decent wage scale without hampering the progress of an infant industry that the public has long awaited....Later on....we can get together, look at the facts and be guided accordingly. Meanwhile our musicians get paid, the public gets a break, and so does the industry."

TALES OF A TELEVISION TYRO: Some fabulous figures cited by New York News president F. M. (Jack) Flynn, in recounting to American Television Society meeting in New York Wednesday his company's knocked-into-a-cocked-hat budgets for its TV station WPIX, due to start tests May 15, go commercial June 15:

Estimated cost of equipment, \$420,000; actual cost thus far, \$600,000. Estimated cost of studios and transmitter building, \$150,000; actual cost thus far, \$525,000 (with additional \$350,000 penthouse studio planned for future). Estimated first year payroll (staff of 150-160, no overlap with newspaper): \$380,000; actual, \$750,000. In a word, it's going to cost wealthy Patterson-McCormick newspaper (with biggest circulation in U.S.) over \$2,000,000 for plant and first year's operation.

But there's a rub other TV builders won't experience: Equipment and payroll embrace cameras, trucks, film processing plant, crews, for most extensive newsreel shooting and syndication operation in TV -- rivaling in size and scope, it's claimed, newsreel setups of big movie companies. How deeply WPIX is going into feature film field, also, is indicated by the "more than \$125,000" it paid for TV rights to 24 British feature films produced 1934-40 by Alexander Korda, including such productions as "Scarlet Pimpernel," with Leslie Howard and Merle Oberon; "Private Lives of Henry VIII," Charles Laughton, Robert Donat, Miss Oberon; "Lady Hamilton," Vivien Leigh and Laurence Olivier; "Thief of Bagdad," Conrad Veidt and Sabu. These are already being offered other stations.

Some good suggestions publisher Flynn left with his audience: (1) that TV set up own "Audit Bureau of Television" to gather actual name-and-address receiver counts in each coverage area; (2) that central school of TV training be established to meet shortage of station personnel, also obviate current "raids" on staffs of the few existing stations. And there was this optimistic news note from WPIX: Signing of first commercial, Schaefer's Beer sponsoring 30 Madison Sq. Garden hockey games.

Note: Flynn talk, titled "Impressions of a Newspaperman," is replete with horse sense observations; we suggest, especially if you are a newspaper-radio enterpriser, you write him for a copy and read it in full.

COLD WAR & THE RADIO INDUSTRY: No question but that, as in 1942, radio-electronics production for civilian purposes would come to dead halt -- if war came. There's no question, either, industry's consumer production would be slowed to walk -- if real "emergency" were declared. But we're not at war, and there's no such emergency yet, so war scare stories calculated to worry industry are just so much talk at present. Here's how we find situation shaping up today, as summarized from discussions this week with best govt. sources and key industry men:

1. No one knows, until Congress passes appropriations, just what military requirements will be. Nor is it likely European Recovery Program will involve any sizeable electronics procurement, though its demand on raw materials could cause some displacements if not shortages.

2. National Military Establishment's Munitions Board (top echelon for procurement) is studying military needs and what they mean in end products -- such as transmitting and receiving equipment and components, including vitally important (to TV) cathode ray tubes. It will release information when study is completed. Board's 50-page "Military Aspects of Industrial Mobilization" is must reading, tells the hows and whys of present and future military procurement; you can get copy by writing Munitions Board, Pentagon Bldg., Washington, D. C.

3. No big manufacturer has yet indicated any substantial jump in govt. orders, or displacements caused by such. Although Hallicrafters, never a large set maker in consumer market, said it was discontinuing radio-phono console production due to defense orders, it nevertheless stressed it was advancing TV target to "12% of 1948 market." Rumors others are already cutting back civilian production (GE, Philco, RCA, Westinghouse, etc.) are staunchly denied.

4. Radio manufacture is "soft" industry, as one top executive put it, capable of accepting substantial govt. contracts without too great impingement on civilian production. In fact, some manufacturers would welcome such business since radio market (except for TV) is pretty well saturated.

5. If govt. reimposes priorities and allocations on materials in short supply, present tight products (steel, copper, tantalum, molybdenum, etc.) would be first hit. These products are essential in radio-electronics manufacture, certainly of TV items like kinescopes, studio and transmitter equipment, etc.

6. An idea of govt.'s current position in radio-electronics may be seen in Navy's estimated \$84,000,000 purchases in fiscal year 1947-48, Army's \$61,000,000. Air Force expenditures aren't available, but best recollection is that each bomber carries electronic equipment valued at \$50,000. During calendar year 1947, govt. purchases of transmitter equipment totaled \$135,623,975, but this included other agencies as well as military. During 4 war years, industry turned out \$7.5 billion worth of equipment; estimate for 1947 is \$1 billion.

7. RMA-Govt. Liaison Committee (Western Electric's Fred Lack, RCA's Frank Folsom, Hazeltine's W. A. McDonald) hasn't reported yet. It was expressly set up to keep industry informed on developments. If emergency actually ensues, enlarged committee will take over job of acting as intermediary with govt.

'FORTUNE' SMILES ON TV: May issue of Fortune ("Television! Boom!") looks at TV and finds it good, is impressed with "not where TV has gone....but the pace at which it is going." Although Fortune's editors don't think too highly of TV programming as yet (who does, except the small fry?), they look ahead, spread the facts on the record (not much new to readers of these pages and our supplements), then sum up the state of the art and industry: "It's later in Television than many people think."

Time Magazine also has feature ready on TV. It's plain Luce publications, like Saturday Evening Post, other rich slicks, are watching TV closely not only from popular appeal standpoint but from business-office -- curious to discern what its impact may be on their own lineage, if not readership. Yet Time Inc., on inquiry, flatly denies recent Variety story (April 14) stating it's interested in buying into WOR as means of getting into TV. On the other hand, Luce's intense interest in TV is manifest in very elaborate, very expensive, tieup of Life Magazine with NBC in covering political conventions. Joint operations will produce 5 packages daily, both live and filmed off kinescope, for 7 stations on network, 9 off.

Sen. Tobey's grilling of RCA (probably through Dr. Jolliffe) on patents, TV, FM, etc. (Vol. 4, No. 17) is tentatively set for May 12. Clear channel phase of Johnson Bill hearing is completed. Meanwhile, Rep. Harry R. Sheppard (D-Cal.) introduced bill (H.R. 6373) to prohibit station ownership by networks, network or station ownership by radio manufacturers, and forbid 2 hours or more of consecutive network programming by any station. Rep. Sheppard says he was prompted by no one, was motivated by desire to "free small stations from network domination," wants to relieve public of "subjection" to solid blocks of soap operas. He says he isn't pushing for immediate hearings, wants to be fair to opposition. Chances for hearings, which would be mighty lengthy, are extremely slim this session, due to end before June GOP convention.

Note rash of articles, analyses, special editions, etc., pertaining to TV in particular, radio in general, currently featured in popular press, to say nothing of awakening trade journals. May *American Mercury* carries "Report on television" by Benton & Bowles' L. T. Steele—not quite as accurate factually as *Fortune's* piece (e.g., says only 150,000 sets operating) but likewise sold on medium. In radio field at large, May *Ladies Home Journal* carries "Is Your Radio on Now?" by Jerome Spingarn, ex-radio advisor to Senate Small Business Committee (remember its FM-forgets report?); he revives hoary theme Govt. provide facilities and money for 3 networks—educational, cultural, light music—to serve as yardstick for commercial broadcasters. *Collier's* April 17 began series of reminiscences by NBC's first president, M. H. (Deac) Aylesworth. Last week's *Saturday Evening Post* had short feature on transit FM.

FCC is still undecided about disposition of its FM allocation plan (Vol. 4, No. 14). One group within Commission had been strong for its abolition; more cautious members thought plan should be incorporated into Rules, same as V allocation. Meanwhile, one channel switch was proposed this week, using procedure very much like that involved in rule making. FCC wants to put Channel No. 250 in Hazleton, Pa., in lieu of No. 227, to minimize interference. Although move would take channel away from no one, FCC says those who might suffer some interference from switch should be allowed chance to object.

New York FM case is finally closed (Vol. 4, No. 15), with *News* this week formally announcing decision not to appeal; also, it has made no move toward filing for reserve channel. Methodists and WEVD are only denizens, so far, fighting for the 4 frozen channels. WINS, WHOM and Brooklyn Dodgers were already in, so another hearing is ready in works. Unity (ILGWU), which won out in hearing, unhappy with its channel (282) since 2 New Jersey stations would be between it and rest of New York stations, petitioned FCC for change to lower frequency.

Consulting radio engineers have formed Assn of Federal Communications Consulting Engineers, paralleling attorneys' Federal Communications Bar Assn. First year's officers: C. M. Jansky, pres.; Glenn D. Gillett, v.p.; A. D. King, secy.; George C. Davis, treas. Membership will include those who meet minimum requirements and devote major portion of time to practice before FCC. First project formulation of code of ethics.

IRE has grown so big that broadcast engineers, headed by NAB's Royal V. Howard, are seeking to form semi-autonomous broadcast engineering group within IRE. Engineers will go into project further at NAB convention Los Angeles, May 17-21. If you're an engineer planning to attend convention ask NAB to send you its new pamphlet containing agenda of engineering sessions.

Add TV station sponsors: On WWJ-TV, Detroit, Mars Inc., "Dr. I. Q. Jr." 7 Saturdays from WWJ auditorium, starting May 15, thru Grant Adv. Agency; Cunningham Drug Stores, Paul Williams, 10-min. baseball news preceding Tiger home games (Goebel Brewing), thru Simons-Michelson. On WABD, New York, Saks Fifth Ave. Store, "Television Fashions on Parade," Fri., 8-8:30 p.m., May 7-28; Stuarts Clothes, spots, twice weekly, 52 weeks from May 20, thru Emil Mogul Co. On WCBS-TV, New York, Local Chevrolet Dealers, 16 top purse races from local tracks, May 1-Nov. 11, thru Campbell-Ewald. On WGN-TV, Chicago, Goldblatt State St. Store, half hour daily from store's home service center. On WTMJ, Milwaukee, Evinrude Motors, 1-min. film spots after Brewers' games, thru Scott-Telander; Nash-Kelvinator, 3 film spots weekly, May 9-July 7, thru Geyer-Newell & Gainger.

"Fastest growing postwar industry" is what Philco's sales dynamo, Jimmy Carmine, calls TV. He told Philadelphia audience Tuesday sales of TV receivers, transmitters, relays promise to exceed \$250 million this year. . . . In same city, over WCAU-TV, Footc. Cone & Belding's Ralph Austrian offered a few more statistics: 63 million TV viewers in 140 cities enjoying TV regularly over 400 stations by 1952, telecasting employing 100,000. . . . And still more: Dr. Allen B. DuMont told New York Financial Advertisers Wednesday glass manufacturers made 225,000 blanks for TV picture tubes in 1947, estimated they will turn out 700,000 this year, anticipated mechanized production will bring prices down.

Lack of standards in TV rates, as shown in rate cards of 23 stations published in our *TV Directory No. 3*, impelled Katz rep firm to publish proposed "model rate card" for TV stations, which follows NBC formula somewhat in that it sets all-inclusive base rate (covering time and film facilities) plus studio charge. Time segment rates are figured with hour rate as base, half-hour 60% of base, 20 minutes 50%, 15 minutes 40%, 10 minutes 30%, 5 minutes 20%. Katz recommends rates be guaranteed for 6 months only since TV set population is changing so rapidly.

Caldwell-Clements' *Tele-Tech*, in survey chart with May issue, forecasts 65 commercial TV stations on air in 42 cities in 28 states by end of 1948. We repeat what we've said before: We'll settle for 40-50, for transmitter deliveries are still quite slow (RCA's only 3 per month), some CP holders aren't really in hurry to get going (especially where network service is still far off), few if any station builders ever actually meet first-stated schedules.

Up and coming DuMont reports net income for first quarter of 1948 (\$552,829 after all charges and taxes) just about equals net of \$563,677 for whole of 1947, which compared with loss of \$1,472,270 for 1946. Gross sales for Jan. 1-March 28 period amounted to \$4,397,513, include factory production as well as telecasting, compared with \$1,980,150 first 12 weeks of 1947.

"Demand for television receivers is exceeding even our optimistic forecasts," says Philco's president John Ballantyne in reporting company's first quarter business. Sales first quarter totaled \$58,661,000 vs. \$50,187,000 same period last year. Net after all taxes and charges was \$1,958,746 (\$1.24 per share) vs. \$1,609,754 (\$1.10).

Admiral's first quarter report shows upswing: \$12,004,168 in sales, up about 50% over \$7,981,791, for same period in 1947; but profits run about same—\$530,410 (59¢) vs. \$511,461 (57¢).

Westinghouse is planning new factory, site undecided, for TV set production only, by July 1 will have ready new line of 10-in. table models and consoles.

NO MORE FREE 'LINES' FOR TV: Any way you figure it, the TV advertiser is going to pay those coaxial and radio relay tariffs which FCC ordered AT&T to put into effect May 1. TV's hope for a continued "free ride", especially through June-July political conventions in Philadelphia, went glimmering when Commission Wednesday denied TBA petition to suspend both AT&T's rates (Vol. 4, No. 13) and Western Union's (Vol. 4, No. 11, 12) pending investigation of their reasonableness. FCC ruled it couldn't discriminate in favor of TV as against other broadcasting services (with FM in mind, particularly), set June 15 hearing on TBA petition (Public Notice 21153), assured telecasters they will get refunds if rates are found excessive as alleged (Vol 4, No. 17). Decision may or may not stimulate interest in privately-owned intercity radio relays, already authorized to limited degree (Vol. 4, No. 8). TBA counsel, Roberts & McGinnis, girding for hearing, are arranging for accounting and engineering staff to aid in highly complicated rate-making probe.

