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and FM Reports

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WHAT THEY SAY ABOUT TROPOSPHERE: On eve of FCC's Sept. 13 conference on troposphere and related TV allocations problems (Vol. 4:35), sentiment seems to boil down to this: That FCC should make no basic changes in present assignments, allocations or standards. Consensus of key operating, manufacturing and engineering folk we interviewed was (a) that nothing radical be done to present allocations to major markets, i.e., top 140 metropolitan areas; but (b) that troposphere be taken into account in proposed new allocations (Part V, TV Directory No. 4). There's a minority who believe it would be better to rip up whole allocation structure and standards now, start anew while TV is yet young rather than wait until it's more firmly established. There's substantial argument that contiguous rural areas will never get good service from nearby city stations under present separations. Nobody affected wants northeast Area I assignments torn apart, and fact public has big investment in receivers is expected to sway FCC against doing so. Eighteen appearances were filed: TBA, ABC, CBS, NBC-RCA; DuMont, Paramount, Warner Bros.; Cowles and Richards stations; WPIX, New York; WMAR-TV, Baltimore; WHAS-TV, Louisville; WTIC, Hartford; WILK, Wilkes-Barre; George Adair and attorneys Loucks, Zias, Young & Jansky (for 16 clients); Pierson & Ball (25 clients); Spearman & Roberson (4 clients).

PREVIEWING SEPT. 20 UHF HEARING—II: Uhf information is funneling into IRE-RMA's Joint Technical Advisory Committee (Vol. 4:28), which will wrap it all up at final parley Sept. 15-16 (at IRE, 1 East 79th St., New York) before presentation to FCC at Sept. 20 uhf hearing. JTAC is committed to policy of pre-hearing silence to preserve its impartiality, but here are some glimpses of reports it is getting:

(a) Survey of 27 receiver manufacturers arrived at arithmetic average of 2 years as period needed for development of uhf receivers; however, when weighted according to productive capacity of companies, figure becomes about 3½ years. (b) Reports from propagation groups indicate that uhf transmitters will cover perhaps one-third to one-half areas served by low-band transmitters of equal power. At least a year's continuous measurements, at scattered locales, was recommended. Ghosts are considered very serious, particularly if several stations are to be received. Theoretical coverage doesn't seem borne out by actual measurements. (c) RCA says achievement of present vestigial sideband standards "no problem" (Vol. 4:34).

Now available from NAB are minutes of Aug. 2 meeting of NAB All-Industry Engineering Planning Group (Vol. 4:34), which make interesting reading and will be submitted for hearing record. For example, T. A. M. Craven (Cowles stations) went all out for uhf, agreed it can't cover as well as low band, but asserted it is certainly useful over reasonably flat terrain, must be opened up soon.

The 364 question was put by ex-FCC Comr. Jett (Baltimore Sun stations): "Should FCC start licensing uhf stations?" Consensus seemed to be: "Yes" and "calculable risk should be taken on propagation characteristics which may be encountered." Craven said several companies have guaranteed performance of uhf transmitters and receivers. Conferees mulled over ideas of what to do with band if it is opened. Present standards? High definition monochrome? Color? Some of each?

Scheduled for hearing are: Bureau of Standards, CBS, Cowles stations, DuMont, Eitel-McCullough, JTAC, K. H. Lippitt (ex-Navy researcher in uhf TV), Para-

mount, Philco, RCA-NBC, G. A. Richards stations, Sarkes Tarzian, TRA, Television California, Westinghouse, Zenith. Notably absent from this official list of appearances: GE, Bell Labs, Maj. Armstrong.

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In our series anticipating Sept. 20 hearing (Vol. 4:32,34), we first consulted the consulting engineers. Then we addressed queries to engineering chiefs of the networks and TV transmitter manufacturers. All of the networks and 2 manufacturers have replied to our 2 questions: (a) When do you think TV will be practical on the uhf? (b) Do you think any portion of the present band should be abandoned? If so, when? Here are their answers:

Dr. Allen B. DuMont: (a) "If your question means, 'When will TV on the uhf give the same coverage as our present TV,' my answer would be, possibly 25 years or possibly never...Staggering amount of power would be required, and it is questionable whether it would ever be practical to generate this commercially...If your question means 'Could the uhf band be used for small towns with limited coverage?' there is a possibility that receivers and transmitters could be developed for this use within...3-4 years." (b) "Definitely 'No'."

Dr. C. B. Jolliffe (RCA): (a) Not proper to anticipate Sept. 20 testimony of RCA engineers -- no estimate. (b) "As more stations are required, it may be necessary to supplement the present TV bands by adding...channels, but certainly none of the present 12 channels should be abandoned or changed."

Frank Marx (ABC): (a) "A minimum of 5 years; more probably 10 years." (b) "I do not believe that the present band will be abandoned piecemeal. If and when a move is made, the entire band from channels 2 to 13 will be abandoned."

William B. Lodge (CBS): (a) No estimate. "The unknown factor which will really determine the answer...is another question: namely, how much of the radio industry will devote how much energy, personnel and money to the development of the uhf." (b) All 12 low band channels should be retained "until uhf is not only practical but has been incorporated in most home receivers."

E. M. Johnson (MBS): (a) "I have no doubt...that if the fate of the nation were at stake, TV in the 500-900 mc range could be developed in very short order... [but] I am of the opinion that it will take a minimum of 5 years before high band TV will be competitive to low band." (b) "I seriously doubt that any of the frequencies presently allocated for TV will be taken away in the foreseeable future."

O. B. Hanson (NBC): (a) "Premature to guess" pending evaluation of 500 mc tests in Washington. (b) No portion of the low band should be abandoned "because the value of these frequencies has already been demonstrated as being most practical for TV. Furthermore, many millions of dollars have been spent both by broadcasters and the public on those bands...A national TV system which someday will be comparable to the service now rendered by sound broadcasting will require all of those channels now assigned plus many more in the proposed uhf band."

TEXAS STATE NETWORK IN FOR TV: Two more Texas applications, 2 others from small towns marked week's TV file at FCC. Texas State Network, controlled by Ruth Roosevelt Eidson and Richardson-Roeser interests, applied for Channel No. 2 in Fort Worth where it operates KFJZ, making score 2 for 2 there now; also asked for No. 2 in San Antonio (KABC), now 5 for 3. In addition, TSN indicated it may shortly file for Waco and Austin, where it owns 50% of WACO and KNOW. All 4 AMs dropped their FMs.

For Visalia, Cal. (pop. 8,904), Sierra Bestg. Co. applied for No. 10 -- smallest town yet to file for TV. For Frederick, Md. (pop. 16,802), WFMD asked for No. 3, now allocated to Hagerstown. [For details about applicants, see TV Addenda 4-K.] Two withdrawals this week: Leland Holzer dropped out of San Diego contest, now 4 for 3. Tri-City Telecasters, Allentown, Pa. (WHOL-CP) also pulled out, leaving 4 for 1 in Allentown-Bethlehem-Easton hearing Sept. 13-17. FCC suspended revocation order against WTVJ, Miami (Vol. 4:31), granted it hearing (no date set), may act next week on its appeal for interim STA. Tower-antenna are up, transmitter nearly ready, station can get going in 10 days -- and local distributors are pressing Commission to permit service to start on plea 1,000 sets are already in Miami area.

ADDITIONAL TV STARTS AND TESTS: More dope on upcoming new TV stations, to supplement starting schedules previously reported (Vol. 4:32,36) -- all based on latest replies from principals: Besides next Friday's (Sept. 17) commercial debut of Chicago's WENR-TV (ABC), now testing, it is definitely stated that Los Angeles' KLAC-TV will go on air same day with first commercial (USC vs. Utah) and will carry all USC, UCLA and Loyola home grid games.

This week-end, Detroit's WXYZ-TV (ABC) was geared to turn on test juice, and its commercial debut is now definitely set for Oct. 9. Next week's equipment test starters will be: NBC's KNBH, Los Angeles, Sept. 15; Star-Telegram's WBAP-TV, Fort Worth, Sept. 16; NBC's WNBQ, Chicago, Sept. 18 -- with NBC promising commercial schedules as soon as tests indicate feasibility. Also, NBC says its WNBK, Cleveland, should be ready for tests by Oct. 1.

Late replies to our continuing survey also reveal that: WICU, Erie, Pa., expects DuMont transmitter delivery by Nov. 15, tests Dec. 15, commercial start Jan. 1; WTVN, Columbus, O., tests by April, 1949; KTLX, Phoenix, tests Feb. 1, commercial April 1; KEYL, San Antonio, tests Feb. 1, commercial April 1. Latter 3 report transmitters not yet ordered. And latest dope from stations previously reported on: WTTV, Bloomington, Ind., first stating it would test this month, now says starting date "indefinite." Atlanta Journal's WSB-TV, still due for Sept. 29 commercial start, reports current tests are showing splendid results, telecast of baseball game last week resulting in clear picture, good audio up to 50 mi. away.

HIGHER PRICES AND MORE NEW SETS: Price increases again top news from the TV-radio makers: Philco's averaged 2.5% on radios, went up \$15 (to \$439.50) on only one TV, its 12-in. 1240 consolette. Admiral raised 7-in. table model \$10, 10-in. consoles \$30, 10-in. credenzas \$50. Bendix's table and console models, not yet delivered to dealers, are due for unstated raise from originally announced prices. Stromberg-Carlson is raising radio prices, but not TV. RCA reaffirms it won't raise its basic 630TS (\$375), isn't presently contemplating any TV hikes at all. Over-all picture of TV trade is one of swift changes, as evidenced by this additional data since we sent you our Sept. 1 Directory of TV Manufacturers & Receivers (Supp. 57-A):

Motorola introduced new 10-in. console with AM-FM-phono at \$595 in New York this week, Motorola-New York's Harry Schechter seizing occasion to tell Herald Tribune 7-in. market is "booming," sales running 600-1,000 per week in area. He predicted more 7-in. makers before end of year -- doubtful, judging from model lists submitted for our Directory...Hallicrafters announced 2 new sets: 10-in. table at \$295 and 16x12-in. projection console at \$695 (Protelgram), both ready Oct. 1... Stromberg-Carlson, heretofore producing only 12-in. models, showed 10-in. table set, no details given...Industrial Television Inc. has new 10-in. viewing unit called Sussex 10, selling for \$290; it can be plugged into any TV receiver to provide additional screen...Trav-Ler added itself to list of 44 companies reported planning TV manufacture, as carried in Supp. 57-A.

16-in. TV TUBE STIRS UP THE CATS: No doubt in our mind that 16-in. picture tubes will win solid place in TV market -- when they're in quantity production and if sets containing them are priced low enough (Vol. 4:5, et seq). But so much bunkum has surrounded RCA's much-talked-about 16-in. metal-coned tube, so many phoney publicity claims have been made about its immediacy, that some simple facts are apropos:

An RCA spokesman states flatly that no manufacturer has yet received more than 2 prototype models -- for set design purposes only. Also, that RCA itself won't have own 16-in. receivers out before January; that no one will get deliveries of this tube much before then, either; and that even when it's on production line, initial output will be only some 5,000 per month. RCA is now mechanizing Lancaster plant for 16-in. but can't give definite output figures or even quote prices as yet.

