

HARTIN CODEL'S

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

Television Digest

and FM Reports

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January 5, 1946

CUMULATIVE CONDITIONALS: Our method of publishing Cumulative Logs of Conditional Grants to Applicants for New FM Stations seems to have struck a responsive chord among our subscribers. It simply adds the new grantees (indicated by italicized city names) to those previously granted, and so makes a handier reference. Supplement No. 25 herewith is our third Cumulative Log and we will continue to publish them in the same manner as fast as the FCC announces grants. Later we will designate CP's and frequency-power assignments, which Commission sources tell us will be forthcoming shortly.

There were only 12 new conditionals this week, 5 from newcomers to radio, 2 of the newcomers being newspapers. Grand total to date is 241.

Tentative nature of FM channel allocations (Supplement No. 21) is given emphasis in this latest batch of conditionals by the two Metropolitan Station grants to Atlantic City. Under the original channel assignment plan, Atlantic City was down for Community stations only.

In announcing the conditionals Thursday, the FCC corrected its previous class-of-station designations to indicate that its earlier grants to Ithaca and Ogdensburg, both in New York, should be Metropolitan, possibly Rural, not Rural as previously specified. The Commission also ordered its sixth FM hearing -- for Peoria, Ill., where 5 applicants seek the 4 available channels.

LOOK FOR CONSENT DECREE: You can expect a consent decree in the Dept. of Justice anti-trust suit against the alleged patent "cartelization" contracts of Scophony, et al. (Vol. I, Nos. 16 and 17). Moves to that end are already discernible, but the lawyers will probably take some months of dickering. Paramount and 20th Century-Fox particularly don't want to jeopardize their standing as TV applicants before FCC, which under the radio act can step in where anti-trust charges are involved. It's a civil proceeding and can easily be settled out of court. Meanwhile, many in the industry believe the Government action gave Scophony far more publicity on its theatre-TV patents than they probably warrant.

An interesting sidelight on the Government's case is fact that its main-spring, under Wendell Borge, anti-trust chief, is Joseph Borkin, who in 1938 co-authored the book "Television, a Struggle for Power." He's legal counsel and also chief economist for the anti-trust division. His staff on the case includes Mervin Pollak and Joseph Marker. Defendants have yet to file formal replies.

HEARING ON LOW-BAND FM: Zenith's never-say-die stand on the superiority of the lower band for FM, bulwarked by the persistent claims of Maj. Armstrong, has impelled the now apparently not-so-sure FCC to set a hearing Jan. 18 on the whole issue. The full Commission will listen to Zenith and its witnesses plead the case for 42-50 mc FM for rural coverage. Hearing is based on Zenith's Jan. 2

petition claiming its tests at Deerfield, Ill., and FCC's own tests at Andalusia, Pa., indicate that 100 mc won't provide rural coverage.

Zenith claims 50 mc transmission has 2½ times coverage of 100 mc transmission. It also says that there are more applications for FM stations than can be accommodated in the 88-108 mc band and therefore 40 more channels should be made available in the low band.

TV Channel No. 1 covers the 44-50 mc band at present. It is reserved for Community TV stations.

Hearing order poses 4 issues: (1) Should 42-50 mc band, or any part of it, be made available for FM in addition to present 88-108 mc band; (2) If such band be made available, should it be for Non-Commercial Educational, Community, Metropolitan and Rural stations, or only for Rural stations; (3) Should such frequencies be made available for the entire U.S. or only for Area II; (4) Will there be additional receiver cost if 42-50 mc band is added to current 88-108 mc band, and if so, how much?

Appearances by interested parties -- FM and TV licensees, manufacturers, etc. -- must be filed not later than Jan. 14.

Thus, the final act seems to be near in the play that opened early in November (Vol. I, Nos. 11, 12 and 14) when Zenith first made its claims that 50 mc FM was better for rural coverage than 100 mc. Backed by Maj. Armstrong and others in the industry, Zenith feels confident it can prove its case.

A preview of the Jan. 18 hearing will take place Jan. 14 when the Washington chapter of the IRE meets to hear Zenith's C. W. Carnahan debate with FCC's Edward W. Allen Jr. on the relative merits of 50 and 100 mc FM.

FMers REPORT ON OPERATIONS: Early returns from our own questionnaire to the existing FM license and CP holders (Supplement No. 4) indicate that about half intend to operate on both their old and their new channels, the other half on only the new. The dual operators say, for the most part, that they will broadcast on both frequencies until receivers capable of the new band are generally available or "as long as the FCC will permit."

Five stations reported they were already reconverted to new but also operating on their old channels: KMBC-FM, Kansas City, which started Dec. 31 on 97.9 mc (Channel No. 250) and is continuing also on 46.5; WTMJ-FM, Milwaukee, started Dec. 30 on 92.3 (No. 222) and continuing on 44.5; WELD, Columbus, now on 94.5 (No. 233) and continuing on 44.5 mc; WMIT, Winston-Salem, started Jan. 1 on 97.3 (No. 247) and continuing on 44.1; WWZR, Chicago, now on 98.5 (No. 253) and 45.1. Reconverted Jan. 1 also was WCAU-FM, Philadelphia, to 102.7 mc (No. 274) but it has dropped its old frequency.

Others reporting dates of reconversion but planning also to continue old frequency are: May 1, WBCA, Schenectady, 101.1 (No. 266) and 44.7; Feb. 1, WDRC-FM, Hartford, 94.3 (No. 243) and 46.5; February, WGTR, Worcester, 103.1 (No. 276) and 44.3; Feb. 1, WABF, New York, 98.5 (No. 253) and 47.5; February, WQXQ, New York, 97.7 (No. 249) and 45.9.

Not planning to continue on old frequencies and date expected to start on new are: March, WEA-FM, New York, 97.3 (No. 247); Jan. 20, WGHF, New York, 99.7 (No. 259); Jan. 20, WHNF, New York, 99.3 (No. 257); Feb. 15, WMOT, Pittsburgh, 94.5 (No. 233); Jan. 25, WDLM, Chicago, 99.7 (No. 259); April 1, KTLO, Los Angeles, 100.1 (No. 261); Jan. 10, KOZY, Kansas City, 99.9 (No. 260); Jan. 25, WIP-FM, Philadelphia, 97.5 (No. 248). In addition, Yankee's WMTW atop Mt. Washington expects to start on 98.1 (No. 251) by summer and has applied to be accredited to Portland, Maine.

