

Patents

(Continued from page 52)

systems and equipment." Text of the order:

Any person or party to this hearing who owns or has the right to sublicense inventions relating to television transmitters or receivers for either monochrome or color transmissions which are described and claimed in one or more patent applications now pending in the U. S. Patent Office shall file with the Commission an abstract of each such pending patent application setting forth the Patent Office filing date and serial number of the application and a brief statement of the purposes of the invention and the devices or operations claimed therein. Also each abstract shall be accompanied by a Power to Inspect the related pending patent application at the U. S. Patent Office by the Commission's Acting Chief Engineer (John A. Willoughby) or his nominee. These abstracts and Powers to Inspect must be filed on or before the opening date of the hearing or such later date as the Commission may by order provide.

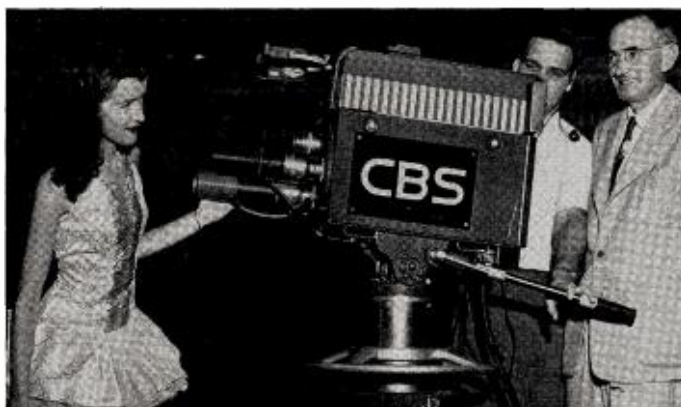
The Commission's letters to RCA and CBS requesting engineering data on their respective color systems came Tuesday, one day after Color Television Inc. recommended that substantially the same course be followed. CTI said it was unable, on the basis of the data which RCA and CBS offered, to prepare any comments or counter proposals with respect to them.

Date Causes Speculation

The fact that FCC gave CBS and RCA until Sept. 6 to submit supporting technical data led to speculation that the Sept. 12 deadline for comments on original proposals would be postponed—at least insofar as comments on the CBS and RCA plans are concerned.

Emerson President Abrams' complaint against the RCA announcement of its color system was leveled during a news conference in New York. He contended that color publicity is hurting sales and employment and is depriving potential purchasers of TV sets of the enjoyment of the present "very satisfactory stage" of television.

"Color," Mr. Abrams said, "is of great interest to the industry as a step in an important service already accepted by the public. Emerson is interested in seeing its development, but it would be tragic



FRANKIE REARDON, daughter of Frank Reardon (r), president of CBS affiliate KBOW Butte, Mont., gets a taste of performing before the CBS television cameras during the Reardons' recent visit to the network's video studios in New York.

if standards adapted now were later found to be wrong, as we'd have to live with them for many years. Before a standard is chosen, every possible system should be carefully explored, and the one adopted by FCC should be one for which it is possible to produce economical receivers.

"This latest step (RCA system) is in the right direction because it does not obsolete present receivers . . . what bothers manufacturers is the reception of color programs on present receivers, for which the kind of attachments that will be necessary will cost anywhere from \$300 to \$500 to build. Color receivers built to receive both color and black and white, will cost in the neighborhood of \$1,000."

Hopes for Abandonment

Mr. Abrams expressed the hope that FCC would abandon the idea of the currently publicized system until such time when "the art has progressed to the point that when standards are fixed, manufacturers can produce color receivers in reach of the masses."

He believed that the amount of color broadcasting would be only in the same ratio as that of Technicolor motion pictures to black and white.

With caustic reference to Sen. Edwin C. Johnson he expressed regret that "an individual from Colorado, where there is no television, takes it upon himself to push FCC into adoption of a color system."

"Senator Johnson," he pointed out, "may require more enlightenment before he can appreciate that you can't push a button and have color video appear overnight. It has to travel the hard road of science before it becomes reality."

He believed that 1953, "and I name that year with tongue in cheek" would see "a remote possibility" of color availability, but certainly not before that. Also, he warned, color would be far higher priced than black and white.

The added cost of equipment for color broadcasting will not be great, Mr. Abrams replied to a

question, but production costs will be higher, and will send video broadcasters "even farther into the red than they are now."

He charged that the "prematurely released information" was influenced by the advent of the allocations hearings next month and by Sen. Johnson's accusations that the industry was holding back on color.

Asked if he thought the released information immature because of scientific or economic reasons, he answered that the RCA system is still in a laboratory stage and not a perfect system. He admitted not having seen it, "although we understand it," but said he saw "a similar system on 12 mc in 1947." The RCA system operates in 6 mc, and is said by RCA officials to be materially different from the one described to FCC in the color hearings two years ago.

KRLD-TV PLANS

Antenna Due This Month

SHIPMENT of heavy-duty low-band television antenna will be made to KRLD-TV Dallas late this month, according to Paul L. Chamberlain, sales manager for General Electric Co.'s sales division.

KRLD-TV expects to open officially Nov. 15 on Channel 4. Transmitter and studio equipment also were purchased from GE by station's owners, KRLD Radio Corp.

WTVN (TV)

Joins ABC-TV Oct. 1

WTVN (TV) Columbus, Ohio, will affiliate with ABC-TV, effective Oct. 1, the network announced last week.

The station, owned by Picture Waves Inc. and starting commercial operation Sept. 29, is a metropolitan class station operating on Channel 6, and is managed by John Rositer. WTVN also is an affiliate of DuMont.

Station has named Headley-Reed Co. exclusive national representatives.

NAB ON VIDEO

To Use Rorabaugh Reports

USING the monthly Rorabaugh Reports on television advertising as a base, the NAB will compute the dollar expenditures of advertisers for video time and will use monthly statements of the total volume for each class of TV business—network, national and regional spot, and local.

Dr. Kenneth Baker, research director of NAB and acting president of BMB, said that the information on sponsored TV programs and announcements reported to the Rorabaugh organization by video networks and stations will be turned over to the NAB research staff for computation and analysis. Figures will be reviewed periodically and adjusted semi-annually.

In addition to the monthly totals for the various types of TV advertising, NAB expects to publish special studies periodically. Also planned is an annual report covering all TV advertisers and their individual expenditures for video time.

NAB will issue shortly its first monthly report, covering July TV business. The researchers plan to compute such figures back to January first, so that at the end of the year the annual report will cover all TV time purchases in 1949.

DON LEE VIDEO

Policy Changes Announced

MAJOR policy changes affecting operations of KTSN (TV) Hollywood—television outlet of the Don Lee Broadcasting System—were announced Aug. 31 by Charles L. Glett, vice president in charge of television.

Six points are covered in the realignment, effective Sept. 12: (1) Station will telecast Monday through Friday instead of Thursday through Monday as currently prevails. (2) Mt. Lee, current site of most program production, will be closed down and all studio program operations will be housed at the Don Lee studios in Hollywood proper. (3) All program packages being considered will be given only one live airing, film-recorded and turned over to the sales force for presentations. Preceding actual presentation over the station, programs will be close circuited before audiences that will be asked to fill out preview cards as is done in motion picture sneak previews. After revision program will then be film recorded.

(4) Before end of year, launching of workshop largely peopled by motion picture personnel who will develop live and film presentations.

(5) Expanded remote activity planned with increase of remote trucks to three for more fluid coverage of sports, special events and other remote programming. (6) Intensification of color research by Don Lee [BROADCASTING, Aug. 29].

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