WARNERS CLOSING THACKREY DEAL: Warner Bros. \$1,000,000-plus deal for purchase of Dorothy Thackrey (New York Post) West Coast radio properties (KLAC and CP for KLAC-TV, Los Angeles; KYA, San Francisco) had not been formally announced as we went to press Friday. But it's in hands of lawyers, will be divulged shortly. It underlines big film company's eager if belated intention of going whole hog into home as well as theater TV, already manifested in application for Chicago (Vol. 4, No. 16) and its reported intention of filing for other cities. Contingencies in Thackrey deal, of course, are (1) whether FCC will authorize transfer of CP for TV, which is what film company wants most, or throw channel open to new hearing, or even feel itself obligated to assign it to Riverside, Cal., whose Channel No. 1 is due to be pulled away; (2) promise to sell KLAC, inasmuch as Warners already own old-timer KFVB, Hollywood. All principals maintain discreet mum. But Thackrey's Don Fedder-son wires that "we are already constructing" on Mt. Wilson TV site, and RCA reports KLAC-TV transmitter is on firm order for summer delivery. Unless other strings are attached, Warners are meeting asking price, whereas offer of \$900,000 from MGM was refused last winter (Vol. 3, No. 49, 50).

Note: Growing eagerness of movie interests to stake TV claims is indicated by another application of 20th Century-Fox, for San Francisco. Thus it joins into now 8-for-3 battle there, ordered to hearing May 24, as it recently joined into 8-for-2 Boston hearing, now set for June 28.

'THE GREAT TV CONSPIRACY': Hearken to these pertinent excerpts from an exchange of correspondence we've had this last month with an old friend -- a very successful, highly intelligent, pioneer broadcaster (network affiliated) in a major market not yet TV-served. He writes:

"Frankly, I'm of the opinion that in your haste to get information out you are unduly aiding and abetting the manufacturing interests who are promoting TV to an extent that is putting the Florida land booms and some of our oil stock promotions to shame.

"While I realize we can't bury our heads in the sands, I think there have been exaggerated claims...which have resulted in an uneconomical stampede for filing of TV applications. I firmly believe this is instigated by the equipment manufacturers and unwarranted -- and I do think that your publication has contributed, wittingly or not, to what has almost reached the hysteria stage...when the 500 to 900 mc TV band is opened up, somewhere between 25 and 50 color TV channels will be available...if this band is opened for interim operation with black and white TV, there will be made available something approaching 100 channels....

"Let's be realistic...about the underlying purpose of RCA (NBC), GE, Du-mont, etc. in this new industry. They want to sell receivers by the carload for a profit that will greatly exceed the profit from running a TV station...transmitting equipment sales are also to their liking...I feel we are yet to see a great transitional period in TV and that plenty of channels will be available in all areas that are able to support the rather sizable investment required...."

Gist of our replies: Wager of a couple of sombreros that, if our good friend is in the broadcasting business 5 years hence, he'll rue his words. Nothing short

of actual war can stop TV. No hysteria for him, indeed -- and no TV channel either, probably, for even while we exchanged letters all his city's allocations were applied for by more venturesome entrepreneurs, and it's hard to conceive how his area could support more TV stations even when (and if) the uhf band is opened up. As for sweating out TV's salad days on the sidelines, the newspapers, by and large, waited for AM, too, then paid through the nose for growth properties they might have had for the asking had they been more alert 20-25 years ago. And if we're party to a "land boom, conspiracy and hysteria," then some pretty savvy, competent, sizeable and competitive interests have certainly been taken in. Leave out the "villianous" RCA (NBC), GE and DuMont; what about ABC, CBS, Crosley, Paramount, 20th Century-Fox, Warners, McCormick-Patterson, Hearst, Cowles, Scripps-Howard, Jack Knight, Bamberger, Gannett, Meredith -- to mention only some of TV's multiple grantees and applicants? And what about the FCC, the nearly 400,000 TV set owners, big sponsors like Kraft and American Tobacco, big ad agencies like N. W. Ayer, J. Walter Thompson?

FCC's TV ALLOCATION POLICY: Looks like FCC will stand on policy of legal folderol involved in Bridgeport TV procedure case (Vol. 4, No. 13), whether TV applicants and counsel like it or not -- and some don't like it at all. In fact, Commission is moving now to implement decision, which calls for regular rule-making procedure (petition for change, hearing if necessary, etc.) in order to get any changes in TV allocations to top 140 cities (p. 16, TV Directory No. 3).

FCC's indicated action will take form of (1) extending TV allocation table to embrace cities down to 10,000 population wherever possible, thereby making it virtually impossible to "find" channel FCC doesn't plan to give some city; (2) acting speedily on petitions for allocation plan changes, perhaps issuing blanket orders covering number of applications. Decision soon on Yankee petition for reconsideration of Bridgeport ruling, which blocked moving channel from Hartford to Bridgeport without rule-making procedure, may precipitate action.

So those TV applicants who propose to "pluck channels out of the air" (as in Toledo) or "borrow" them from other areas (as in Baltimore) -- and whose applications were returned (TV Addenda 3-B) -- will have to buck rules first. Irked counsel cry this means frozen allocations not much different from those FCC itself doesn't want Congress to impose on FM and clear channels. They argue FCC has no right to deny any qualified applicant any facility technically available -- certainly not to deny it to one city while it continues to go begging in area for which it is listed. Others hold to position taken by dissenting Comrs. Jones and Hyde -- that FCC can and should make changes in allocation table without going through onerous legalistics that might take months to decide.

FCC position is that, in order to carry out "equitable distribution" mandate and follow Administrative Procedures Act, legal procedures are necessary. They insist demand alone isn't sufficient criterion for assigning channels, note how failure to follow an orderly plan led to present AM snafu.

NEWS NOTES ABOUT TV STATIONS: CBS partnership with CP-holding Los Angeles Times, 49% and 51% respectively in new \$1,000,000 corporation, means KTTV can be built on favorable Mt. Wilson site of KNX-FM, may even be ready by autumn. But CBS, to get key TV outlets of own in San Francisco and Chicago, must fight it out at competitive local hearings, or later make similar deals; and it's still frozen out of Washington, for DuMont won't even discuss selling all or part of WTTG....Tangle with CAA over Fort Lee transmitter site is fouling up plans for WOR-TV, New York, but president T. C. Streibert says Bamberger Washington outlet (bearing burpy call WOIC) will be pushed ahead, contracts let shortly for building (tower already up), transmitter installed soon as possible for autumn opening....\$250,000 modernization and renovation program is announced for transmitter, studio, mobile equipment of DuMont's WABD, New York, which this week engaged Leonard Hole as new general manager; he's ex-CBS asst. director of TV....Westinghouse's sought-for purchase of or corporate tieup with Philco's WPTZ, Philadelphia, didn't materialize; instead, companies announced WPTZ's joint occupancy, cooperative use of facilities of Westinghouse-KYW Bldg., henceforth to be known as Westinghouse-Philco Radio & Television Center.

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May 8, 1948

NEW STATIONS, NEW MARKETS: Next big TV markets to open up will be Buffalo, Boston, and New Haven, Conn. Buffalo News' WBEN-TV (on Channel 4) ends long testing period by going commercial next week under an STA from FCC effective May 14. Westinghouse's WBZ-TV, Boston (Channel 4), reports it hopes to start test patterns May 9, regular program service May 19. Yankee Network's WNAC-TV, Boston (Channel 7) wires it's now shooting for test pattern June 5, commercial operation June 7 or 8. New Haven's WNHC-TV (Channel 6) reports it still plans to get under way "before June 1," aiming for "official" opening June 7, operating at first merely as a repeat station re-broadcasting DuMont's WABD, New York; it has DuMont's first low-power "acorn package," no local studios yet. Other stations due to get going soon: New York News' WPIX, test patterns May 15, commercial June 15; Baltimore's WAAM, test patterns sometime in June, commercial plans indefinite; Toledo's WSPD-TV, test patterns latter June, commercial indefinite. Note: First rate cards have been issued by WBEN-TV, WBZ-TV, WNHC-TV, WPIX, WSPD-TV.

QUEST ON FOR MORE TV CHANNELS: In one fell swoop, FCC on Thursday (1) took 44-50 mc (Channel No. 1) away from TV and assigned it in toto to fixed and mobile services, (2) proposed expansion and revision of TV allocations to embrace 462 cities in lieu of present 140 (for full details, see Supp. No. 58 herewith), and (3) ordered hearing on ultra-high frequencies for TV, 475-890 mc band, to be held in Washington Sept. 20. Gist of actions and reactions:

1. Final order deleting Channel No. 1 (Public Notice 21363), is effective June 14, 1948, follows closely reasoning at Nov. hearings (Vol. 3, No. 47), ends channel-sharing between TV and mobile-fixed services, eventually will eliminate mobile from in-between 72-76 mc band. FM gets none of band, in fact all 24 remaining low-band FM stations must get off by end of year. Answer to FM's request for 44-50 mc for intercity relaying was temporary permission to use 940-952 STL bands, and an opinion that common carriers would carry ball in future.

FMA's Dillard indicated decision was kick in the teeth for FM, retorted there are virtually no common carrier facilities for FM networking, said 940-952 mc is still unknown quantity. FCC apparently expects no kickbacks from Capitol Hill despite furore over FM raised by Rep. Lemke and Sen. Tobey (Vol. 4, No. 6, 14, 15, 17). Dissent was entered by Comr. Jones, who felt study of all interference problems below 300 mc should be made before any "long range" allocations.

2. Proposed order covering new TV channel allocations (Public Notice No. 21316) is set for hearing June 14. It would provide facilities in most communities above 10,000 population, in many instances would eliminate need for onerous rule-making procedures on local cases (Vol. 4, No. 18). It utilizes to utmost all 12 channels -- no other assignments would be possible, unless some slight "squeezing" here and there proves practicable or directional antennas are usable. Analysis of allocation table shows (for specific channel assignments, see Supp. 58):

(a) Fourteen cities lose one channel each from present allocations: Boston, Bridgeport, Buffalo-Niagara Falls, Cedar Rapids, Chicago, Cleveland, Columbus, Indianapolis, Portland, Ore., Pueblo, Riverside, Cal., Springfield-Holyoke, Trenton,

Waterloo -- and 3 of these are left without any local channel at all: Bridgeport, Trenton, Riverside, Cal.

(b) Three areas gain 2 channels each: Altoona, El Paso and Norfolk; and 23 cities add one each: Amarillo, Binghamton, Birmingham, Charleston, W.Va., Charlotte, Dallas, Huntington-Ashland, Kansas City, Knoxville, Louisville, Madison, Miami-Ft. Lauderdale, Minneapolis-St. Paul, Montgomery, Nashville, Phoenix, San Antonio, Shreveport, South Bend-Elkhart, Stockton, Cal., Tampa-St. Petersburg, Terre Haute, Toledo.

(c) Channel swaps are made in 17 cities, but without affecting number in each: Akron, Austin, Canton, Des Moines, Fall River-New Bedford, Fort Worth, Harrisburg, Manchester, N.H., Portland, Me., Racine-Kenosha, Roanoke, Scranton-Wilkes-Barre, Springfield, O., St. Joseph, Mo., Topeka, Waco, York.

3. Call for hearing on uhf TV, monochrome and/or color (Public Notice 21315) stems from Commission's disappointment that industry itself hasn't done anything about bringing TV to life in 475-890 mc band -- a feeling that, as Chairman Coy put it, "the problem is not TV today but TV for the next generation." Experimental TV now shares 475-500 mc with other developmental broadcast services, is sole assignee to 500-890 mc.

Sept. 20 hearing is to be exploratory and fact-finding entirely. Commission's reference to its much-quoted May 25, 1945 allocation statement -- that low-band TV does not make possible a "truly nation-wide and competitive TV system" and that such a service must "find its lodgings higher up in the spectrum" -- does not mean present low-band will be out even if anyone comes up with something workable on 500 mc. Rather, we're informed, it means FCC could proceed on rules and standards (after proper hearings, etc.) looking toward future commercial operation in higher bands in conjunction with present service.

On face of it, mere ordering of uhf hearing on FCC's own motion seems like reversal of policy statements by Chairman Coy before IRE (Vol. 4, No. 13) and Comr. Sterling at U of Oklahoma (Vol. 4, No. 9) that Commission would wait for industry to take initiative. Apparently they and fellow commissioners now feel mere prospect of hearing will hasten experimental work already undertaken, such as RCA's and Maj. Armstrong's (Vol. 4, No. 15), also foster other investigations. Besides, FCC has been under some compulsion to answer cries from left-at-the-post broadcasters and others wanting in for more TV channels. Moreover, it's known the military are eying those bands (Vol. 4, No. 8), and industry would prefer to retain them for future TV.

There's some feeling FCC's official interest in uhf may react adversely on present boom in video -- assuring some broadcasters they need not hurry, impelling others to withdraw or hold back (as so many did during color TV controversy), perhaps retarding today's flourishing TV receiver sales (if public is led to believe they're buying obsolete sets). But hard fact is FCC isn't even hinting at abandonment of present TV band. Quite the contrary, quest is for additional channels.

DON LEE GRANT, PAULEY UHF TESTS: You can count Don Lee's W6XA0, Los Angeles, as a commercial TV station now -- the 26th thus far authorized. For the FCC, in a unique action this week, granted that pioneer experimental outlet (later to be called KTSL) an STA authorizing it to operate commercially on Channel No. 2 pending long-delayed hearing decision on certain network practices which has held up formal TV grant (Vol. 4, No. 4, 8). Station has telecast regularly last 2 years, has held experimental permit since 1932, reports it's spending \$100,000 a year on sustaining programs, now will take advertising to help defray expenses.