TV TO STRUT ITS STUFF: Ten days after it was exclusively reported in these columns (Vol. I, No. 17) the AP reported and the N.Y. Times carried as front-page news the story that President Truman will be televised via coaxial from Washington when he addresses Congress Jan. 15. This first "network" TV broadcast from Washington will include more than the Truman highspot from the Capitol. A 2-hour program by DuMont from its experimental W3XWT studios in the Harrington Hotel is scheduled the same night.

Program will mark commencement of Washington-New York TV programming. As in the case of the Philadelphia-New York link, inaugurated with the highly successful telecast of Army-Navy game recently (Vol. I, No. 15), AT&T is lending use of its newly laid coaxial cable to the three big New York TV operators -- CBS, DuMont and NBC -- without charge in rotation two nights each week until TV gets on a revenue basis.

The Truman and other TV broadcasts will be relayed to existing TV stations in Philadelphia, New York and Schenectady where most of the estimated 8,000-10,000 TV sets are now operating. They will be seen in Washington too from W3XWT, though best count is only about two dozen sets in the capital city which heretofore hasn't had any TV service. These are scattered among radio officials here, but some more will be brought down from N.Y. for the show since this will be first chance to "show off" TV to Washington's many VIPs.

DAVIDS AND GOLIATHS: Maybe they are just trying to keep the big boys on their toes, but some of the independent FMers are using the slingshot on the networks and the big AM broadcasters. They're claiming the AMers, particularly the networks, aren't very eager about pushing FM along (because it looms competitive) and they're raising quite a fuss.

It started early in November when Leonard Asch (WBCA, Schenectady) charged the networks were not true believers because they took their FMs off the air immediately after Petrillo banned duplicated music. This theme was picked up a few weeks ago by Ira Hirschmann (WABF, New York) who expressed his doubt the networks were sincere about FM, despite their previous avowals to contrary, despite their claim they shut down their FMs to reconvert, and despite fact that NBC is owned by RCA which certainly has big stake in FM equipment sales.

The big boys didn't deign to reply, but last week American Broadcasting Co., though it isn't yet in FM and has applied for only 4 FM stations, issued a statement by its President Mark Woods saying "we believe that FM should eventually replace all local and regional stations in urban areas" and that ABC was urging local and regional affiliates to apply for and become active in FM.

At present there are only 7 FMs unaffiliated with AMs. In addition to the two already mentioned, they are: WWZR, Chicago (Zenith); WABW, Indianapolis (Associated); KOZY, Kansas City (Everett L. Dillard); WFMN, Alpine, N. J. (Dr. Armstrong); WGYN, New York (Muzak).

Newcomers to broadcasting number slightly less than 25% of the 730 current applications for FM stations.

GE CORRECTS 'EXPERT': Everybody's an expert on TV these days because nobody really knows all the answers. There was Columnist Leonard Lyons' report last week that the color TV sets made for CBS by GE still are priced prohibitively (he gave \$3,150 for the 10-inch, \$5,900 for the 18x24), giving impression that's what public might have to pay. GE immediately wired Lyons figures are misleading, are not what public will pay but refer to handmade laboratory models. For example, GE added, first FM sets cost about \$2,400 but those eventually placed on sale cost little more than ordinary receivers. But GE did say that "color television receivers when placed on market will compare favorably with black and white television receivers."

MERCHANDISERS LOOK AT TV: Mounting interest in TV as a merchandising medium is indicated by latest "TV Institute" scheduled in Washington, Jan. 29 to discuss retailing, advertising and merchandising aspects. Heading speakers list are David Arons, Gimbel-Philadelphia; Julius Haber, RCA Victor adv. mgr.; Dr. Allen B. DuMont. Session sponsored by Baltimore and Washington ad clubs and Televiser Magazine.

Echoes of public airing of merits of black-and-white vs. color have already been heard from merchandising men, who call it "unfortunate," say consumers are being scared into waiting for color and 3-dimensional TV. Said Arnold Constable's v.p., James J. Dingivan: "I think we should do more talking together before we do more talking to the public."

Meanwhile, the go-ahead proponents are going ahead. In Chicago Balaban & Katz's WBKB has added 5 more hours to its weekly schedule, and in Washington intensive plans are being made for "showcasing" TV when President Truman is televised Jan. 15 (see story in this issue). As the year began, there were exactly 139 applications on file for new TV stations, 3 having dropped out since publication of our Television Directory (Supplement No. 18) -- Washington Times-Herald, Metropolitan Television Inc. for N.Y., E. Anthony & Sons Inc. for Providence. One has been added -- Hearst for San Francisco.

GALLUP'S TV POLL: Gallup Poll published Dec. 29 reported "average man" expects to pay \$150 for his television set, 18% expecting to pay \$100; 17%, \$150-195; 16%, under \$100; 12%, \$200; 7%, over \$250 but under \$500; 2%, \$500 or more. The poll furthermore reported that "only about 1 in every 5 has ever seen a television set," which seems to be out of line with known fact that there are only about 10,000 sets in the whole country -- nearly all clustered in a half dozen cities. Even counting the thousands who saw early TV demonstrations at World's Fair and the recent department store showings, it's hard to believe that more than a few million out of the country's 140,000,000 population ever saw a television set. But perhaps most of the Gallup respondents referred to the pictures of TV sets they see so frequently in printed advertising.

CBS DEFERS COLOR SHOW: Long-awaited demonstration of CBS color TV, scheduled for FCC staff this Saturday and for press Monday and thereafter, was postponed in last-minute announcement Friday -- due, said CBS, to "widespread epidemic of influenza" which made engineering personnel unavailable. Dr. Peter Goldmark, research chief and color developer, promised new dates "soon as possible," adding postponement will also give CBS opportunity to use new Federal high-power transmitter being installed in Chrysler Bldg. rather than small experimental transmitter now in use.

