

MARTIN CODEL'S

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

Television Digest

and FM Reports

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Sept. 1, 1945.

NEW FM CHANNELING SOON: Shortly after FM rules and regulations and engineering standards are issued, probably within two weeks, FCC will make provision for early switchover to new high-band frequencies by the present 53 commercial grantees (47 licensees, 6 CP holders). Commission will assign frequencies itself. This procedure very likely will apply also to the 12 non-commercial educational grantees (6 licensees, 6 CP holders), though somewhat later. We will supply you with complete background data on all these stations next week.

Changeover procedure for licensees and applicants will be announced same day or very shortly after rules are issued. For the present, licensees and applicants need make no move. But preliminary plans can be laid in line with FCC release of August 24 (see Supplement No. 3) which we suggest you read carefully. It contains substance of forthcoming rules and regulations.

One thing to look for is decrease in amount of engineering data to be required. This is to speed applications through Commission and also to save newcomers technical fees. Example: instead of complete Metropolitan Station map out to 50 microvolt contour, only 10-mile radius will be required. For Community Stations, it is probable no contour map at all will be needed.

Master map of U.S., being prepared by FCC engineers, will indicate channels in main cities in Area I (northeast). Applicants will have to accept channels assigned by FCC, to enable Commission to keep allocations flexible enough to provide for maximum use of frequencies with minimum interference between stations.

Early assignment of channels by FCC is designed not only to speed growth of FM, but also to forestall manufacture and sale of two-band receivers that some makers want to place on market immediately, arguing need for "demonstration" facilities. Commission expects some upper-band transmitters will be on air by time receivers are on market and sees no reason for added expense to public. Chairman Porter so notified RMA President Cosgrove August 21 in letter so strongly worded it leaves no doubt of Commission's intention to warn public against double-band sets if manufacturers, over whom it has no control, persist in going ahead with such production. Nor does Commission want to be placed in position where continuance of present low-band FM for any length of time creates public pressure to maintain assignment. Moreover, current FM band has been promised to TV, police, et al.

Much the same procedure will govern TV assignments later. TV engineering standards are pretty well set, but rules and regulations, plus allocation plan, are still being thrashed out. Manufacturers are hardly expected to market video sets tuned to present frequencies, though one TV manufacturer is reported planning production of a wide-band receiver tunable to whole 44-225 mc. band.

DuMONT-WANAMAKER DEAL: DuMont has completed deal with John Wanamaker, big downtown New York department store, to take over latter's auditorium and other space (more than 500,000 cu. ft.) for installation of three television studios. DuMont will spent \$126,000 on installation, getting space rent-free, store aiming to

benefit by attracting customers to its outdated, out-of-the-way shopping location. Leased line will link store with DuMont Madison Ave. transmitter and studios. Intra-store TV setup also presumably contemplated. Basic architectural plan calls for one 4-camera, one 3-camera, one 2-camera studio, the first to accommodate 700 spectators. Plan is to have plant completed by December, to call it Television Center and to carry some 28 hours of live talent shows from its studios weekly.

COLOR VS. MONOCHROME: So completely confident is CBS of the superiority of its color television in the ultra-high band, that you can expect the network to continue unabated its virtually lone campaign for TV in color on the now-experimental spaces of 480-920 mc. CBS is so sure of its ultimate position it may itself even go into manufacture of receiving sets capable of picking up its higher definition, chromatic images. But it will require FCC authority for commercial operation.

CBS is readying an off-the-line demonstration before end of year, and is already installing equipment, including a coaxial cable between its Chrysler Bldg. transmitter and its studios at 485 Madison Ave. and in the Grand Central Terminal. Signals will be received on both direct viewing and projection receivers. One of the three floors it now occupies in Chrysler Bldg. for TV will be devoted entirely to the new ultra-high transmitter, the other two being already used for black-and-white.

CBS demonstration, which may be its last big blast at present sight-and-sound standards before mass production of home sets gets under way, will presume to settle question of color vs. monochrome. If successful, it might well deter the start of widespread manufacture of video receivers for operation in newly assigned 44-88 and 174-216 mc. commercial bands.

Still under wraps, Dr. Goldmark's development is mechanical -- not electronic. Few outside the CBS family have plumped for it as yet. Most engineers are skeptical, want to be shown. But it is claimed a noiseless motor has been produced to drive the mechanical color disk. It is said refinements in control of scanning sequences eliminate the "fringing," which results in one color remaining and providing a "color tail" to the image because of the sequence in scanning, so that picture isn't sharp.

PAUL KESTEN SPEAKS UP: In minds of certain CBS board members is plan to up Paul Kesten, executive v.p., to the presidency -- but Kesten himself isn't sold on the idea and says he'll have "something to say about that." Plan is not to displace Col. Bill Paley, expected back in time for next board meeting from his Army job in Europe, but rather to give him more time to devote to TV, FM and other developmental problems, as well as to creative side of programming, always his pet interest.

Associates say Paley is returning with "blood in his eye," determined to scotch persistent rumors of his retirement from radio. When he gets his Army discharge, he'll be back at network helm -- no question about that. But he himself may persuade Kesten to retain active management with new title.

Kesten enhanced his reputation for facile expression in his testimony before recent FCC hearings on FM where he was star witness. He went all-out for FM as "technically destined to replace AM transmission, as surely and inevitably as the tungsten lamp...replaced the old carbon filament." He put FM's case so vividly, so cogently, that we suggest you ask CBS for full copy of text of his July 30 statement before FCC. Read it carefully; it's basic stuff.

ARMSTRONG PATENTS EXPIRING: Though the "Daddy of FM" stands to earn a justly deserved fortune in royalties on FM receiving sets and transmitters, by whomever manufactured, he may not reap the full 17-year benefit of his patents. He tells

us they expire in 1950. But since civilian FM was frozen for the duration, he and other inventors in like situation (who dedicated their inventions royalty-free to war production) may get some relief in bills now before Congress due for consideration next session. Essence of these bills (H.R. 3069, Rep. Grant, Ind.; H.R. 718, Rep. Elston, O.; H.R. 1190, Rep O'Hara, Minn.; H.R. 2043, Rep. Rowan, Ill.; S. 840, Sen. Capehart, Ind.) is that inventor gets extended rights if he can prove war interrupted commercial exploitation of his patents. Prof. Armstrong's personal fortune, largely derived from his superhet invention, is said to be largely sunk in FM, with a particularly large investment in his Alpine station.

LOFTY ASPIRATIONS: That fantastic "skyhook transmitter" which the Westinghouse-Glenn L. Martin people unfolded before an agape audience in New York a few weeks ago has no bugs in it -- on paper. At least, so Westinghouse and Martin technical chiefs aver. And they say they've calculated young Engineer Nobles' Stratovision idea from every angle, and are willing to stake their faith and prestige that it will work.

They're bolstered in their conviction by knowledge of radar effects, heretofore secret, on which they both worked for the Government. In scientific circles certain tests in "spraying" signals down to earth from the stratosphere to cover wide radii are well known.

As for the economics of the scheme, whereby 14 specially designed stratospheric "radio planes," flying fixed oval courses at 30,000 feet, could serve 51% of the area and 78% of the population of the U.S. with 4 TV and 5 FM programs each, with relays to one another for network service, Westinghouse officials say candidly they "don't know the answers." Nor do they know where their own company, long active in commercial broadcasting, would fit into a plan involving such limited licensing. That's a problem for the FCC which presumably, if the thing works in actuality, would have to secure authority from Congress to handle the relatively few license issues on a public utility franchise basis.

Moreover, neither Westinghouse nor Martin has any patent on the idea for it is not an invention, only an idea. But with the atomic bomb story breaking at about the same time, making fantasy a reality, Chairman Robertson's statement anent Stratovision seems particularly pat: "Show the possibility, and somehow the way will be found to make it work in our economy."

Skepticism marked some of the expert and press reactions to the plan, with disagreement on the \$1,000-an-hour estimated operating cost of each "skyhook." It was said that, though initial cost of coaxial cables runs high, their maintenance and operational cost would be a fraction of keeping up fleets of planes. From social viewpoint, the question was raised whether the high cost wouldn't keep all but a few of the biggest, best-heeled corporations out of the national TV-FM fields. Stratovision might so blanket the regional and national markets that there would be no chance for the little local fellow, especially in light of expected high cost of TV operation.

But everybody is willing to be shown, and so

Westinghouse-Martin are going ahead with plans for actual flight experiments. These may take a year or two. Meanwhile, though the scheme -- on paper -- does seem to furnish the readiest answer to rural and remote h.f. coverage, the FCC does not intend to hold up CP and license issues for TV and FM to those who qualify for present line-of-sight transmissions.

(Note: Before the supply is exhausted, write to C. M. Meehan, publicity representative, Westinghouse Electric Corp., 2519 Wilkens Ave., Baltimore 3, Md., for a copy of the Westinghouse-Martin graphic presentation of Stratovision. Ask also for texts of the original press statements; they're well worth reading.)

TELEVISION NOTES: Captive balloon will be tried out as antenna when Crosley's experimental TV station W8XCT, shut down for duration, resumes test telecasts after Sept. 1 from studio atop Cincinnati's 47-story Carew Tower...Henry Luce, headman of Time-Life-Fortune, has shown great personal interest latterly in television, his eyes reportedly glued to the sight-sound set in his Connecticut home. His participation in television would likely be twofold: 1) Through his holdings in American Broadcasting Co.; 2) Through a separate production enterprise under banner of his publications or of March of time...CBS Television is organizing a film department to shoot newsreel footage on regular basis...Prospects appear slim for immediate activity in theater television either here or abroad. It is authoritatively forecast that it will take up to five years to perfect a serviceable theater projector capable of at least 1,000-line definition.