Another surprising one from Pacific Coast is Oilman Edwin Pauley's application for an experimental permit on 580-630 mc in San Francisco, adding another important researcher to uhf. His Television California is also applicant for Channel 11 in San Francisco (TV Directory No. 3), but in meantime he has engaged ex-FCC chief engineer George P. Adair, now Washington consultant, to direct research. Reportedly already on way, via air express, is \$100,000 worth of equipment from Continental Television Corp., 150 Causeway St., Boston (Vol. 2, No. 34).

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

May 8, 1948

AMs EXCEED 2,000, FMs PASS 500: TV's swift and glamorous pace mustn't obscure fact radio's bread-and-butter AM, let alone FM, is steadily expanding. As of May 1, or exactly one year after FCC lifted its "freeze" (Vol. 3, No. 18), count of authorized AM stations passed 2,000-mark -- 2,004, to be exact, of which 1,641 were licensed, 363 CPs. On that date, too, there were 599 applications still pending for new AM stations (they're still being filed at rate of about half dozen weekly) and 190 applications for changes in facilities. These figures compare with May 1, 1947 total of 1,712 AMs authorized, 694 applications for new stations pending, 200 applications for changes in facilities. On Jan. 1, 1947 total authorized AMs was 1,520, on Jan. 1, 1946 it was 1,004 (so, actually, number of AMs has doubled in 28 months).

As for FM, it passed 500-on-the-air mark May 1 -- exact total being 508 (123 licensed, 385 STAs). This compares with 216 May 1, 1947. In addition, 529 grants (CPs and conditionals) were outstanding for FM stations not yet built as of May 1, and 92 applications for new FMs pending. Special Temporary Authorizations (STAs) for interim operation have been issuing at fast rate lately, more than dozen per week (see FM Addenda 55-AA to 55-FF), but new applications are dwindling to only about 2 per week, offset by about equal number of voluntary cancellations of grants.

Note: Foregoing figures are up to May 1 only, do not include this week's FCC actions -- fully reported in AM Addenda 2-S, FM Addenda 55-FF herewith.

FM ISN'T ALL BEER & SKITTLES: It's no news to FM broadcasters that they have a rugged road to travel to attain commercial self-sufficiency, let alone profits. But this week it became increasingly obvious that they must also build that road -- by themselves. At FMA's Region 4 meeting (D. C., Dela., Md., Va., N. C.) in Washington's Hotel Statler, some 130 FMers were shown a few roadblocks:

(1) BBD&O's blunt Frank Silvernail told them advertisers were interested solely in size and composition of audiences, not quality of signal, said they won't write off FM expenditures as experimental the way they're doing in TV. (2) Stromberg-Carlson's (and RMA's) Lee McCanne left impression that FM set sales were largely a station's promotional job. (3) Description of AT&T's policy on high-fidelity network lines showed FM stations must take financial risk in ordering lines, that such lines would be long in coming in any event. (4) Recurrent rumblings about TV's impact on FM sounded good to some, ominous to others. Also, Washington transit official E. C. Giddings told them not all transit people thought transit FM (Vol. 4, No. 15) good idea, that broadcasters would have to sell project to them, make capital investments in receivers, installations, etc.

Members also got rare opportunity to toss some hot questions at FCC Chairman Coy. What about competition from "one-legged" TV -- periods of music and news with only test pattern showing? Coy: Development of TV programming will probably cut it down; also, TV broadcasters and public would find transmitter and receiver operation too costly for aural-only reception. When would ownership of both AM and FM be called duopoly? Coy: Depends on how programming and audiences develop. Is programming for transit vehicles in public interest? Coy: No one has brought question before FCC.

And FMA got a tart taste of Capitol Hill's next communications boss -- Sen. Tobey (R-N.H.), due to succeed aged, ailing Sen. White as chairman of Senate Interstate Commerce Committee. The razor-keen Senator gave his good friend Maj. Armstrong fulsome praise, then sailed into 5 minutes of rip-snorting, evangelical, fire-and-brimstone whoopedo about broadcasters' obligations to improve programs, to give public better stuff -- not merely what they want.

NBC's TV station operations are costing about \$2,000,000 per year, offset by NBC profits, and profits from telecasting aren't foreseen "for several years," RCA-NBC Chairman Sarnoff told stockholders meeting Tuesday. But RCA is doing all right, judging not only from 1947 report (Vol. 4, No. 9) but also first quarter 1948 business as reported by Sarnoff. First 3 months' income from all sources was \$88,053,297, profit after taxes \$5,764,498 (36¢ per common share) as compared with 1947 first quarter's gross of \$76,560,097, profit \$4,680,065 (28¢). Company's net worth, said Gen. Sarnoff, "now exceeds \$113,000,000."

Principals still aren't saying anything about Thackrey-Warner Bros. negotiations for former's Pacific Coast properties, including CP for TV in Los Angeles (Vol. 4, No. 18), except for denial of sale deal by Mrs. Thackrey. Latest dope is deal involves \$400,000 loan from film company, may not require transfers. Counsel representing Thackrey is Leo Rosen, of New York firm of Greenebaum, Wolfe & Ernst.

Loucks & Scharfeld law partnership, radio specialists, is being dissolved as of June 1. Arthur Scharfield retains offices in National Press Bldg., continuing in practice under own name. Philip G. Loucks moves to American Bldg., 1317 7th St. NW, forming new partnership of Loucks, Zias, Young & Jansky with present associates Joseph F. Zias, Jerne R. Young and Maurice M. Jansky.

Harry Plotkin will head up FCC's legal broadcast division until Sept. 1, at latest, when permanent appointment will be made. General Counsel Ben Cottone says assignment will continue only until he decides how to streamline division, has chance to study men to fill job; he says Plotkin is definitely just filling in, doesn't want job permanently. Max Goldman assumes Plotkin's job as chief of litigation and administration in interim.

More radio activity on Capitol Hill, with Rep. Hebert (D-La.) of House Un-American Activities Committee asking his committee and House Interstate Commerce Committee for investigation to find out if FCC is "part of a bad network." Rep. Hebert charges AM-FM-TV grants to Toledo Attorney Edward Lamb, of portal-to-portal pay me, precipitated action. On Senate side, Sen. Tobey's probe of RCA (Vol. 4, No. 18) is due to go on Wednesday.

Circuit riding days for FCC commissioners next few months have staff rearranging dates of TV hearings (TV Agenda 3-E), so quite a few changes may be expected. When new schedule comes out, perhaps next week, we'll publish whole calendar again.

ABC's new issue of 500,000 shares of common stock, registered with SEC, will be marketed shortly by banking syndicate headed by Dillon, Read & Co., proceeds plus \$200,000 loan to be used to finance network's TV projects.

Volume of advertising in all U. S. media rose 26% to \$379,800,000 in 1947, reports *Printers Ink*. Newspapers \$1,222,000,000, or 31.5%, up 28.3% from 1946; radio \$600,000,000, or 13.7%, up 7%; magazines \$492,900,000, or 11%, up 15.4%; direct mail \$482,700,000, or 12%.

Chronology of TV, non-technical glossary of terms and graphical Who's Who sketches of TV personalities come in newly published *Television Encyclopedia* (Fairchild Publications, 415 pp., \$6.50), by Stanley Kempner, ex-radio man, and *Retailing Home Furnishings*.

RCA is working on custom-built TV antenna reported capable of giving twice gain of present turnstile, or up to 2 gain.

Bitter antagonist of TV's prime mover RCA, litigant in current Federal court action against RCA patent royalties (Vol. 2, No. 52, Vol. 4, No. 17), outspoken skeptic about present TV system's good program prospects and advertising support, yet applicant for low-band Channel No. 2 in Chicago (Vol. 4, No. 4), Zenith's president Gene McDonald this week sends "A Personal Message to Zenith Stockholders" in form of a question-and-answer brochure. It describes Zenith's projected pay-as-you-look system of Phonevision (Vol. 2, No. 25; Vol. 3, No. 27, 28, 39, 50; Vol. 4, No. 5), indicates Comdr. McDonald, tough fighter, isn't being deterred by opposition, states Zenith expects to introduce combination phonevision-TV receivers next fall for present wave bands, though looks forward to uhf "which are to be television's future home." You can get copy by writing him at Zenith Radio Corp., 6001 Dickens Ave., Chicago.

Add TV sponsors: On WPTZ, Jackson & Moyer (retailers), Canada Dry and Breyer's Ice Cream, spots before and after Phillies and Athletics game telecasts. On WABD, Philip Morris & Co., 5 spot ann. weekly, 52 weeks (also 3 weekly on WTTG), thru Biow Co.; Robinson-Lloyds Ltd. (Dry Emperor Champagne), spot anns., May-Dec., thru Wiley Frazee & Davenport. On WBKB and KTLA, Nash-Kelvinator Corp., film spots, programs, thru Geyer, Newell & Ganger. Also, ABC May 12 will duplicate Don McNeill's "Breakfast Club" from Philadelphia, sponsored by Philco, on WPTZ, WFIL-TV, WMAL-TV, WMAR-TV.

Interesting spectacle of an ad agency buying time for itself to "showcase" products of its clients was provided on WABD Wed., 8:30-9 p.m., when Charles W. Hoyt Co. staged own live show, "Bachelor Quarters" with Alan Prescott, designed to demonstrate that TV "commercials can be humorous and interesting."

Another fledgling FM network: J. Gerald Mayer, Washington attorney who heads WKRT and WKRT-FM, Cortland, N. Y., has set up Colonial Network Inc. He expects sooner or later to have affiliates in Buffalo, Rochester, Niagara Falls, Albany, Hornell, Corning, Utica, Watertown, perhaps others. He says Colonial is to be a regional, that his station, as well as others, will continue affiliation with Everett Dillard's Continental Network. Plans are expected to jell at May 15 meeting in Syracuse.

As a sort of FM market guide to its set manufacturer members, FMA has published tabulation of some 165 FM stations carrying baseball, listing teams aired by each. Around 40 more say they'll carry games later. Association will fill requests for copies. Address: FM Assn., Munsey Bldg., Washington, D. C.

Newest FM tuner is Howard's, at \$49.95 and \$51.95. Hasn't been much cooking in tuners lately; Pilotuner (\$29.95) still seems to be most widely distributed, though latest RMA set figures (Vol. 4, No. 18) don't yet indicate any great tuner production.

Meat of talks at GE's TV seminar March 16-18 (Vol. 4, No. 12) is digested in 12-page tabloid newspaper now available. Address: J. H. Chrysler, GE Transmitter Div., Electronics Park, Syracuse, N. Y.

RCA has brought out new 35mm TV film projector (TP-35A, listed at \$12,000) based on Brenkert movie projector. Pulsed light source, low in heat emission, makes shutter unnecessary.

GE's first mobile TV truck goes to Yankee's WNAC-TV, Boston. Features: air-conditioning, floor 18-in from ground, 6-ft-plus head room, front-wheel drive.

MORE BIGTIME TV APPLICANTS: Week's batch of TV applications totaled 7, while Philadelphia Inquirer (WFIL-TV) withdrew its application for York, Pa. These were the week's applicants (for details, see TV Addenda 3-F herewith):

For Fresno, Calif., KMJ (McClatchy-Fresno Bee), Channel No. 7. For Sacramento, Calif., KFBK (McClatchy-Sacramento Bee), No. 10. For St. Petersburg, Fla., WTSP (St. Petersburg Times), No. 5. For Lansing, Mich., WJIM (Harold F. Gross), No. 6. For Shreveport, La., W. Harry Johnson, No. 6 -- business executive who states he plans to file also for Memphis, Oklahoma City, Little Rock, Jackson, Miss. For Fort Worth, Tex., Television Enterprises, No. 10 -- partnership of oil-gas line construction men O. C. Whitaker, Robert Thomas, J. C. Briscoe. For Nashville, Tenn., WSM, No. 4. Getting ready to file are KEX, Portland, Ore. (Westinghouse) and WERC, Erie, Pa., and several applications may be expected from Duluth, Minn.

PARAMOUNT MEANS BUSINESS: No hint of any intention on Paramount's part to pull out of DuMont, or relinquish its TV applications (for Boston, Detroit, San Francisco), or otherwise let up in TV. On the contrary, on eve of FCC's oft-postponed Paramount-DuMont hearing (May 10, in Washington), Paramount's annual report sent to stockholders this week is particularly noteworthy for the considerable attention president Barney Balaban and his board pay TV. Quite proudly, the report points out:

"Paramount has been a participant in and a close follower of the successive stages of development of this medium [TV] for some years. In addition to our 29% interest in Allen B. DuMont Laboratories Inc....[and] operating commercial [TV] stations in Chicago and Los Angeles....Paramount has pioneered in the recording on film of televised events and in the use of such events in the theater as part of a regular program." Then, after recounting Paramount's own recently demonstrated system of screening televised events 66 seconds after they occur (Vol. 4, No. 16), report continues: "We expect to continue these demonstrations at the Paramount Theatre in New York and to introduce this service in other theatres elsewhere. We are continuing with research in the television field...." Note: It's reported Paramount is dickering for theater TV rights to Louis-Wolcott fight June 23, also for Madison Square Garden sports -- which opens up prospect of TV and theater interests both bidding for separate rights to such events.