Meanwhile, Tel-O-Tube Corp. of America, licensed by RCA and Sylvania, stirred things up by publicizing its own 16-in. metal-coned tube, very much like RCA's, for which output of 100 per day was claimed (Vol. 4:36). But inquiry there discloses it isn't turning out that number yet, won't for awhile "due to New York

trucking strike." Fact is, company is presently equipped to produce 100 per day, hopes to exceed that "when conditions return to normal." Tel-O-Tube's president Samuel Kagan says it has own source of components, isn't dependent on RCA for them.

Emergence of Tel-O-Tube impelled Retailing Daily Sept. 8 to refer to "actual deliveries" of 16-in. as "a bombshell in the local [New York] market." It went on to quote an unnamed manufacturer as predicting 16-in. "will revolutionize the entire TV industry...cost of manufacture of a set with 16-in. metal tube differs so slightly from that of present 10-in. that the prices of sets featuring the smaller size screens will have to be forced downward -- and sharply." Anonymous set maker was also quoted as saying 16-in. table model is possible at \$299.50.

To which RCA's spokesman replied, "That's plain bunk. We don't know the facts about 16-in. tube costs, let alone set prices as yet." Tel-O-Tube's spokesman disavowed making any claims about set prices; its sole deliveries of 16-in. up to now have been to newcomer Starrett (Vol. 4:36), offering it in console at \$695.

UHF SIGNALS VIA CONVERTERS: RCA-NBC turned on juice this week of 500-506 mc TV transmitter in Washington -- the 1 kw "green" and sound portion of 3-transmitter setup to be used for later uhf color experiments in New York. Twelve-foot cylindrical mast atop 350-ft. WNBW antenna has gain of 5, radiates 3.75 kw. Some 60 converters, size of small table radios (costs unestimated), are being installed in homes of local radio VIPs having TV sets, including FCC members and staffers. Using New York tests as criteria (Vol. 4:15), RCA's Dr. George Brown, running show, expects coverage to be spotty, quite limited in area. Tests duplicate WNBW programs, can't really produce much data in time for Sept. 20 uhf hearing. But propagation measurements will continue several months. As for much-needed higher power, Dr. Brown ventured gain of 20 may work out in some cases, told (off the record for present) of significant work in getting some real power out of uhf tubes.

SIGHT AND SOUND

Again disclaiming "merger" stories, as published, TBA president Jack Poppele has issued statement to *Broadcasting Magazine* stating meetings with NAB (Vol. 4:35-37) do not contemplate merger, which wasn't even discussed "except in a disavowal on part of either group to combine interests at present or in the foreseeable future." NAB-TBA seek basis of "cooperative effort and interchange of information . . . in the best interest of TV."

Reported dickers for sale of NBC's KOA, Denver, to Aladdin Television Co., applicant for TV, headed by local theatremen Harry Huffman and Frank Ricketson Jr. (Vol. 4:16), have fallen through—and now negotiations are under way for possible purchase of KLZ from *Daily Oklahoman* interests.

Capt. Bill Eddy's place as manager of Chicago's WBKB, from which he resigned last week (Vol. 4:36), has been taken over for time being at least by John Balaban, of Balaban & Katz theater interests, aided by commercial manager John Mitchell.

Color TV, projecting live pickups on about 8x10 ft screen, plus view of Ultrafax equipment, were among highlights of 4-day TV seminar for consulting engineers conducted last week by RCA at Camden and Princeton. Color TV was closed circuit, not on air.

GOP National Committee expects to equal its 1944 campaign expenditures of \$800,000 for radio time this year; how much will go for TV is still unknown. Democrats give no estimate; they spent \$750,000 in 1944.

Neal McNaughten, asst. director of NAB engineering dept., has resigned to join Philadelphia's WFIL-TV as manager of technical operations; he's ex-FCC staffer.

Canadian Radio Manufacturers Assn., meeting in Montreal's Mt. Royal Hotel Sept. 20, will hear report on TV in U. S. by RCA Victor's Frank Folsom.

Network TV sponsor news of the week: CBS-TV's "Toast of the Town," variety with columnist Ed Sullivan as m.c., gets Emerson Radio as sponsor starting Sept. 19, Sun., 9-10 p.m.; Aug. Hooperating gives it local New York lead over big-hit "Texaco Star Theater" on NBC-TV. Unique Art Mfg. Co. (toys) will sponsor Fri., 5:45-6 p.m. segment of NBC's "Howdy Doody," starting Oct. 1, thru Grant Adv. Inc. Motorola renews on NBC, for 13 weeks, Dr. Roy Marshall's "Nature of Things," Thu., 8:15-8:30 p.m. Julius Kayser & Co. (hosiery) has budgeted for series of weekly 5-min. films on NBC, thru Cecil & Presbry.

More evidence of "TV Inching Up on Other Media" (Vol. 4:36): Headline in current *Billboard* reads, "TV Grabbing Kids from Radio"—and story relates findings of Pulse Inc. "With an estimated 221,000 tele homes in New York, compared with 2,800,000 radio homes," *Billboard* states, "Small Fry (WABD) already reaches a greater number of homes than 3 of the 5 radio programs studied . . . Tom Mix, Superman and Adventure Parade. Small Fry has a rating of 30, projected to 66,360 homes . . ." and is topped only by Dick Tracy (76,500) and Sky King (72,800). The Pulse also found average of 3 times number of people view kid shows as hear radio kid shows.

And still the AMs come—14 new CPs granted this week (AM Addenda 2-KK herewith), all daytime or local. Thirty were granted in August.

Yearly AM-FM station performance measurements, newly prescribed by FCC, are postponed for year. FCC gave time to buy equipment, gain know-how.

Loew's 50 kw WMGM, New York (changed from WHN) moves next week to new quarters at 711 Fifth Ave., first home of NBC.

St. Louis TV sets now total 9,200, of which 7,400 are in homes, 1,800 in public places, reports Union Electric Co.

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September 18, 1948

5 NEW STATIONS 'ON THE AIR': Two more stations began scheduled operation Friday under STAs -- ABC's WENR-TV, Chicago, and Thackrey's KLAC-TV, Los Angeles. Week also was marked by 3 more starting tests: KNBH, Los Angeles, Thursday; WBAP-TV, Fort Worth, Thursday; WNBQ, Chicago, Saturday. WENR-TV gives Chicago its third station, should boost set sales there considerably. So should KLAC-TV, Los Angeles' fourth, which after only 2 days of tests was to telecast USC-Utah football game, unsponsored, as first of 13 USC-UCLA home games for which it paid \$75,000 for exclusive rights -- presumably with blessing of Warner Bros., proposed buyer of station.

Report from Los Angeles says KNBH test signals are excellent, can be picked up clearly in San Diego (112 mi.), which means NBC will have it going commercially very soon. Fort Worth reported WBAP-TV's tests "outstanding success" with good reception in Dallas (30 mi.) and as far away as DeLeon, Tex. (87 mi.). First station in area, owned by Amon Carter's Star-Telegram, certain of big promotion, it will run tests 11-noon and 4-5 p.m. daily until regular schedules start Sept. 29, opening up very wealthy new market for receivers.

MIDWEST TV NETWORKS TAKING FORM: New TV network map published on page 8 tells better than mere words exactly what cities can now get network service -- also shows how near at hand is linking of new Midwest coaxial-microwave circuits with Eastern seaboard networks. But what AT&T's map doesn't disclose is just how the competing networks are actually using its new circuits, which (as of next Monday, Sept 20) make it possible to link St. Louis, Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and way points -- at present a self-contained chain that by next Jan. 1 will be linked into the Boston-to-Richmond circuits via Cleveland-to-Pittsburgh-to-Philadelphia. Nor could any map tell about the jockeying for vantage that currently has network brass scurrying around Chicago, Detroit and other Midwest cities. Here's the situation:

1. NBC leads off Midwest network programming Monday with 12 hours of live and film subjects originating from KSD-TV, St. Louis, and WWJ-TV, Detroit -- remainder of its hookup comprising WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WBEN-TV, Buffalo. Its own station in Chicago (WNBQ) starts testing Saturday (Sept. 18), in Cleveland (WNBK) on or about Oct. 1 -- both to be used as origination points when ready. For the present, no commercials are listed, though Philco Playhouse, starting on Eastern network Oct. 3, is due for kinescope recording and syndication to all NBC affiliates with 2-week lag.

2. ABC begins 12 hours of programming per week Monday also -- to 5 affiliates keyed from its own WENR-TV, Chicago, which began scheduled operation Friday (Sept. 17). Announced affiliates include NBC's WTMJ-TV and WSPD-TV; plus WEWS, Cleveland, WBEN-TV, Buffalo, and WXYZ-TV, Detroit -- last being ABC-owned and set to start Oct. 9. ABC says negotiations are also under way with St. Louis' KSD-TV. As on its Eastern hookups, no commercials are offered yet. But schedule calls for WENR-TV to feed boxing, wrestling, variety and such shows as Super Circus, Great Books, Dollars & Sense, Mystery Story Quiz, Stump the Author, Music in Velvet, twice weekly feature films.

3. CBS announces 3 Midwest affiliates: the aforementioned WEWS, WTMJ-TV,

WSPD-TV -- and before October promises to gather into its Midwest family Detroit's WJBK-TV (Storer-owned, call just changed from WTVO). But CBS announces no use of new Midwest "lines" for the present, since it still hasn't any Chicago affiliate (application ordered to hearing) and it's still dickering with St. Louis Globe-Democrat for part-ownership of outlet there if and when granted. For time being it will feed 8 off-kinescope shows (using Paramount system) to its affiliates as sustainers, not to be sold locally because they're being showcased for national sponsorship: Lucky Pup, Places Please, Face the Music, Winner Take All, Presidential Straws, Peoples Platform, Queen's Taste, What's It Worth. It promises 19-25 hours per week by Nov. 1. And you can expect some surprising new CBS-TV affiliations announced soon.

4. DuMont isn't on Midwest hookup as of this writing, but has signed Chicago's WGN-TV for such Teletranscriptions as Amateur Hour, Key to Missing, Doorway to Fame, Swing Into Sports, Birthday Party, Court of Current Issues, Photographic Horizons, Jack Eigen, Fashions on Parade -- some 5 hours now, 10 hours promised soon. All can be sold locally.

Note the overlaps of "affiliations" -- WTMJ-TV and WSPD-TV, for example, contracted with all 3 networks; WEWS with both ABC and CBS; WBEN-TV with both NBC and ABC. This is natural result of their favorable bargaining position while still first and only stations in their towns. More such overlaps are inevitable. They simply take what they want, but presumably most TV stations will show fealty to their AM chains when it comes to best time clearances and first refusals. When each network is supplying enough programs (especially commercials) to take up a station's time, then most stations will doubtless stick with one network, as in AM.