REQUIEM FOR FMBI? Cool tone of FMBI President Walter Damm's letter of reply to retiring NAB President Harold Ryan, rejecting invitation to merge into NAB, doesn't mean plan is out the window. Pressure for merger is great, especially from networks and AM members paying dues to both trade associations. But FMBI's 167 membership (at \$300 per year) includes radio set manufacturers, newspapers and others not now in AM or FM broadcasting. They can't see joining forces as yet.

Others, too, recalling NAB's early cold shoulder toward FM, aren't too happy about affiliation unless assured NAB will work strongly for FM. Argument in favor is that one trade association can best do the over-all industry job, that NAB with its \$600,000 budget is better heeled for it than FMBI with about \$50,000. Against is argument that FM still needs promotion, needs own champion in Washington, can't rely on too hearty support from NAB's dominant AM membership.

Meanwhile; Myles Loucks, FMBI managing director, has submitted resignation subject to board's decision; and board was increased from 9 to 15 members, including now Wayne Coy as v.p. succeeding Ted Streibert, WOR-WBAM. Coy is Eugene Meyers' right-hand man and radio executive of Washington Post (WINX) which seeks FCC authority to purchase Jansky & Bailey's experimental FM station W3X0 for \$75,000.

Merger project, at any rate, is some months away, certainly not until well after Justin Miller and Jess Willard take over at NAB next month.

CEILING PRICES: Due at this writing are long-awaited OPA price adjustments for components manufacturers. Under consideration at week's end were 1941 price increase factors of about 10% for tubes, somewhat less for major groups of components, for sale to set makers; no 1941 price increase for tubes and other components for sale to retail outlets.

WHISPERS AND SHADOWS: What David Wark Griffith once referred to as "the wedding of the whispers and the shadows" -- radio and the movies -- has now been consummated in a prideful progeny: Television. He is a lusty youngster, now in the stage of growing pains but bursting with health and energy. What he will show to his parents -- what he will accomplish in the realms of broadcasting, motion pictures, advertising, merchandising -- we'll soon see. That his parents must perforce keep up with him; that the radio companies, big and little, are aware of the fact; that major movie firms like Paramount, Metro-Goldwyn-Mayer, 20th Century-Fox, are eyeing him cautiously if not benevolently -- is evident. They all know they cannot afford to become fat and smug and complacent in the new world of entertainment, education and trade which he will command. To Television and its concomitant FM, this new service is dedicated.

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Sept. 8, 1945.

WHAT PRICE TV AND FM? It's still too early to calculate, with any degree of exactitude, just how much TV and FM installations and operation will cost. Equipment prices aren't yet available, most now used being parent-plant made. But a bit of guessing is possible on basis of reported costs of some of the TV and FM stations already on air or projected (Supplements No. 1 and 4).

GE can't separate all costs but estimates it has spent upwards of \$660,000 on its Schenectady TV installation thus far. NBC-RCA and CBS haven't any TV plant cost figures, but DuMont's reportedly cost \$125,000 (with \$126,000 more to be spent on its new Wanamaker studios); Balaban & Katz's, \$169,000; Zenith's, only \$20,000. And Don Lee, counting what it has already spent in its pioneer TV experiments, is budgeted for \$1,500,000 for its Mt. Wilson project, the Milwaukee Journal \$175,000.

As for current monthly operating costs for TV, the only figures thus far reported are: NBC \$66,235; CBS \$25,000; DuMont \$25,000; GE \$12,500; Balaban & Katz \$11,000; Zenith \$10,000 and, remember, their stations are not yet on fulltime schedules.

As for FM, existing operators have had varying cost experiences, evidenced by their figures reported in Supplement No. 4 herewith. These range from only few thousand dollars installation cost, usually absorbed by AM operation, to the \$500,000 Maj. Armstrong has spent thus far on Alpine. Here, too, there are as yet no standard cost figures -- but it is evident that FM installation will cost only a fraction of TV, quite apart from operating costs. Soon we'll report on the 500-plus FM applicants and what they have told the FCC they think (guesswork at best) their plants and their monthly operations will cost.

It can be told now that, including his Alpine investment, Inventor Armstrong has spent some \$850,000 of his personal funds on FM development.

NEW CHANNEL ASSIGNMENTS: Reassignment of present TV licensees (see Supplement No. 1) from present operating frequencies to new 44-85 and 174-216 mc. channels is next big order of business, according to FCC plans. In general, changeover will follow same procedure set for FM broadcasters as announced by Commission Sept. 4, although spotting of TV channels is more complicated due to adjacent channel interference and limited number of frequencies available.

Sept. 4 announcement informed 46 FM licensees that their individual frequency assignments would be given them by mail. Sometime next week the list of specific channel assignments to these "ins" will be released. (We will publish list so you can add to listings in Supplement No. 4 herewith.)

Equipment tests have been set for Dec. 1 and program service on new channels by Jan. 1. Permission to operate for interim on both old and new bands until upper channel receivers are out (hoped for by Christmas) was given, as well as operation on reduced power until transmitter materials and equipment available.

The seven CP holders in FM were to be told what their frequency assignments

will be and asked to file up-to-date financial and ownership data. Equipment tests for CP holders were scheduled for Jan. 1, program service Feb. 1.

FM applicants, presently totaling more than 500, were informed that after Oct. 7 they would be given conditional 90-day CPs, pending more complete engineering data. Upon presentation of such data, or if such data is already included in application, full CPs are to be granted. (We'll report to you later on all FM applicants.)

Licensees and CP holders have until Sept. 20 to object to new assignments if they so desire.

"Controversial problems have been removed by Commission's ruling on FM reassignments," says Bond Geddes, RMA Washington representative. Although some manufacturers may yet put out two-band receivers, decision points way to one-band production only, he says.

SURVIVAL OF PROGRAM FITTEST: The American system of broadcasting has no better friend than FCC Chairman Porter, himself an alumnus of the industry. So when he takes excessive, ear-grating commercials to task in his article "Radio Must Grow Up" in the October American Magazine, on heels of his CBS Sunday Symphony intermission talk Sept. 2, urging public to make known to broadcasters its program preferences, the industry in its own interest should take heed — even though Porter may become the whipping boy of our-industry-can-do-no-wrong clacque.

Response has already been enormous, especially to his suggestion that public voice approval or disapproval direct to broadcasters. Porter's huge fan mail includes surprising numbers of you're-right letters from broadcasters themselves, nearly all supporting his point that public itself become vocal as to what it likes, dislikes.

Porter's expressions mean intensification of FCC campaign to require licensees to live up to program formats outlined in their applications. Too many, says Porter privately, set up well-rounded public service schedules in applications, then forget all about them in operation. They expect licenses to be renewed automatically as long as they merely steer clear of obscenity, profanity and libel.

Porter sees hope in fact that instead of present 933 AM stations, the potential of 5,000 or more FM outlets will result in more program choice, more competition, more opportunity for service. He pooh-poohs the apology boys who raise red herring of government ownership; sees "scarcely a whisper of support in America for a government-owned system"; calls it plain nonsense to reject friendly, honest suggestions for improvement as attempts to abolish American system.

RECEIVERS BY CHRISTMAS? RMA President Cosgrove, in Washington during end of week, hopes to prevail upon OPA to review price adjustments for radio parts in order to up increase factors considerably over those announced Aug. 31. He is armed with telegrams from component manufacturers stating inability to produce at OPA price ceilings and informing him that men are being laid off until price situation is clarified. Unless price muddle is straightened out shortly, hope for receiver production for Christmas trade -- including FM sets -- is nil, he says.

OPA price increase factors, to be added to 1941 prices only for parts to be used in new receiver manufacture, range from 10.4% for tubes, to 11% for coils, transformers and chokes; 9% for variable capacitors, speakers and speaker parts; 7% for fixed capacitors and phonograph combination parts; 5% for resistors and all other parts. Tube factor was based on cost data supplied by 86% of industry, OPA said, but parts factors were based on incomplete returns and will be adjusted when and if additional cost data is supplied by industry.

ATTORNEYS, ENGINEERS NEEDED: Crying need in Washington now is for more attorneys, more consulting engineers specializing in TV-FM. Present radio specialists are nearly all overloaded, and conflicts make representation sometimes hard to get. FCC itself is extremely short on legal-engineering personnel and has plans for expansion to handle huge volume of cases.

Some relief is in sight as some specialists doff their uniforms and as a few new faces enter the field. But they're having a tough time securing office space in still overcrowded Washington.

Newly returned to engineering practice are: Comdr. Paul deMars, FM authority who built Yankee's pioneer FM stations, now with Raymond Wilmotte as partner; Maj. Herbert Wilson, who has reopened offices after a hitch in Signal Corps; Harold B. Rothrock, back after war job with Bell Labs. Back from Pacific last week is Glenn Gillett, who has reopened offices; and Hector Skifter, of St. Paul, and Earl Cullum, Dallas, will soon be returning from their war research jobs. Lt. Col. E. C. Page won't go back to consulting, having taken over technical directorship of Mutual.

Ex-FCC Chairman James Lawrence Fly, now practicing law in New York, is contemplating a Washington office. Among radio attorneys expected to be mustered out of service soon are: Lt. Percy Russell, USN, associate of L. G. Caldwell; Capt. Duke Guider, USN, of Hogan & Hartson; Capt. Arthur Scharfeld, now with AMG in Germany; Lt. Comdr. William A. Porter; Lt. Edward K. Wheeler, USN. Col. Ralph Walker, ex-FCC attorney, is now out of uniform and has joined Pierson & Ball.

TRANSFER PROBLEM TO CONGRESS: Pending Congressional action on two major points arising from recently approved transfer of WLW to Aviation Corp. of America, the Commission plans new procedure on future transfer applications. To lay spectre that seller nominates own successor when a deal is made for sale of station, Commission will require that opportunity be given all interested parties to bid for property. This will be done through publication of terms of sale and invitation for others to meet same conditions.