NEWS AND VIEWS: A serious contender for new radio facilities in Baltimore is the well-heeled Tower Realty Co., headed by Karl F. Steinman, attorney and businessman, who announced this week the appointment of 58-year-old Maj. Gen. Philip Hayes, retiring CO of the Third Service Command, to head up its radio activities. Thus far it has applied for TV, but is planning also for FM and AM. Baltimore Sun, applicant for FM, recently appointed veteran radioman Don Withycomb as its radio chief U.S. Patent Office this week granted F. E. Fischer of Zurich, Switzerland, Patent No. 2,391,451 on the Eidophore system of TV (Vol. I, No. 13) The Philco Corp. subsidiary, Philco Radio & Television Corp., has had its name changed to Philco Products Inc.; this is unit handling distribution of products, including radio and TV receivers FM and TV have big places on agenda of IRE convention Jan. 23-26 at New York's Astor Hotel, with speakers including FCC Chairman Paul Porter and Dr. Frank B. Jewett "A. B." is back on the job at CBS -- Capt. A. B. Chamberlain, chief engineer, after a three-year hitch in the Navy, one of the best and best-known in his field Philip G. Caldwell is new sales manager for all GE television equipment Leonard H. Marks, ex-assistant to FCC general counsel, has joined Marcus Cohn in forming new Washington law firm of Cohn & Marks.

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January 12, 1946

MULTIPLE FM-TV APPLICANTS: There are a lot of multiple applicants for FM and TV facilities, but relatively few are seeking the allowable limit of 6 FM, 5 TV, as shown in our Supplement No. 26 herewith. In fact, in the TV category, only NBC and DuMont ask for the full limit of 5; Paramount, mainly through affiliated companies, seeks 6. Hearst so far asks for 4; Loew's (MGM), Scripps-Howard, Raytheon, Crosley, Westinghouse, Yankee, the Steinmans, American Broadcasting Co. and Cleveland Plain Dealer, only 3 each.

Fact that there are relatively few TV applicants (only around 140) has led to speculation that FCC may relax the multiple ownership rule, to allow big companies willing to invest in TV to get more than the 5 limit so long as they're in different cities.

The 730 or more FM applicants (Supplements 14A-14D) in the main are from single entities seeking local outlets. But the full complement of 6 FMs is also sought by a comparatively few: NBC, Yankee, Scripps-Howard, Copley Press, Chicago Tribune (Midwest), Speidel Newspapers, Unity Corp. Seeking 5 are Hearst, McClatchy, Laux; and among those seeking 4 are CBS, Unity Broadcasting Co. (ILGWU), Amalgamated Clothing Workers, Knight Newspapers, Decatur Newspapers. But some of these and others are known to be planning to file for additional cities, so the list at best is tentative.

PIECEMEAL CONDITIONALS: Don't be confused by FCC's apparent lack of plan in announcing conditional FM grants, 25 more of which are reported in Supplement No. 27 herewith (bringing total to date to 266). The Commission simply isn't processing applications city by city, but only as fast as it can clear each one individually. Thus, if you're qualified and if there are enough channels in your area, you can be reasonably sure you will get yours eventually. Hearings will be ordered where applicants outnumber available channels in any particular area, or where question arises as to qualifications.

ON WIDENING THE FM BAND: Pros and cons are already developing up to fever point over question whether FM band should be widened to include 42-50 mc, subject of FCC hearing Jan. 18 on the Zenith petition claiming its tests and FCC's prove 50 mc transmission offers 2½ times service range of 100 mc transmission and is the answer to rural coverage problem.

Pros argue that if Zenith's figures are correct (and it looks as if they are), then FM band should be widened. Antis insist extended coverage can be secured through combinations of Rural and Community stations, or even with AM signals, and don't want allocations ripped up again.

Zenith's Gene McDonald declared this week opening of low band would not only protect present low-band FM set owners, but would provide enough more channels to accommodate 500-1,000 more stations. And Zenith's v.p. in charge of engineering, G. E. Gustafson, in a letter dated Jan. 4 to FM broadcasters and engineers recounted

his company's position on 50 mc vs 100 mc FM, doubted whether many stations would be on new band with full output before 1947 (due to transmitter delivery delays, etc.) and concluded, "Thus, low-band FM will continue for some time and may continue indefinitely. Therefore, I ask that you do not hasten any conversion of existing facilities to the point where they will be crippled or reduced in any way. It may be that you will wish to continue to use them."

Meanwhile, two more companies report they are planning to market two-band sets -- Ansley and Freed-Eisemann. These are in addition to the previously reported plans of Zenith, Stromberg-Carlson and Galvin to produce two-banders.

Inquiry reveals FCC may lean toward band-widening, but would be loath to turn over entire 42-50 band, inasmuch as 42-44 includes police, maritime, highway and other governmental services. It also would only approve low-band for FM Area II, since Area I is regarded as too congested for long-range stations.

This would leave the 30 channels in 44-50 mc band available for FM, and this has been reserved for TV, as Community Channel No. 1. Should TV lose this channel, TV interests say, the entire TV allocation plan would be thrown out of kilter. They point to the 11 cities that are down for this Community TV channel (see Map, Supplement No. 24). Channel 1 must be replaced if it is taken away from TV, these spokesmen declare, and they admit eyeing 88-94 mc, now scheduled for non-commercial educational FM (88-92 mc) and commercial FM (92-94 mc).

The fact that FM transmitters and receivers, in most cases, already have been engineered for 88-108 mc is pointed to by opponents of the Zenith position. The task of redesigning and replanning production would be immense, these antis claim. These and other points will be hashed and rehashed before all the commissioners at Jan. 18 hearing, in which intense interest is being manifested.

TRUMAN AND TELEVISION: Seems now that President Truman, for reasons politic, won't deliver his annual report to Congress in person, as originally planned; instead, will send it "up to the Hill" on Jan. 17 to be read for him. Accordingly, the much-publicized plan to televise him while addressing Congress, to which the White House had at first acquiesced, has had to be called off. And the historic inauguration of the Washington-New York coaxial cable, making intercity TV possible, has been deferred.

Along with AT&T, the CBS and NBC telecast departments and DuMont were all set to do the job, and the last-minute decision provoked keen disappointment. The plan was to relay via coaxial to the stations in New York, Philadelphia and Schenectady. DuMont's experimental W3XWT in Washington was made ready to telecast the show here, too, and some receiving sets were even being brought down from New York for installation at key points so that some of the capital's officialdom and citizenry might see it.

There was some question about the desirability, from a program viewpoint, of focusing the TV camera on Truman for 45 whole minutes (it's considered lese majeste in radio to cut off any portion of a presidential address); the programmers said it would be too much of the same, too tedious -- but, then, they'll always have that problem unless techniques are developed for focusing it away from the speaker from time to time.