Allocations of times on new Midwest circuits, as in East, are due for revisions every 3 months. But it's clear that NBC and ABC, by reason of earlier starts, their own outlets, their aggressive efforts, are well in the lead right now so far as network operation is concerned. CBS is working hard to catch up, can be counted on to be a big factor even though its plans are still mainly on paper. One thing is certain: TV isn't going to suffer from lack of competitive effort by the networks.

NONE APPLY BUT PLENTY STIRRING: No TV applications this week, first time in more than a year -- due no doubt to uncertainties created by troposphere, uhf situations. There was one withdrawal: Troy Record, leaving 5 for 4 as Albany-Troy Sept. 27 hearing draws near. Meredith Champlain amended Albany application to propose directional antenna to give added coverage northward, saying this would help listeners to East and South get Boston and New York on co-channels. San Diego 4 for 3 hearing ended there Monday, with KFSD and KSDJ (Salik), each proposing to spend \$250,000-\$300,000 on construction, seemingly pretty well assured of grants. Only other hearing calendared, Allentown-Bethlehem-Easton, 4 for 1, started Monday, featured first time-sharing proposal (Vol. 4:32). Up in Manchester, N.H., applicant Grandview Inc. (TV Addenda 4-C) created quite a stir by publishing full-page ad publicizing "threat" if city's proposed Channel No. 12 is declassified to community by reason of Boston demands -- urging citizens to write Congressmen. Result was deluge upon FCC.

MEETING OF MINDS ON TROPOSPHERE: From where we sit, it doesn't look like present TV appletart is going to be upset by tropospheric considerations (Vol. 4:35,37) -- but it may be slowed up somewhat in some areas, mainly smaller cities. That, at least, is a fair conclusion after this week's FCC conference, which saw key spokesmen (engineers and attorneys, mainly) in virtually unanimous agreement FCC should not put brakes on present TV pace in major cities, while conceding shift into low gear for rest of country might not be bad idea. So, if anything at all is done about troposphere, smaller cities (perhaps a few bigger ones, too) may find the going slowed down -- may even come out finally with fewer low-band channels and be obliged to pin hopes on uhf. Certainly, no definite pattern of intent can be adduced before Sept. 20 uhf hearings, since problems are so closely inter-related.

Spokesmen were generally agreed standards should be revised to (1) include troposphere data, at least as guide; (2) permit directional antennas, where helpful; (3) extend protection contours to ensure full coverage of metropolitan areas; (4)

change power-antenna and desired-to-undesired signal ratios to permit greater flexibility in frequency assignments. But, they added: Don't touch existing allocations in top markets unless absolutely necessary. And keep on issuing grants where co-channel separation is 150 mi. or more (adjacent channel, 75 mi.) -- which would adversely affect such cities as Chicago, San Francisco, Boston, Cleveland, Detroit.

Only opposition to this near consensus came from Cowles v.p. T. A. M. Craven, and Dr. K. A. Norton, now with Bureau of Standards. Craven felt close inter-relationship between present vhf and future uhf renders it impossible to decide anything until after Sept. 20 uhf hearing. Unconcerned with commercial or political considerations, Norton suggested "ideal" allocations (100 mi. more separation than now) based on tropospheric factors. He admitted this might mean fewer stations than now in big cities (only 2 in New York City, for example). His position evoked perceptible murmurs about "clear channels" among the audience.

FCC appears amenable to industry suggestions, and Chairman Coy indicated this schedule: Oct. 15, more complete troposphere and terrain data; Nov. 15, engineering conference to discuss methods and procedures for taking troposphere and other factors into account; then, a TV conference to weigh effects of such information on allocations picture; finally, a full-scale hearing to revise standards. All this, Chairman Coy opined could be done in 9 months.

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Although this week's conference had troposphere as prime subject, more interesting (and to some, more vital) were recommendations that TV rules be changed to protect metropolitan stations to limits of their metropolitan areas. Present rules specify 5,000 uv/m contour, which for example permits only 25% coverage of full New York City area (according to NBC's Ray Guy, appearing for TBA). And according to WMAR-TV's Jack Jett, to cover all Baltimore requires protection to 1,000 uv/m.

Everyone agreed that status quo may mean fewer rural viewers -- but simple fact is very few grants or applications yet contemplate rural coverage beyond immediate purlieus of cities (save Westinghouse's Stratovision). Over-all, what struck one at hearings was that most of testimony came from "ins" eager to preserve their positions, whereas the "have nots" remained conspicuously silent. Day and half conference attracted 75-100 persons, was opened with excellent history of TV allocations by Chairman Coy. It's quite long (14 single-spaced mimeo pages); we'll send copy to any subscriber on request.

PREVIEWING UHF HEARING—III: Dr. Allen DuMont threw a hot one into FCC's troposphere conference Tuesday (see story preceding) when he asserted, in effect: "Uhf is the solution to problems of interference and competitive TV service; let's jump in now."

It isn't news that Dr. DuMont considers uhf good for small towns, limited coverage. But his timetable is. He promised limited availability within 12 months of transmitters which, presumably, will do the job. And, he said he expects within same period to be able to make high-low band receivers no more expensive than present low-band sets. What's surprising is that up to now he's maintained 3-4 years are needed (Vol. 4:37).

Uhf hearing starts Monday (Dept. of Commerce auditorium, 10 a.m.), should show to what degree rest of industry shares Dr. DuMont's new optimism. Also, whether some more "sleepers" in way of equipment are on tap. All we've been able to gather so far (Vol. 4:34-37) indicates slim support for such hope. Awaited are recommendations of pace-setter RCA-NBC, which has consistently spoken of "several years yet" for adequate uhf powers. Also of eminent JTAC, which it's understood will confirm reduced coverage areas of uhf but will recommend FCC fix standards after another hearing 6 months hence, then allocate.

Dr. DuMont promised specific plan at Sept. 20 hearing, showing just how uhf (with present black and white standards) can provide relief. He envisaged uhf-only and vhf-only cities to bring about competitive equality, ease receiver design and costs. Very few present grantees would be shaken up, he claimed. He saw no place for color in 475-890 mc band.

Cowles stations' T. A. M. Craven, consistent drumbeater for uhf, reiterated

need for uhf now, intends to present 2 plans (monochrome and color) at hearing. Baltimore Sunpapers' E. K. Jett, like Craven, also an ex-FCC commissioner, saw uhf eventually filling holes in present allocation but opined uhf "not ready now nor for some time." Ex-FCC chief, now consulting, engineer George Adair said uhf isn't yet ripe, "would place very unfair economic burden on smaller cities and newcomers." He suggested uhf should not now be frozen by present standards but should provide space out of which a superior TV system should be fashioned. CBS's Bill Lodge foresaw very stiff going for uhf stations, if in competition with low-band stations, unless they gave superior service -- presumably higher definition and/or color.

There's little percentage in guessing about uhf until hearing is completed. One thing is certain: applicants (and grantees, if any) whose low-band channels might be swapped off for uhf channels will raise unholy hell unless they get far greater assurance of the practicality of uhf than they've yet received.

ASCENDING RATE OF TV PRODUCTION: Looks like August TV set production will equal or better 5-week June record output of 64,353, easily exceed July's 56,089 (Vol. 4:35). RMA monthly figures haven't been issued yet, but preliminary reports indicate nearly 14,000 first week in August, more than 16,500 second week, well over 18,000 third week. Ascending weekly output is expected to continue, topping July's record 14,022 average henceforth. If, as expected, August output is around 65,000, it means just about 400,000 for first 8 months of 1948, or around 585,000 postwar -- RMA only. Add at least 10% for pre-war, non-RMA and kits, and you have pretty good estimate of total TVs as of Sept. 1. We'll have RMA's exact figures for you next week, but it's interesting in meantime to ponder predictions by Philco's Jimmy Carmine before Federated Advertising Clubs of Chicago Thursday -- that the industry will produce TV sets at rate of 100,000 per month during 1948's last quarter, that Philco itself will be making 10,000 sets per week early in 1949. He also said New York area homes are now buying 1,000 TVs per day.

CONJECTURE & FACT ABOUT TV TRADE: Make any sort of prediction about TV, and you're a cinch to win newspaper or tradepaper headlines. U.S. Television Mfg. Corp.'s Hamilton Hoge, a relatively small set producer, tells N.Y. Herald Tribune Sept. 13 that TV picture tube output will be 1,600,000 next year -- not nearly enough, he said, to satisfy industry's needs, let alone the military's. Yet RCA Victor's Frank Folsom, who makes more TV tubes than rest of industry combined, reiterates before Canadian RMA in speech set for delivery in Montreal next Monday, that 1949 TV receiver output will be 1,600,000 (Vol. 4:32). Every receiver needs a picture tube, many old sets will need replacement tubes, all tube makers are gearing for maximum output -- so either Mr. Hoge is taking the very dim view, or Mr. Folsom the very bright. You takes your choice.

In any event, Mr. Hoge's newly financed Zetka Television Tubes Inc. is reported by Retailing Daily to have scheduled 2,000 per month output (1,500 of 15-in., 500 of 12-in.) "to be reached in 90 days." Promise of glass makers that blanks will be plentiful by end of year (Vol. 4:32) thus would seem to mean output rate is dependent on capacity of big tube processors like RCA, GE, Sylvania, DuMont, to say nothing of the littler fellows (for complete list, see our Directory of TV Manufacturers & Receivers). None will disclose figures, though it's interesting to note that NEMA's combined TV tube sales figure for first half of 1948 is 426,469 vs. 278,896 RMA set output for same period (see note under Sight & Sound).

But we'd be very much surprised if RCA alone doesn't turn out well over 1,000,000 glass TV tubes next year at its fast-expanding and mechanized Lancaster plant, not to mention its vaunted metal-coned kinescope (Vol. 4:37). And DuMont, gearing for around 200,000 sets next year, usually turns out twice as many tubes as sets -- like RCA, it's a prime supplier to other set manufacturers.

Other TV trade news of the week: Philco's president Balderston reported to stockholders Sept. 11 that "production already exceeds 4,000 [TV] receivers a week, which represents a production rate of over 200,000 sets a year. By the fourth quarter, our schedule calls for 8,000 [a week]...present indications are that our dollar

output of television receivers...will exceed our radio production in the latter part of the year"...Pilot broke first consumer ads of its \$99.50 portable TV with 3-in. tube (Vol. 4:24), dealers playing it up in New York newspapers...Magnavox's president Freimann said tube shortage has factory running at half capacity, presumably as against promised 10,000 per month (Vol. 4:25), also expressed fear shortage may continue thru 1949...Sentinel showed new 7-in. 400TV in Chicago, same as its 405TV but with carrying handle, portable antenna (separately priced), encased in imitation leather, priced at \$199.50...Starrett scheduled showings of its line, including Tel-0-Tube's 16-in. metal tube (Vol. 4:37), at Philadelphia this weekend, in Washington's Statler Sept. 23-24.