A public hearing on this proposal, announced Sept. 6 in release of FCC opinions on Crosley-Avco case, will be held before it is adopted.

Congress will be asked (1) to adopt yardstick enabling Commission to measure value of stations to determine justifiable prices; (2) to further define qualifications of licensees, especially with regard to control of stations by large financial and industrial groups; (3) to authorize Commission jurisdiction over transfer of substantial minority interests.

Upon submission to Congress, these questions go to Interstate Commerce committees of both Senate (Senator Wheeler, Dem., Montana, chairman) and House (Rep. Lea, Dem., California, chairman).

TAXING TELEVISION: Department store sales of television receivers in New York City will be saddled with extra burden even before getting started as result of \$5 monthly license fee imposed on each set showing telecasts in public places, which also include hotel lobbies, bars, theatre lounges and similar spots. Enforcement of tax by inspectors of Department of Licenses under tempestuous Commissioner Paul Moss, often in tangle with theatre operators, is based on his decision to collect license fee provided in Article 2, Administrative Code, City of New York, which renders taxable "a display on a screen or other device by pictures or objects in motion or rapidly changing scenery, whether or not such display shall be accompanied by a lecture, recitation or music." Moss believes showing of telecasts in public places adds incentive for attracting customers and, therefore, should be licensed.

PHILCO EXPANDING TV: Philco's WPTZ hopes to throw open its doors not long after Jan. 1 to live-talent, commercial programs from a studio currently being sought in downtown Philadelphia. More remote pickups are also planned, cutting down films as much as possible. Station soon begins sixth season of telecasting U of Pennsylvania football games from Franklin Field for Atlantic Refining Co. through N. W. Ayer & Son.

Plan is to invite sponsors, advertising and talent agencies and radio broadcasters to produce shows at a token, experimental rate. But production supervision will remain with Philco. New equipment is now being built for the prospective studio.

Philco's Washington, D. C. transmitter, still in the blueprint stage, will be located at site of its first experimental relay station in Arlington, Va., which has been approved by local Zoning Commission. If all goes well, ground will be broken shortly for building housing studio as well as transmitter.

PHILADELPHIA PLAN: Something new and gratifying in radio station cooperation is so-called "Philadelphia Plan," growing out of wartime manpower-material shortages and approved by FCC, whereby each of Quaker City's five FM stations goes on air one day in five with full schedule while others remain silent. Sundays, Wednesdays are filled by process of rotation. A coordinator is appointed for each five-week period, who arranges lending and swapping of tubes etc., borrowing of programs, substituting of schedule by another station when one can't make its own due to mechanical failures etc. It has worked splendidly through war period, giving Philly's 20,000 or more FM set owners something on air at all times, yet insuring integrity of stations' individual identifications which are carried even when a rival's transmitter has to be "borrowed." Effort like this augurs well for elimination of cut-throating in new era of FM broadcasting.

HOW TELEVISION WORKS: Television itself will probably get first crack at showing of Army Signal Corps film titled "This Is Television" recently completed at Fort Lee studios. It's the best graphic presentation yet on how television works, designed primarily for 15-20 minute showings to Army personnel as part of Army's "Tomorrow" series. It takes viewers inside studios, explaining in lay language all phases from transmitter to receiver. Dr. O. H. Caldwell is narrator, and shots include David Sarnoff, Gilbert Seldes and Dr. Vladimir Zworykin.

VIEWS AND NOTES: There's just a bit of irony in fact that DuMont's television tieup with Wanamaker (Sept. 1 issue), a decided coup, comes some 35 years after that same department store tied up with the old American Marconi Co., then employing a youngster named David Sarnoff, for point-to-point wireless experiments between New York and Philadelphia -- the precursor of American radio Columbia U, where Maj. Armstrong continues his labor of love, teaching, as prof of electrical engineering, has applied for an FM station in order to broadcast "on a truly adult level sound instruction by radio in those fields of study that lend themselves to radio presentation." Its proposed studios will be at 116 Broadway, New York, and it will transmit from Maj. Armstrong's Alpine plant across the Hudson from Yonkers Worth listening to, for anyone concerned with radio's own New World: Those Sunday afternoon "inside radio" intermissions in the CBS Symphony Hour, which thus far have featured talks by Jett, Goldmark, Porter, Miner Looks as though V.P. Larry Lowman, Manager Worthington Miner and Asst. Program Director Ben Feiner Jr. will form triumvirate running CBS television with resignation of Gilbert Seldes as program director, expected Sept. 28, to do independent work in the field duPont will shortly start series of three quarter-hour TV shows weekly, promoting new uses of plastics, over WRGB, Schenectady, placed thru BBDO duPont, interested in TV as raw film maker, has also begun production of luminescent chemicals for TV screens at its Towanda, Pa., plant.

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Sept. 15 1945.

PETRILLO'S TV BAN: Uncertainty over television's effect on employment of musicians is reason behind continuing ban by James C. Petrillo, president of American Federation of Musicians, on appearance of union members in video shows. Musicians are under Petrillo orders since last February not to participate in television programs.

Petrillo won't talk about lifting the ban and establishing a scale, indicating that the restriction may be enforced until the union determines how far television has advanced and how it will affect jobs of musicians.

Rankling in Petrillo's memory is his union's failure to stop unemployment of musicians in film houses when sound pictures were introduced. Campaign was then waged unsuccessfully by Joe Weber, Petrillo's predecessor in AFM presidency, against "canned" music in movie theatres. Strategy followed mistaken view that the public would never stand for the absence of musicians from theatre pits -- but the public did, and, as result, an estimated 18,000 musicians joined unemployed ranks.

THE NEW FM RULES: If you are interested in the future of FM, read thoroughly, and file for reference, the new rules issued by the FCC, included herewith as Supplement No. 7. Drawn up after hearings at which the industry presented its views, these rules may be expected to stand, in their essential details, for the next decade; certainly long enough for FM to become an established broadcasting system.

"Must" reading for you, too, are the frequency reassignments for current FM licensees and permittees, published with this issue as Supplement No. 6.

In general, FM rules follow closely the allocations statement and the preliminary Aug. 24 report by the Commission (Supplement No. 3). There are, however, two additions to the contents of the previous reports: (1) FM frequencies have been given channel numbers, and (2) cities with more than 10,000 population can be excluded from rural service area computations when the signal from such a rural station is not more than 500 uv/m in such cities.

Reassignment of frequencies in the New York City area posed a problem not heretofore discussed. This was the extension in coverage, inherent in certain frequencies, beyond the 1,000 uv/m contour. The problem was resolved by the FCC, probably not to the liking of the networks, by assigning the frequencies giving extended coverage to the independent FM broadcasters. It was felt that network programs would be transmitted to areas not within range of the New York network stations by affiliates in neighboring areas.

Note, too, that the only station thus far permitted power in excess of 20 kw is Gordon Gray's WMIT atop Mt. Mitchell near Winston-Salem, N. C. WMIT was granted 200 kw.

WHERE THE SETS ARE: FM and TV have been so well publicized over the last few years, particularly in the advertising of big and little companies alike, that the listening public knows pretty well what to expect. Both got a fillip, too, from the enormous publicity accorded radar recently, for the arts are closely related both as to transmission and reception.

Fortunately for the buying public, in view of new channeling required, the number of FM and TV receivers already in their hands is relatively small; those who already own sets will have to readjust them for the newly assigned frequencies on which both FM and video must operate.

Actually, the cart was put before the horse just before the wartime shut-down of set production. There weren't many horses, however, the number of transmitting stations actually operating being exceedingly few (only 6 TV and 46 FM; see our Supplements No. 1 and 4).

Best industry sources place FM sets sold before the war at about 395,000, not more than 75,000 of which were non-AM combinations. It's estimated that 120,000 of them are in the New York area; 80,000, Chicago; 35,000, Boston; 25,000, Detroit; 21,000, Milwaukee; 20,000, Philadelphia; the rest scattered. Foregoing are the cities which have the most FM stations.

As for TV, the Television Broadcasters Assn. says that altogether about 10,000 sets were sold prior to the war, mostly by RCA, DuMont and GE, with Philco, Farnsworth, Andrea and a few others making some to put mainly in the hands of company officials and engineers. TBA estimates there are today about 8,000 to 8,500 operating receivers, 5,000 of them in the New York-New Jersey-Connecticut area. Several hundred more are scattered in the Albany-Schenectady-Troy area, perhaps 300 in Philadelphia, a few hundred in Chicago and Los Angeles. Some 75-100 sets are in Army-Navy hospitals along the eastern seaboard.

The rest are non-operative for various reasons -- and all of these will become obsolete soon as TV's new channeling is in operation.

TODAY'S BEST FM LISTENING: New York metropolitan area, with 11 stations authorized, 7 in regular operation, leads country in immediately available FM service. Philadelphia has 6, all on regular schedules, Chicago area 5 of which one is still CP. These appear to be best initial market for set merchandisers, both from point of view of existing stations and fact they also lead in number of new stations applied for. (We plan to publish data on the 500 or more pending applications shortly.)

One of New York's CPs is held by Capt. William G. H. Finch, facsimile inventor, head of Finch Telecommunications Inc., just released from nearly four years duty with Navy as head of Countermeasures Service, Bureau of Ships. He's now back with his company, but his FM station WGHF, 10 E. 40th St., is a personal enterprise into which he is putting \$100,000. It should be on air before year's end, using long-ordered GE and WE equipment.