So now the coaxial's debut is deferred. But plans are under way to do the job up brown later. The telecast boys, while rivals, are cooperating smoothly in their mutual desire to make any initial Washington show a good one. There is still hope that the President will participate in a landmark show, just as President Harding did when network broadcasting was started. With physical facilities all ready, the show should be announced reasonably soon.

Meanwhile, the original plan to televise Mr. Truman evoked some interesting

comment on its political implications. Wrote Columnist Thomas L. Stokes, recalling what Mr. Roosevelt's radio voice meant to him politically:

"Pity the poor politician! Just when he learns one technique, progress comes along. Painfully, politicians of our era -- including presidential candidates -- had to learn to speak over the radio. Now along comes television. Now they've got to learn to be actors as well, refined actors fit to be thrown on the screen in the American home, which is something different from cutting the usual stump capers. Facial expression is the thing. In the privacy of the radio studio the politician doesn't have to watch himself when he speaks of the glory of motherhood or the innocence of childhood. He can even smirk to himself The President is new at this. Maybe, if you who have the benefit of television watch carefully, you can tell what he really thinks about Congress by the look on his face. That might help a lot for the understanding of the folks, and for an understanding of what goes on here. Television, my friends, might well change the course of our politics and our history."

MORE ON FM RECONVERSIONS: Westinghouse's 5 FM stations, largest number licensed to any single company to date, were all reconverted to their new frequencies as of Jan. 1 but will continue to operate also on their old channels. CBS's two FMs, WABC-FM and WBBM-FM, now shut down, will revert to new channels at an undetermined date but will not operate on old, just as WEAF-FM (NBC) has decided to do when it resumes on 97.3 mc (Channel No. 247) on or about Jan. 16. The NBC station, incidentally, will operate with reduced power and temporary antenna, plans to play recorded music to bypass Petrillo order.

Further returns from our questionnaire to the existing FM license and CP holders disclosed more stations planning to continue on both frequencies as long as Washington permits. In addition to those reported last week (Vol. 2, No. 1), the following have indicated their intentions:

Already reconverted to new but continuing on old: WHFM, Rochester, which started Dec. 1 on 98.9 mc (Channel No. 255) and will continue also on 45.1; WGNB, Chicago, started Jan. 1 on 98.9 (No. 255) and continuing on 45.9; and the Westinghouse stations: KDKA-FM, Pittsburgh, 94.1 (No. 231) and 47.5; KYW-FM, Philadelphia, 100.3 (No. 262) and 45.7; WBZ-FM, Boston, 100.7 (No. 264) and 46.7; WBZA-FM, Springfield, 97.1 (No. 246) and 48.0; WOWO-FM, Fort Wayne, 95.9 (No. 240) and 44.9; WHEF, Rochester, 98.5 (No. 253) and 44.7.

Shortly to be reconverted and planning also to continue on old frequencies: WENA, Detroit, Feb. 1, 96.9 (No. 245) and 44.5; WSM-FM, Nashville, April, 100.1 (No. 261) and 44.7; WABW, Indianapolis, March 1, 94.9 (No. 235) and 47.3; WGFM, Schenectady, April, 100.7 (No. 264) and 48.5.

Not planning to continue on old and dates of starting on new: WABC-FM, New York, date undetermined, 96.9 (No. 245); WBBM-FM, Chicago, date undetermined, 99.3 (No. 257); WTAG-FM, Worcester, Jan. 1, 102.7 (No. 274); WPEN-FM, Philadelphia, Jan. 1, 99.5 (No. 258); WIP-FM, Philadelphia, Jan. 25, 97.5 (No. 248); WDUL, Duluth, Jan. 1, 92.3 (No. 222); WBRL, Baton Rouge, La., Dec. 31, 96.1 (No. 241).

TV TWO-UP ON Mm: Electronics Industries calls editorial attention in its current issue to two feats accomplished by TV on Navy Day which it says motion pictures, after a generation of experience, cannot yet approach: 1. A big dinner at the Waldorf was clearly pictured for the TV audience, using only regular hotel lighting which was far too dim for taking any movies. 2. A newsreel dropped from a blimp was hurriedly developed and the negative run through the TV projector, without the delay necessary to print, develop and dry a positive. "Yet," says the magazine, "the television audience saw a perfect positive by the simple expedient of electrically reversing the negative picture. And that's something else Messrs. Pathe and Paramount can't yet do -- project blacks as whites at the flip of a switch."

CBS EXECUTIVE REALIGNMENT: A triumvirate now really runs CBS -- Bill Paley as chairman; Paul Kesten as vice chairman, Frank Stanton as president. These elections by the board this week gives each an opportunity to follow his bent, to function primarily over the field he prefers. The Stanton promotion was a surprise, but, like most CBS executive appointments, was another elevation from the ranks; only 38 years old, highly capable and popular with his fellow workers, he becomes administrator of the day-by-day business details of the network.

Kesten might have had the presidency if he wanted it, but his chronic poor health suffered an additional strain during the several years of Paley's absence overseas; now, at Paley's right hand, he can concentrate on developments closest to his heart -- such as color TV, FM, promotional details. And Paley fulfills his expressed desire to be free from routine so he can pursue his pet interest -- "the creative output," i.e., programs. Still the biggest single stockholder in CBS, at 44 he has no intention of retiring despite recurrent rumors.

PETRILLO PARLEY: NAB President Miller meets with AFM chief Petrillo Jan. 18 in Chicago on music situation, including ban on duplication of AM programs over FM outlets. Date was set after exchange of telegrams and resulted in invitation by Petrillo for Miller to appear before AFM executive board. Meanwhile Petrillo seems to be relenting a bit, recently okayed rebroadcast of CBS "School of the Air" program over Cleveland School System's WBOE from network's local outlet, WGAR. And he also has given temporary approval to Schenectady's independent WBCA to continue to carry Mutual programs for time being.

THAT RED HERRING AGAIN: The usually authoritative Printers Ink slid off base in its Dec. 28 issue when it said FCC Chairman Porter has tacitly approved a "proposal" that FM be treated as a public utility, that only 25% of its profits go to FM people and the rest to the Government. Rep. Clarence Cannon, chairman of powerful House Appropriations Committee, did quiz Porter closely on radio profits. FCC appropriations hearings two months ago, did express his preference for Britain advertising-free public-owned broadcasting system, but didn't get a very sympathetic reaction from his own colleagues in his castigation of the American system. On his part, Porter admitted certain deficiencies in radio but thought it could clean its own house, didn't and doesn't go along with any 25-75 proposition -- and still says he objects to anything smacking of Government operation of radio.

