

WCAU-TV STARTS Test Patterns Underway

By HERMAN BRANDSCHAIN
WCAU-TV, the *Philadelphia Bulletin's* new television station, went on the air with its initial test pattern on Channel 10 on March 1—and carried its first CBS network show on a "sneak preview" basis on March 3. Actual operations, including showing of local programs, is not expected to be fully under way until April.

The WCAU-TV test pattern created interest and a stir. The interest was evidenced by engineers who admired the clarity of the pattern. The stir was created by the fact that the pattern interfered with reception of WFIL-TV, which is on Channel 6.

The interference resulted in double images impinging on the screens of some television receivers. Word was hastily put out that the interference was not caused by disorders in station equipment and set owners were assured service engineers would adjust their receivers as quickly as possible. Meanwhile WCAU-TV decided to curtail its test pattern period to an 8:30 to 7:30 period, instead of from the planned 9 to 9 period, in order not to interfere with WFIL-TV.

The station will have a visual power of 25 kw with an aural power of 26.4 kw.

Construction of the WCAU-TV tower and transmission facilities were hampered by inclement weather. The tower is 737-feet high, 257

feet atop the Philadelphia Saving Fund Building. Work is currently being pushed on the WCAU-TV studios, which station hopes will be ready for use sometime in April.

John Dearing, RCA service company engineer, who ran the final tests for WCAU-TV prior to the station's going on the air, disclosed that the installation was one of the finest he had checked to date and that the transmitter and the an-

tenna were the most efficient he had seen.

Set owners from such distant points from Philadelphia as Metuchen, N. J., only 20 air miles from New York, the Oranges in New Jersey, Cape May Court House on the Atlantic in southernmost New Jersey, Pottstown and Reading, Pa., and Wilmington, Del., have reported that they are receiving strong pictures of the test pattern.

NO TV CHARGE

WHEN FORD Motor Co. and the Ford dealers of Milwaukee sponsor telecasts of the Milwaukee Brewers baseball games on WTMJ-TV this spring and summer they will pay the station \$27,000 for time and facilities [CLOSED CIRCUIT, Feb. 23] but the ball club is making no charge for the video rights to its games.

Long Time Benefits

Reporting on television sports-casting in Milwaukee in his column, "Maybe I'm Wrong," R. G. Lynch, sports editor of the *Milwaukee Journal*, on Feb. 15 wrote: "Thanks to the perception of the long time benefits [of television] on the part of Lou Perini, president of the Boston Braves and actual head of the Milwaukee baseball club, all home games of the Brewers will be televised in the coming season. And for this season the ball club is making no charge to the television sponsor and it is just about alone in this attitude."

The column continues with a quote from Mr. Perini, as follows: "Television is new. It is a wonderful thing. We want to help it along. Right now we would not know what to charge and with comparatively few television sets here the fee could not be very large. After a season of television we will know more about it. No matter how many sets there are, however, I don't think any baseball fan will stay away from the park to look at baseball on television, but it will take baseball to fans who can't get to the park. It will keep them interested in our team and it may interest others and make new fans, or bring back old ones."

"I'm on the National League's television committee and I am very much interested in this new thing. We want to have something to say about how baseball is presented by television. If it is done right, it will be beneficial to us. If it is done wrong, it may hurt us."

"We would like to have television show the players, not only as a team. One night, along with televising the game, the cameras might feature one man—show him as he comes to the park and gets ready, show him fielding his position, his stance at bat. The announcer might point out things about this player, how he does things. This would be educational for boys who play sandlot ball and hope to become ball-players and it would be interesting to the fans."

"People will want to come out to the park and see these players."

Mr. Lynch, commenting on the "waves of apprehension" set up by television in the sports world, where "men who depend on gate receipts naturally wondered if potential customers would remain

Milwaukee Ball Team Gives Services

away from their shows to become free spectators before television screens," reported that in his city such fears have been unfounded.

"The Journal's Golden Gloves tournament," he wrote, "was televised and broke all attendance records, with sellouts the last two nights. . . Henry Tolle's wrestling shows at South Side Armory have boomed since they went on television, for new customers came to see the real thing after becoming interested through watching televised matches."

Largest Crowd in Years

"The other night, a pro basketball double header was televised at the auditorium and still drew the largest crowd the sport has seen here in years. Lon Darling of Oshkosh, who promoted the games, gave permission without hesitation for television without charge. "That's good advertising," he said.

WBKB RAISES RATES AS SET TOTAL RISES

AN INCREASE of \$125 in WBKB Chicago's basic hourly rate was announced Wednesday by Capt. William C. Eddy, director of the Balaban & Katz video station.

"With 15,062 television sets now in operation in the Chicago area, a \$500-per-hour rate will be in effect until 25,000 sets receive WBKB programs," Capt. Eddy said.

He did not say what the rate would be after sets reach the 25,000 mark. A month ago [BROADCASTING, Feb. 2] Capt. Eddy told the Chicago Headline Club that WBKB's rate would jump to \$550 hourly when the number of sets reached the 15,000 to 25,000 bracket, and \$1,000 hourly "by the end of 1948."

In contrast to the situation a year ago, most Chicago television receivers now are in homes, WBKB reports. Residential installations total 69.7%, business 22%, and dealers 8.3%.

Spots Sold Out

ALTHOUGH only on the air with test pattern one day, and with programs officially still three weeks away, WCAU-TV Philadelphia, the *Philadelphia Bulletin's* new television station, finds itself sold out of spots. WCAU-TV, which began operating on Channel 10 (192-198 mc) on Monday, March 1, reported that it had so many spot requests by Tuesday that it will be completely sold out for the initial days of programming.

Toni Will Sponsor CBS Evening Show

Firm Plans to Enter Nighttime Network Field April 1

TONI Co., which in January indicated its interest in entering the nighttime network field [BROADCASTING, Jan. 26], announced March 2 it will begin sponsorship of a CBS Hollywood-originated program in the 9:30-10 p.m. (EST) Thursday segment beginning April 1.

While the actual title has not been decided as yet, according to Harold Bloomquist, Toni advertising manager, it will be a mystery series with original production, possibly highlighting a name star. Show would provide a slight departure in format, it was indicated, to which the firm's commercials would be specially adapted.

Series will increase Toni's radio budget from last year's \$4,000,000 to a peak of \$5,000,000, it was disclosed, representing five-sevenths of the firm's total advertising expenditures for 1948. The organization already has renewed most of its daytime programs, including *Give and Take* and *Ladies Be Seated*.

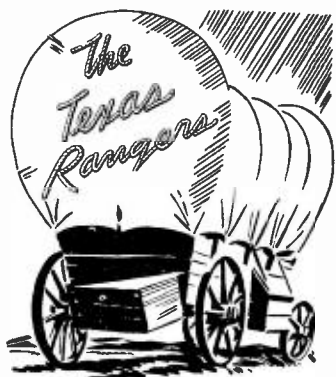
Mr. Bloomquist pointed out that with the advent of the spring season, Toni was desirous of taking advantage of its anticipated rush season by entering the nighttime market and capitalizing on listeners who work daytime hours.

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