NEWS COVERAGE BY TELEVISION: That television needn't depend upon the movies for too much of its program material, certainly not for newsreels, was proved again this week when NBC's own camera crew filmed the Sept. 10 arrival of Gen. Wainwright in Washington, rushed the films to New York, televised them over WNBT same evening. The night before, WNBT got same break as newsreels in releasing Army-Navy Jap surrender films flown in from Tokyo Bay, and last month same outfit covered Gen. Eisenhower arrival same way. All major TV operators plan own newsreel units for remote control events which they can't cover direct until wide-band radio or wire relays are available. Beauty of setup also is that newsreels subjects can be repeated as often as desired over TV outlets to reach different audiences at different times of day.

COAXIAL CABLES SPREADING: AT&T isn't going to slow up, certainly not suspend, its vast \$100,000,000 coaxial cable project, making possible line hookups for network television, simply because Westinghouse-Glenn L. Martin may think their "skyhook" project offers better potential for regional and national TV coverage (Sept. 1 issue).

By end of this year 1,500 mi. of the coaxial, each tube capable of 3 mc. with present amplifying system, affording plenty of band-width for inter-city TV transmission, will have been laid. The coaxials variously contain 4-8 tubes each.

Even if never used for TV, the coaxial permits hundreds of simultaneous AM or FM broadcast channels, or 480 telephone channels.

First link of the coaxial, laid experimentally in 1936, connects New York-Philadelphia, 90 mi. Also operating since 1940 is Minneapolis-Stevens Point, Wis. link, 200 miles. Both are now used for telephony.

In ground, but not yet operating, are: Baltimore-Washington, 33 mi.; Philadelphia-Baltimore, 100 mi.; Terre Haute-St. Louis, 175 mi.; Atlanta-Jacksonville, 255 mi. By end of this year Atlanta-Dallas should be in the ground, too.

Bell System plans four inter-communicating backbone routes: (1) New York-Miami, via Jacksonville; (2) Atlanta-Los Angeles-San Francisco, of which Atlanta-Dallas is to be first link; (3) Washington-Pittsburgh-Cleveland-Toledo-South Bend-Chicago; (4) Chicago-Terre Haute-St. Louis-Memphis-Jackson, Miss.-New Orleans.

Also planned are links like Minneapolis-Des Moines, Omaha-Kansas City, and probably others as need is seen.

DuMONT'S WIDE-BAND SETS: New DuMont television receivers will be capable of taking in lower and higher TV bands, and FM frequencies in between.

All of company's television sets will have FM but an additional tuner will have to be added for AM, depending on still undetermined price of machine which, in deluxe models, will also contain phonographs.

A feature of DuMont receiver will be the Mallory-Ware induct tuner, which makes possible continuous tuning on a wide range of frequencies (40-216 mc). Though not necessarily exclusive with this set manufacturer, the induct tuner is not known to be used by any other at this time.

Private showing of mock-up cabinets and experimental chassis will be held next week for DuMont staffers, who will be invited to make suggestions for improvements.

LITERATURE OF TV-FM: These arts being virtually in their inceptive stages, there isn't much yet to recommend in the way of required reading outside current periodicals. Out of the rather sparse supply of literature, we suggest starting with GE's brochures (obtainable free from GE Publicity Department, Schenectady) titled "Your Coming Radio," "Television Broadcasting Post-War," and "Television at WRGB." Then there's RCA's "Television" (ask for it from RCA Information Dept., 30 Rockefeller Plaza, New York). From RCA also, if you're interested in helping returned veterans find places in radio and electronics, you should get the excellent booklet by Brig. Gen. David Sarnoff, "Opportunities in Radio and Electronics for Returning Service Men." And from GE there's a brief folder "Television as a Career" by James D. McLean. The Sarnoff brochure includes a bibliography of suggested reading on FM and TV, among other phases of electronics; the McLean folder has a short but good bibliography of recent books and magazine articles on TV.

DEPARTMENT STORES PERK UP: Paced by Wanamaker's of New York (Sept. 1 issue) and the powerful Federated Stores group (Bloomingdales, N. Y.; Abraham & Straus, Brooklyn; Filenes, Boston; Shillito, Cincinnati; Lazarus, Columbus; Foley, Houston) department stores may be expected to be big factors in both TV and FM development. Federated's subsidiary, Metropolitan Television Inc., has been operating an FM station in New York City for nearly three years, and holds CP for experimental TV station.

So many stores missed boat on broadcasting (with such notably successful exceptions as Macy's WOR, N. Y.; Gimbel's WIP and Lit's WFIL, Philadelphia; Outlet's WJAR, Providence; Maison Blanche's WSMB, New Orleans; Gable's WFBG, Altoona; Marshall Field's WJJD, Chicago, and WSAI, Cincinnati; and the Shepard Boston and Providence stores) that others don't want to be left behind again. Nearly all AM stations owned by department stores are already FM operators; many more are FM and TV applicants. In Canada, the Eaton chain, often called the Dominion's Montgomery Ward, has ordered a wired system of intra-store television from DuMont for its Toronto store.

That TV particularly is a natural merchandising medium for department stores, is self-evident. Its special adaptations for intra-store use -- for fashion shows, product displays, demonstrations from floor to floor -- is graphically described in a booklet titled "RCA Victor Television -- Opening a New Merchandising Era for Department Stores." It may be obtained by writing Thomas J. Bernard, adv. mgr., RCA Victor Home Instrument Division, Camden, N. J. Recommended reading also is "Television for Department Stores," by James D. McLean, obtainable from the publicity dept., General Electric Co., Schenectady.

RAILROAD EYE: One of the principal railroad lines is seriously considering placing television cameras at front end of locomotives of crack trains and piping results to lounge and dining cars so that passengers may see country ahead of trains on which they are traveling. It is believed that television may thus fulfill boyhood ambition of many of us to ride in an engine cab, and can thus attract travel business when competition resumes normal proportions.

NEWS AND VIEWS: Add to Washington radio law practitioners new firm of Miller & Schroeder, Munsey Bldg., formed by Neville Miller, ex-NAB chief recently back from UNNRA duty in Balkans, and Arthur Schroeder, just out of Army, formerly with George O. Sutton....And then there's the new consulting engineering partnership of McKey & Shaw, 1108 Sixteenth St. NW, formed by Dixie McKey, recently with the Oklahoma Publishing Co. radio organization, and Robert C. Shaw, ex-Bell Labs antenna expert recently released from war duty with National Defense Research Council....Pent-up demand, as indicated by study, forecasts market for 25 million radio sets, double industry's best production year, Philco President Ballantyne reported in talk on MBS Sept. 6. He also recalled RMA estimate of 145,000 jobs in radio industry, 68% over prewar levels....DuMont is completing audience survey of present television set owners to determine program preferences; Buchanan & Co., agency, is doing the job....NBC's WNBT is planning to step up its schedule to 7 nights a week shortly; CBS's WCBW recently went to 3 nights a week....American Broadcasting Co. resumes TV activity over DuMont's WABD Oct. 2 with 13-week series comprising two half-hour programs a week; ABC will also handle special events cooperatively with DuMont....Margaret Rice, daughter of Playwright Elmer Rice, is employed by Television Productions Inc., Paramount subsidiary, for sole purpose of reviewing video shows, as produced on New York's three stations, for company's files. Reviews have been compiled by company for a year and a half.

MARTIN CODEL'S

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and FM Reports

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Sept. 22, 1945.

FM STANDARDS ARE READY: At week's end, the FCC was readying for release Standards of Good Engineering Practice Concerning FM Broadcast Stations which, with Rules issued last week (Supplement No. 7), will complete your basic file of data on FM operating requirements.

It is a lengthy mimeographed document, with charts, won't be printed by Government for some months. So we will print and send it to you in our loose-leaf style as soon as we can.

With few exceptions, Standards follow recommendations agreed upon at last month's open hearing on technical phases, as defined by the special Industry-Commission engineering committee set up for that purpose.

Meanwhile, reaction to the FM Rules and the frequency assignments to the 53 current licensees and CP holders (Supplements No. 6 and 7) have not been unfavorable. No complaints have as yet been received by Commission, though it is known a few allocees, though silent, are none too happy. All have until Sept. 25 to register protests.

FMBI members are "pretty well satisfied," according to Myles Loucks, Washington director. One top consulting engineer, who prefers to be nameless, declared that Area I assignments are "best that could be done with the number of frequencies available."

We've heard, but haven't been able to verify the report in absence of reply to our inquiries, that Inventor Armstrong is not too enthusiastic about assignment to his pioneer Alpine station. He had asked for Channel No. 1, perhaps out of sentiment. He was said to be appreciative, however, of getting one of frequencies permitting extension of coverage beyond the 1,000 uv/m contour. He got Channel No. 65 (100.9 mc), which some engineers regard as best in New York area so far as coverage is concerned.

Network reactions were mixed. Though none too pleased at being given less extensive service areas than independents, several of their technicians tell us that the fact that all network stations were bunched closely to one another might be more advantageous than greater coverage since public might come to recognize that network programs were concentrated within a certain portion of the dial.

Networks also are assured continuing wide coverage through their high-power AM stations which, even if FM drives out AM eventually, are likely to be last to go, if ever.

WOR-Mutual (WBAM), CBS (WABC-FM) and NBC (WEAF-FM) were assigned Channels No. 45, 47, 49, respectively (see Supplement No. 6).

SNAFU ON TV RULES: Those 13 channels presently allocated for TV in the 44-88 and 174-216 mc. bands simply aren't enough for nation-wide service, or even a semblance of national video, let alone adequate metropolitan service.

So what many had feared came to pass last week, and the FCC, meeting to

consider new TV rules and study proposed allocations, literally threw up its hands and in effect said, "Let's go into this thing further." That it must do so is further emphasized by fact that to date 126 applications are on file for new TV stations (Part A, Supplement No. 8, herewith).

Result was entire question of TV allocations was set for public hearing in Washington Oct. 4. Basis of hearing will be recommendations proposed for TV rules announced in press release Thursday (see Part B, Supplement No. 8).