NEWS AND VIEWS: CBS color TV demonstrations, suddenly postponed from this week, are now planned not later than first week in February Fortune Magazine for February, out soon, will carry a study of the television situation; and Saturday Evening Post has scheduled a series on TV by Alva Johnston. Cosmopolitan, too, plans video piece by Bill Davidson in March New York World-Telegram, following lead of Times and Herald Tribune, this week began carrying TV program listings Just out of Army Air Forces, Harry J. Ockershausen, ex-administrative assistant to FCC general counsel, has joined the Washington law firm of Dempsey & Koplovitz Jack Stewart, veteran radio manager, is now radio director of Tower Realty Co., Baltimore applicant for TV, FM and AM Scripps-Howard (Washington News) has followed Eleanor Patterson (Washington Times-Herald) in dropping application for TV station in capital, thus leaving 7 applicants (Supplement No. 18) for the 4 available channels; hearing, first in TV, will be held Jan. 21-Feb. 1 Already an applicant for 3 TV stations, Westinghouse will shortly file for a fourth -- in Fort Wayne -- later may seek one in Portland, Ore. Section 15, Standards of Good Engineering Practice Concerning FM Broadcast Stations, has been slightly revised, and new section is reprinted as Part II, Supplement No. 27, herewith. We suggest you clip it and overpaste in proper place on page 9 in Supplement No. 9 Elgin National Watch Co. has signed for 13-week series of Wednesday night signals over WCBW, New York (CBS), thru J. Walter Thompson.

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January 19, 1946

FEW MORE FM APPLICATIONS: They're coming in only in dribblets now, the total of FM applicants still short of 750. Since we published our last list a month ago, only 22 more applications have been filed with the FCC -- and we report them as Supplement No. 14E herewith. Of these 22, eight are non-AM operators.

Taking these into account along with the several applications dismissed, as previously and currently reported, the total number to date is exactly 743. Noteworthy among those dismissed at request of applicant, is the pre-war file by A. A. Schechter for Providence; now news chief of Mutual, he returned from his Army PRO job with Gen. MacArthur and decided not to carry through his plan to start an FM in his home town.

Supplement 14E, added to 14A to 14D inclusive, gives you the complete list of FM applications on file up to Jan. 15.

CBS'S IRISH SHILLELAGH: Shakeup in the CBS hierarchy (Vol. I, No. 2) does not mean any diminution of that network's campaign for color TV as against monochrome. Nor should Paul Kesten's departure for an Arizona vacation of several months, on the eve of the first public showings of what CBS has in the way of TV, be interpreted as a repudiation of his vigorous campaign for uhf TV. That's the word from inside CBS sources, designed to scotch manifold rumors now current.

Actually, Lt. Col. Adrian Murphy, returning from 3½ years in the Army, some of the time spent on duty with Col. William Paley in the ETO, is taking up the same cudgels Kesten has wielded. His title of v.p. and general executive means he supplants Joe Ream in that post, Ream going to other duties. It also means he tops V.P. Larry Lowman, who continues on TV program operations but reports to Murphy, who actually is now the main TV policy and administrative man. Murphy was Kesten's assistant back in 1936, in 1939 became the network's first TV chief and was its executive director for TV when he went into the Army in 1942.

SHOWDOWN ON TWO-BAND FM: Twenty years almost to the day (Jan. 21, 1926) when the then Secretary of Commerce Herbert Hoover instituted a test suit to determine whether his department had authority to halt Zenith's old AM station WJAZ from "wave jumping," dynamic Comdr. Gene McDonald, Zenith's president, again stormed the Washington bulwarks. This time the veteran of MacMillan's Arctic expeditions, now a millionaire, dapper as ever, flanked by a retinue of experts that included Maj. Edwin H. Armstrong, came to prove the case for widening the FM band to include 44-50 mc. as the only way whereby the new FM art can provide rural coverage.

His case and the case for the opposition (Vol. II, No. 2) was still being heard late Friday as we went to press, was to be concluded Saturday. To oldtimers there was a nostalgic chuckle in the fact that Zenith's case was being heard by a Commission that is the creature of the radio laws passed by Congress in 1927 and 1934 as a direct result of McDonald's court victory in the Hoover suit. Few, however,

expected him to litigate again if he fails to get the low-band channels he wants.

The issue was being debated from every angle, mostly technical, each side confident it will prevail. Nub of opposition argument is that Zenith tests on long-range reception are inconclusive, Sporadic E interference is insurmountable deterrent on lower band, Commission has set FM allocations (Supplement No. 21) and so why upset applecart.

Crosley's John D. Reid opposed because of harmonic interference he foresaw on TV Channels No. 2 to 5, also image interference when 50 mc FM transmitters were close to TV radiators. And the commissioners themselves quizzed Zenith's J. E. Brown closely on his Deerfield tests, emphasizing that Deerfield receiver was at fixed location rather than mobile, that "usable signal" was criterion rather than microvolts per meter. But, replied Brown, fixed receiver is what listener would have. And, added Prof. Armstrong, the listener knows something is wrong when he gets 100 uv/m for 30 seconds and no microvolts for 30 seconds, even though that adds up to 50 uv/m.

Zenith contention that 100 mc. could not cover rural areas was disputed by Chairman Porter when he showed a map of Chicago area indicating radius of all current FM licensees, CP holders, conditional grantees and applicants from within 75-mile range of Chicago. Their coverage, Brown admitted, would be adequate.

Crosley's Reid said redesigning of production to include 2-band would cost \$4.50 to \$6 extra per set, in contravention to Brown's statement that it would add less than 50 cents per set to cost -- and "we'll show other manufacturers how." Reid recommended satellite stations to fill out service to rural areas, or else high power clear channel AM stations. Zenith said its 2-band table model with AM has been OPA-approved at \$54 retail, and had model and chassis on hand to exhibit.