NEWS FROM TV MERCHANDISE MARTS: Farnsworth not only is introducing new line of 4 TV-AM-FM-phono consoles under luxury "Capehart" label, but this week announced new 10-in. table model (V-261) bearing "Farnsworth" trademark to sell for \$395 -- this list price to include installation and year's service. Model V-260, also 10-in., is being continued at \$375 (in hand lacquered cabinet at \$425), price also including installation and warranty. The "Capehart" consoles are to be 12-in. at \$1,295 and \$1,395, 10-in. at \$795 and \$875.

No other major company, so far as we know, has yet undertaken to incorporate installation-service charges in list prices. They're usually quoted separately. Magnitude of servicing problem is indicated by current RCA report its newly formed RCA Service Co., set up especially for TV, now has 30 service shops, 600 trucks, 1,700 servicemen. Philco, DuMont and others train servicemen at their factories. Manpower shortage still exists, making this one of industry's toughest problems, for the ordinary radio repairman usually isn't qualified -- and, like it or not, today's TV sets require antennas, special adjustments, quite frequent servicing.

* * * *

Mail order houses finally are getting going in TV. Montgomery Ward now has \$199.50 Belmont (Raytheon) 7-in. table models. Sears Roebuck won't yet confirm inclusion of Colonial (Sylvania) sets in its Silvertone brand line, but Colonial factory says it's turning them out now for Sears. Spiegel Inc., Chicago, tells us it's carrying RCA, GE, Philco, Teletone lines. Alden's says it hasn't made any plans yet for TV. Other industry news:

Admiral is now showing its dealers new credenza (8C11), a TV-AM-FM-phono console with 10-in. screen, to sell for \$499.95 in walnut, \$525 mahogany, \$550 blonde -- with same chassis as \$299.95 unit of its heavily advertised "TV optional"

grouping (Vol. 4, No. 1, 2). At Wednesday showing in Washington, factory representative said he sold more credenzas than little \$14.95 table radio also being shown for first time. He said Admiral's 7-in. table model is due out in June, to sell for \$169.95. He also disclosed Admiral will produce 10,000 TV sets in May, 15,000 in June, is shooting for 1948 production of "more than entire radio industry turned out last year" (175,000).

Idea of TV companion pieces for radio-phonos seems to be spreading. Besides previously reported Scott and Howard (Vol. 4, No. 2, 16), Packard-Bell (Los Angeles) and Stromberg-Carlson are preparing to enter this field. Stromberg's set will be 12-in. with FM, selling at \$445 plus installation, made to fit on top of radio console with attachments for plugging into console audio system.

Sightmaster is currently promoting, in New York newspapers, its "Living Stage" receiver with unique built-in magnifier-clarifier (neutral density filter) and FM, selling for \$495. It has 10-in. tube but magnifier brings pictures up to 15-in. It's on a rotatable table viewable from any direction. Company says Chicago's Lyon & Healy and Hudson Ross will be next outlets.

Newly formed Arcturus Radio & Television Corp., 16 Nesbitt St., Newark, N.J., subsidiary of well known tube concern, reports that its "antennaless" TV set is nearing market, will be out sometime in June; details are promised us shortly by president James R. Donahue.

In TV accessory field, C&R Plastic Co., 251 Fourth Ave., Brooklyn, N.Y., offers "Tele-Dome" magnifier lens with neutral density filter for 7, 10 and 12-in. screens, priced \$16.95 to \$29.95; it also has straight magnifiers at \$14.95 to \$24.95. Burnett Service Co., 178 W. 163th St., New York City, is advertising table-lamp size indoor antenna it calls "Visibeam" at \$16.95 plus \$3.50 installation, claims it's perfect answer to apartment house bans on outdoor antennas.

QUICK GLIMPSES OF THE TV SCENE: NBC has oft proclaimed its policy of eventual fusion of sight with sound broadcasts (Vol. 4, No. 7, 13), has actually staged several such network shows (Toscanini, Firestone Hour) -- but it remained for CBS to sign first such regular sponsored schedule. Gulf Oil's Tuesday night "We The People" starts 13-week simultaneous network AM-TV schedule June 1....Here's highest level RCA-NBC policy, as enunciated again by Chairman Sarnoff at annual RCA stockholders meeting Tuesday: "As the years pass, we shall witness the gradual fusion of sound broadcasting with Television, just as sight and sound combined in motion pictures. While television continues to extend its operation, sound broadcasting alone will continue to serve millions of people. There is need and opportunity for both. Ultimately, however, the majority of the 37,000,000 homes now equipped with radio sets should also have television. Television holds the greatest promise for the future of radio."

CBS announced J. L. (Jack) VanVolkenberg as its new top TV operations man in shakeup this week; he moves up to v.p. and director of TV operations while v.p. Harry Lowman drops TV, becomes a general executive. Kelly Smith is promoted to v.p. in charge of stations, Bill Schudt replaces him as director of station relations.... NBC this week went through routine of signing firm TV affiliations with oldtime AM affiliates KSD-TV, St. Louis; WWJ-TV, Detroit; WTMJ-TV, Milwaukee -- and v.p. Frank Allen seized occasion to state NBC will have 16-station interconnected TV network from Missouri to Massachusetts by end of 1948....Paramount TV division announced Richard Hodgson as director of technical operations, Carl Maurer advanced to supervisor of development engineering, Walter Swenson supervisor of studio operations, Theodore Grenier supervisor of remotes for theater TV.

Some astonishing findings in Baltimore area TV set ownership are revealed in survey just completed by WMAR-TV among area distributors; it discloses 10,273 sets as of May 1, with local sales running average of 125 per day; best previous estimate was only 6,500 since WMAR-TV has been operating scant 6 months, WBAL-TV less than 2. Report for Washington by 3-station "circulation committee" shows 10,800 as of May 1, up 2,200 from April 1. Chicago Electric Assn April 9 report puts total for that area that date at 18,127.

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OF THE
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POTENTIAL IS 955 TV STATIONS: Further analysis of FCC's proposed revisions and extension of its TV allocations (Supplement No. 58) discloses that exactly 955 channel assignments (84 community class) are made available to 459 specified communities in continental U.S. In other words, that's the ultimate number of TV stations permissible on the 12 low band channels -- except as experience proves possibility of squeezing in a channel here and there (you can depend on the engineers to find any openings) or as directional antennas can be utilized (extremely complex in TV).

Of course, some wide open desert spaces could still stand TV assignments, but who's going to build 40-50-mi. radius outlets there? In new lineup, some of the channels are even allocated to towns of considerably less than 10,000, e.g., Safford, Ariz., pop. 2,226; Calumet, Mich., pop. 1,460.

We told you last week (Vol. 4, No. 19) who got more, who got less than previously allocated to the 140 top markets and where channel switches were ordered. Of 23 cities gaining one channel each, only 2 don't require hearings at this writing -- Charlotte, now 3 for 3; Madison, 2 for 2 -- but more applications could alter that. But among cities gaining one channel each, hearings will still be necessary for Miami, now 5 for 4; Dallas, 4 for 2; Kansas City, 5 for 4.

Really tough breaks come in cities losing one channel each, intensifying hearing rivalry: Chicago, now 5 for 2; Boston, 8 for 1; Cleveland, 5 for 1; Indianapolis, 4 for 2; Buffalo-Niagara Falls, 5 for 2; Springfield-Holyoke, 3 for 1. And it's just hard luck for William Gleeson, KPRO, Riverside, Cal., whose Channel No. 1 CP grant fades away in view of shift of 44-50 mc to other services; no new channel can be squeezed into Riverside by reason of 7 assignments in nearby Los Angeles. He has, however, petitioned for Los Angeles Channel No. 13 presently assigned Thackrey.

Pending June 14 hearing, which will disclose "bugs" in scheme, if any, certainly will provoke objections from hard-hit areas, FCC staffmen say processing of pending applications will continue -- indeed, there was even a CP grant (Omaha) this week. They say grants could be made tentative or hearings conducted but decisions held up pending formal adoption of new allocations. Applicants can always amend channel specifications, or qualify their requests (as many have) by stating "...or such other frequency as FCC might determine."

19 APPLY IN RECORD TV WEEK: Nineteen TV applications filed this week is biggest number ever, hikes total now pending to 247 -- in addition to the 26 actually on the air, 72 CPs outstanding. And indicating its intention of continuing CP grants without hearings in undisputed areas, FCC issued CP for Omaha Thursday to May Broadcasting Co., operating KMA, Shenandoah, Ia. Commission also severed Don Lee San Francisco application (for Channel No. 2) from hearing there May 24, reversing own previous decision; so, though CP isn't actually issued, it's practically a certainty as soon as AM case is disposed of. Seven other applicants must now fight it out for San Francisco's 2 remaining channels (see TV Directory No. 3 and addenda to date).

This week's record batch of applications included (for details, see TV Addenda 3-G herewith): For Little Rock, Ark., Harry Johnson, No. 10 -- Shreveport business man who has filed for Shreveport (Addenda 3-F), also for Memphis and Okla-

homa City (see below). For Fresno, Calif., Television Fresno Co., Channel No. 7 -- local business group, with Roy D. Howard, son of NAB's Royal V. Howard, as stockholder-engineer. For Sacramento, Calif., KCRA, No. 6 -- now 4 for 3. For Waterbury, Conn., WELI-Harry Wilder interests, No. 12 -- now 2 for 1. For Quincy, Ill., WTAD (Lee Syndicate newspapers), No. 11. For Tampa, Fla., WDAE-Times, No. 5. For Rockford, Ill., WROK-Star & Register-Republic, No. 12. For Cedar Rapids, Ia., KCRG-Gazette, No. 7. For Baton Rouge, La., WJBO-Advocate & State Times, No. 9. For Shreveport, La., KTBS, No. 4. For Holyoke, Mass., WHYN-Transcript, No. 3 -- now 3 for 1. For Lowell, Mass., Lowell Sun, No. 6 -- now 2 for 1. For Grand Rapids, Mich., WFUR, No. 9. For Oklahoma City, Harry Johnson, No. 5. For Memphis, WREC, No. 7 -- particularly interesting because Owner Hoyt Wooten held one of earliest experimental TV licenses (1928) covering 100-line mechanical scanning; also for Memphis, Harry Johnson, No. 9. For Norfolk, Va., WLOW, No. 13. For Seattle, Wash., KIRO, No. 11. For Milwaukee, Wis., WEMP, No. 6 -- now 5 for 3. And reported due to file soon also are KROY, Sacramento, and KMYR, Denver.

LOOKING FORWARD TO UHF PROBE: Practically everyone we've consulted says FCC's call for hearing on uhf TV (Vol. 4, No. 19) is a good idea, won't react adversely on today's low-band TV. No one knew of any new developments bringing uhf very much closer, but all felt Sept. 20 hearing will bring data up to date. Only negative reaction was report of one Washington attorney that 2 of his prospective TV applicants had told him to hold up, pending results of hearing.

Here's gist of some of comments: (1) RCA's Dr. Jolliffe thought notice of hearing might well encourage more uhf experimentation but warned, at Senate hearing this week, that TV on uhf must supplement, not supplant, present low band. Otherwise, he said, if move is made now, "It would not mean more TV, it would mean no TV at all." He then displayed company's small converter (Vol. 2, No. 44) which he said will enable present sets to receive uhf programs and can be made for only \$10.

(2) Dr. DuMont advanced possibility uhf might provide adequate coverage for small towns, said his own uhf experiments indicated little promise of long-range propagation, lots of shadow effects in cities and hilly country. (3) CBS said it hasn't yet made up its mind about uhf, but has no present intention of reviving color controversy -- although Dr. Goldmark has never let up experimenting with uhf and color. (4) Philco's David Smith feels TV's present momentum is sufficient to override any negative reactions, either among public or broadcasters, that pendency of FCC hearing might engender. (5) Dr. Armstrong, grantee of uhf station on which he plans experiments to prove uhf utility for TV (Vol. 4, No. 15), welcomed FCC action in "asking" for scientific data rather than "telling" what must be done.

COUNT OF TV SETS BY CITIES: RMA's first city-by-city TV census, covering 162,181 sets shipped by member companies during 1947, gives figures that are not only dated out quite inadequate in light of known faster pace of 1948 production to date -- 118,027 during first quarter alone (Vol. 4, No. 18). But RMA promises that its auditors, Haskins & Sells, will have first 1948 quarterly distribution figures in few weeks. Meanwhile, 1947 figures are significant primarily as showing how TV sets go into cities some distances away from TV stations (Hartford 2,946, South Bend 257, Akron 246, Trenton 1,159, Reading 225, etc.) and even dribble into prospective TV cities well ahead of stations (Boston 1,367, Buffalo 643, Miami 41, Dallas 3, etc.). If you want full breakdown, write us or RMA, 1317 F St. NW, Washington, D.C.

Actually, total TV sets out as of May 1 probably is well over 350,000, counting in RMA's own 1946 figure of 6,476 plus estimated pre-war sets still in use, its and non-member companies' output. NBC Research puts distribution at 338,100 on May 1, places sets as follows: New York, 186,100; Philadelphia, 33,900; Chicago, 21,700; Los Angeles, 21,700; Washington, 9,600; Baltimore, 8,900; Detroit, 8,800; St. Louis, 4,400; Cleveland, 4,300; Schenectady, 3,900; Cincinnati, 3,000; Milwaukee, 2,800; Boston, 2,200; Buffalo 1,650; St. Paul, 1,500; Richmond, 350; Salt Lake City, 300; all others, 23,000. NBC estimates 4 viewers per home set, 25 per tavern set, or potential audience for country of 2,028,500 (not including Boston, Buffalo and others not TV-served as of May 1).