FACTS OUR NEW TV & FM LOGS REVEAL: Coming to you shortly: Our next quarterly TV Directory No. 5: Television Rates & Factbook, dated Oct. 1, superseding No. 4 of July 1 and Addenda thereto. Also, our revised annual Directory of FM Licensees, Grantees & Applicants, brought up to date as of Oct. 1. Noteworthy in both: Substantial increases in number of stations on the air or about to go on the air.

TV Factbook will again include: (1) network rate cards; (2) rates and data of operating stations; (3) CPs outstanding and applications pending, with new cross-references on multiple ownerships; (4) experimental TV stations; (5) present and proposed channel allocations by cities; (6) directory of TV program sources -- and will add (7) Directory of TV Manufacturers & Receivers. All foregoing listings are being revised and brought up-to-date, and full subscribers will of course continue to receive weekly (blue) Addenda in newly numbered series.

Working on our new TV Directory, some facts are worth pointing out: (a) That it will embrace at least 6 new rate cards, this being number of new stations that will definitely be on the air commercially by Oct. 1 -- and it will also include rate cards of several more scheduled to start during October. (b) That of the 31 operating stations listed last July 1, more than 25% have either issued new rate cards or changed old ones since then. (c) That NBC's WNBT, New York, is out with most comprehensive rate card of all -- one that will probably become model for most NBC affiliates, if not others. (d) That, slowly but surely, standardization of TV rate cards appears to be on its way.

CURIOUS AHAMOLIES IN FM PICTURE: Here's a couple of interesting FM contrasts: Yankee Network's famed pioneer FM station WMNE on Mt. Washington, N. H., called it quits, surrendered its license to FCC this week -- 80th to pull out in a year. At about same time Troy (N.Y.) Record withdrew its TV application, saying it wants to concentrate on its FM station WFLY and newspaper. Yankee gave no reasons for giving up, doesn't say whether it's dropping its other FM stations (Boston, Worcester, Hartford, Providence). But it's well known that:(1) Yankee has sunk some \$2 million into FM, with literally almost no return. (2) WMNE's rugged location made it terribly expensive to build and operate. (3) Yankee feels FCC destroyed WMNE's reasons for being (huge coverage) when it moved FM to high band and cut station's power. (4) FM just didn't develop with speed expected. Company is still hanging onto site, keeping maintenance crew there in winter, will use it for FM, TV or whatever else becomes justifiable.

Though WMNE's defection comes as something of a shock, inspection of our new annual FM Directory, to be distributed about Oct. 1, shows 633 stations actually on the air, new ones coming on at rate of about one a day. There's still a hard core of FM enthusiasts who'll convene in Chicago Sept. 27-29. They'll hear words of encouragement from FCC Chairman Coy, get latest reports on new revenue angles from Hulbert Taft (transit FM), Stanley Joseloff (store-casting), John V. L. Hogan (facsimile). Then there will be excellent panels and speakers on selling, promotion, programming, networking, engineering, receivers.

Note: Our new FM Directory will go to subscribers as part of service (extra copies \$2.50 to them, \$5 to non-subscribers); it will also contain revised up-to-date FM allocation table.

TV cathode ray tubes are reported being almost literally snatched still hot off the production lines. But National Electrical Manufacturers Assn reports sales of 267,763 to manufacturers during second quarter, though only 160,869 RMA sets were made. Sales during first quarter were 158,706, and 118,027 sets were built. Even though substantial number of tubes went for kits and non-RMA production, there was still large apparent backlog of tubes, at least as of July 1.

Joseph Ream, CBS executive v.p., gave Cincinnati Advertisers' Club strong TV pitch Wednesday. Points made: high costs make networks more important than in radio; costs to advertiser "may well be cheapest of all major media," e.g., demonstration of product runs about 2½ cents per family, compared with house-to-house appliance canvass at 50 cents, car demonstration at \$5; expects TV set ownership to reach 50% saturation in major markets within 5 years.

CBC board of governors will decide on TV policy next month, pressured by applicants from Toronto, Montreal and Hamilton—but meanwhile first firm order for TV transmitter to come from any other country than U. S. in western hemisphere was placed last week with International GE. Purchaser was Cesar Ladiera, Radio Televisao de Brazil, planning TV station in Rio de Janeiro in connection with Station PRA-9 there. Overtures have been made to DuMont for equipment for TV station in Havana, but nothing definite has materialized as yet.

Eastman Kodak, with wary business eye cocked at TV, offers kinescope recording camera at around \$8,000 (without sound), \$9,000 (geared for sound attachment). Pamphlet titled *Motion Picture Film and Equipment For Use in Television* (23 pp.), with descriptions and prices, can be obtained from any of 3 offices: 342 Madison Ave., New York City; 343 State St., Rochester; 6706 Santa Monica Blvd., Hollywood.

Westinghouse's Stratovision, stopped short on low band during allocations hearing (Vol. 4:31,33), got stymied again this week when FCC issued order denying request for rule-making to establish low-band Stratovision. Company hasn't decided whether to contest ruling, meanwhile is geared for Stratovision pitch at uhf hearing Sept. 20.

WATV's Channel 13 complications (Vol. 4:28-35) are still being diagnosed. RCA will replace superturnstile antenna (installed by WATV people) with a duplicate "to assure all parties it isn't fault of antenna." Meanwhile, WATV consultant Glenn Gillett resumes measurements next week; transmission will be from dipole at various heights. Incidentally, at troposphere hearing this week, Gillett asserted FCC's standards, which estimate signal strength in microvolts per meter, are discriminatory towards stations at high end of band. He says strength should be measured in microvolts per wavelength, and power ceiling on high frequency stations should be raised to compensate.

DuMont has acquired old Air Cruiser (aircraft) plant on Bloomfield Ave., Clifton, N. J., will add some 125,000 to its 65,000 sq. ft., devote it entirely to tube production. Deal for purchase of wartime plant of Curtiss-Wright in Paterson fell through.

More clinics on TV: At NBC's annual convention, at Sun Valley, Idaho, Sept. 22-25. At training course for top executives of NBC's affiliated AM stations, in Radio City, week of Oct. 18. At second annual TV Clinic called by CBS for its affiliates in New York, next Jan. 21-23.

RMA's fall meeting has been set for Oct. 6-8 in New York's Roosevelt Hotel.

Ralph D. Austrian, TV pioneer, ex-president of RKO Television Corp., on Sept. 16 resigned as TV v.p. of Foote, Cone & Belding—due to "irreconcilable differences of opinion." He'll probably return to radio industry. His successor at the agency is Roger Pryor.

Telecasts of World Series beginning Oct. 6, almost certain to start in Boston, will be offered to all stations reachable by network or relay, as was done last year. No stations will get them by film, since newsreel people have film rights sewed up. TV sponsorship will be by Gillette (also AM), reported to have paid \$175,000 for rights.

Petrillo ban on records may be due for lifting. Musicians union has submitted new plan to collect royalties on records, yet remain within Taft-Hartley provisions. Subject was reason for high-level NBC-CBS (Sarnoff-Paley) parley this week, both having big stakes in now-depressed record business.

RCA will install 850 mc TV transmitter in Washington next week, duplicate WNEW's programs same as it's doing on 500 mc (Vol. 4:37), except it will be picture only. Transmitter has 400 watts output, will radiate about 35 kw from 100-gain bedspring antenna 210 ft from ground, angle of radiation about 15 degrees. Only a few receivers are available, no converters as are used in 500 mc tests.

Footnote on troposphere: Washington viewers weren't supposed to see Charles-Bivins fight Monday night (Vol. 4:34), carried by CBS in all cities outside 75-mi. radius of nation's capital. But we know Arlington, Va., gin mill owner who picked up Philadelphia's WCAU-TV, 150 mi. away, gave his customers whole fight—picture very good with normal antenna installation.

TV "arrangements" with Mexico haven't gone to the formal stage like those with Canada (Vol. 4:28,34), but U. S. left one channel open in San Diego area to give Mexicans a TV frequency in Tijuana-Agua Caliente area. This was disclosed by Chairman Coy at this week's troposphere conference.

CBS has contracted with Imppro Inc., Hollywood, for 13 half-hour mystery-drama film series titled "The Cases of Eddie Drake," to be carried on CBS-TV and syndicated to other stations starting Jan. 8.

Don Lee has applied to FCC for transfer of control to Lewis Allen Weiss, executive v.p., and Willet H. Brown, v.p. and gen. mgr., as court-appointed guardians, following adjudgment that president Thomas S. Lee is mentally incompetent and his confinement to a sanitarium.

Before anyone in Fort Worth-Dallas area has so much as seen a TV test pattern, *Fort Worth Star-Telegram's* WBAP-TV, due to start Sept. 29, has sold more than 4 nights per week of initial programming—including Leonard's Dept. Store, high school football games; Stripling's Dept. Store, Korda films; Humble Oil Co., Southwest Conference games.

Special 18-page TV supplement of *Chicago Daily News* Sept. 16 was timed for WENR-TV, Midwest network openings; besides ad-filled special section, newspaper carried 4 pages about TV in regular edition.

Scripps-Howard Radio has purchased WVLK, Versailles, Ky. (1 kw N, 5 kw D on 590 kc) for \$285,000 from 40 stockholders headed by A. B. (Happy) Chandler, baseball commissioner; plans to move it into Cincinnati.

ABC's now building KECA-TV, Los Angeles, and KGO-TV, San Francisco, both due on air around end of year, have made news-promotion tieups with Hearst's *Los Angeles Herald-Express* and *San Francisco Examiner*, respectively.

Most interesting radio sponsor of the year: Protestant Episcopal Church, which on Oct. 1 starts Fri., 8-8:30 p.m. series on full MBS network plus other stations (total of 549 outlets) titled "Great Scenes from Great Plays." It's non-religious, starts with "Cyrano de Bergerac," will include other plays like "The Corn Is Green" with Jane Cowl, "Barretts of Wimple Street" with Basil Rathbone, and other name stars. Budget is \$2,000,000. "Commercials" aim at the "70,000,000 Americans who do not attend church regularly," simply invite them to come to church Sunday or write for booklet *Finding Your Way*.

IRE's 1948 Medal of Honor goes to Bell Labs director of research Dr. Ralph Bown, who was director of TV research 1939-1944, served on National Televisions Systems Committee in 1940-1941, is now member of Joint Technical Advisory Committee working on uhf TV. Newly-elected fellows of IRE include FCC Comr. George Sterling, Zenith's J. E. Brown, DuMont's T. T. Goldsmith, CBS's Wm. Lodge, Bureau of Standards' Cleo Brunetti.

Eight hours of daytime TV, locally sponsored, all exclusive of sports, special events and sustainers, is new fall offering of WCAU-TV, Philadelphia. Robert J. Enders Agency has bought 3-4 p.m., Mon. thru Fri., for homemakers program sponsored by Whirlpool Washers, Deep Freeze, Admiral Radio, Hamilton Dryers, Youngstown Kitchens, etc. American Stores chain has taken Wed., 11-a.m.-12 noon, with Horn & Hardart's "Children's Hour" continuing Sun., 11:30 a.m.-12:30, and Lit's "Lits Have Fun" Tue., 10-11 a.m. WCAU-TV also announces 17 new 1-min. spot users for total of 67 min., including Zippy Starch, Whitman Chocolates, Chesterfields, American Stores, Phila. Electric Co., Girard Chevrolet, Margerum Co., Kessler Kitchens, Thornton-Fuller (Dodge), Erlanger Beer, Seilers Meats, Adams rugs, Oliver Kitchens, Eclipse Mattress, Evergreen Soap.

