

Coaxial

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television, stated: "I want to extend my appreciation to the performers on television programs who are providing such fine entertainment; to the research engineers who are continually endeavoring to improve the medium; to the men and women who actually run the stations and do such a magnificent job. To all these I want to say: 'You are the pioneers in this great field and you deserve credit for its sensational progress.'"

Dr. DuMont appeared by "Teletranscription" on the round-up, enabling him to be in Pittsburgh where the new DuMont TV station WDTV was making its air debut concurrently with the opening of the new coaxial cable link.

Recalling that "a great flow of programming came out of the Midwest to set the pace for radio," NBC's president, Niles Trammell, said that "we here in the East look for the same fine contributions to develop in television."

He hailed the opening of the cable as "another tremendous stride towards better understanding among Americans, better communication and a better way of life."

Lauding the video progress signaled by the linking of the East and Midwest, Mark Woods, ABC president, pointed out that, "like

all pioneering, television is expensive."

He continued: "In the true American tradition, television, like radio, must be self supporting. The radio industry and American business must make it self supporting. Ours is not the way of special taxation or government subsidy. I am confident that television—the greatest medium for the display of products—will in a few short years be paying its own way. Already, many of our industries and businesses are sponsoring some of our finest programs."

Dr. Frank Stanton, CBS president, pointed out that the true importance of the cable will lie in the kinds of programs it will carry "into the 14 great metropolitan areas which it serves and the 40 million people which they contain."

Program Need Emphasized

"I wish in no way to minimize the tremendous importance of the technical marvel of communication we are celebrating today. But I do wish to say that this great cable can only be as good as the pictures it carries. There is no substitute for good programming. And it is to that end now that I can promise you we will direct our best talents and energies."

The CBS quarter-hour which opened the TV network program showcase fell far short of Dr. Stanton's promise.

In essence, one of Arthur God-

Mutual Admiration

IN AN EXCHANGE of congratulatory telegrams, J. R. Popple, president of the Television Broadcasters Assn., saluted AT&T's president, Leroy A. Wilson, on behalf of the television industry for AT&T achievements in linking the East and Midwest by the coaxial cable, which was opened for use last Tuesday evening

frey's morning AM network programs with cameras added, the program opened with a puff of cigarette smoke and during its course, Mr. Godfrey got in plugs not only for Chesterfields and for his new TV program for them, but also for Nabiscos and Glass Wax, advertised with Chesterfields on his AM program.

Guest appearances were made by the cast of the CBS puppet program, *Lucky Pup*, and by Douglas Edwards, CBS video newscaster. Lacking sponsors, they kept plugging their programs to potential new viewers in the Midwest, Mr. Edwards managing to mention the time of his program three times during the minute or so he had on the showcase program.

The informality of a Godfrey program is a fine thing in the right place, but in the opinion of a number of viewers, the dedicatory program was distinctly not the right place.

Ted Steele and his orchestra did a quarter-hour vaudeville routine which was pleasant if not pretentious as the showcase number for the DuMont network, where Mr. Steele is a daytime star.

Berle Appearance

NBC offered Milton Berle who lived up to his introduction as "America's No. 1 television entertainer" both in his own routine and working with his guest, Harry Richman. This 15-minute segment was a thoroughly professional production and to any Berle fan, which rating records indicate is almost any member of the video audience, thoroughly enjoyable.

Final part of the pooled telecast was *Standby for Crime*, quarter-hour mystery program, presented by ABC from that network's Chicago TV station, WENR-TV, demonstrating that the cable works equally well in either direction. Program was typical of its kind, distinguished by some unusually effective camera work.

Technically, the program reception was excellent, with no observable difference in picture quality for pickups from New York, Washington or Chicago. Only reported trouble was a failure of the loop feeding CBS during the last quarter-hour, when that network got the audio signal only, without any video.

Cities and stations carrying the inaugural show were: New York—WABD WCBS-TV WJZ-TV WNBT; Boston—WBZ-TV WNAC-

TV; Philadelphia—WPTZ WFIL-TV WCAU-TV; Baltimore—WBAL-TV WMAR-TV WAAM; Washington—WNBW WTTG WOIC WMAL-TV; Richmond—WTVR; Pittsburgh—WDTV; Buffalo—WBEN-TV; Cleveland—WEWS WNBK; Toledo—WSPD-TV; Detroit—WWJ-TV WXYZ-TV WJBK-TV; Chicago—WNBQ WBKB WGN-TV WENR-TV; Milwaukee—WTMJ-TV; St. Louis—KSD-TV.

Chicago hailed the joining of the East and Midwest coaxial cables Tuesday night as a "new era" for Chicagoland viewers.

"It constantly amazes me that the image carried all those miles on the cable could be so good," said Frank P. Schreiber, general manager of WGN-TV, the *Chicago Tribune* station, associated with both CBS and DuMont networks.

"I was thrilled to be a witness to this great step forward in television," declared John Balaban, director of WBKB, operated by the Balaban & Katz theatre concern.

Jules Herbuveaux, television director for WNBQ and NBC's Central Division, praised the quality of productions emanating from the East but observed, "There is plenty of good talent in Chicago, Detroit, St. Louis and Milwaukee, too." He noted that sports and news "obviously aren't confined to one locality."

John H. Norton Jr., vice president in charge of ABC's Central Division, whose WENR-TV fed the only West-to-East program on Tuesday's premiere, added:

"We will strive to provide programs which demonstrate that Chicago once again can stand with New York and Hollywood as a great production center."

The *Chicago Daily News* estimated that 500,000 persons viewed the special program. A *News* survey disclosed that pictures on home sets were "clear and strong." The *Chicago Tribune* said the event marked a "new era for Chicago area viewers."

Only Chicago contributions to the program were remarks by Mayor Kennelly, telecast from WENR-TV's penthouse studios atop the Civic Opera Bldg., and the same station's presentation of *Stand By for Crime* which wound up the evening.

This week, Chicago stations will send more than 15 shows eastward, with WENR-TV contributing ten. Shortly, additional programs will originate at WGN-TV and WNBQ, increasing the Chicago output by one half. WBKB, however, will continue to operate as an independent station.

Bell's Prediction

FRANCIS J. CHESTERMAN, president of the Bell Telephone Co. of Pennsylvania, predicted that the 6,000 miles of coaxial cables that made the TV linking of East and West possible "will have grown to more than 12,000 miles by 1950."

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