PARAMOUNT-DUMONT CASE UNFOLDS: It was quite apparent, from line of questioning by FCC Examiner Jack Blume and Counsel John McCoy, that they're also pretty well convinced Paramount-DuMont relationship comes within 5-limit TV rule -- and that they're minded so to recommend to the FCC, which decided that way early last year (Vol. 3, No. 3-5). But 2-day hearing in Washington this week, though certainly not proving Paramount control over DuMont, with consent of all parties was kept open until end of comparative TV hearings in San Francisco, presently set for May 24, Cleveland June 14, Boston June 28. Paramount seeks 3 additional TV stations to the 2 it already owns; DuMont also owns 2, holds CP for another, is applicant for 2 others.

There's still possibility, indeed probability, Paramount will dispose of its 29% interest in DuMont: 43,200 Class A shares (out of 1,471,040 issued), 560,000 Class B (entire issue). Intimation of such intentions came when Paramount's v.p. Paul Raibourn said film company would be amenable to receiving grants conditional on disposing of its DuMont stock. It was also disclosed Dr. DuMont's controlling group itself has offered \$6,000,000 for Paramount's share, and it's known that others (including Avco) have bid for it (Vol. 4, No. 5). Other hearing highlights:

Paramount invested \$164,000 in DuMont in 1938-43, would now sell for \$10,000,000, Raibourn estimating actual value of stock at \$16 per share (current over-the-counter market recently has gone up to over 14 from around 8 only few weeks ago). Dr. DuMont, president, testified current assets as of March 28 were \$6,732,688, current liabilities \$2,468,770, total assets \$9,097,777, net worth \$6,629,007. First quarter 1948 profits exceeded \$550,000, about same as for whole of 1947 (Vol. 4, No. 18). Profits "last 4 weeks" were \$227,000 after taxes, Dr. DuMont added, confirming Raibourn point company is well positioned in boom industry. Dr. DuMont said he personally owns 90,000 shares (about 7%).

Hanging over whole hearing was manifest coolness between partners. It's obvious DuMont group would welcome Paramount withdrawal. Equally plain was Raibourn's positive faith in TV's future, both in home and theater. He estimated Paramount has invested \$3-4,000,000 in its 2 stations and on theater TV, calculated it will spend another \$5,000,000 if allowed to build in Boston, Detroit, San Francisco. Commission probe indicates feeling, though, that Paramount-DuMont relationship is still too close for comfort. And there were intimations it might even construe such an application as Tri-States Meredith's in Des Moines, and such a potential application as one from Malco Theatres, Memphis, as falling within 5-limit in light of Paramount stockholdings, albeit minority. There was also intimation current Supreme Court issue over stripping film companies of theater holdings might eliminate parent Paramount from Boston, Detroit applications.

WHAT MULLEN RESIGNATION MEANS: Most surprising news of the TV week was NBC's loss of its "Mr. TV" himself -- Frank E. Mullen, who quits \$65,000 executive v.p. post as of July 1 to head up the Dick Richards stations: WJR, Detroit; WGAR, Cleveland; KMPC, Hollywood Real reason he's forsaking present job, with its certainty of bigger things ahead in RCA-NBC by virtue of his 22-year record with both, was (1) substantial stock ownership he gets in the Detroit and Los Angeles radio properties, plus attractive salary; (2) desire to get away from New York's "ulcer belt" and live in southern California, where he will headquarter. He insists he's still a farmer at heart (he first came to NBC from Iowa back country to run old Farm & Home Hour).

On Richards' part, he needs exactly such a capable, highly regarded executive not only for top management but to pull him out of recent "news-slanting" mess that has FCC and others on his neck (Vol. 4, No. 11). Irony is none of his stations has TV -- Hollywood outlet never applied and it's too late now (though there's talk of KMPC becoming NBC key there); Detroit, Cleveland stations are applicants but face stiff competitive fights for channels.

Also a bit ironical is NBC's appointment of Sid Strotz, Hollywood v.p., as administrative v.p. in charge of TV. Though now in New York learning about TV, he has consistently refused to go there to reside permanently, expects to divide time between the 2 cities -- probably only until organization shakes down, for Hollywood remains his home. Eventual successor to Mullen logically would be one of the 3 other

administrative v.p.'s: John McDonald, Ken Dyke or Harry Kopf -- but don't overlook legal v.p. Charles Denny (recent FCC chairman), regarded as one of RCA-NBC family's brightest young hopes. Other new titles in NBC's TV setup: Noran Kersta, executive asst. to Strotz; Carleton Smith, director of TV operations. Other big NBC-TV move this week: leasing of 3 sound studios (one 97x74-ft, called world's largest for TV) plus whole floor of office space in RKO-Pathe Bldg., 106th & Park Ave., New York.

SEN. TOBEY SWINGS THE CUDGELS: Darned if we know where sharp-tongued Sen. Tobey's chase of RCA and FCC will go from here, for no possible legislation is in sight before Congress adjourns next month. He seemed pretty much alone this week as he grilled and excoriated RCA, charging it with base treatment of Maj. Armstrong and FM (Vol. 4, No. 17-19). Senators Capehart (R-Ind.), ex-radio manufacturer, and Hawkes (R-N.J.), big industrialist, countered frequently to show RCA in better light. Balance of committee seemed rather bewildered by tale which wends back in middle '30s. Maj. Armstrong's manifest purpose is principally to achieve historical vindication of his stand on FM. His secondary goal, to persuade or force FCC to give FM part of 44-50 mc for relay, seems very remote in view of last week's final decision giving band to other services (Vol. 4, No. 19).

Sen. Tobey gave no indication of next move, but promised "more later." More sensational aspects of Armstrong-Tobey charges were: That RCA charged Govt. \$4 million a year during war for patent royalties; that NBC loaned TV sets to FCC members (only Comr. Jones declining); that RCA failed to present to FCC (but did let Russia have secret RCA report on FM in 1938; that RCA-NBC exercise undue influence over FCC. Spirited explanations of RCA witnesses and counsel (Jolliffe, Russell, Cahill) didn't ring true to Tobey but apparently satisfied Capehart and Hawkes.

SIGHT AND SOUND

FCC engineers report 2 typographical errors in proposed table of revised TV allocations as issued last week (Supp. 58). So correct your copy as follows, and your list will be as accurate as FCC's master file: Change proposed allocation for Columbus, Miss. to Community Channel (10) instead of (9) as now stated; metropolitan Channel 7 stands. And change Rocky Mount, N. C., from (5) to (3). We caught several FCC omissions (Bridgeport and Trenton) and one error (listing of only 4 instead of 6 channels for Norfolk area) before publishing our supplement, so with all these changes, our tabulation fully corrects errors in FCC's mimeo release.

DuMont Laboratories will move all manufacturing except tubes to newly acquired plant built for Wright Aeronautical Corp. during war by Govt., located at Market St. & River Road, E. Paterson, N. J. Big factory embraces some 500,000 sq. ft., cost Govt. \$4-5 million, was sold to DuMont by War Assets Administration for \$1,700,000.

Educational FM is warned by FCC Chairman Coy to get on its horse if it wants to hang on to its 20 channels (88-92 mc). Writing in U. S. Office of Education bulletin on "FM for Education," he says: "Educators now have their second and perhaps last chance in radio. The valuable channels reserved for them by the Commission cannot indefinitely be held in idleness." To date, there are only 14 educational FM stations licensed, 28 CPs, 10 applications.

Bendix is dropping distributors, will sell direct to dealers. Word is that E. C. Bonia, v.p. of Sparks-Withington (Sparton), will join Bendix, inaugurate new setup in about a month. Though Bendix won't disclose details of its TV plans, it's pretty certain company will unveil sets at July 5 Furniture Mart in Chicago.

Use of one antenna structure by two or more stations (Vol. 4, No. 11), was okayed by FCC this week in final order amending rules and engineering standards, effective June 21. Everyone considers it good idea; Commission had received no objections.

Credit stature of TV manufacturing industry is discussed in 4-page report by Metals Div., National Credit Office Inc., 2 Park Ave., New York City. It's a sort of fiscal review, credit-rating explanation, of industry described as emerging as nation's fourth major one since 1900—after automobile, aircraft, radio. It lists net worth of 19 newcomer TV set manufacturers as being under \$100,000, 5 between \$100,000-\$300,000. Among other established radio or electronic manufacturers in TV, it says 2 are worth \$300,000-\$500,000; 5, \$500,000-\$1 million; 4, \$1-5 million; 15, over \$5 million. Two failures are mentioned.

NBC Television's *Progress Report No. 2*, dated April 15, is being made available through sales manager Reynold Kraft's office, contains a lot of status data worth having for reference—not the least significant being list of 20 more NBC stations scheduled to go into operation before end of 1948, and schedules of 23 TV sponsors and their agencies as of April 1.

Squabble over prizefighters' TV take in New York ended this week when Boxing Managers Guild decided to accept 50% of money received for TV rights by promoter Mike Jacobs' Twentieth Century Sporting Club. Managers still get none of Madison Square Garden's half. Managers' boycott had stymied boxing at St. Nicholas Arena for 6 weeks; Garden had no fights scheduled April 2 to May 14. Cut for managers and their fighters thus amounts to \$25,000 yearly; it may increase when Twentieth Century signs next yearly TV contract June 1.

FM stations of southern Baptist groups won't be under common control, FCC decided this week in granting 6 of them (FM Addenda 55-GG herewith), making total of 7 with more to come, thus relieving groups of 6-to-a-customer limitations. Grants were all in Texas: Dallas, Ft. Worth, San Antonio, Plainview, Brownwood, Beaumont; CP is already outstanding for Belton.

Special TV-FM edition of *New York Times* is due to be published with Sunday issue, June 13.

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May 22, 1948

LOOK FOR TV CHANNEL SHIFTS: Channel shift CBS proposed this week, in order to work another TV station into Washington, is certain to set pattern for more such suggested changes in FCC's revised allocations (Vol. 4, No. 19, 20). It won't be surprising to see CBS, hard put also in Boston, Chicago and San Francisco, ask for further channel shifts from unwanted to wanted communities. Others facing possible shutouts in key cities are probing prospects -- indeed, we know for fact certain engineers are strenuously studying ways and means of finding additional frequencies for cities where demand exceeds supply. FCC indicates it's open to conviction, isn't "sot" on its proposed plan for allocating 955 channels to 459 specified communities (Supplement No. 58). To receive suggestions is exactly what June 14 hearing is for.

Concomitant of deal with Washington Post, whereby newspaper buys 55% control of WTOP for as-yet-undisclosed figure, CBS proposes Channel 12 be taken from nearby Fredericksburg, Va., to give nation's capital its fifth TV outlet, CBS its essential affiliation. Post's WINX, troublous 250-watt radio alma mater of FCC Chairman Wayne Coy, which originally cost millionaire publisher Eugene Meyer \$500,000 and has never done well technically or financially, would be sold. Oddly enough, 50-kw WTOP has always been CBS's poorest money maker. But publisher Phil Graham (Meyer's son-in-law) isn't looking for profits so much as prestige and newspaper promotion, especially inasmuch as powerful Washington Star has splendid TV-AM-FM setup (ABC affiliated) and NBC is similarly well-heeled locally, to say nothing of DuMont and Bamberger TVs. At same time CBS is acquiring remainder of stock (55%) from Bruntons of KQW, San Francisco -- purchase of which FCC turned down last year on grounds network shouldn't have 7 owned and operated stations. Sale includes KQW-FM. CBS is one of 7 San Francisco TV applicants applying for 3 available channels; hearings start May 24. Post-CBS deal is contingent on CBS purchase of KQW, is not dependent on TV grant in Washington. Both, of course, are subject to FCC approval, papers to be filed Tuesday.

DOMINANT TOPIC IS STILL TV: From point of view of TV and FM, main impressions left by this week's NAB Los Angeles convention were these: (1) That TV continues to dominate radio industry thinking and planning, evoking both hopes and fears but very little dispute about its popular appeal and enormous potential. (2) That FM is admittedly proverbial "better mousetrap" but those who hold old-established industry's pursestrings don't intend it should disrupt or displace present profitable plant.

That's sum and substance of nearly every discussion of basic developments and trends on the agenda. It was particularly apropos that this convention be held in the movie capital, where the Society of Motion Picture Engineers was also convening, also deeply concerned with TV, especially theater TV. Film executives are no less concerned than radio about TV's impact, and scarcely an edition of their multitudinous trade papers is without a quote about TV from one or another movie tycoon, or a story of TV's effect on film industry. One story that got exceptional play was RCA Victor v.p. "Wally" Watts' SMPE speech forecasting "golden era" for movies by reason of tripled or quadrupled film output to meet TV's needs.

Convention was divided between management (first 2 days, some 1,100 member registrants) and engineering (next 2 days, about 400 registered) -- an efficient,

practical arrangement. In between (Wednesday) was left open for social affairs. Altogether, it was the most superbly managed, most businesslike convention, yet most enjoyable for hospitality, in NAB's history. Your trade papers' reports on social events, especially Atwater Kent's fabulous "\$40,000 party," and detailed accounts of the convention's business sessions should make absent half of NAB membership (compared with last fall's nearly 3,000 registered) regret missing this one.

It would take dozens of these pages even to highlight what transpired. But aside from adoption of the Broadcasters Code, the outstanding event, to our thinking, was the "whither radio" panel, with its know-how names and horse-sense discussions: by ABC's Mark Woods, CBS's Frank Stanton, NBC's Noran Kersta, Don Lee's Lewis Allen Weiss, AAAA's Fred Gamble, Mason-Dixon's Clair McCullough, FMA's Everett Dillard, Hoffman Radio's H. J. Hoffman. By all means, if you weren't there, have NAB send you its excellent press digest if not full transcript. There was more plain talk here, less bunkum, than ever heard in any forum discussion of TV and FM -- capped by this pointed warning of Lew Weiss, whose company has spent 17 years and a million dollars experimenting with TV: This is no get-rich-quick business but rather an extremely costly long-range investment requiring most cautious approach and most prudent planning.