More TV Network sponsorships: On NBC, Procter & Gamble reserves Fri. 9-9:30 p.m. and Colgate-Palmolive-Peet signs Mon., 9-9:30 p.m., starting dates and programs still undecided. Also on NBC, Maxwell House Sept. 12 began sponsoring "Meet the Press" Sun., 8:30-9 p.m. On ABC, Bristol-Meyers (Vitalis) starts "Break the Bank," simultaneously with AM network show starting early Oct. Kaiser-Frazer will sponsor election returns on both East and Midwest ABC-TV networks. And CBS-TV will be used by Chesterfield for Columbia U's home grid games, starting Sept. 25. Among newly reported TV station accounts:

WPIN, New York: R. J. Reynolds Tobacco Co. (Camel), 8 Sat. college grid games, thru William Esty Co.; Ripley Clothes, wrestling, 39 Thursdays, thru Bobley Agency; Borden Co., 1-min. ann. following Sat. boxing, Thu. wrestling, and Schaefer's Rangers hockey games; Chesterfield, four 60-80 sec. ann. weekly; Moile (shaving cream), 1-min. ann. before grid games thru Young & Rubicam; R. H. Macy & Co., spots.

WCBS-TV, New York: Botany Mills, 6 spots preceding football, thru Silberstein-Goldsmith Inc.; Fowkes Gloves, 13 spots, thru Rockmore Agency; Straus Stores (auto accessories), 5 one-min. films preceding sports, thru William Warren Agency; Whitman Chocolates, spots, thru Ward Wheateck Co.; Chesterfield, 1-min. spots on new "CBS-TV Film Theater of the Air," 52 weeks, thru Newell-Emmett Co.; Borden and Philip Morris, renewals.

WTMJ-TV, Milwaukee: Ford Motor Co. and dealers, American Assn. playoff games, Broadway House of Music and Otto L. Kuehn Co., food brokers, 10-min. "Dugout Doings" before games; Ennis Motors Co. (used cars), 9 suburban conference high school grid games, Fri. nights.

WNBT, New York: American Chicle Co. (Chiclets), 20 sec. spots, 2 weekly, Sept. 15-Dec. 31, thru Badger, Browning & Hershey; Trommer's Beer, St. Nicholas Arena wrestling, Tue., 10 p.m. starting Oct. 5, thru Federal Adv. Agency.

WMAR-TV, Baltimore: Carl Mohr & Co. (Studebaker), "Grid-Iron Echoes," films of great grid games in Baltimore Stadium, with quiz angle, before Colts grid games; Legum Distributing Co. (Crosley), 3 Navy football games, Sept. 25, Oct. 2, 16.

WEWS, Cleveland: Merrill Lynch, Pierce, Fenner & Beane (brokers), "America Speaks," kinescope recording of show on WCBS-TV, placed thru CBS.

WJZ-TV, New York: Chesterfield, 9 home Giants grid games, starting Sept. 25, plus Boston game there Sept. 23 (with WNAC-TV), Washington (with WMAL-TV), Philadelphia (with WFIL-TV).

KSTP-TV, St. Paul: RCA Victor and dealers, U of Minnesota home grid games.

Bowing out as candidate to succeed him. If as FMA president, Everett Dillard cites need for time for his stations and consulting business, also his feelings on yams is enough (Vol. 4:33). Likely successor: William Warren KFMX, Council Bluffs, Ia., now v.p., as was Dillard before becoming president.

Maj. Armstrong got turned down by FCC this week on his request that Commission reconsider its action in assigning 44-50 mc to mobile services rather than to FM rebroadcast stations (Vol. 4:19). FCC said same reasons for denying request originally still apply: mobile services' needs have priority. Also turned down was FMA's request that life of low-band stations be extended for 2 years.

Editorial on transit FM (Vol. 4:36) in Sept. 13 *New York Times* notes how system is catching on, wonders: "Why the bus companies of this city, so hard pressed by their own account that even with a seven-cent fare they cannot make ends meet, have not installed revenue-earning radio no one has yet explained."

Rural Radio Network, 8-station New York State FM hookup, now claims almost 90% of state's farm families within coverage area. Network, achieved by rebroadcast method, comprises 6 stations owned by farmer cooperatives, plus WSLB-FM, Ogdensburg, and WGHF, New York.

FM-only sets aren't a good idea to pioneer FMer Les Nafzger of WELD, Columbus, O. "Even though it means FM receivers under \$35," he says, "we do not consider any receiver a good investment, for the listener, unless it has both the FM and AM bands. A receiver is not complete unless it has both bands and we suggest dealers consider this if approached to handle FM-band-only receivers."

"Vocalad," is a new sideline of Ardien Rodner's Television Advertising Productions, Chicago. Rodner makes strong claims for wire recorder-electric eye device which cuts in with sales talk as customer passes displays in supermarkets. Device is made by Vocalad Inc., 33 W. Lake St., Chicago (Kelly Grodzins) is sold to district agents by TAP, then rented to advertisers at \$30 per month.

At cost of only \$200 and 1,500 man-hours, four Tulane U graduate students in physics have erected complete TV transmitter and receiver and are operating it (presumably closed circuit) along with Tulane's amateur station W5YU, reports Sept. 11 dispatch to *New York Herald Tribune*. Only thing they didn't put together from stock parts or build was image orthicon, gift of a friend.

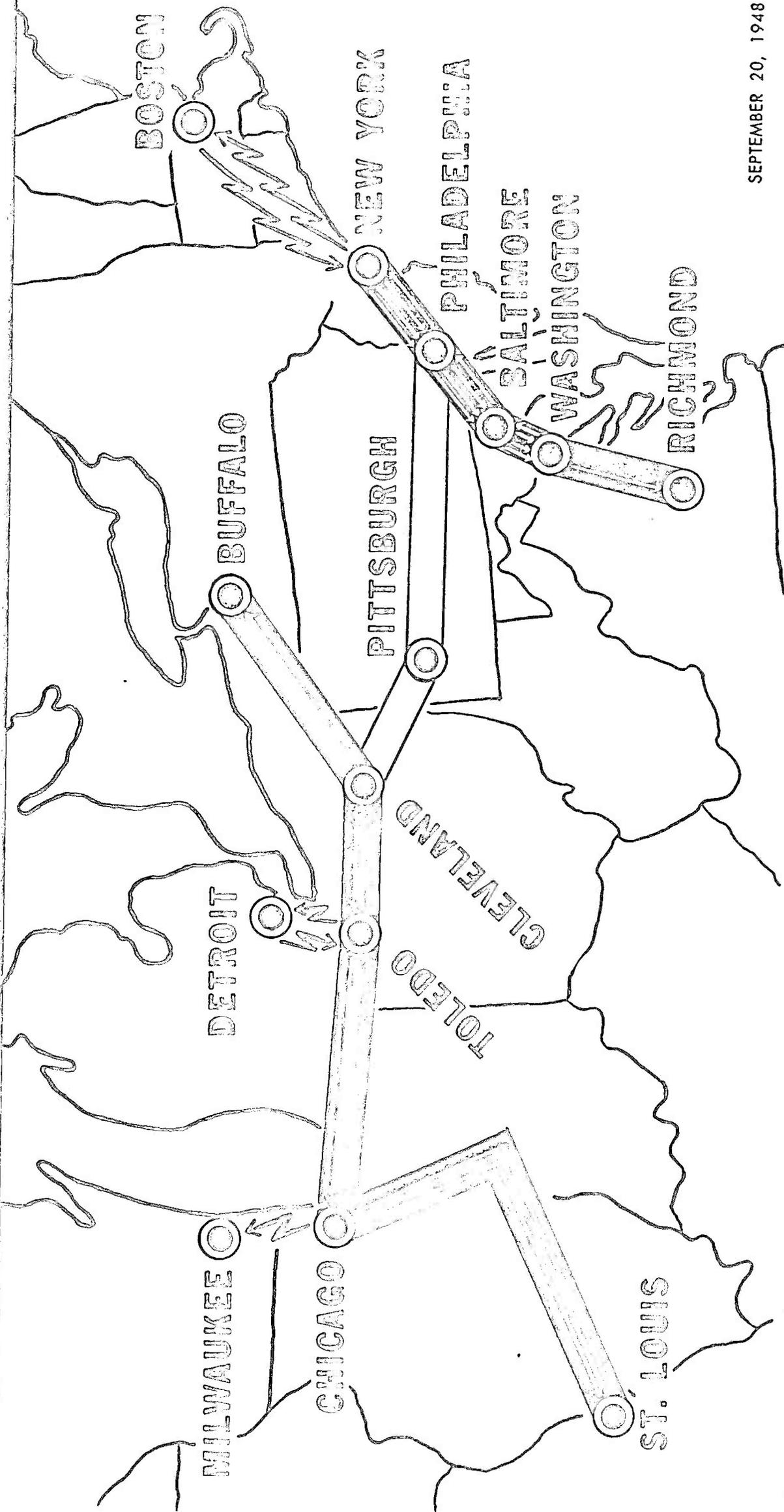
List of TV set owners in Portland, Me., who presumably get their service from Boston (99 mi.) pending time city gets own station, was run as feature in Sept. 6 *Sunday Telegram*—just as newspaper back in 1908 ran lists of purchasers of horseless carriages. Newspaper's publisher Guy Gannett, incidentally, is applicant for TV.

Scophony, Ltd., Wells, Somerset, England, in reply to inquiry, advises us it plans to import TV receivers into U.S., but its sales chief D.E. Wiseman states he can't give details or prices yet.

New York Life Insurance Co.'s giant "Fresh Meadows" apartment project at Flushing, L. I., has contracted with Amy, Aceves & King, 11 W. 42nd St., New York, for TV as well as AM-FM outlets in each of 3,000 apartments.

Britain has frozen its 105-line TV system, reports AP, declaring "any change would prejudice more substantial improvements at a later date." Color, it was felt, is still some ways off, and any other changes wouldn't justify obsoleting England's 60,000-odd sets. Country has its eye on export market, too. Lord Trefgarne, BBC's TV committee chairman, said "any country pinning its faith to the British system will be putting itself in the most favorable position to take advantage of future development."

3- SYSTEM TELEVISION NETWORKS



SEPTEMBER 20, 1948

Eastern and Midwestern networks now in service:
 (Arrows indicate number and direction of television channels)

☐ COAXIAL CABLE

⚡ RADIO RELAY

☐ Link available end of 1948: ☐ COAXIAL CABLE

MARTIN CODEL'S

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

Television Digest

and FM Reports

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September 25, 1948

TV AND FM SEPTEMBER OUTPUT UP: TV still has quite a way to go before attaining the 100,000 per month set production predicted for 1948's fourth quarter by Philco's Jimmy Carmine (Vol. 4:38) -- but other industry sources also predict inevitable spurt. Meanwhile, RMA's official monthly output figures for August, issued this week, disclose TV's 64,953 units nosing out 5-week June's record 64,353. FM, too, picked up considerably -- 110,879, best since last March.

