

Video's Convention Coverage Planned

Midwest, Western Station Heads Attend Philadelphia Session

REPRESENTATIVES of midwestern and western stations which expect to have television by next June met Friday in Philadelphia to plan ways and means of providing their outlets with coverage of the two 1947 political conventions.

Discussed were plans to afford coverage to stations not on coaxial cable lines. Attending were top level executives.

The meeting was called by Roger W. Clipp, general manager of WFIL Philadelphia, radio-television chairman of Philadelphia Mayor Bernard Samuel's committee on arrangements for the Democratic and Republican conventions.

Executives Attending

Attending were:

Harry Bannister, WWJ-TV Detroit (*Detroit News*); Frank Bremer, WATV Newark; George Burbach, KSD-TV St. Louis (*St. Louis Post-Dispatch*); Roger W. Clipp (presiding), WFIL-TV Philadelphia (*Phila. Inquirer*); C. Denton, WLTW New York. Mr. DeRider, WATV; J. R. Duncan, WLWT Cincinnati; William Eddy, WBKB Chicago; E. Y. Flanagan, WTVT Toledo; Melvyn S. Foeller, AT&T Philadelphia; James Hanrahan, WEWS Cleveland (*Cleveland Press*); Jack Howard, president, Scripps Howard Newspapers; L. W. Herzog, WTMJ-TV Milwaukee (*Milwaukee Journal*); Worthington C. Lent, Lent & Poast, consulting engineers, Washington, D. C.; Louis E. Littlejohn, WFIL-TV; F. R. MacFarland, AT&T New York; Carl Meyers, WGNA Chicago (*Chicago Tribune*); J. Z. Miller, Western Union, New York; James T. Quirk, WFIL-TV; Andrew Ring, Ring & Clark, KSD-TV, Washington; Kenneth W. Stowman, WFIL-TV; B. O. Sullivan, WLTW; W. H. Swanson, WMAR Baltimore; Carl Warren and Allen Lawrence, WLTW.

KARO (TV) RIVERSIDE TO OPEN IN AUGUST

KARO Riverside, Calif., video station licensed to Broadcasting Corp. of America, is expected to be in operation approximately Aug. 1, according to W. L. Gleeson, president and general manager.

Personnel for the station will not be announced until May 1, Mr. Gleeson said. He added that an agreement has been reached with DuMont whereby KARO will become an outlet in the projected video network.

KUCB Blythe, one of the AM stations owned by the corporation, will join its Rural Network Dec. 20. Operating with 250 w fulltime, it broadcasts on a frequency of 1450 kc.

FCC Gets Three Boston TV Requests

Seven New Video Outlets Applied For; Costs Total \$1,800,000

SEVEN new television station applications, representing initial installation and construction costs exceeding \$1,800,000, were reported at FCC last week.

The group included three for Boston, bringing to nine the number of applicants for the two channels available there.

CBS, one of the Boston applicants and operator of WCBS-TV New York, said its application was "another major step" toward its "goal of a national television network," and reported that meanwhile it is solving some of the problems of network television through informal working arrangements for cooperative exchange of programs with WMAL-TV Washington, WMAR (TV) Baltimore, and the station being completed by the Philadelphia *Evening Bulletin*, which will be on the air early in 1948.

If FCC approves the application of WDRC Hartford and Columbia's Boston bid, those stations will become the fifth and sixth links in the CBS East Coast network. CBS also has an application pending for Chicago.

Cost of Installation

The network estimated installation of its projected Boston station would cost \$437,325 and said the transmitter would be erected at the Medford, Mass. site of the FM station now under construction by WEEI, CBS owned-and-operated station in Boston. The application asked for Channel 9 (186-192 mc).

Other Boston applications were filed by the Boston *Herald-Traveler's* Matheson Radio Co., operator of WHDH and WHDH-FM Boston, and E. Anthony & Sons, owner of WNBH New Bedford and WOCB West Yarmouth and applicant for television at Fall River-New Bedford. WHDH requested Channel 13 (210-216 mc) and estimated initial costs at \$319,399. E. Anthony asked for Channel 9 and anticipated an initial investment of \$227,500.

Other video applications received by the Commission included:

The *Kansas City Star*, owner of WDAF Kansas City, applied for Channel 4 (66-72 mc) and estimated construction costs at \$323,031.

Birmingham Broadcasting Co., which owns WBRC Birmingham, Ala., asked for Channel 4 and said it expected construction costs to approximate \$186,000.

WJW Inc., licensee of WJW Cleveland, filed for Channel 2 (54-60 mc), estimating it would cost \$233,950 to build and equip the station.

Dispatch Inc., headed by Edward

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Same Announcers Will Handle TV, AM Airing of Yanks' Games

MAKING VIDEO HISTORY by signing the contract before the DuMont cameras and in full view of the audience of WABD New York, C. W. Badenhausen, president, P. Ballantine & Sons, Daniel R. Topping, president, New York Yankees, and Lawrence Phillips, director of the DuMont Television Network, last week concluded negotiations whereby the Yankees home games during 1948 will be televised by WABD with commercials for Ballantine's beer and ale. [BROADCASTING, Dec. 1, 15].

According to present plans, the vocal accompaniment to the ball field pictures will be handled by Mel Allen and Russ Hodges, who also do the play by play for the

sound broadcasts of the Yankee games on WINS New York. The Yankee management personally holds the contracts with Allen and Hodges and sold them to the sponsor along with the video rights as a package. Deal, handled by J. Walter Thompson Co. for Ballantine's, is said to total more than \$250,000 for the season.

A number of experienced television broadcasters have expressed doubts that the experiment, using the same sound broadcast to accompany the pictures as is given the AM audience, will work out. They say that the listener requires much more information than the

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NEGOTIATIONS which marked completion of arrangements for sponsorship of next season's home games of New York Yankees baseball team over WABD New York, DuMont video outlet, by P. Ballantine & Sons, were broadcast over WABD Dec. 15 9-9:15 p.m. In the WABD studios as contract was closed were: Seated, l to r—Daniel R. Topping, president of the Yankees; C. W. Badenhausen, president of Ballantine; Lawrence Phillips, director of DuMont television network; standing, l to r—Leonard Cramer, executive vice president of Allen B. DuMont Laboratories; Kelsey Denton, vice president and account executive of J. Walter Thompson Co.; Henry Gorski, advertising manager of Ballantine.