Engineering papers and floor exhibits were very largely TV, and exhibitors and chief engineers of stations indicated many more TV applications are on way. Nor did visits to magnificent new Don Lee studios and Mt. Wilson sites of most Los Angeles area's TV and FM transmitters fail to impress one with technicians' deep preoccupation with radio's great new development. Also worth mention: First display of RCA's new low power 500-watt TV transmitter, demonstration of Paramount's off-the-kinescope films for program syndication, first showing of Warner Brothers-RCA large screen theatre TV, impressive array of TV studio gadgets being produced by new Bill Eddy-Kelth Kiggins company.

As for FM, it looked like a "lonesome kid," bound, nevertheless, to grow up and eventually to succeed. It got its usual pat on the back from FCC, this time from Chairman Wayne Coy. Like predecessors Fly, Porter and Denny, he went all out for FM, deploring those who are satisfied with the status quo, urging "you broadcasters make up your minds you can provide a superior aural broadcast service through FM," and asserting: "It seems almost inevitable that FM will, within a generation, largely replace AM."

We asked Mr. Coy what he meant by "a generation," and he replied: "A radio generation -- you figure that out -- you know how fast things happen in radio." Obviously, he didn't mean proverbial 33-year human span. But FMA President Everett Dillard and those of us who believe FM really is "the best aural system" could derive small comfort from show of hands at panel after Dillard talk. Half of audience said they were operating both AM and FM, but only about dozen raised hands when asked to indicate whether they believed FM would eventually replace AM, nor did Dillard win any support for his suggestion FCC should fix deadline beyond which it would license no more AMs.

FM PRODUCTION HITS SNAG IN APRIL: RMA's April FM set production took rather shocking drop to 90,635 (from March's 161,185). The fact April had 4 weeks and March had 5 was expected to show in figures, of course; however, FM's weekly average in April was 32.7% less than average week of year's first quarter. On other hand, though TV for April dropped to 46,339 (from March's 52,137), weekly average was up 27.6% from first quarter's average. Thus, post-war FMs reached 1,881,717 and TVs hit 349,413; non-RMA production, kits, etc., probably put actual number of sets near 2,000,000 and 375,000, respectively. Set production of all kinds was lowest in months -- 1,182,473, with auto and portable receivers carrying burden of AM output. Drop in AM and FM is unquestionably heavily attributable to tooling up for TV.

April TV breakdown: 33,803 table models, 4,859 TV-only consoles (1,794 projection type), 7,677 consoles with radio-phono (48 projection type). FM breakdown: 24,424 AM-FM table models (103 with phono), 59,372 consoles (3,373 without phono), 6,839 FM-only and tuners.

PARAMOUNT FILES FOR SIXTH TV: Highlight of TV application week (9 new applications, see TV Addenda 3-H, herewith) was Paramount's bid for Tampa. Application, in name of wholly-owned subsidiary Gulf Theatres Inc., is for Channel No. 2, is fourth application by movie firm that has 2 stations on the air (WBKB, Chicago; KTLA, Los Angeles), makes 4 for 3 remaining channels in Tampa. Although some observers saw application as challenge to FCC 5-station rule, there's possibility Paramount is hedging against losing out in Boston (8 vying for single frequency), Detroit (2 for 1), San Francisco (7 for 3), or it may be on verge of withdrawing from one of those cities. Paramount officials refused to talk, but it's understood statement may be forthcoming next week. Legally, of course, there's no bar against filing as many applications as desired; New England Television has 7 (see TV Directory No. 3).

Other applications: For Omaha, Neb., KOIL, Channel No. 3 -- now 2 for 1. For Huntington, W. Va., WSAZ-John Kennedy, No. 5. For Shreveport, La., oilman and real estate developer Ben Beckham, No. 11 -- fourth applicant for city's 4 channels. For Kalamazoo, Mich., WKZO-John Fetzer, No. 3. For Macon, Ga., WMAZ, No. 7; For Fresno, Cal., KARM, No. 7 -- fourth for 4 channels. For Bakersfield, Cal., Paul R. Bartlett (pending purchaser of KERO, Sacramento, and present general manager of that station and KFRE, Fresno), No. 8. For Tulsa, KAKC, No. 10.

TV PROGRAM SOURCES AND HOURS: Everybody wants to get into the TV act, judging from our preliminary mailing of some 250 questionnaires to as many who've indicated they have live or film programs to syndicate to TV stations. Everybody, that is, except the very big movie producers. Your syndicators or prospective syndicators (though market as yet comprises only 26 stations, perhaps 50 by year's end) include such diverse interests as DuMont, planning "tele-transcriptions" of its stations' live shows; New York News' WPIX, offering its Korda films (Vol. 4, No. 18); Frederic Ziv, Jerry Fairbanks, David Selznick, Rudy Vallee, and scores of little film rental companies or agents with acts to sell. This just gives you an idea of diversity of the list, which we will publish later as a Directory of TV Program Sources.

All of which augurs well for TV's program supply, a bugbear until FCC recently proposed relaxing its 28-hours-per-week minimum rule (Public Notice 21352) to permit stations to operate not less than 12 hours per week first 18 months, then gradually increase to minimums of 16, 20, 24, 28 hours at 6-month intervals. Proposal bans test patterns as counting toward time on the air. Commission has asked for industry comments by May 28, will hold hearings if necessary.

TV SETS FOR MASSES AND CLASSES: At same time TV sets begin to arrive for masses (latest is rumored Pilot 3-in. job for \$99.95), makers of more expensive instruments (Scott, Capehart, Magnavox) have begun to produce their versions for classes. In meantime, middle-priced sets continue to appear.

Though rumor of 3-in. Pilot set has elicited some deprecatory "humphs," we'll wait and see, recalling skepticism which greeted company's \$29.95 FM Pilotuner about a year ago (Vol. 3, No. 26). Till then, FM tuners were technically inferior or too expensive. Pilot officials neither confirm nor deny rumor, but say they will unveil their new set around June 1. If it is \$100 unit, it will be first -- although reports won't down Regal has \$100 receiver (Vol. 4, No. 15), Tele-Tech's Stan Gerstin being most recent to predict it.

At other end of price and quality ladder, Scott's companion to its high-fidelity radio-phonograph consoles (Vol. 4, No. 15) turns out to be table model with 12x16-in. projection picture (first such on market). Using North American Philips "Protelgram" (Vol. 4, Nos. 9, 13), Scott set will sell for around \$600, is incased in cabinet 25x22½x14 in., has lidded top which when opened permits folded screen to extend. Set can be used separately, or attached to audio portion of console. Scott will add all-in-one set later. Another user of Protelgram is Hallicrafters, which is showing components of big-screen system for custom installations. Company offers tube, optical system, high voltage unit, chassis in wood rack at \$495; in two-piece ensemble with bellows-type "throw" for \$549.50; projection unit separately with bellows at \$329.50; projection unit separately in rack mount for \$295. Magnavox,

also in companion TV set field (Vol. 4, No. 17), now says sets will be on market first week in June. There will be 5 companion pieces to popular radio-phono consoles, 3 new TV-AM-FM-phono consoles -- no prices yet.

Work horse 10-in. table model sets gained additions this week when GE began shipments of Model 810 (Vol. 4, No. 12), \$299.50 TV table model with 18 tubes plus 3 rectifiers; installation is \$55. Hallcrafters also this week announced new \$249.50 table model in plastic cabinet, with production to start in August, deliveries in September or earlier, according to President Bill Halligan. Olympic Radio intends to introduce 10-in. table model plus TV-radio console (also 10-in.) at music show in Chicago next month; prices have not been set. New set marker is Cortley Television Corp., 15 W. 57th St., New York City, with 6x8 ft projection model, no price yet.

Other TV set news-of-the week: GE says it plans to turn over its receiver bldg. at Electronics Park, Syracuse, entirely to TV production before year's end.... DuMont says its new plant (Vol. 4, No. 20) will enable present 3,000 per month production to be tripled (goal being 20,000 monthly), also triple cathode-ray output....Farnsworth will soon reduce price of Model GV-260 from \$375 to \$325....Farnsworth isn't only manufacturer with price including installation and service fees (Vol. 4, No. 19); Stromberg-Carlson has had policy for some time; company also says 67% of its production will be TV by end of year....Discordant note from retailers came this week from Irwin D. Wolf (Kaufman Dept. Stores, Pittsburgh), chairman of National Retail Dry Goods Assn. vendors relations committee, who told TV subcommittee present markup on TV sets (24%-28%) isn't sufficient to cover sales costs.

SIGHT AND SOUND

TV hearings go on as scheduled in cities where no changes in frequencies are proposed or where there's been simple substitution of channels or classifications. That's gist of FCC clarification Friday on hearing policies as they relate to proposed reassignment of TV frequencies (Vol. 4, No. 19). In all other instances, hearings will be deferred till after decision on channel revision plan—and if city gets added channels, hearing dates won't be set (when there is excess of applicants) for 30 days after decision—to permit new applicants to file.

June 15 hearing on TV network rates (Vol. 4, No. 18) will be no quickie, will probably run into Fall, say participants. TBA is preparing full-scale attack on rates which Dr. DuMont figures would amount to \$32 million yearly for five 10-station networks. In meantime, downward revision of tariffs for local TV loops, following pattern of New Jersey Bell (Vol. 4, No. 13, 14), has been made by most state Bell companies; balance are expected to file the new rates with FCC in next few weeks. New tariffs eliminate installation charges, compute mileage on airline rather than circuit miles.

Predictions TV will resurrect vaudeville will get first real test in "Texaco Star Theater" beginning June 8 on 7-station NBC network. Hour-long shows will be pure vaudeville, with Milton Berle as m.c. first 4 weeks, with possibility of Al Jolson and Groucho Marx later. Show will have 7 acts, cost Texaco \$5,000 weekly. Agency is Kudner, with William Morris recruiting acts. Latter has opened campaign for talent with double-page spreads in trade papers proclaiming: "Vaudeville is Back. Wanted—Variety Artists from All Quarters of the Globe."

ABC's search for TV antenna site in New York City finally ended last week with deal for joint use with Ira Hirschmann's WABF (FM) of swank Hotel Pierre roof. Both stations will use common tower, and Hirschmann will also use facilities for experimental TV station W2XMT.

New FMA board member Marion Claire (WGNB, *Chicago Tribune's* FM) succeeds Leonard Asch. Asch resigned because both he and board member Russ David (ex-GE) are now in same outfit (WPTR, Albany).

Sen. Johnson introduced resolution this week (S. R. 240) which would require FCC to defer decision on clear channels until after new NARBA settlement is ratified. Sen. Johnson, whose bill to limit clears to 50 kw, permit duplication (Vol. 4, No. 9 et seq), is still pending, thinks U. S. can protect itself in international negotiations without granting the high power (750 kw) considered necessary by clears to prevent foreign encroachment on our channels. In Sen. Tobey-RCA fight (Vol. 4, No. 20), others accused of holding FM back (Norton, Denny, Porter, et al.) may be called for testimony, since Sen. Capehart thought they should be and Sen. Tobey assented.

A natural for transit FM (Vol. 4, No. 5, et seq) because of part ownership by bus company, WBUZ-FM, Bradbury Hts., Md. (Washington suburb), has been testing. reports good results. Though station is Class A, radiating only 420 watts, officials say reception is satisfactory. Associated bus line (WM&A) carries some 25,000 passengers daily. Along same lines, transit company in large southern city is ready to apply for FM station, claims commitments running into 4 figures daily from prospective sponsors. And WCTS, Cincinnati, pioneer with the medium, is said to have \$1,200 weekly business already signed up though regular large-scale service begins June 15.

Good idea, growing tendency of TV stations to publish names of sponsors alongside weekly advance program listings—and we hope all will do it. CBS Television also issued as of May 1 listing of sponsored programs (with ad agencies) on its WCBS-TV, totaling 17, including "feeds" to other stations. May 3 *Broadcasting*, in its "Telestatus Reports," carries listing of all TV sponsors on all reporting stations as of Feb. 1.

TV awards of New York's Radio-Television Critics Circle went to NBC (for promotion, improved production and direction), CBS (sports coverage), DuMont ("Court of Current Issues" forum), DuMont announcer Dennis James (wit and versatility).

New York City-Albany coaxial (154 mi.) began telephone operation Friday, but AT&T doesn't indicate when it will be equipped to handle TV.

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May 29, 1948

UHF TESTS IN FCC BAILIWICK: FCC's hope that setting Sept. 20 hearing on uhf TV (Vol. 4, No. 19-20) might stimulate tempo of experiments is being realized quite gratifyingly. This week RCA asked for permit to duplicate Channel 4 (66-72 mc) transmissions of NBC's WNBW, Washington, on 504-510 mc, starting about Sept. 1. These tests, plus Maj. Armstrong's at Alpine (Vol. 4, No. 15), oilman Ed Pauley's in San Francisco (Vol. 4, No. 19), and those of other experimenters (see Part III, TV Directory No. 3), should add needful data to still meager knowledge about uhf for TV -- may prove whether uhf really can provide answer to growing demand for more channels.