August production of all radios totaled 934,997, well up from July's 683,438 (Vol. 4:35). TV's 64,953 brings total for first 8 months of this year to 399,938, for all postwar to 584,985. Add about 10% for non-RMA, kits, etc., and you can figure pretty close to 650,000 sets as of Sept. 1. September TV breakdown: 52,464 table models, 7,546 with radio-phonos, 4,943 TV-only consoles (922 projection models). FM breakdown: 35,028 FM-AM table models (131 with phono), 65,747 consoles (10,140 without phono), 10,104 FM-only and tuners.

THE SHAPE OF TV FACTS & TRENDS: Aside from the troublous technical factors elsewhere reported in this letter, the jig-saw puzzle that is TV is gradually taking on shape -- though it will take some years before it settles down to the relatively stable, calculable, profitable business that is broadcasting. Consider some of the facts, implications and trends adducible from the current news of TV:

1. Ownership of TV Receivers: RCA family's official prognosis, merely touched upon at NBC convention at Sun Valley this week, emphasizes TV's enormous potential, must have caused many a broadcaster to ponder more seriously than ever its probable impact on his AM business. Though NBC's Niles Trammell referred to "approximately 11,500,000 TV receivers...by 1953," the actual industry estimates of parent RCA are: 935,000 sets produced and sold up to end of this year; plus 1,600,000, 1949; 2,400,000, 1950; 3,200,000, 1951; 4,000,000, 1952; 4,800,000, 1953 (Trammell apparently excluded 1953 in his count). In other words, nearly 17,000,000 TVs in perhaps 15,000,000 homes in a little more than 5 years, as against 37,000,000 homes now equipped with radios. Since TV viewing inevitably detracts from AM-FM listening (Vol. 4:7), the implications are obvious.

2. Network and Station Affiliations and Sponsorships: Top echelon thinking seems to be agreed that by reason of its earlier start, parental coddling, enormous bankroll, NBC will for some time maintain its place as top TV network. At Sun Valley, executive v.p. Charles Denny predicted 33 affiliates by end of this year, at least 16 inter-connected. It's optioning 5-6 p.m. and 7:30-10:30 p.m. (NYT) 7 days weekly, has already sold 12½ of these 28 hours to sponsors.

ABC and CBS are fighting hard for next best position, still lagging so far as on-the-air affiliates and sponsorships are concerned -- but certainly in their pitching with program ideas, sales zeal and an awareness of TV's importance in their future. DuMont so far contents itself with operating own 2-stations (soon 3), limited network, Tele-transcription plans. MBS plans for TV are still on paper, though all its stockholding stations and many affiliates are in for TV.

As for station sponsorships, nearly all the 35 operating stations (37 at end of this week) report increasing advertiser interest, growing lists of local sponsors, eager quests for program ideas and commercial angles, enormous pulling power

of TV advertising. But dire effects on both radio and TV, if local advertisers desert aural radio for TV now, were seen by NBC sales v.p. Harry C. Kopf during Sun Valley confab. Sound radio must at all costs be kept profitable during TV red ink stages, he said. He cited these pertinent statistics: Of NBC's sponsored TV network hours, 60% have been bought by advertisers who don't use NBC's aural network; nearly 30% of all TV volume has been bought by advertisers who have never used network radio to any extent -- indicating TV will create new sources of advertising. He forecast 1949 TV network sales will run 50% higher than 1948, with comparable increase year following. NBC expects department stores may well become most important single class of TV advertiser, so is setting up special "TV Dept. Store Dept."

3. TV Affiliation Contracts: Multiple affiliations (Vol. 4:38) for awhile will continue commonplace -- but option-time tieups are inevitable. Payments to affiliates are still on short-term basis due to enlarging audiences, changing rate cards -- no clearcut pattern yet. As for station rate cards, it's significant that about half those we published in our TV Directory of last July 1 will have new ones in our Oct. 1 TV Directory No. 5. Rates trend upward as more "circulation" can be shown -- only exception we know being Chicago's WBKB, which dropped basic hour rate down to \$500 (from \$800) to compete with WGN-TV's \$550, WENR-TV's \$800. First discounts yet offered for joint AM-TV use are indicated by ABC (whether simultaneous or not) and by Los Angeles' KLAC-TV, both 10%.

4. DuMont's All-Day Programming: Illustrative of fast pace of TV, was DuMont's announcement this week its New York WABD will go on full daytime schedule, 7 a.m. to 6 p.m., Mon. thru Fri., starting in early October. Except for sports and special events, few stations have yet undertaken very substantial daytime schedules. But DuMont calculates daytime can appeal to specialized interests, provide revenues from same cheap but effective advertising sources as newspapers' classified and small-ads. Pitch will be made for lots of small-advertiser spots as well as sponsorships of full programs and sports.

Plan is to make audio part listenable without video, alerting housewife via special signals to come have a look at anything special. Idea also is to persuade women viewers to come and buy (or phone for) advertised products while stores are still open. Proposed typical schedule calls for frequent 5-min. C-W-T (clock, weather, temperature reports), 5, 10 and 15-min. news periods, and such shows as these, whose titles suggest their nature: To Your Health (setting ups), School Reporter, Baby Sitter, Shut-Ins Chapel, Women's Clubs, Needle Shops, House Hunting, Tin Pan Alley. Action instead of usual daytime patterns will certainly be welcomed by radio dealers, demonstrating. Whole experiment will be watched closely.

5. Network and Station Programs: Program sources and ideas are more readily come by than first supposed, though quality is still pretty low more often than not. Such variety hits as NBC's "Texaco Star Theater" and CBS's "Talk of the Town" are still rarities, but more are inevitable. Also, nearly every radio programmer and film owner or producer has ideas, many already offering wares (see our Directory of Television Program Sources). Bulwark, of course, is sports. But when Fred Allen and Jack Benny eye TV, Abbott & Costello and Arthur Godfrey test it out, Norman Corwin talks TV plans -- to look at current trade reports only -- you know the old big names as well as new big names are on their way into the new medium.

6. The HCL of TV: Every TV station on the air today is losing money, some of them enormous sums -- in most instances made up by AM operation. NBC foresees break-even period in 2-4 years for itself, and Trammell forecast "period of plenty about 6 years from now." TV is obviously no business for little enterprisers, judging from loss reports. NBC lost \$1,500,000 on it last year, expects to lose \$3,000,000 this year despite \$3,000,000 billings (Vol. 4:36). DuMont is losing about \$25,000 a week on its 2 stations and limited network. CBS and ABC losses, undisclosed, are said to be considerably greater. Don Lee's single-station operation runs \$25,000 per month in the red. Few stations will furnish figures for publication, but \$10,000-\$20,000 losses per month are commonplace, and several have told us more. We know none yet that will say it's even near the break-even point on TV per se, even taking into account economics of combined AM operation and tax deductions.

September 25, 1948

BLUEPRINTING TV'S TECHNICAL FUTURE: TV will evolve toward a vhf-uhf service -- i.e., today's low band plus 475-890 mc. For the foreseeable future, it will be same kind of black-and-white we have now.

That much is clear from this week's uhf and last week's troposphere hearings before en banc FCC. It's also clear FCC, though it hasn't said so formally yet, will call temporary halt to processing of low-band applications, while formulating revised standards taking into account troposphere, etc. (Vol. 4:38).

What isn't clear, though, is just how uhf can and should be tailored into present system to effect maximum use of channels, minimum interruption to TV's growth. Then there's the political intangible: Will FCC, facing prospect of new Administration next January, hasten uhf allocation in order to get clamoring applicants and their Congressmen off its neck?

You can be sure of this: Present 12 vhf channels (No. 2-13) will continue to be backbone of nation's TV service. Today's system is basic. What uhf will provide is spectrum room for TV's eventual growth into nation-wide proportions, making more channels available and relieving congestion already evident in low band. In interim, besides playing into hands of anti-TV propagandists, pause in low-band processing and deferments of competitive hearings will have effect of (1) delaying grants, construction and hence TV service in many cities; (2) creating more local channel uncertainties; (3) slowing down lucrative transmitter business.

It's no secret that many CP holders and applicants -- profitable AM operators, particularly -- aren't breaking a leg to hurry into still unprofitable TV. As for receiver manufacturers, it's felt they have plenty of markets now and in immediate prospect on which to concentrate.

Some see delay permitting existing stations and networks to build up program and sponsor structures, so newcomers won't have to undergo rugged, costly pioneering of their precursors. Others fear existing stations (35 now, 37 as of next week, 50-60 by year's end, perhaps another 20 in early 1949) and the networks will get such a head start it will take years for late comers to catch up. FCC thesis is it's better to call halt now, do good overhaul job on standards and allocations, than later suffer same deterioration of service AM has been undergoing.

Big question is, how long will stoppage last? FCC wants to telescope fact-gathering, hearings, legalistics into next 3 months, then resume processing applications (300-odd pending now). It's hard to see how it can possibly be done in that time. Meanwhile, today's 80-odd CP holders, we've been told by several commissioners, won't be asked to stop or delay, won't have their grants taken away. But on a problem so complex, full Commission may change mind and policy -- so official statement of its plans and purposes, promised next week, should be watched closely.

* * * *

When will uhf be added? What is shape of TV to come? Here's how things look to us:

Uhf will get going after: (1) FCC and industry hammer out standards and allocation -- at least 6 months. (2) Equipment is available -- minimum of one year. (3) Stations are applied for, granted, built -- indeterminable period. Good guess is minimum total of 2 years for any substantial beginning.

At this week's hearing, everyone agreed that present 12 channels aren't enough, that uhf offers only real relief. Major points of difference were: When can

we add uhf? Shall we provide for future color TV in uhf? DuMont, Cowles, Westinghouse, Eimac, Zenith, Paramount were principal proponents of "uhf now" school.

DuMont figured enough is already known about uhf propagation to decide that 1-5 kw transmitters can provide useful interim service, that reasonably-priced combination vhf-uhf receivers can be made -- both within a year. Eimac said it could build 50 kw uhf tubes within 6 months to 2 years, depending on frequency. RCA, though it agrees uhf must be used, felt propagation knowledge still inadequate, figured 2 years needed to build transmitters of minimum needed power (at least 10 kw) and combination receivers. RCA thinks "uhf now" camp would be satisfied with inferior picture caused by weak signal, says a cheap converter isn't in the cards.

Industry-wide JTAC (being called "Jay Tack") was somewhere in between, wants 6 more months of data-gathering, then initiation of procedures to set up standards and allocation. JTAC really isn't too far from "uhf now" group, since latter realizes administrative procedures aren't likely to produce final standards before then in any event. It was evident JTAC commanded considerable FCC respect, may well get its recommendations adopted.