One recommendation, that the now experimental 480-920 mc. band be increasingly utilized, indicates FCC's concern for "a truly nation-wide and competitive television system." It also presages a delay which may give time for proponents of higher-definition TV on wider channels in ultra-highs (including CBS color) to prove their point; and, of course, it may mean considerable delay in TV set production accordingly.

So tight does Commission consider availability of channels under present allocations that in its preliminary consideration it found feasible the allotment of only 4 channels to New York City (because of nearby heavily populated cities which want own stations, too); but it found it possible to allot 6 to Los Angeles, 5 each to Boston, Chicago, San Francisco, the Albany-Schenectady-Troy area.

Such big cities as Philadelphia, Detroit, Columbus could be allotted but 3 each. For a complete listing of proposed allocations to cities, see page 12, Part B, Supplement No. 8.

Two other major points for hearing consideration are: (1) Commission's proposal to require minimum program schedule of 6 hours a day, and (2) its invitation for comment on suggested sharing of a channel by two or more licensees.

Schedule of 6 hours a day would be considerable jump from the 4 hours minimum per week now required, or from the 15 hours per week required before May, 1942.

Channel-sharing hasn't worked too well in AM broadcasting through the years, often meaning duplication of plant and generally leading to one occupant selling out to other, but Commission considers it a possible partial answer to problem of too few channels for too many applicants.

One hitch in New York area is already apparent. DuMont, in a release Tuesday, announced that its WABD was going off the air until Dec. 15 when it would resume on Channel No. 5 (76-82 mc.). No Channel No. 5 is proposed for New York under the suggested allocations. Also, according to the Commission, DuMont's changeover was only temporary special authorization to go silent for 90 days and to return on new channel experimentally.

LOEWI'S FILM PROJECT: Televents Corp. of America, a company organized seven years ago as a personal project by Mortimer Loewi, executive assistant to Allan B. DuMont, to film news for telecast on same day it happens, is being reactivated. Lt. Comdr. Loewi, executive v.p. of DuMont until he went into Navy, who must be given major credit for establishment of DuMont organization, is negotiating with top figures in sports and other fields to take part in his pet baby, Televents, a strictly personal enterprise.

Plan is to shoot on 16 mm. film and sell edited footage for 10-minute programs to sponsors on outlets throughout nation. In beginning, programs will be available three times a week. Chief advantage claimed for Televents is its almost immediate presentation by video of spot news and features

Although test programs were made five years ago, the television art was not yet far advanced to absorb even costs. Present plans call for launching of organization when receivers are out and shooting initially in New York, Chicago, Los Angeles, Miami.

TOWN HALL SAYS NO: Doubt over wisdom of segregating educational radio programs from commercial outlets was prime consideration prompting New York's famed Town Hall to break off its flirtation with idea of itself operating an FM station.

Executive committee last week, after hearing 15-page report from its two investigators, who spent a lot of time in Washington, decided to do nothing for present. Judgment was that Town Hall, which is mostly supported by contributions, has neither the endowment to finance nor know-how and plans necessary for 12-17 hours of daily programming.

George Denny, moderator of "America's Town Meeting of the Air," sees real danger in spotting country with FM stations in hands of educators who put on dull programs, but he tactfully added there are a lot of educational interests putting on real programs.

"Town Meeting" hopes to use TV eventually, in fact, once was put on NBC's WNBT before NBC-Blue separation; and last fall the program was telecast for first time under commercial auspices (Readers Digest) over GE's WRGB, Schenectady.

KEEPING UP WITH RADIO: There's significance in fact that, outside radio's own trade journals, other publications are now devoting considerable space to radio, especially TV and FM. Notable is the space now being given radio in such publications as Editor & Publisher, newspaper trade organ; Printers Ink, dean of the advertising journals; Retailing & Home Furnishings, Fairchild publication.

In radio's early days they missed the boat, and they don't propose to be left behind again -- doubtless reflecting the now more open and alert minds of their industries. Printers Ink in recent months has carried some first-rate material on TV for the advertiser, and its major effort, a TV directory published July 6-13, is being offered in reprint form. Editor & Publisher now carries weekly radio page with some attention to publishers' actual or potential interest in TV-FM. Retailing & Home Furnishings does a good job for the merchandiser.

Advertising Age, Tide, Variety, Billboard have consistently covered radio news from their own particular angles; but the friendly note in rest of trade press is far cry from old disdainful attitude.

EXPANDING FACILITIES: Building boom anticipated as result of lifting of Government stops is not all limited to home construction. Expansions to take care of radio facilities, notably by newspapers, are in prospect, too. New York Times has scheduled an 11-story addition to include its radio stations WQXQ (FM) and WQXR (AM) on ninth floor. Chicago Tribune plans 8-story tower, fifth floor of which will house expanded facilities of its WCMB and WGN, including 3-story studio big enough to handle full-size symphony orchestra. Milwaukee Journal will now go ahead with its ambitious Radio-Television Center, plans for which were drawn but construction halted by war.

TV Station WBKB, Chicago (Balaban & Katz) looks for early release by Navy of Radar School in State-Lake Bldg., plans new studio there.

TRY AND GET ONE: Have you ever tried to buy a TV receiver since the wartime shut-down of production? With the resurgence of interest in TV, a lot of folks have, notably executives of radio and motion picture companies in the areas already served with TV's rather limited schedules. Except in few instances, where owners sold them because they couldn't manage the repairs, or where the plea was that the sets were intended for veterans' hospitals, they were generally unsuccessful. One man offered to sell his \$385 pre-war set for \$1,500, was taken up, next day reneged!

PRICES AND PRODUCTION: OPA is awaiting cost data from North Atlantic parts manufacturers before reviewing increase factors as requested by industry. These figures will be considered together with mid-west information left with OPA last week. Industry's objections are based on inability to produce at ceiling prices without loss.

Senate War Investigating Committee has also informed RMA that an investigation is being made of situation, especially in regard to possibilities of unemployment.

Permission to fill orders for parts to go into original radio sets, with prices to be adjusted after OPA reviews costs figures, had been anticipated by industry and discounted.

Set manufacturers, still unable to get parts and go into production, are beginning to lose their early optimism re quantity output this year. Some production, mainly AM, based on parts inventories on hand, is probable, but in nothing like volume hoped for. Set manufacturers are not looking forward too hopefully for ruling on price ceilings until parts price knot is untangled -- not for several weeks at best.

NEWS AND VIEWS: General Electric is understood to be preparing a cheap adapter for present FM sets, making possible their use on new band, but GE on inquiry will state only that their "engineers are studying FM converter problem."....Federal Telephone & Radio Corp., which is building CBS's ultra-high-frequency TV transmitter, is shopping around for a manufacturer to make camera and all other studio equipment except lights....Farnsworth showed two types of TV receivers at distributors meeting in New York last Wednesday, one a direct viewing table model and the other a projection model with a 16x22-inch screen. Neither was demonstrated nor were prices announced....Sponsored by the magazine "Televiser," a Television Institute opens in New York's Commodore Hotel Oct. 15. Speakers scheduled include ex-FCC Chairman Fly, DuMont's Dr. Goldsmith, CBS's Dr. Goldmark, American's Paul Mowrey, Paramount's Paul Raibourn, and others....Tom Hutchinson's resignation from RKO Television Corp. does not mean company is retiring from field of producing TV programs for stations, networks, agencies, advertisers, says Ralph B. Austrian, exec. v.p., in letter designed to scotch rumors. Company is dropping live-talent programming and will confine efforts to programs on films....CBS was granted permission to identify WABC New York over its FM affiliate, WABC-FM, during operation of latter from 6:30 to 7:45 a.m. This is exception to Sec. 3.287 (f) of Rules for FM Broadcasting as published last week (Supplement No. 7)....Just released from Navy, where he was with "guided missiles" project, in which TV played an important part, Lt. Leonard Hole has returned to CBS Department of Editing and Copyright as staff editor and liaison for TV activities....Solid, feet-on-ground facts and thoughts on TV is contained in "Television Grey Matter," monthly bulletin issued by Grey Advertising Agency, New York. It's good reading for those concerned with advertising slant on subject....TV gag of the week: "Hurry television along, because we want to see Drew Pearson demonstrate his sponsor's product!"

EXTRA COPIES OF FM RULES: We are proud to report that our printed edition of the new FM Rules, published last week as Supplement No. 7, was the only wholly complete and accurate copy published by anyone. We were fortunate enough to catch errors and omissions in FCC's mimeographed release before going to press, and so by running off extra copies we were even able to comply with FCC's request for several hundred reprints. The FM Standards will also be published by us in similar loose-leaf form. From our extra supply we will be glad to furnish a few extra copies -- but to our subscribers only.

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Sept. 29, 1945.

FM STANDARDS: We call your special attention to the FM Engineering Standards included herewith as Supplement No. 9, and to the Sliding Scale for use with Figure 1, page 11, in computing groundwave signal ranges with power other than 1 kw. This scale was printed on four-ply paper, to FCC specifications, for the convenience of our subscribers. Extra copies of the Standards as well as the associated FM Rules (Supplement No. 7) are available. We can furnish up to two extra sets, but to subscribers only.

WHO'S WHO IN TELEVISION: What manner of men, what kind of capital, will go into television?

We gave you detailed data on the 9 existing stations and CP holders in our Supplement No. 1. Last week, we gave you a who's who of the 126 applications on file with the FCC as of Sept. 22 (Part A, Supplement No. 8--as corrected). The names among those 126 TV applications are indicative of what to expect among the new faces and old, the new capital and old, who will comprise the TV broadcasting industry when it really gets under way.

As expected, of the applications for TV facilities, all but a few--34 to be exact--are from AM broadcasters. Most of these 34 are newspaper publishers. Actually, newspaper publishers, after AM broadcasters, lead among the TV applicants, for there are applications for 39 stations from publishers, some of them already in AM.