RCA will install its 3½ kw "green" transmitter, used in Princeton color demonstrations (though only 6 mc black and white is proposed), will attempt up to 25 kw radiations from WNBW's Wardman Park tower. Washington terrain is regarded very favorable for uhf under varying conditions. "Let's find out if these frequencies can take care of gaps in FCC's allocations, like Trenton and Bridgeport," said an RCA spokesman, "and let's find out how well uhf will work under both metropolitan and rural conditions." FCC hearing comes pretty soon after RCA tests begin. However, propinquity of experimental station to FCC will permit its engineers to do own studies of comparative emissions. RCA promises to place plenty of its \$10 converters (Vol. 2, No. 44; Vol. 4, No. 20) in and around the city to demonstrate how existing sets won't be obsoleted by uhf.

HOLLYWOOD BUZZES WITH TV TALK: In Hollywood and on New York's Rialto, the rafters and the trade presses hum to tunes of fact and speculation about TV. Fabulous film-land, particularly, seethes with concern -- the undertone being our-money-and-our-know-how-will-decide, the overtone how-can-we-make-television-pay? Everyone from tycoon to studio guide has his pet theory and his inside dope. Probed on the spot, it's apparent they're generally pretty confused, often quite misinformed. But there's unanimous agreement on several points: that TV is the entertainment world's biggest problem, that it can't be halted by artificial restraints, that it's in the American home to stay.

From where we sit, it looks like the TV franchise holder (channel grantee) has the same whip hand that AM's early and more far-sighted enterprisers held over newspapers not so long ago. With very few exceptions, big movie firms have let station ownership opportunities slip away, at least in major cities. So burden of ownership identity now rests largely with local and regional theater owners, either seeking stations of their own or working in collaboration with local telecasters.

Ownership of stations of course is limited to 5-to-a-customer, but none save Paramount, among the big producer-distributor concerns, has got even one yet -- not even for "test-tube" purposes. Paramount continues to lead movie industry in knowledge of TV and acceptance of its existence: owns 2 stations, seeks 4 others, owns part of DuMont, has own TV filming and projection system, even has New York studios.

In the Warner Brothers purlieus, despite denials and cagey attorneys, supreme confidence is expressed Warners will soon own Thackrey TV in Los Angeles (Vol. 4, No. 18-19) -- and we were informed Friday, by usually reliable sources, deal has been closed for \$1,046,000. Warners apparently aren't perturbed by certainty others will apply for Thackrey's precious channel, once deal is formally disclosed. Isn't

it a fact Warners' KFWB occupies all of their old silent picture lot and buildings (biggest single station setup in the world), and doesn't that equip Warners ideally for TV? In addition, Warners is applicant for a Chicago outlet, and is taking leading role in large-screen theatre experimentation in collaboration with RCA. Some 2,000 persons turned out the night of May 21 for demonstration of 20x15-ft screen TV, amazingly clear, unquestionably acceptable, certainly auguring a revolution in newsreel transmissions if nothing else.

Only other big-time producer-theater owner trying to crash TV ownership is 20th Century-Fox. It holds no channel permits yet, but it's a competitor for San Francisco and Boston, has indicated intention of applying for Kansas City, Seattle and probably other cities.

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In the speculative reports, Zenith's Phonevision system of pay-as-you-look TV (Vol. 3, No. 27; Vol. 4, No. 5, 19) looms large. It can't be blinked off, despite radio industry antagonism and despite manifold problems it still faces -- such as FCC approval, telephone company arrangements, top-grade film supply. The brothers Skouras (Spyros heads 20th Century-Fox) and a large contingent of MGM officials have seen Chicago demonstrations, and Zenith's Gene McDonald has other movie moguls scheduled to look over his system.

Spyros Skouras is said to like idea of a "Muzak system for TV" and MGM's Howard Dietz has made no bones about his conviction TV is off on wrong foot in depending on advertising support. McDonald now calls Phonevision an income "plus" for telecasters, proposes only part of a station's daily schedule be devoted to non-sponsored, paid-for-by-viewers, first-run pictures. You call the phone company, which removes a random interfering signal via its lines, bills you \$1 for film you and family can then see; film company, stations, phone company would divide fees.

McDonald promises to set Phonevision up in a "test city" soon -- we'll know where when he asks FCC for authority. He says he doesn't intend to levy any fee on film people or stations, but will get royalties from receiving set control device.

BOSTON TV ABOUT TO GET GOING: Boston's T-Day has been set ahead again, won't come next Wednesday (June 2) as planned by Westinghouse's WBZ-TV. Station ran into tough luck in final stages this week, suffered damaged coaxial while raising antenna. Now manager W. C. Swartley says test signals will start no later than June 2, after which he will fix T-date; WBZ-TV also reports 70% of schedule, NBC or local, will be commercial from outset. Meanwhile, Yankee's WNAC-TV, also set back by bad weather, is completing construction, should get going well ahead of mid-June, may even beat WBZ-TV to commercial gun. So they will be 27th and 28th stations on air, Boston next big market for TV set distribution -- with some 6,000 reported already delivered to homes, pubs, shops and warehouses of area. Latest from New Haven's oft-delayed WNHC-TV: test patterns are due to start this week end, commercial operation 2 weeks hence, will carry films and spots but has no local studios yet, will depend mainly on relays from WABD, New York.

PREPPING FOR THE CONVENTION: Pooled film coverage of Philadelphia political conventions (GOP, June 21; Dems, July 12) has fallen through for lack of enough station subscribers -- too expensive for the mere 30-odd stations that will be operating then. Positions allotted to pool now have been parceled out to ABC, CBS, NBC, WPIX, which will syndicate films themselves. Rest of coverage is still as planned (Vol. 4, No. 7, 8), except that WPIX (like Life-NBC) will have off-the-kinescope film, has commissioned Paramount to do job. Telecasters are ready for five 8-hour days of each convention. Manufacturers are advising distributors to prepare for biggest stimulus yet to TV set sales -- with June 23 Louis-Walcott fight an added attraction. TV planners say Henry Wallace's July 23-25 "nominating" convention will also be covered. Networks will vie for feature sidelight coverage, interviews, etc., each with own "stable" of big names. Meanwhile, CBS pre-convention "Presidential Timber" series began with Stassen Thursday night -- good job of showmanship, Stassen giving commentary against background of films and slides.

Radio Digest

Section of TELEVISION DIGEST and FM REPORTS

May 29, 1948

TRANSIT PEOPLE WILLING BUT CAUTIOUS: Staid old transit companies are still rather chary of advances by FM stations, but they're intensely eager to see whether transit FM (Vol. 4, No. 5, et seq) lives up to glowing advance notices. Many are awaiting reports on a few months of operation by pilot station WCTS, Cincinnati, due to begin about July 1. However, WCTS's Hulbert (Hub) Taft, also head of Transit Radio Inc., Union Trust Bldg., Cincinnati, handling receiver procurement and national time sales, estimates at least 30 of nation's top markets have more or less intensive explorations and negotiations going on. We hear of 4 not previously reported: Des Moines (KCBC-FM); Milwaukee (WMIL); St. Louis (KXOK-FM); San Francisco (KRON-FM). Bellwether WCTS has contract for 5 years, in which time it must write off 400-plus receivers costing \$160 each installed. To date, station has time worth \$1,200-\$1,500 weekly sold to 13-15 advertisers; but Taft has doubts that by time schedule starts, he'll be getting the \$4,000 weekly needed to put 18-hour daily operation in the black. Meanwhile, carcard people naturally have no intention of being left out of the act; some are reported offering to pay for receivers as price of inclusion in station-transit company deals -- very attractive to some hard-pressed FM stations.

UPS AND DOWNS OF FM NETWORKING: FM networks bloom, wither and bloom again. Their quick growth is due to an inexpensive rebroadcast technique, impossible with AM. Their fits and starts are attributable to almost complete interdependence -- if one station drops out, for whatever reason, stations beyond it generally have no alternative feed. This factor was principal motivation behind recent unsuccessful drive to get 44-50 mc for FM relaying (Vol. 4, No. 19). As more stations achieve full power, offering alternative network routes, drawback will fade somewhat. Currently, however, it looks as if really extensive networking will depend on development and installation of adequate common carrier wire lines and/or microwaves. Meanwhile, here's some of latest regional FM network activity:

State of New York apparently is in for real variety, with Colonial Network (Vol. 4, No. 19) beginning to take shape as mutually-owned chain, to date comprising: WKRT-FM, Cortland (also Syracuse studios); WWHG, Hornell; WOPT, Oswego; WKNP, Corning; WHLD-FM, Niagara Falls. Plans call for start July 1, achieving hookup solely via rebroadcast method, eventually adding stations in Rochester, Watertown, Utica, Binghamton, other cities. President Gerald Mayer (WKRT-FM) says several sponsors are already lined up, initial programming to be about 2 hours daily. Then farm cooperative-owned Rural Radio Network expects to go on June 6 with four of its 6 outlets (WVFC, Ithaca; WVCN, DeRuyter; WVCV, Cherry Valley; WFNF, Wethersfield); other 2 (WVBT, S. Bristol, WVBN, Turin) are scheduled for late summer. Network plans later hookup with Finch's WGHF, New York City.

On other FM network fronts: Henry Polm (WABX, Harrisburg, Pa.) has ambitious plans for Capitol FM Network (Vol. 4, No. 16) as "a 6-state network" in Pa., N.Y., Dela., Md., Va., N.C. He will add other states as facilities become available. He gives "early June" as starting date. Dillard's Continental Network expects to feed political conventions to anywhere from 20 to 30 stations, WPEN-FM, Philadelphia, serving as key. CN hopes to go as far west as Pittsburgh (WKJF) but says it's having trouble getting 8 kc lines, let alone 15 kc. WINX-FM, Washington, also plans to cover conventions for its FM Broadcasting System (Vol. 4, No. 16); but it still has to complete engineering tests, since it hopes to relay by rebroadcast only, and Philadelphia feeder station WIBG-FM is still on low power. Dixie FM Network continues special events service to 10-12 North Carolina stations, has just re-elected officers (Fred Fletcher, WRAL-FM, Raleigh, president).

In response to requests that we indicate when new AM stations go on air (paralleling our reports of STAs for FM and TV), we're this week instituting new category in our weekly AM addenda (yellow supplements) headed "Authorization for Program Tests Granted." Stations begin initial regular operation with program tests in preparation for final license grant.

Any idea Frank Mullen heads up Dick Richards' stations (Vol. 4, No. 20) as an NBC foil can be dispelled by (1) fact he denies it, and he's not one given to equivocation; (2) fact NBC has 2-years-to-go affiliation contract with KFI, Los Angeles, so KMPC isn't likely to switch before then, if ever; (3) NBC has own 50 kw outlet in Cleveland, doesn't need Richards' WGAR; (4) you couldn't pry loose *Detroit News'* WWJ from NBC, and Richards' 50 kw WJR hasn't slightest inclination of shifting. Mullen's affiliation dealings after July 1 will be largely with CBS, not at all with NBC; nor have any Richards' stations any TV permits yet.

Demonstration of uhf TV during San Francisco hearings Tuesday gave oilman Ed Pauley, applicant for one of city's 2 remaining channels, distinction of putting city's "first TV signal" on air. His consultant, ex-FCC chief engineer George Adair, rigged 50-watt Continental transmitter atop St. Francis Hotel, transmitted images on 600 mc to Sir Francis Drake, about block away. Cocktail party viewing stunt agreed signals were good—though short-distance transmission proved nothing propagation-wise.

New elected officers of American Television Society: Charles J. Durban, asst. adv. mgr., U.S. Rubber Co., president; Halsey V. Barrett, DuMont station relations mgr., v.p.; Emerson Yorke, film producer, secy.; Arch Braunfield, treasurer. Board members: Don McClure, N. W. Ayer & Son; Edward Sobol, NBC; Paul Mowrey, ABC; George Moscovics, CBS; George Shupert, Paramount; Charles Alicoate, *Radio Daily*; Warren Caro, Theatre Guild.

First fruits of Jimmy Petrillo's new public relations policy: (1) photographed with President Truman at AFM benefit concert in Washington Tuesday, where he got in a few licks against Taft-Hartley Act's prohibitions on his record royalty setup; (2) scheduling FCC Chairman Wayne Coy as speaker at AFM's convention in Asbury Park, N. J., June 11; (3) issuance of neat brochure titled *The Record on Records*, giving AFM side of recording ban. His new PRO: Hal Leyshon, ex-*Miami News* (WIOD).

Following lead of CBS, first to schedule regular AM-TV duplications (of Gulf-sponsored AM show "We The People" starting June 1 with such headliners as Fred Allen, Mrs. Spencer Tracy and "Nature Boy" composer Eden Ahbez), CBS-affiliated WCAU-TV this week began duplication of its 24-year-old "Children's Hour," Horn & Hardart sponsored, Sundays, 11:30-12:30 noon.

INS-Telnews has sold CBS its 5-minute daily newsreel and 8-minute cut film on non-exclusive basis; new customer also is Boston's WBZ-TV, effective when it starts in June. Also in syndicate field, didn't take long for *New York News'* WPIX to sell exclusive rights to Korda films it recently bought (Vol. 4, No. 18); 15 other stations, some not yet in operation, have purchased exclusive local rights.

Weekly column of TV comment and critique has been instituted Saturdays by *New York Sun*, which in '20's and '30's had one of best radio pages, edited by E. L. Bragdon (now RCA). Columnist is feature writer Dan Anderson.