* * * *

On thorny color issue, it was apparent FCC (and many witnesses) would be loathe to relegate color to a remote future in the vague microwaves, where it was agreed that orthodox means of broadcasting probably couldn't handle it. Unless someone comes up with a good 6 mc color system, FCC someday may find itself afflicted with a severe color channel scarcity. CBS has a 441-line, 6 mc color system in laboratory. But it went no further than reporting it to JTAC. Asked about CBS's conspicuous silence at hearing, v.p. Adrian Murphy said: "We're here just as observers. We think the 6 mc system is good. We don't know where it fits into the picture." It's apparent CBS is now wedded to monochrome, at least for the present. Zenith's J. E. Brown testified he looks for rather easy transition from 6 mc black-and-white to 6 mc color.

Important were DuMont and Cowles ideas on how to interweave vhf-uhf allocations. Both look for no disturbance of vhf stations now operating, little displacement of CPs, vhf-only and uhf-only cities almost universally. They expect to milk uhf for 60-70 new channels, take care of virtually everyone willing to go into TV.

Westinghouse's Stratovision seems due for serious consideration. There was little attack on it technically, since no one but Westinghouse knows much about it or has spent money experimenting. FCC would be very glad to get the immense rural coverage proponents say it can provide. Major question is whether Commission should set up something of a clear channel situation, since Stratovision covers such great areas. System would take 3 to 7 channels, depending on whether 75% or virtually all of population is to be covered; properly spaced ground stations could use same channels, so chunk of spectrum needn't be blocked off.

As for vhf-uhf receivers, JTAC survey of 27 companies showed average of 1.7 years before companies could come up with production model. "Uhf now" proponents put it nearer one year. Considering all witnesses' estimates, cost of adding uhf to receivers, either in original set or by converter, ranges from \$35-\$75.

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Note: JTAC 149-p. report titled "Utilization of Ultra High Frequencies for Television," is a wonderful reference volume, includes JTAC's testimony plus all written material submitted to JTAC by participating groups. We've been promised 20 copies, will send them to first 20 subscribers to ask for them.

HOGAN PERFECTS MULTIPLEX FM-FX: Another major problem in facsimile has been licked. Veteran radio inventor John V. L. Hogan has perfected system of transmitting FX and FM simultaneously without degrading quality of either. Demonstration Wednesday to FCC (Sterling, Webster, Hyde, staff) and press over WFIL-FM, Philadelphia, was extremely satisfactory. In past, FCC has frowned on multiplexing because FM signal suffered (Vol. 4:24). Hogan used GE-made equipment, says recorders can be built into any FM set (no filter needed) at \$20-\$45, depending on quantity. He admits he doesn't know what FX's future is, so far as popular use is concerned. For beginning, he sees recorders in public places (successful so far in Miami, Philadelphia), also in trains, ships, planes, etc. As for home use, he feels it has definite place -- for permanent material such as recipes, pictures, illustrations of broadcasts.

638 FM STATIONS ON THE AIR: Despite the "talking down" to which FM has been subjected, despite fact it hasn't caught hold commercially as hoped, these statistical facts remain: As of this week, there were 638 FM stations in operation (20 non-commercial educational). Of commercial stations, 192 are licensed, 425 are STAs. Then there are 389 grants not yet on air, 80 applications pending. These figures are compiled from our new Directory of FM Licensees, Grantees & Applicants (FM Directory No. 2), which went into the mails this week to subscribers. They compare with status a year ago (Vol. 3:40): 300 on air (60 licensed, 240 STAs, 676 grants not on air, 132 applications).

In face of its vicissitudes, intensified by voluntary dropping of some 80 grants since October, 1947, FM still has hard core of enthusiasts who meet in FMA convention at Chicago's Sheraton Hotel next week (Sept. 27-29). They'll hear talks by leaders in FM's various fields, including another message of encouragement from FCC via Chairman Coy. FCC is still throughly "sold" on FM as a better system.

Fact is FM can't simply be laughed off by more successful AM operators, or by those venturing their chips on TV -- for, urged by FCC and encouraged by responsible trade leaders, many millions of dollars have been invested in its admittedly superior transmission and reception services. FMA reckons average of \$100,000 to build each station, which means \$60-65 million spent by broadcasters. FMA estimates average of \$100 in each set sold, so that public's investment is around \$250 million. Add sums spent by stations not yet on air, by manufacturers, etc., and FMA's Bill Bailey estimates nearly half billion invested in American FM.

Note: Newly revised edition of our FM Directory of Oct. 1, 1948 has 2 new wrinkles: (1) It shows the AM network affiliation of every FM-AM combination; (2) It includes up-to-date FM channel allocation table by cities. FM Directory No. 2 requires new series of Addenda, so we omit pink addenda sheet this week, will incorporate this week's data with next week's FM Addenda 2-A. Extra copies of FM Directory No. 2 are available to subscribers at \$2.50 each; non-subscribers, \$5.

SIGHT AND SOUND

Add GE to transit FM receiver makers (Vol. 4:5 et seq). Its unit is all-metal, 10-tube, crystal-controlled, employs double limiters, is used with 6½-in. speakers. Company says Syracuse tests satisfactory up to 20 miles. First showing is at American Transit Assn Sept. 26-30 convention in Atlantic City.

FM Executive Committee of NAB, due to meet Oct. 12-13, includes one new member, again is headed by Leonard Asch, WBCA, Schenectady. Other members: Matthew Bonebrake, KOCY-FM, Oklahoma City; Martin Leich, WMLL, Evansville; Cecil Mastin, WNBC-FM, Binghamton; Lester Nafzger, WELD, Columbus; Ernest Spencer, KVOE, Santa Ana, Cal. (vice Everett L. Dillard, now on liaison board); Edward A. Wheeler, WEAU, Evanston, Ill. Board liaison: Willard D. Egolf, WBCC-FM, and Everett L. Dillard, WASH, Washington, who takes place of Yankee's John Shepard. Harry Wilder, WSYR-FM, Syracuse, was omitted from this year's committee.

New FM broadcasting development, the "serrasoid" modulator, described by its inventor, James R. Day, REL, at Radio Club of America meeting in New York this week, has been heralded as very significant by FM inventor E. H. Armstrong. Modulator is a 11-tube FM signal generator so simple in construction and reliable in operation that it requires negligible attention, may make remote operation of transmitter possible. Alone, device is size of small radio set; with amplifier to adequate power, it's still very compact.

FM radiation of 319 kw, now emanating from WTMJ-FM, Milwaukee, is highest in the land but won't be long, since Birmingham's WBRC-FM is due on any day. Both have 50 kw RCA transmitters. Latter will put out 546 kw, highest power yet authorized.

Highest-powered AM in the hemisphere is XEX, Mexico City, just jumped from 250 to 500 kw (see AM Addenda 2-MM).

Still-vacant chief engineer's job at FCC may be offered Donald G. Fink, 37-year-old editor of *Electronics*, graduate of MIT ('33) and Columbia M.Sc. ('42), because of deep impression he made in presenting JTAC report and on cross-examination at uhf hearing this week. He's making mark as authority on TV, but question is whether he'd accept post, which pays \$10,300—actually a bit more than FCC members get.

NAB is definitely planning own TV Dept. after next meeting of NAB-TBA liaison committees some time during week of Oct. 5 to discuss "spheres of influence." Actual organization of dept. awaits NAB board action, probable at Nov. 17-19 meeting. Serious intent is indicated by forthcoming appointment of TV engineer as asst. director of NAB engineering dept. Meanwhile, first 2 chapters of Charles Batson's study of TV are due out shortly.

TV coaxial and microwave rate hearing resumes Sept. 28, with AT&T scheduled to continue justifying tariffs (Vol. 4:25) for video traffic. In Philadelphia this week, Philco went to court to force phone company to handle interconnections between its own microwave system and Bell systems down to Washington, up to Boston.

Paralleling 4 uhf tubes for greater power is way RCA gets 400 watts out of 850 mc transmitter now operating in Washington (Vol. 4:38). At uhf hearing this week, Westinghouse revealed it's employing similar principal in new 50 kw FM transmitter with 8 triodes. RCA's Dr. George Brown says paralleling is generally less satisfactory, economically and technically, than single high powered tube.

Three Washington newspapers had TV special sections this week, jam-packed with so many ads they were reminiscent of radio in palmy days of 20s and 30s. *Post's* ran Sunday; *News*, Wed.; *Herald*, Thu. To improving network shows plus promotion is attributed lifting of TV sales doldrums of last few months; distributors of brand sets are now saying they soon won't be able to meet demand.

Big, rich Meredith Publishing Co. (*Better Homes & Gardens*, *Successful Farming*) has engaged Capt. Bill Eddy, recently resigned from Chicago's WBKB to become president of Television Associates Inc. (Vol. 4:36), as director of its TV operations. It holds CP for stations in Syracuse, N.Y., has applications pending for Rochester and Albany, N.Y., Des Moines.

The law of radio and TV gets its first definitive reference book in *Radio and Television Law*, subtitled "A Standard Reference Book on the Legal and Regulatory Structure of the Radio Industry," by Harry P. Warner, of the Washington law firm of Segal, Smith & Hennessey. It's 1,095 pages long, loose-leafed and bound for additional chapters; excellent index alone runs about 160 pages. Publisher is Matthew Bender & Co., 109 State St., Albany, N.Y. (\$35).

Orrin Dunlap's new book, *Understanding Television: What It Is and How It Works*, is due out Sept. 27, Greenberg publisher. He's RCA's public information v.p., ex-radio editor of *New York Times*, author of numerous books on radio.

Boston's WBZ-TV reports showing night of Sept. 25 of full-length, first-run feature film "Shoe Shine"—local premiere. Westinghouse outlet Sunday starts 7-nights-per-week operation.

St. Louis' KSD-TV is listed on 7-station Midwest ABC network to carry Nov. 2 election returns, Kaiser-Frazer sponsoring—fourth NBC outlet joining an ABC hookup (Vol. 4:38). Same sponsor will use 5-station Eastern network.

ABC on Oct. 5 starts duplicating "American Town Meeting" on Eastern network.

Big TV network sponsor news of week is deal whereby all networks may carry World Series, sponsored by Gillette. Boston or New York victory means Eastern networks assured feature; Cleveland win means Midwest networks can carry games—but 2 segments can't be linked yet. Other new network sponsorships: Admiral Radio, 4 home Notre Dame grid games on Midwest ABC, plus Chicago's WBKB. Lucky Strike, 10 Eastern college games on NBC. Chevrolet dealers in 7 Eastern TV cities, "Chevrolet on Broadway" on NBC, starting Mon., Sept. 27, 8-8:30 p.m. Mennen Co., sponsoring "Quarterback Quiz" on CBS, 10-min. films before Chesterfield's Columbia home games, starts Sept. 25, 1:35-1:45 p.m. Julius Kayser Co. show on NBC started Thur., Sept. 23, 7:45-8 p.m., is titled "Girl of the Week." "Philco Television Playhouse" begins NBC series, Oct. 3, Sun., 9-10 p.m., first play being "Dinner at 8"—to be filmed and syndicated to other TV stations.