As Friday session drew to a close, General Electric's C. R. Miner and Magnavox's Frank Freiman added their support to the Zenith position. A dozen or more witnesses were still scheduled to be heard, though some of the opposition from telephone, police, maritime and geophysical interests was expected to fade in view of Zenith's amended petition to ask for only 44-50 mc. (the full No. 1 TV band) instead of 42-50. The TV interests were, of course, poised to oppose.

It's anybody's guess how the Commission will rule, but rule it will at the very earliest moment if the manifest determination of commissioners to get FM going quickly means anything. Significance was seen in presence at session of Senator Tobey, firebrand member from New Hampshire where Yankee's Mt. Washington rural station is located. He told us he wanted to make sure FM was not held back by any "undue influences," said he wanted to see it provide rural as well as urban coverage.

MORE RECONVERSIONS: Muzak's WGYN, New York, has switched to its new frequency, 96.1 mc (Channel No. 241) and is now on the air 12 noon-6 p.m., Mon. thru Friday. South Bend Tribune's WSBF, still on 47.1 mc, replies to our questionnaire that it will shift to 101.3 mc. (No. 267) at an undetermined date, has no plan then to continue on old. For plans of other licensees, see Vol. II, Nos. 1 and 2.

COWLES GOING UHF: Cowles radio-newspaper interests are filing for an ultra-high experimental TV station in Washington, where they own WOL, and will probably apply soon also for Des Moines and Boston, where they have other AM stations. Their v.p. and technical chief, ex-FCC Commissioner T. A. M. Craven, is outspokenly convinced of the superiority of color TV and the 1,000-line black-and-white which he says is possible only on uhf.

LOCAL STORE'S TV TIEUP: Gertz Dept. Store, Jamaica, N.Y., one of Allied Stores group, will put on a two-week demonstration of intra-store television, beginning Jan. 29. Equipment will be supplied by William B. Still, independent Negro electronics engineer and experimental TV station licensee (W2XJT) in that NYC suburb.

MILLER MEETS PETRILLO: As was to be expected, first direct contact between NAB's President Justin Miller and AFM's James Caesar Petrillo and his board in Chicago Friday brought forth nothing in the way of concrete results. But our correspondent on the spot reported they emerged from their session smiling -- and hopeful. Said Petrillo to newsmen: We want to settle this matter on a national basis. Too bad Miller doesn't have power to act for the industry." Said Miller in an NAB press statement: "Fair-minded men can find a way on an equitable basis to resolve their problems on the dotted line rather than on the picket line."

At any rate, it was the first direct approach, indeed the first intimation Petrillo is agreeable to negotiating rather than continue his tactics of issuing arbitrary fiats and then standing firmly by them. Next step will be Miller's meeting with his industry committee in Washington Tuesday (Jan. 22). Since Petrillo conversations were merely exploratory, smoothed a bit perhaps by fact AFM's counsel Joe Padway knows Miller and practiced before him when he was a Federal judge, it's anybody's guess what may eventually come of negotiations, due to be resumed.

Meanwhile, Chairman Lea of House Interstate Commerce Committee says his new bill (H.R. 5117) to curb Petrillo's arbitrary powers has overwhelming support in Congress, expressed confidence he can get it passed so that, with Vandenberg bill (S. 2) already passed by Senate, a legal quietus can be placed on the music czar.

BLUE CHIP STUFF: Lending credence to oft-expressed private belief that many of the pending applicants for TV stations do not intend to carry through, is fact that the first TV hearing -- on Washington applications, scheduled to open Monday, Jan. 21, before full FCC -- finds only 6 of the 9 original applicants pressing their claims for the 4 available channels. By week's end Marcus Loew (MGM) had joined Scripps-Howard (Daily News) and Eleanor Patterson (Times-Herald) in withdrawing. Movie concern said it intends to concentrate on its New York and Los Angeles applications, these being major sites of its production activity.

Washington hearing is regarded as bellwether for future hearings not only on TV but FM where demand exceeds supply of channels. It also raises issue of local vs. out-of-town interests. Left in the race are: Bamberger, DuMont, Capital Broadcasting (WWDC), Washington Star (WMAL), Philco, NBC (WRC).

From more than 140 (Part III, Supplement No. 18), total pending TV applications has fallen to 137. Others dropping out previously: Metropolitan Television, for New York; New Bedford Standard-Times, for Providence. However, Hearst has added a bid for San Francisco to its earlier applications for Baltimore, Milwaukee, Pittsburgh. Others are known to be preparing to file, but many believe more will drop as time for showdown hearings approaches. High cost of TV is biggest factor.

RCA-PATHE TV-FILM DEAL: Seen as stimulant to production of sound films for TV, is 10-year license agreement, first of kind, signed this week by RCA with RKO-Pathe Inc. Under its films bearing familiar Pathe trademarks may utilize RCA patents and engineering facilities not only for features but for short subjects, documentaries, industrials. Contract calls for immediate delivery of RCA equipment to new Pathe studios at 106th & Park Ave., N.Y., expected to be a center of its video-film production. It was executed by Ralph B. Austrian, RKO v.p. and TV chieftain, once an asst. v.p. of RCA Photophone, with Barton Kreuzer, mgr. of RCA theatrical equipment dept.

Contract's new angle is encouragement it gives to film-for-video, fixing royalty rates quite low as against former requirement that royalties for TV films were same as if pictures were to be shown in theaters. Rates: trailers under 4 minutes, \$3 per minute of showing time of finished film; short subjects over 4 minutes, \$6.75 per minute; newsreels, \$3 per minute with minimum of \$50 per reel.

WINDY CITY FM HEARING: Seventh FM hearing to be ordered by the FCC -- on Chicago's 19 applicants for that city's remaining 12 available channels -- was announced Thursday but date was not fixed and commissioner not yet designated to hold it. In fact, only FM hearing date yet set is the one for Boston area applicants, which Commissioner Durr will conduct there March 11-22.