Key personnel shifts: ABC sources disclose GE transmitter division's popular, capable sales chief Phil Caldwell leaving Syracuse soon to take charge of network's West Coast engineering operations . . . V. P. Edwin Moss Williams has quit UP, where he has handled business side of radio since 1935, plans undisclosed radio-newspaper work; successor is Jack Bisco . . . Charles B. Brown, ex-NBC, latterly program manager of KFI, Los Angeles, quits June 1 to head Video Broadcasting Co., holder of TV-CP for Portland, Ore., applicant for San Diego, San Jose; same group's chief engineer is Charles Wesley Turner, ex-RCA TV sales . . . Paul Miller, ex-chief, AP Washington, now Gannett newspapers, has been assigned to direct all of their radio-TV operations (5 AMs, 2 TV applications, 1 TV grant).

Ablest job of analyzing today's TV in layman's language, to our mind, was 11-column article in May 24 *Time*. Story beefs about poor programs (as who doesn't?), but tells of improving sports coverage, dramatic shows, leaves no doubt that TV is shouldering its way to forefront of entertainment and business worlds.

Enormous FM coverage, perhaps largest in nation, is expected by Eitel-McCullough out of its KSBR, San Bruno, Cal., due this weekend to begin radiating 250 kw, 2,470 ft above average terrain, atop Mt. Diablo.

Highlighting new TV sponsorships are Texas Co.'s "Texaco Star Theater" starting on NBC network June 8, Tue., 8-9 p.m., reviving old-time vaudeville, Milton Berle as m.c. first 4 weeks, thru Kudner Agency; also on same network General Foods (Maxwell House Coffee) starting July 4 "Try and Do It," audience participation show, Sun., 8:30-9 p.m., thru Benton & Bowles. Other current sponsors:

WTTG, Washington: Charles Schwartz & Son (jewelers), 1-min. Sun. spots, thru Henry J. Kaufman Associates; Good Humor Ice Cream Co., partic. in "Small Fry Club" 3 nights weekly, thru I. T. Cohen Adv.; Peake Motor Co., 1-min. spot weekly; thru Kaufman; University Shop, 1-min. preceding baseball, thru Cohen; George's Radio & Television Co. (Philco), "Dugout Chatter," 15-min. preceding baseball, thru Robert J. Enders Adv.; National Brewing Co., 1-min. preceding baseball, thru Owen & Campbell; Stewart's Men's Clothes, 1-min. following baseball, thru Tempo Ad Associates; Admiral Corp., "Press Box," 15-min. after baseball, thru Enders; Canada Dry Ginger Ale, 1-min. after "Press Box," thru J. M. Mathes Inc.; Center Market, 1-min. Wed., thru Cohen; Phillip Morris Co., 3 one-min. spots weekly, thru Blow Co.; Valley Forge Distributing Co. (beer), 3 one-min. spots weekly.

On WCAU-TV, Philadelphia: Dushoff Distributing Co., "Watch Your Step," dancing instruction and rumba contest, Tue., 8:30-9 p.m., thru Packard Adv. Agency; Major Oil Co. (heating units, fuel oil service), "Major Events," film roundup, Mon., 7:45-8 p.m., thru Shaw & Schreiber Agency; Esslinger's Inc. (beer), 5-min. film of oldtime baseball before Phillies and Athletics games, thru Lamb, Smith & Keen; Bulova Watch Co., nightly 1-min. spots, thru Blow Co.; Parkway Baking Co., weekly 1-min. spots, thru J. M. Korn & Co.; John Daly Inc. (Ford dealer), 15-min. "Stump the Artist" and 4 spots weekly, thru E. L. Brown; Century Heat & Air Conditioning Co., weekly ann., thru Gersh & Kramer; Mort Co. (plumbing supplies), 2 ann. weekly, thru Cox & Tanz; Delaware Park Race Track, 10-min. film, 6 ann., thru John Gilbert Craig Adv. Inc.

On WFIL-TV, Philadelphia: DuMont dealers, "Television Newsreel," 15-min. weekdays at 7:30 p.m., half hour Sun., thru Buchanan Co.; Pierce-Phelps (Admiral radio distributor), 11 Philadelphia Eagles pro football games, thru Robert J. Enders Adv.

On WPTZ, Philadelphia: Jacques Ferber (furrier), spots; Jawer's Inc. (Custom Built Kitchens), spots; Time Watches Inc., INS news preceding Sunday baseball; Pioneer Scientific Co. of New York (Polaroid TV Screen), 5-min. musical film before Tue. night ball games.

On WABD, New York: Francis I. DuPont Co. (brokers), 2 institutional spots weekly (slides), May 12-Aug. 5, thru French & Preston; John Wanamaker Store (for Quality ranges), "Everything Under Control," comedy drama, May 26; Roosevelt Raceway, May-June harness races, thru BRDO.

On WCBS-TV, New York: Phillip Morris & Co., four 1-min. film spots weekly, thru Blow Co.; Breyer Ice Cream Co., Tue. 1-min. spots, thru McKee & Albright.

WBRB, Chicago, and KTLA, Los Angeles: United Airlines, 2 and 5 one-min. spots weekly, respectively, thru N. W. Ayer & Son.

OFF-THE-TUBE FILMS FOR TV: You'll be hearing more and more about off-the-kinescope films (DuMont calls them "tele-transcriptions") as means of accomplishing cheaper TV networking. They will be to TV what transcriptions are to radio -- only more so, for it's evident the high cost of coaxial-microwave relays is going to limit "network lines" largely to spot news events. Even spot news telecasts will be "tele-transcribed" on big scale, both for syndication and for repeat performances; witness Life Magazine's much-publicized plan to rush off-the-kinescope films shot at forthcoming political conventions to those NBC-affiliated TV stations that cannot yet be linked into NBC's eastern TV hookup.

Not only DuMont and NBC but Paramount and Warner have demonstrated off-the-tube films in recent weeks in New York and Hollywood -- and uniformly the clarity and definition have been highly satisfactory. Paramount's system presumably is akin to DuMont's (corporate partner which claims to have built its original apparatus) and Warner's to NBC's (for Warner's technical chief Col. Nathan Levinson is working in close collaboration with RCA, though mainly on theatre-screen projection).

It's the DuMont theory any entertainment shows off films (such as its high-Hooper Amateur Hour, Charade Quiz, even Small Fry) are just as enjoyable as live, have no time element. So, DuMont, linking New York-Washington now and Pittsburgh soon, has decided on policy (1) of "buying lines" from AT&T only for spot events, (2) tele-transcribing its own stations' best shows, renting the films to others. NBC and Paramount, also station operators, plan syndication, too. According to DuMont research chief T. T. Goldsmith: "Even those stations which are on the path of the coaxial cable or microwave relay sometimes lack the equipment, the know-how or the finances to build well-rounded program schedules. These stations may find tele-transcriptions the best possible solution....programming costs will certainly be considerably less than if they receive shows via a common carrier."

MEET MISS FCC COMR. HENNOCK: Gallantry or political trading may win Senate confirmation for President Truman's surprise nominee as successor to retiring FCC Comr. Durr -- Miss Frieda B. Hennock, New York lawyer, endorsed by state and city politicians. But it won't be surprising to see Republican-controlled Senate committee, if not subcommittee named to examine her qualifications (Brewster, Capehart, Johnson), stall against June 19 adjournment of Congress. That would force interim appointment. On Friday, Sen. Brewster said no hearing date has been set; pointing to pressure of duties as session winds up, added "We'll get it to this matter if we can."

Obvious GOP strategy is to hold post open for own patronage, for they're supremely confident of victory in fall elections, which would win right to FCC majority. Some want GOP Comr. Jones as next chairman, too. As for Miss Hennock, she's utterly unknown to radio, has never been in any radio cases, is a purely political choice. She's now with staid, established law firm of Choate, Mitchell & Ely, has held minor political posts, was extremely active in Mayor O'Dwyer's campaign. She's described as a career woman, a Roosevelt liberal, attractive and striking in appearance, admitting to age 43. A law colleague says she's "aggressive and tenacious and unpredictable...don't underestimate her backing and her ability to get things done."

NEW TV SETS AND SET MAKERS: New manufacturers, new wrinkles -- that's the TV receiving set picture this week. Fisher Radio Corp., high fidelity "class" set maker, is out with \$795 TV-only console with 16x12-in. picture, using North American Philips "Protelgram" (Vol. 4, No. 9, 13). National Co., old-line ham and communications equipment maker, announced August deliveries of 7-in. table model in grey metal cabinet with 2 speakers to sell for around \$190, using Dome circuit (Vol. 4, No. 6). Zenith informed its dealers it will have TV sets this fall, but neither president Gene McDonald nor his aides would whisper a word about them.

Established manufacturers continue to add to lines, and big Music Industry Show (NAMM) in Chicago June 14-17 is going to display lots of new models for first time. Brunswick will show two 15-in. table models, one for home with 29 tubes plus 2 rectifiers at \$975, other with push-pull amplifier, 2 speakers, 25 tubes plus 7 rectifiers, at \$795; also 3 consoles -- one 10-in. TV-only at \$495 (\$595 in Chi-

nese Chippendale); one 10-in. TV-AM-FM-phono at \$795; one 15-in. TV-AM-FM-phono at \$1,450. Stromberg-Carlson's new 12-in. series (Vol. 3, No. 47) was shown to dealers in New York this week: a \$500 table model with FM, \$600 TV-FM console, \$985 TV-AM-FM-phono in Chinese cabinet, \$1,195 TV-AM-FM-phono console.

Other TV set news: Bendix now expects to start its TV line rolling July 1 when it announces 10-in. table and console model with emphasis on circuit's freedom from "snow" and institutes new factory-to-dealer system under new sales chief E. C. Bonia, ex-Sparks-Withington....RCA is about to start delivering new \$895 low-boy 15x12-in. projection set (8PCS41)....Irving Kane, ex-Viewtone, ex-Cleervue, now heads new Royal Television & Radio Corp., 81 Willoughby St., Brooklyn, N.Y....That \$100 Regal TV set (Vol. 4, No. 15, 21) simply doesn't exist, except in somebody's imagination -- and company's coy attitude toward inquirers can now be written off as dubious publicity....There's an alleged 10-tube circuit for TV reported floating around, but we'll believe that one too when we see it.

4 GRANTED CPs, 7 APPLY FOR TV: Four CPs were granted for TV channels in non-contested areas this week, 7 new applications filed. The grants: WMBR, Jacksonville, Fla., Channel No. 4; WKAL, Rome, N.Y., No. 13; Gannett's Utica (N.Y.) Observer-Dispatch (WKCJ-FM-CP), No. 3; WOAI, San Antonio, No. 4. [Note changed status of these in your TV Directory No. 3.] The week's applicants:

For Sacramento, Cal., KROY, No. 3 -- now 4 for 3. For San Diego, Cal., Leland Holzer, Los Angeles auto dealer, No. 10 -- now 8 for 3. For Pittsburgh, Pa., by WLOA, of Braddock, Pa., No. 10 -- now 8 for 3. For Hazleton, Pa., WAZL, No. 2 (not yet allocated city). For Allentown, Pa., Ray Kohn group-WFMZ(FM), also Tri-Cities Telecasters Inc. (including WHOL-CP holders), both seeking No. 8 -- now 5 for 2. For Salt Lake City, KSL, No. 5. (For details about foregoing grantees and applicants, see TV Addenda 3-I herewith.)

Soon to be filed will be applications by 20th Century-Fox for Kansas City and Seattle; KVOB, Denver; KIST, Santa Barbara (Harry Butcher), among others.

San Francisco hearing started there Monday, first of FCC examiners' big summer-fall schedule [note schedules and changes in our weekly addenda]. It was marked by hot and heavy arguments by very determined applicants and their expensive Washington and New York legal-engineering counsel. At outset, S. H. Patterson's KSAN and newcomer Leland Holzer withdrew, leaving 5 for 2; CBS, Pauley, Paramount, 20th Century-Fox, and KROW, Oakland. Among other FCC-TV developments of week, Paramount petitioned FCC to decide Paramount-DuMont issues (Vol. 4, No. 20) right now instead of waiting until after hearings.

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FCC Secretary Tom Slowie's office looked like famed Last Chance Cafe at Friday deadline for appearances for June 14 hearing on proposed new TV allocations (Vol. 4, No. 19-20; Supp. 58). Attorneys swarmed in, filing some 70 appearances. Most objected to losses of channels (as in Boston, Trenton, Bridgeport, Chicago, Buffalo, Cleveland), in some cases on grounds of violating equalization amendment. Or they suggested means of increasing channel allotments in certain cities, like Toledo, Baltimore, Washington. Boston's WHDH proposed picking up 4 mc in 72-76mc band (now fixed services) and lopping off 2 mc from educational FM band, thus permitting realignment of Channels 1-6 to make 13 channels again. WTOP Inc. filed for Fredericksburg's No. 12 in Washington, per CBS plan (Vol. 4, No. 21), would substitute community Channel 2 in Virginia town, protect Baltimore's Channels 11 and 13 with directional antenna.

Significant was number of non-TV applicants asking to be heard -- indicating purpose of filing for TV when and if channels would be made available: Radio Diablo, of San Bruno, Cal. (for Stockton, Cal.); WNDB-CP, Daytona Beach, Fla.; Sunshine Television Corp., CP holder in St. Petersburg (for Orlando, Fla.); WJOB, Hammond, Ind.; WFAM(FM), Lafayette, Ind.; WFMD, Frederick, Md.; WBEC, Pittsfield, Mass.; WANN, Annapolis, Md.; WTOA(FM), Trenton, N.J.; WHCU, Ithaca, N.Y.; WKIP, Poughkeepsie, N.Y.; WERC, Erie, Pa.; WMRF, Lewistown, Pa.; The Appalachian Co., Scranton, Pa.; WMGW, Meadville, Pa.; WAIM, Anderson, WACA, Camden, S.C.; WLIN(FM), Merrill, Wis.