Next to publishers are radio manufacturers and motion picture interests. Manufacturers are asking for 15 stations; motion picture people, 14.

Among the manufacturers, DuMont, already operating in New York, seeks stations also in Washington and Pittsburgh; Philco, with a license in Philadelphia, asks for two others, in Washington and New York; Raytheon, in Chicago, New York and Waltham, Mass.; Westinghouse, in Boston, Philadelphia, Pittsburgh; Crosley, in Cincinnati, Columbus, Dayton.

The 14 applications from the motion picture industry include:

Paramount, which already has holdings in DuMont's WABD, New York; Balaban & Katz's WBKB, Chicago; Television Production Inc.'s W6XYZ, Los Angeles, seeks additional outlets in Boston and Detroit.

Twentieth Century-Fox asks for stations in New York and Los Angeles, and may add Boston.

Loew's (MGM) wants outlets in New York, Washington and Los Angeles.

Howard Hughes, motion picture-aircraft tycoon, asks for stations in Los Angeles and San Francisco.

Department store interests, largely newcomers to radio, ask for 12 TV stations.

Significant are the networks' hopes for TV outlets.

CBS, with one station in New York, hasn't asked for any more--yet-- probably awaiting its forthcoming color-television showings.

NBC, with one station in New York, asks for others in Los Angeles, Chicago, Washington, Cleveland.

American, with none yet, seeks outlets in New York, Chicago, Los Angeles.

Mutual, with none, hasn't applied for any--but its chief owners have: Macy-Bamberger, in New York, Philadelphia, Washington; Chicago Tribune, in Chicago; Don Lee (already operating in Los Angeles), in San Francisco.

Yankee, new to TV, proposes outlets in Boston, Hartford, Providence.

All this leads to.....

TV HEARINGS OCT. 11: The \$64 question in the broadcasting industry today is, what shall be the solution to the problem of too few channels for a national TV system.

Even before final rules are promulgated, with 126 applications for as many TV stations already on file (Part A, Supplement No. 8) it is already apparent there aren't enough channels to go around--much less to provide anywhere near a nation-wide service.

After study of proposed allocation tables (Part B, Supplement No. 8), pessimists feel TV is back where it was in 1942. The few optimists we can find ask such questions as:

Will present 13-channel allocations be maintained, and applicants screened ruthlessly? Should ultra-highs be opened to commercial TV? Should Metropolitan Station classification be eliminated, and all be reduced to Community Station status? Should there be channel-sharing? Should number of eligible TV cities be reduced to 100, maybe even 50?

These and other questions may be answered at FCC's television hearing Oct. 11 (postponed from Oct. 4), which we suggest all TV operators and applicants attend. There they can give voice to their suggestions, their complaints, provided they file briefs or give notice of appearance by Oct. 8. TBA decided at its board meeting last Thursday to be on hand with briefs, argument. Consensus there was, "Let's get going now and work out the details later."

Much depends on Commission's attitude after this hearing. If it conveys impression TV is to have but limited commercial beginnings on present bands, some factors in industry may conceivably refuse to go ahead with operations that they think destined to become obsolete shortly.

LEVER'S VIDEO ON CBS: CBS Television and Ruthrauff & Ryan will begin an interesting production experiment with four half-hour periods bought by agency's client, Lever Brothers Co. (Lux, Lifebuoy, Rinso, Spry) from Oct. 9 to around Christmas. Network's video department will allow agency to select producer but will seek to strike happy medium by using its own directors. Sponsor is second to be acquired by CBS, first being Bulova (thru The Biow Co.) for time signals.

Opening show, "Big Sister," and third, "Aunt Jenny's Real Life Stories" (sometime in November) are adaptations from radio presented last year at DuMont by Lever and R&R as "televersions." Remaining pair will be a sports program (Oct. 30) and a special Christmas show.

Cost of station facilities to sponsor will be \$150 an hour for major studio use, including air time, in which should be computed camera rehearsals.

FM STIRRINGS: Up for FCC decision are two major problems in the FM field. First is action on protests received regarding frequency reassignments to existing FM stations (see Supplement No. 6). Second is demand by FMBI for extension of commercial FM band.

Set for hearing Oct. 15 are the New York assignment protests from NBC's WEAJ-FM and CBS's WABC-FM. Both objected to reduced coverage inherent in wavelengths assigned to them as against the superior coverage allowed non-network stations. Both were asked by FCC to indicate frequencies they'd prefer, and also to state their recommendations for frequencies that should be assigned to other FM broadcasters in that city.

Persons desiring to participate in this hearing must file appearances with Commission before Oct. 10.

It is interesting to observe, in this respect, that Mutual's WBAM (WOR) did not file an objection to its New York assignment. ABC has no FM assignment in New York as yet, though it is an applicant.

The only objections to power authorizations, filed by Zenith's WWZR, Chicago, and WDRC-FM, Hartford, will be considered at a future date. Both stations contend reduced power cuts down service areas.

Commission says it will act later on requests from licensees for delay in meeting its test and program deadlines for occupancy of new frequencies (Dec. 1, 1945, and Jan. 1, 1946, respectively). Five stations (WBCA, Schenectady; WMTW, Boston; WDRC-FM, Hartford; WMIT, Winston-Salem; KHJ-FM, Los Angeles) pleaded equipment will not be ready in time.

It is known the Commission feels station engineers should be able to improvise converters that would enable licensees to get on air on new frequencies, even though on reduced power, in time to meet deadlines. It is understood Milwaukee Journal's WMFM is already using auxiliary transmitter for low-band transmission (44.5 mc.) while converting main transmitter for upper-band use (92.3 mc.).

At this writing, FCC had not officially received FMBI statement released after its board meeting last Tuesday. Inquiry indicates, however, that no immediate action is probable, since question of extension of FM band ties in with TV allocation problem, facsimile position, and educational channels.

So critical does Commission consider the FM (and TV) situation, that in a notice Sept. 25 it announced a policy of tightening up on all applications for experimental and developmental stations in the TV band and in the old and new FM band to determine essentiality of proposed research. In same release, the Commission approved two developmental applications--Hallicrafters' and Zenith's, both in Chicago. Fourteen other applications were denied.

FMBI-NAB MERGER: FMBI executive board's meeting in New York last Tuesday disclosed strong inclination to join up with NAB--provided NAB accedes to its enunciated policies respecting FM (see story on this page). There are some who don't want the merger, but the pro-consolidation group is understood to be spearheaded by President Walter Damm and to have enough strength to put it over. In any case, NAB's newly-named president, Justin Miller, will be waited upon by FMBI's executive committee (Wayne Coy, Washington Post; Cecil Mastin, WNBF-FM; Gordon Gray, WMIT) shortly after he assumes office Oct. 1, and they will make their "offer." If Miller is agreeable, he may have to take it up with NAB board where sentiment is regarded as favoring one strong trade association.

Meanwhile, it's more than likely that Myles Loucks, FMBI managing director, will resign to return to private industry.

DOFFING THEIR UNIFORMS: As indicated in our Sept. 8 issue, more consulting engineers, attorneys, badly needed, are coming out of war service and entering Washington field. Latest addition to engineering firms: Weldon & Carr, 1605 Connecticut Ave., formed by James O. Weldon, former OWI communications chief, builder of many high power stations here and abroad, and Lester H. Carr, formerly with CBS, recently doing war work for Navy....Out of Navy and back in Washington consulting engineering practice soon will be Comdr. Joseph A. Chambers, latterly head of Special Weapons Division and before that chief of Navy's radar....Already mustered out and back with WGN as chief engineer is veteran Lt. Comdr. Carl Meyers....Comdr. Robert M. Booth, lawyer-engineer who headed Navy's aero-radio and radar at Philadelphia, goes out of uniform Nov. 1 and joins Kremer & Bingham, Washington attorneys, which Lt. Comdr. William A. Porter joined this week....Lt. Comdr. Ralph Clark, of Ring & Clark, consulting engineers, expects to be out about Jan. 1....Dr. Frank G. Kear doffs Navy uniform Oct 1, his partner Bob Kennedy a few weeks later, and they're continuing in harness as Kear & Kennedy, consulting engineers....Comdr. Millard M. Garrison, formerly Jansky & Bailey, expects to be out in November....And due back momentarily from his AMG post in Germany is Capt. Arthur Scharfeld, Loucks & Scharfeld, who may get his discharge soon.

WASHINGTON GADFLY: Don't sell FCC Commissioner Clifford J. Durr short simply because he's been painted as a starry-eyed reformer in some quarters. You may not agree with him, may not like some of things he does and says, but he's a man of character, integrity and brains. One-time Rhodes scholar, brother-in-law of Supreme Court Justice Hugo Black, he's the FCC's chief dissenter, believes in "progress by protest," has a considerable following within Commission, in Government and on Capitol Hill, won more kudos than otherwise by his keen dissent in the Avco-WLW case. You can't dismiss him as "just another New Dealer," whether or not he rubs you wrong with such speeches as he made last week before New York's Christ Church Forum wherein he (like Chairman Paul Porter) took a stand against over-commercialism, concentration of control, etc. We ourselves, for example, can't go along with his bearishness on FM as a potential source of improvement. As we see it, FM will bring more stations, more specialized stations, more competition, wider choice of programs--and in long run a survival of program fittest, with public the ultimate judge.