At same time the FCC granted 13 more conditionals, bringing total to 279. Because this small number doesn't warrant reissue of our Cumulative Log of Conditional Grants to Applicants for FM Stations, we list them in the next paragraph and suggest you simply add them to your Supplement No. 27. We will, of course, bring up-to-date and reissue the Cumulative Log periodically as the number of grants warrants. This week's conditional grants and their AM affiliations, if any:

Thames Broadcasting Corp., New London, Conn. (WNLC). Metropolitan.
Copley Press Inc. -- Aurora Beacon-News, Aurora, Ill. (WCBS, Springfield, Ill.). Metropolitan.
Eagle Publishing Co., Pittsfield, Mass. Community.
Asbury Park Press, Asbury Park, N.J. Community.
Eastern States Broadcasting Corp., Bridgeton, N.J. (WSNJ). Metropolitan.
Home News Publishing Co., New Brunswick, N.J. Community.
Passaic Daily News in Paterson, N.J. Community.
Westchester Broadcasting Corp., White Plains, N.Y. (WFAS). Community.
WIBX, Inc., Utica, N.Y. (WIBX). Metropolitan.
Hoyt B. Wooten, Memphis, Tenn. (WREC). Metropolitan, possibly Rural.
Lynchburg Broadcasting Corp., Lynchburg, Va. (WLVA). Metropolitan.
Old Dominion Broadcasting Corp., Lynchburg, Va. Metropolitan.
Richard F. Lewis Jr., Winchester, Va. (WINC). Metropolitan, possibly Rural.

WASHINGTON SEES TV: Balked in ambitious plan to inaugurate Washington-New York coaxial with telecasts of President Truman addressing Congress (Vol. II, No. 2), DuMont went ahead this week and placed its experimental Washington station W3XWT on the air sporadically. It transmitted film subjects on Channel No. 5, using low power from antenna atop Harrington Hotel. Viewers on the dozen or so receivers brought down for the original show and installed in White House, Capitol, National Press Club, Mayflower Hotel, FCC, reported images were of good quality -- evoked satisfactory reactions from intensely interested audiences. Plans for elaborate telecasts, in which other companies will also participate, are still in the making.

TV 'SILENCE' IN N. Y.: It appears likely New York may be without television for a brief period when WNBT-NBC and WCBW-CBS suspend operations March 1 to adjust transmitters to new bands recently assigned (Vol. I, No. 17). WABD-DuMont, currently off air until completion of Wanamaker studios, may not have installation ready by then. Judging from reports about delayed construction schedule of DuMont's new department store studios, about which no definite opening date is forthcoming (though "next month" has now been given at least twice), they may not be finished until a week or so after the other two stations suspend. WNBT goes to Channel No. 4, WCBW to No. 2, WABD to No. 5.

NEWS AND VIEWS: February number of FM Journal, first edition of new monthly publication specializing in FM field and published at 103 Park Ave., New York, by Telecasting Publications Inc., should be reaching your desk within a few weeks Compton Advertising Inc., which has been conducting research into commercial program possibilities of facsimile, has found its economy and relative simplicity should stimulate its adoption during transition from aural broadcasting to television Last Saturday's parade of the doughty 82nd Airborne up New York City's Fifth Ave. was televised by WNBT (NBC) that day and repeated as a cinetelecast Sunday and Monday nights. Program was sponsored by Esso Marketers, thru Marschalk & Pratt Art Goodnow, ex-Westinghouse division chief on AM-FM development, has joined Washington consulting engineering firm of Weldon & Carr.

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OF THE
VISUAL BROADCASTING AND
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Television Digest

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FCC SAYS 'NO,' BUT—Political repercussions may result from its decision Thursday, turning down Zenith-GE plea for widening FM band to embrace also the 44-50 mc frequencies. Within 4 days from close of hearing on pros and cons (Vol. 2, No. 3), the Commission issued a one-paragraph decision, promising later opinion setting forth reasons for its unanimous edict.

Meanwhile, though most of Washington radio engineering fraternity seems satisfied, Prof. Armstrong, Zenith's Gene McDonald and New Hampshire's Senator Tobey aren't at all; latter, incidentally, attended first day hearing on band widening. Said Tobey, when asked to comment: "The decision not to widen the FM band contravenes the facts. This is not the end of the case." But he wouldn't say what form intervention might take, adding only that no matter what the Commission opinion shows, the economics of broadcasting would not support a host of short-range stations even though they might be shown to blanket the country.

On the other side of the Hill, Rep. Clarence Lea, chairman of House committee handling radio, said, "I am loath to set my judgment against that of the FCC, especially on so technical a question. Under the Communications Act, the FCC has broad authority on allocations, and I trust the decision is wise and affords the proper foundation to permit FM to proceed." Concensus here was that FCC's authority over technical determinations was pretty hard to buck legally, that Commission as now constituted will be hard to shake politically too.

McDonald lashed at Commission: "FCC has crippled FM by shackling it to the 100 mc band The new evidence was not denied nor refuted Decision makes obsolete 400,000 to 500,000 FM sets now owned by public No one can profit by decision except radio networks and some manufacturers who are now tooled up for 100 mc sets We will produce two-band sets." And 5 others, unless they change minds now, have said they also will produce two-banders: Ansley, Freed, Galvin, Stromberg-Carlson, Templetone.

AN EXPENSIVE PRODIGY: Television's high cost factors, as compared with AM or FM, stood out like a sore thumb during the 3-day hearing conducted this week by FCC Chairman Porter on Washington's 6 applications for 4 available channels. Yet there was discernible in the exhaustive cases presented by the applicants an intensely serious purpose to feed good hard capital to the gosling so that it might grow into a lush goose capable of laying golden eggs. The period of growth to commercial stature was variously estimated at 2 to 3 years.

The 6 applicants remaining out of the original 9 mean business -- no doubt of that, though 2 of them are bound to be disappointed in the final selections. With one accord, they evidenced supreme confidence in the future of TV by their elaborately laid plans and their willingness to spend the huge wherewithal required in its inceptive stages.

And the Commission means to hasten TV along -- no doubt of that either, as indicated by Porter's stipulation with counsel that the usual procedure of filing

their "suggested findings" shall be waived. So on this hearing, first on TV and one of the few on a city where demand for channels exceeds available supply, we can expect a decision sooner than usual, probably within 40-60 days.

Cost estimates on installation and operation ranged from Philco's \$528,423 capital cost and \$738,000 first-year operating cost to Capital Broadcasting Co.'s proposal to get along on the \$80,000 anticipated net income of its WWDC (local AM), to double its AM staff in brass, and to use an additional \$75,000 annually from its chief owner, Joe Katz, the Baltimore adman. Figures of most of the other applicants ran nearer Philco's.

As was expected, proposers of networks played up the value of TV networks -- good programs and economy. Manufacturers played up equipment experience. Local interests played up local service. The tall antenna boys played up area-population coverage. Old hands at TV station operation played up their know-how.