TV will enlarge ad budgets, won't substantially affect newspaper revenues, in opinion of *New York Times* publisher Arthur Hays Sulzberger. He told recent meeting of New York State publishers he regarded TV (and radio) as entertainment media primarily, whereas newspapers purvey information. Newspapers that attract and hold readers with entertainment features should go into both radio and TV. But newspaper asset is it can be read anytime, TV needs immediate attention. Survey of 5 weekday *Times* editions showed 2,068 stories, only 10% about subjects suitable for telecasting (and half those, sports). "Please don't think I'm selling television short," said Mr. Sulzberger, "I'm not. I think it's an exciting, new and good business. I merely don't think it's our business."

Produced for institutional purposes, NBC's 25-min. 16mm film titled "Behind Your Radio Dial" was previewed at Sun Valley convention and by newsmen in New York Thursday, will soon be released for TV showings as well as affiliates' promotion in local theaters, before clubs, etc. It's a human interest documentary, takes viewer thru NBC departments, studios (with name stars), stations, etc., opens and closes with Toscanini conducting NBC Symphony. NBC ad manager Roy Porteus supervised shooting by RKO Pathe. Writers were RKO's Phil Reisman Jr. and NBC's Jack Snow.

Fresh new TV ideas, indicative of what can be done, are WPIX's (*New York News*) 13-min. film "Preview of the Sunday News," and low-cost "Flash-O-Graph" device for commercials used by WLWT, Cincinnati. Former is coverage of newspaper's features interspersed with identifying shots of dept. stores, then printed ads of Macys, Gimbels, Altmans, etc., with narrator reading ad copy or explaining closeups of items shown. Latter is display piece consisting of box containing lights and a punched tape spelling out sales message as it moves across front of box; Dodge dealers' sponsorship of Cincinnati U home games will involve its first usage.

Philco is sponsoring 20-min. films of top football games, titled "Touchdown," during season, Fridays, starting Oct. 1, in 17 TV cities, thru W. Wallace Orr Inc. Local Chevrolet Dealers Assn. of 7 Eastern cities are spending \$450,000 ad budget on TV, so far have bought Mon. time on NBC (see network note), Yankee's home grid games on DuMont, thru Campbell-Ewald. Other noteworthy sponsorships:

WTIL-TV, Philadelphia: Sealed Air (Sealed Dairy Products), 8 Temple and Villanova home grid games, Northeast Lincoln-Mercury Dealer, 12 "Football Preview" before Eagles games, Dean-Calhoun Inc. (Chevrolet), "Football Preview" before Temple-Villanova games.
WIMJ-TV, Milwaukee: Getz Brewing Co., Thu. night films of 6 Green Bay Packers games, Dairy-Vacuum sponsors 3 Milwaukee, 2 Chicago games. Also spots for First Federal Savings & Loan Assn., Chapman's Dept. Store, J. Greenhall & Sons (heating equipment), Constant Hosiery Co.

NEXT OUTLETS ON THE TV AGENDA: Next week, 2 more TV stations are slated to go on regular schedule, bringing total in commercial operation to 37. They're Atlanta Journal's WSB-TV and Fort Worth Star-Telegram's WBAP-TV, both turning from tests to commercial schedules with usual fanfares Wed. night, Sept. 29. Actually, Fort Worth outlet will bow to its populace Mon., telecasting President Truman's local stopover speech as "prelude to WBAP-TV Day." Then comes WXYZ-TV, Detroit, now testing, its formal debut fixed for Oct. 9.

Next week, too, in addition to those previously reported (Vol. 4:36-38), tests are slated to start for these CP holders: WJBK-TV, Detroit, tests Sept. 27, commercial start Oct. 24; WAAM, Baltimore, tests Sept. 29 or 30, no commercial date; WAVE-TV, Louisville, tests Oct. 1, commercial start Oct. 31; WNBK, Cleveland, tests Oct. 1, commercial start undetermined.

Since our last recapitulations of reported starting dates (Vol. 4:32,36,37), we've had more replies to our inquiries, can report this new information as supplied: WAGA-TV, Atlanta, tests sometime in October, commercial Oct. 31; KRSC-TV, Seattle, tests about Nov. 1, commercial Nov. 27; WOIC, Washington, tests in December, commercial January; WOR-TV, New York, tests in March at earliest; WLAV-TV, Grand Rapids, tests in April, commercial June; KSL-TV, Salt Lake City, tests and start in June; WJTV, Syracuse, tests next summer.

Note: Our new TV Directory No. 5: Television Rates & Factbook, now being compiled for early October issue, will include rate cards and data of at least 10 new stations since the 31 published 3 months ago; also new network lineups, rates.

HARRY BUTCHER SEEKS SATELLITE TV: Three new TV applications filed this week: For Phoenix, Ariz., T. M. & J. M. Gibbons, Channel No. 7 -- they're owners of transportation system in Venice, Cal. For Santa Barbara, Cal., KIST, No. 6 -- owner is Capt. Harry Butcher, ex-CBS v.p., ex-Eisenhower naval aide, who proposes satellite to Los Angeles stations, plans to build for \$83,105, operate for only \$24,000 per year over AM. For Brownsville, Tex., Thomas O. Payne, No. 7 -- Houston oilman. [For further details, see TV Addenda 4-L.]

Withdrawn was application of WGBG, Greensboro, N.C., because of high TV costs. Indicating probable withdrawals of all or some of its 7 applications (at least, so scuttlebutt has it) is New England Television Co., which filed for Fall River, Springfield, Worcester, Boston, Buffalo, Kansas City, St. Louis. Indefinitely postponed was Albany-Troy hearing set for Sept. 27, last of calendared low-band hearings, pending policy on troposphere and allocations.

CANADIAN & OTHER TV TRADE NOTES: Canadian radio set makers, biggest bearing same names and in large part owned by big American firms, are "hotter'n a pistol" about TV -- as reported to us by a highly competent observer. More than that, Canadian folk in areas contiguous to TV stations in Buffalo, Cleveland, Detroit have seen enough of TV to become increasingly excited about it, and broadcasters in Toronto and Montreal have already applied for stations. So, though export market for American TV sets remains nil and Canada cannot import assembled radios, watch our northern neighbors for important TV production news as soon as CBC decides whether it will go into telecasting itself, license private enterprisers, or (as in AM) both. Particularly watch Canadian Admiral, GE, Philco, RCA. Other TV trade news of week:

Philco's Lansdale tube plant is fast expanding production; its capacity and potential accounts in part for picture tubes (especially 12-in.) going into those reported 4,000-8,000 and projected 10,000 Philco TVs per week (Vol. 4:38)...Philco has incorporated long-playing Columbia record attachments (Vol. 4:25) into its Model 1075 console (10-in. AM-FM-phono, \$595), calls it 1076 and sells it for only few dollars extra -- \$599.50 mahogany, \$609.50 modern. Also into its 1275 console (12-in. AM-FM-phono, \$675), to be called 1278 and sold for \$699.50 and \$709.50.

Stromberg-Carlson's new 10-in. table model (Vol. 4:36) is called TS-10-H, contains 27 tubes plus 4 rectifiers, includes FM, will sell for \$395; Stromberg is set for 90-market newspaper and major magazine advertising campaign starting Sept. 29, will push TV in video areas, radios only elsewhere...Tele-King discloses Novem-

ber production of 10-in. table model to sell for \$199.50, lowest 10-in. price yet, obviously aimed at competing with 7-in....Hoffman of Los Angeles reports it's now turning out 50 TVs per day, will hit 100 by year's end...Admiral, expanding plant, is now producing 750 TV sets per day, next month goes to 1,000, according to Chicago report in Retailing Daily...Avco's R. C. Cosgrove says Crosley is expanding capacity to 10,000 per month, will produce 175,000 in 1949...Westinghouse says it will raise radio and TV prices in early October, not across board but set by set.

Starrett Television Corp. (formerly General Television Corp.) showed 9-set, rich-furnished line to Philadelphia, Washington dealers this week, reported signing Gimbels and 6 other dealers in Philadelphia, expecting to sign others in Washington. Line includes three 12-in. consolettes at \$495, \$549, \$795; two 15-in. consoles at \$1,575; two 15-in. breakfronts at \$1,770; 16-in. table with TV-AM-FM at \$695; one 20-in. commercial table at \$1,795. The 16-in. job uses Tel-O-Tube metal-coned kinescope (Vol. 4:36)...Also heretofore unreported, Major Television Corp., 19 W. 44th St., New York, announces 6 table models in production: two 7-in., \$179.95 and \$219, (latter AC-DC); two 10-in., \$265 and \$375; 15-in., \$795; 7x9-ft. projector, \$2,195.

PREVIEW OF COMING ATTRACTIONS: An ex-newsman, delighting in epigram and turn of a phrase, FCC Chairman Wayne Coy really tells theatremen some facts of TV life in speech prepared for delivery today (Sept. 25) before Chicago convention of Theatre Owners of America. It's so chockful of high TV spirits, good sense that we think its worth considerable quotation:

"The FCC views TV as one of the greatest discoveries of all time with almost unlimited potentialities for the promotion of the welfare, the education and the entertainment of all our people...

"The bright side for you is that our present allocation seriously limits the number of possible TV stations...But don't cheer [we're looking into uhf]...

"Sound broadcasting is wondering how long it can retain its customers when TV is available to regale two senses for the price of one...

"The world of sports is doing some tall thinking about the prospect of having TV turn a whole nation into one vast knothole gang...

How can theatres protect themselves?

"You theatermen are going to give your customers a bigger money's worth than they have ever gotten before -- pictures with better writing, better acting, better directing, better photography [and] exploit to the hilt the many possibilities of introducing TV onto your screens."

Coy sees theatres projecting programs pulled off coaxial and microwaves, originating TV shows from their stages, using kinescope recordings, using their own newsreel cameramen for local coverage.

Though Coy says theatres are out in the cold as regards owning low-band TV stations, he fails to point out that when uhf is opened up there's nothing to stop them from climbing aboard.

TV AND YOUR ELECTRIC BILL: Power companies see TV hiking consumption of their "juice" (Vol. 2:51, 3:39) -- but they don't know how much. It isn't as simple as figuring how much current a set draws, then adding it to the bill. So Edison Electric Institute is conducting survey to determine such factors as: average set's power consumption; whether other radios and lights are off during viewing hours; average number of viewing hours, present and predicted; whether people stay at home more, so use other appliances more.

There are varying schools of thought on whether lights in TV room should be on or off; Dr. DuMont is one notable advocate of lights on. Then there seems to be considerable variance in current sets draw. Detroit Edison says average table model uses 285 watts, large screen 350. Tele-Tech Magazine's listing shows range from 100 (Espey kit, Pilot, Tele-tone) to 700 (Pilot Protelgram). Two years ago (Vol. 2:51), Chicago Edison figured average set used 280 watts for 3.4 hours a day would increase family's power consumption 267 kwh yearly (maybe \$5-\$6 worth).