NEWS AND VIEWS: Facilities of old General Television Corp. in Boston, which once held license for now deleted W1XG in mechanical scanning days, have been leased by Twentieth Century-Fox, and obsolescent equipment has been reconditioned by GE. With applications already filed with FCC for commercial TV outlets in New York and Hollywood, Twentieth Century presumably will also apply for Boston....In East contacting electronic organizations, former Senator C. C. Dill, co-author of the Communications Act of 1934, now a member of the Columbia Basin Commission in his native State of Washington, reports that television is included in plans for a Washington State Building at site of Grand Coulee Dam. Plan is to entertain tourists in big aluminum-covered building with high tower overlooking Roosevelt Lake above the dam....Home from his psychological warfare job in the ETO, Col. Bill Paley, who has been vacationing in Colorado Springs, should be back at CBS helm shortly....Series of 9 articles on audience reactions to TV programs, written by Oscar Katz and Ernest Dichter of CBS Research Dept. for Tide Magazine, has been reprinted in booklet form by CBS and is available on request....Philadelphia Inquirer's \$1,900,000 purchase of WFIL and WFIL-FM from Lit Bros. Dept. Store may herald FCC's new open-to-all-bidders policy on station sales (Sept. 8 issue) in view of Commission's newly cautious attitude on transfers.

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Television Digest

and FM Reports

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October 6, 1945.

WASHINGTON POST GETS FM: One of the country's oldest developmental stations using FM, its CP dating from 1938, Jansky & Bailey's experimental W3XO, Washington, (Supplement No. 5) is now owned by the Washington Post. FCC authorized transfer this week, approving \$75,000 purchase price, and Eugene Meyers' right-hand Wayne Coy announced station will probably apply for commercial status forthwith. Located in Capital's northwest district, station has been operating 7-11 p.m. daily from its 60 ft. antenna, power 1,000 watts, and latterly has been programmed to considerable extent by the newspaper which also owns AM station WINX. Deal includes all facilities except real estate.

THE TELEVISION TANGLE: It's still a fact that the 13 channels presently assigned to commercial TV aren't enough to go around, nor enough for anything much more than limited service in the big-city areas. Everyone agrees to that, but....

The regulatory clouds hanging over TV since FCC put forth its tentative rules and allocations (Part B, Supplement 8) began to scatter a bit under rays of optimism pervading the ranks of TV's go-ahead proponents, notably the TBA.

As one TBA leader puts it on eve of FCC's Oct. 11 hearing, "Let's get going now. When it's time to move TV into the upper band (480-920 mc., now labelled experimental) we'll whelp a better litter. Meanwhile, we will have had experience in the lower frequency operation."

But pessimism persists among those who hold that the Commission has virtually admitted the current assignments are only temporary. They insist few will invest \$300,000-\$500,000 in transmission facilities that may be obsolete within a few years. Nor, say they, should public be saddled with costly receivers for only temporary service.

They still urge: Move TV to the higher band -- now if technically possible, later if bugs must yet be ironed out. This sentiment is strong among interests that are both TV and FM applicants. The FM-ers, of course, are still hopeful of capturing more channels out of the present TV bands.

CBS doubtless feels vindicated in its course up to now -- plugging for high-band. But from what we gather the Commission has not altered its determination to move ahead in the low band.

Dr. Goldmark's uhf color experiments were privately demonstrated in the CBS laboratory last week end to FCC Commissioners Denny and Jett and Engineers Wiloughby and Braum. It was bruited in New York circles this week that the first trade demonstration may come within a month, instead of December as first expected.

Meanwhile, CBS has not asked FCC for extension of its experimental uhf CP, which expires Nov. 1, lending to belief it may be readying an application for a license. Nor has CBS applied for more stations than its one in New York on the

lower band, as have the other networks (Sept. 29 issue).

As of Thursday, only three appearances for the hearing next Thursday had been filed with FCC -- these from TBA, NBC and NAB.

TBA stated that though it was not in accord with all aspects of FCC proposals, it had data to help better utilize the FCC allocations formula. This may require further engineering conferences. NAB and NBC promised to file briefs, as presumably will CBS and others before the Oct. 8 deadline.

The FCC, in putting out a corrected and revised table of proposed TV channel allocations (see Supplement No. 10 herewith), apparently swung back to a prior TBA recommendation. But the channels are spread more thinly than proposed by TBA to meet requirements of Sec. 307(b) of the Communications Act relating to equitable distribution of broadcast facilities by States.

Though Commission's release with its corrected table refers to "typographical errors," these aren't nearly so numerous as changes of mind about where channels should go. Among major cities, for example, the new table shows Boston reduced by 2 channels to a net of 3; San Francisco given an additional channel to make it 6.

There's no question that opposition will be strong at hearing against channel-sharing, unsuccessful in AM, and against the 6-hours-a-day minimum schedule. Argument against latter proposal in rules is that concentration on quality programming could be exerted better if minimum is cut to 2 or 3 hours per day, and then increased gradually as art progresses. Little fellow especially would have tough going, it is said.

One variation of channel-sharing suggested is facilities-sharing. Instead of each TV licensee investing in whole cost of installation, 3 or 4 might band together to put up capital pro rata and share transmitter, studios etc. But they would still have to share channels.

ON THE FM FRONT: Compared to the stormy seas of television, FM waters are relatively serene. Except for objections of NBC and CBS to their New York assignments (Supplement No. 4), FM licensees and CP holders are apparently concentrating on meeting changeover deadlines of Dec. 1 for testing, Jan. 1 for programming.

Meanwhile, as of Oct. 4, total of new FM applications reached 532, and they're still pouring in -- mostly from AM operators, many from large and small newspapers not now in radio. (We'll have the full log of applicants with detailed data, on which we have had staff working for 5 weeks, ready for you within a few weeks.)

Only major FM news this week centered around network protest hearing, set for Oct. 15, and FCC reaction to FMBI statement of last week demanding more channels for FM.

Both networks protest principle of inequality in assignments in New York. NBC's WEA-FM coverage, it claims, would be only 4,800 sq. mi. against best non-network assignee's 7,200 sq. mi. CBS says its WABC-FM service area would be but 62% of that by best non-network competitor, adding: what about formation of new FM networks which then would have access to superior New York key than those of old-line networks?

At hearing both networks have been placed on spot by FCC's request that they suggest alternative allocations not only for themselves but for the other 7 allocees in New York.

As to FMBI demand, FCC is sitting tight. Concensus within its staff is

that more stations can be crowded into congested areas of U.S. (Area I) by protection to 1,000 uv/m contour than number that could be accommodated if RTPB original proposal to protect to 50 uv/m had been adopted. As many channels are now available, it is said, as at first desired by FMBI. Also, there's manufacturing problem of two-circuit receiver.

Yankee's request for 30-day postponement of time for filing objection to assignment for WGTR, Paxton, was denied. Yankee wanted to see what Commission was going to do with its applications for new outlets in Boston, Providence, Hartford, before taking issue with WGTR assignment. FCC said it could file for change later, if it so desires.

LIKE GOOD RED MEAT: That phrase about epitomizes the reaction of those who heard NAB President Justin Miller's inaugural address the other night. We'd add, "But without either wine or applesauce"....

For at long last American broadcasters have leadership akin to what baseball and the movies have enjoyed with reasonable success.

Mr. Miller, ex-jurist, ex-professor, was inclined to be a bit didactic in his speech, but he made a most favorable impression among the scores of Senators, Congressmen, military brass, high public officials, broadcasters and other VIP's who crowded the Statler's Presidential room for a banquet big as most NAB convention banquets.

He isn't a sparkling speaker, and he spoke almost as though reading an opinion from the Federal bench he graced so long and successfully. But the nub of his speech -- that broadcasters must balance good taste and good manners without intervention or compulsion by Government, must practice self-control and self-discipline along lines of greater public interest -- struck a wholesome and responsive chord.

He's already at his desk in Washington, along with A. D. (Jess) Willard, his executive assistant. Aside from the moral suasion over programs and commercials that will be their continuing headache, their first big administrative job will be to work out consolidation of FMBI into NAB.

Although opposed by Ira Hirschmann (Metropolitan Television's WABF), one of the 9 out of the 53 FM grantees to date not now in AM, on grounds FM needs own aggressive organization, it looks as though merger plan is definitely in bag.

NAB committee has approved FMBI terms, and final action awaits FMBI board meeting Oct. 20. Tentative idea is to have an FM Division within NAB, strongly staffed, governed by committee of 3 FM and 3 AM independents. FMBI members not already in NAB will be invited to join.

SMOKES AND COOL DRINKS: Veteran editor and onetime radio commissioner, Dr. O. H. Caldwell, a television enthusiast, who runs a sort of "television theater" for friends and neighbors at his home in Greenwich, Conn., estimates that he has operated his TV receiver at least 300 evenings or afternoons an average of 2-3 hours per day during the last year. With average audience of 5 viewers, he says that, had they bought that number of tickets (1500) to the movies, at 50 cents each, the year's outlay would have been \$750. Nearest cinema being 4 miles away, to go by car would have entailed 2,400 miles of travel costing \$200 or more for gas and tires, not to mention time consumed. "Instead," he adds, "with television we were able to enjoy ourselves relaxed in our own living room to the accompaniment of smokes, cool drinks, shoes off and minimum dress -- that that's the kind of television enjoyment that is awaiting everyone in all of the 30 million American homes that now have radios and who will eventually be seeing as well as listening."

DOLLARS AND CENTS: FCC Chairman Paul Porter tossed out some significant statistics respecting radio expenditures to guests at NAB's inaugural dinner for President Justin Miller the other night.

He foresaw total spending of \$5 billion on communications during the next few years. FM alone, with 2-3,000 new stations in sight, will represent \$250 million in new capital expenditure. And if only half of America's 55 million AM sets are replaced with FM, there's another \$1½ billion.

As for TV, harder to appraise fiscally, Porter said he expects 157 key cities to be covered within 5 years; didn't estimate capital costs but, on the basis of 2½ million video set sales per year, he quoted one manufacturer as estimating the public will spend \$1 billion on TV sets within 5 years.

Even AM outlays aren't over, for there are about 250 applications pending with FCC for as many new stations, and 147 existing stations seek authority to make wavelength, power etc. changes that will cost money.