Bamberger (WOR), announcing it was withdrawing its Philadelphia TV application, proposed a hookup between the TV stations it hopes to get both in Washington and New York, said programs would be 100% sustaining for the present.

Capital stressed local public service, claimed economies in linking with AM operation, said everyone would eventually make money even if city's limit of AM-FM-TV stations were operating.

DuMont pointed to experience not only with its New York commercial WABD but with its Washington experimental W2XWT, also described its network ambitions, identified its corporate relations with Paramount (37½% stockholder).

Evening Star pointed with pride to its age, dignity, prosperity, promised devotion to local service, made much of its recent educational tieup with American University on whose campus it would locate its transmitter.

NBC stated ownership of a Washington station was necessary to its planned operation of a TV network, said a mere affiliate couldn't do the key job it could do itself; it introduced a long list of "firsts" in TV but didn't dwell much on them since Porter reminded that a pre-hearing meeting of counsel had agreed there would be no "parade of coonskin caps."

Philco cited 18 years of TV experience, operation of its Philadelphia WPTZ, its radio relay experiments and, as a set maker, its interest in viewing audience.

There was one glimmer of hope for an earlier-than-expected return from TV: DuMont's chart showing an estimated second-year income of \$614,732 as against expenses of \$321,907. It was much more sanguine than any of the others.

Other highlights of the hearing: RCA's figure of \$11,000,000 spent on TV up to beginning of war, NBC's figure of \$3,000,000, Philco's figure of \$5,000,000 DuMont's statement that it has recorded all TV programs of WABD on film to help producers and advertisers master techniques.... Bamberger's estimate that rental of New York-Washington coaxial would run about \$60,000 per annum, and DuMont's \$700-per-month cost for the tie-line from WABD to its new Wanamaker studios.... Philco's claim that radio relay is practical, its promise of TV receivers off the production line by summer.... NBC's statement that in 6 years of operating WNBT in New York it has rented or given its facilities to 174 advertisers.... the statement that 1,000 man-hours of work were involved in recent telecasting of Army-Navy game relayed to N.Y. via coaxial.... DuMont's estimate of a \$180 card rate per half hour for TV the first year, \$297 the second year, in Washington, and its avowal it expects to have 24½ hours of sponsored time on books by beginning of the third year.... estimates by various witnesses that Washington should have 10,000 TV sets the first year, which Katz predicted would rise to 100,000 within 2 years.

If you're serious about TV, transcripts of the testimony can be secured from Electreporter Inc., 1760 Pennsylvania Ave. NW, Washington. Docket Nos.: Bamberger, 7014; Capital, 7015; DuMont, 7016; Evening Star, 7017; NBC, 7019; Philco, 7021. At 40¢ per page it will cost like blazes. But that's TV -- expensive.

PETRILLO ASKED FOR IT: Looks now like a better-than-even chance that Congress will act to curb the royal reign of the gent with the big cigar. The Lea Bill as amended (text in Part II, Supplement No. 28 herewith) may not have the teeth in it that the broadcasters want. But Jimmy Petrillo, by his many arbitrary actions, asked for it -- and the fact that the House committee voted it out 14-5 last Wednesday indicates the temper of Congress.

Rep. Lea is confident he will secure its passage. The fact that the Senate last session passed the Vandenberg bill (S. 2) indicates a good chance there, too. But broadcasters, perhaps suffering an undue inferiority complex after Petrillo's past successful rampages, are still keeping their fingers crossed.

The bill hits at forced labor in the form of "standby musicians," and would penalize such duplications as Jimmy ordered in FM, threatening to stunt that infant's growth almost at birth. But the best Lea could get from his committee was to make Petrillo's bans misdemeanors, subject to one year's imprisonment or \$1,000 fine or both. Originally, they were made felonies carrying two years imprisonment and/or \$5,000 fine.

Within AFM ranks, it is reported, all is none too harmonious either. Jimmy's public relations and timing, his failure to give FM a chance to grow and eventually to employ more musicians, is said to have led to a rump movement to set up another musicians union and join up with CIO. Nor has the keen Joe Padway, AFM counsel, been able to make his influence felt with Jimmy as he formerly did with Joe Weber.

Meanwhile, NAB's President Justin Miller met last Monday with his industry committee to report on his recent confab with Petrillo and the AFM board (Vol. 2, No. 3). Mr. Miller was authorized to appoint a smaller negotiating committee to deal with Petrillo, which he said he would do shortly.

RMA BOARD TAKING UP FM: Channel numbers as designated by the FCC (Supplement No. 21), rather than frequency markings, are likely to be used by most if not all FM set makers on receiver dials. RMA last week, announcing that its questionnaire showed 47 to 19 in favor of channel markings, said final recommendations would come out of its Chicago board meeting Wednesday (Jan. 30). Most of the large-volume set makers were among the 47 pros; some companies favored a dual system of marking, several indicated they would follow industry trend.

RMA board may also take up current controversy between its President R. C. Cosgrove, Crosley executive v.p., and Leonard Asch, of Schenectady's WBCA: Since last Sept., Asch has been conducting a local advertising campaign tied to theme, "If You Buy a New Radio Without FM, You'll Obviously Have an Obsolete Radio." He sent copies of first ad to set manufacturers, asking for comment. One reached Cosgrove, who replied he considered ad misleading and damaging since, he claimed, most early-line radio sets would not have FM included due to cost.

Cosgrove also burned over quotations in ad from GE, Stromberg-Carlson, Zenith, Philco and others, plus such names as ABC's Mark Woods, CBS's Paul Kesten, NBC's Niles Trammell. He turned the correspondence over to Better Business Bureau. Asch says some RMA members object to Cosgrove views and action, claiming he expressed himself as RMA president without consulting his board.

SEEKS TV ON COAST: Dorothy S. Thackrey (New York Post), heiress to the Schiff fortune who also owns WLIB, Brooklyn, KYA San Francisco, and has purchase pending for KMTR, Los Angeles, widens scope of her West Coast radio activity with applications for TV in Los Angeles and San Francisco; estimated initial costs \$387,400 and \$376,400 respectively -- monthly operating costs, \$25,000 each. With Hearst San Francisco Examiner's application for TV, minus the several that have dropped, total pending applications now number 139 (Supplement No. 18).