The rest of that \$5 billion will be spent, presumably, on facsimile, police, aeronautical, navigational, relay and various other phases of radio communications -- plus one item alone of \$56 million already earmarked by AT&T in its \$100 million coaxial cable program.

LORGNETTE FOR TV: A television viewing device, resembling a lorgnette and held in hand, has been built and tested successfully by Dr. Alfred N. Goldsmith, the consulting engineer, to transform monochrome reception of a color television transmission on a black-and-white receiver back into color. Device is intended to instill confidence of consumers in buying monochrome receivers so that, when color video machines are eventually developed, black-and-white set owners will be able to see color as well.

Inside lorgnette there is a spinning color disk driven by a tiny motor at such a speed that it matches color the incoming pictures should have and supplies that color. Lorgnette weighs only a few ounces, is plugged into a little amplifier connected to a receiver.

Like many of Dr. Goldsmith's inventions, this one will probably be bought by RCA. Thought up more than 5 years ago, patent was filed November, 1941.

ASCAP ACTS ON TV: ASCAP has sent its members contract covering television dated Oct. 1, granting TV same rights as in radio with certain limitations including: (1) Any member with interest in a work may restrict performance of production number or any other number; (2) Any number other than production may be restricted if it becomes part of stage show or is used in film, unless such use is merely background or incidental.

NEWS AND VIEWS: Lt. Col. Jack DeWitt, veteran consultant and chief engineer of WSM, Nashville, now CO of Signal Corps' Evans Lab at Belmar, N. J., will be out of Army by Nov. 15 and may go into consulting practice....ABC has engaged Clure H. Owen, ex-FCC broadcast engineer, as specialist on FM, TV, transmitters, antennas etc....Col. E. C. Page's engineering staff at MBS now includes J. Wesley Koch, ex-Signal Corps propagation expert and former KFEQ chief, and Pete Johnson, ex-FCC, recently doing civilian research with Signal Corps....Operational uncertainties in TV field have led TBA to decide upon sometime next March or April, not this winter as expected, for its annual convention, coincident with which may be an equipment manufacturers trade show -- that is, if equipment is available by then....Said to bring the cost of FM receivers down to that of comparable AM sets is new RCA ratio detector circuit, announced by company Oct. 3.

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October 20, 1945.

RCA'S ALL-SEEING EYE: RCA's hitherto closely guarded TV ace-in-the-hole, a super-sensitive tube which makes its Iconoscope the keenest seeing-eye yet devised by man, is to be demonstrated by RCA-NBC to the press next Thursday, Oct. 25. Tube not only broadens scope of pickups but is said to eliminate need for batteries of light under which studio performers must sweat, is so sensitive that shadows appear as shadows and don't obscure images, can almost see in the dark.

Its value to motion pictures is as great as to TV. It's said to be another war baby, whose military applications, if all can be told, should make this demonstration a front-page story.

STRANGE BEDFELLOWS: Our staff has been working for some six weeks, and are still working, on that log of applicants for new FM stations, now numbering more than 650. We hope to have it for you very soon, with detailed data on each applicant -- ownership, cost figures, antenna factors, counsel, engineers, etc.

Meanwhile, scanning the material already completed, we find some interesting combinations, indicating the hopes and confidence of some industry leaders, newspapers, et al., in FM's future.

From New York City, for example, there's an application in name of American Network Inc., whose officers are John Shepard 3rd, pres.; Walter J. Damm, v.p., and Gordon Gray, secy-treas., all already prominent in FM, along with Jack Latham, the ex-agency man, as exec v.p. They propose locating studio and transmitter in Lincoln Bldg., on 42nd St., would spend \$51,860 for installation and an estimated \$15,000 monthly on operation. Presumably this would be a personal enterprise for each, apart from their other connections, and possibly they plan it as an eventual new network key.

Maj. Edwin H. Armstrong, FM inventor, is partner with Jansky & Bailey, the consulting engineers, for a new outlet in Olney, Md., about 12 miles from Washington, which with the 50 kw. they request might cover both Washington and Baltimore and on which they propose spending \$133,500.

Crosley Corp., not yet in FM, proposes stations not only in Cincinnati, but also in Columbus, Dayton and Washington, D. C.

Among the newspaper interests, Scripps-Howard seeks full limit of six outlets in Cincinnati, Cleveland, Indianapolis, Pittsburgh, Memphis and San Francisco. (Scripps-Howard is already a TV applicant for Washington, Pittsburgh, Cleveland, and will probably file for two more; its radio chief, Lt. Jack Howard, has just returned from 21 months Navy duty in Pacific and should be in civies soon, as should Lt. Col. James Hanrahan, exec v.p.)

The Wolfes' RadiOhio Inc. (Ohio State Journal and Columbus Dispatch), who already own pioneer FM-WELD, seeks outlets in Marion, Portsmouth, Springfield,

Zanesville, also in Ohio. Cleveland Plain Dealer wants them in Cleveland, Columbus, Akron, and the Brush-Moore chain in Canton, East Liverpool, Marion.

Then there's the extensive Copley Press group, which seeks FM to parallel its newspapers in Alhambra, Glendale, San Diego, San Pedro, in California; in Aurora, Elgin, Joliet, in Illinois. And the Newhouse newspapers want stations in Jamaica, L. I., West New Brighton, Staten Island.

Chicago Tribune-New York News interests, already in FM through former's WGNB, ask for outlets thru latter in New York; thru sister Eleanor Patterson's Washington Times-Herald in Washington; thru Chicago Tribune in Milwaukee. In addition they've formed subsidiary Midwest FM Network Inc., which seeks stations in Peoria, Fort Wayne, Grand Rapids.

Then there's Nashville Radio Corp., with Publishers Stahlman of Nashville Banner and Silliman Evans of Tennessean, as joint principals, asking for a new outlet there -- a chuckle for those who recall Stahlman's attitude toward radio when he was president of ANPA and Evans' old anti-radio position.

And in Tulsa, the World and Tribune, rival newspapers that use the same mechanical plant, have joined for an FM. One Tulsa publisher, a dozen years or so ago, turned down the late Bill Gillespie's suggestion he buy Stephens College's old regional AM (for a mere \$7,000, which the college needed for an organ for its chapel!) and move it into Tulsa. That station under other auspices later became the very successful KTUL.

Atlanta Constitution also is a new applicant; it once owned WGST, gave the station to Georgia Tech only to see it go commercial later in other hands.

These are just a few we've uncovered thus far. You'll be interested in our final list, not only for sidelights like these but because it will be first analysis of FM applications by states and cities yet made available.

FM RECEIVERS IN THE WORKS: A general feeling that they've gotten all they can from OPA pervades the radio manufacturing industry after digesting last week's price increase factors for sets and parts. Consensus seems to be the time has come for production and that the interplay of competition will straighten out prices.

Parts manufacturers are still somewhat reluctant to go ahead without attempting further adjustments in certain categories, such as variable condensers. But, on the whole, these will be done on an individual basis.

No decision has been reached as to dial numbering -- whether to use channel numbers or frequencies -- but the RMA Set Division (chaired by E. A. Nicholas, president of Farnsworth) has taken the question under study.

Meanwhile, a survey of manufacturers made by WELD, Columbus FM station, indicates most plan to produce one-band receivers by early 1946, a few as early as January. Among these are Bendix, Howard, Stewart-Warner, Farnsworth, Garod, RCA, Meissner, Emerson. Two-band sets are planned by GE, Stromberg-Carlson, Motorola. And Lear reported it might put out both one-band and two-band sets.

CLAIM FOR 'SKIATRON': Comes now Scophony Corporation of America (in which Paramount and General Precision Equipment Corp. hold a 50% interest) with an assertion that its "Skiatron" tube, used for radar, offers "great and generally recognized inherent advantages for large screen television projection, and picture reproductions both in black and white as well as in color." This claim is made in a special press release this week titled "Now It Can Be Told" and labeled cleared by War and Navy Depts.

EQUALIZING FM COVERAGE: Boyish Bill Lodge, CBS engineering chief (he looks 25, is actually pushing 40), came forward with a new FM allocation plan at FCC hearing last Monday which looked good enough to Commission engineers, and to most others affected, so that it -- or a variation of it -- very likely will be adopted within next 10 days.

Plan was answer to Commission's demand that CBS and NBC, only two dissidents to Area I plan previously announced (see Supplement No. 6), produce an alternative.

It is designed to iron out disparities between one channel and another in New York area. But since that city is key to whole of Area I, it inevitably affects all prospective assignments in whole northeastern area.

CBS alternative grew out of networks' objection to their assignments to lower-coverage frequencies -- just because they were networks -- with so-called independents getting the choicer channels. The Lodge plan reduces New York coverage spread from FCC's high of 8,060 sq. mi. and low of 5,500 sq. mi. to a high of 7,490 sq. mi. and low of 7,000 sq. mi., with exception of WNYC-FM which remains at 5,400 sq. mi. under both plans.

Three stations in New York (Metropolitan Television's WABF, Maj. Armstrong's WFMN, New York Times' WQXQ) lose area coverage under CBS plan, while two (Muzak's WGYN, Loew's WHNF) lose population coverage. But the others gain. In all, coverage on some 48 channels in Area I is reduced as compared with FCC's original allocation, while coverage on virtually all the others is extended.

There were few objections to this equalization plan, but several assignees, who liked what they got in original allocation, asked that no change be made; their objections, for the most part, apparently could be met even under the CBS plan.

NBC's Henry Ladner went along with CBS plan, but suggested that, if it is not deemed acceptable, Commission make assignments on basis of length of FM development, program service etc. In other words, not to discriminate against the networks.

Chairman Porter pointed out that Commission was eager to get FM going quickly, and he and other commissioners manifested a real desire to straighten out discrepancies -- so that an early emergence of final allocations seems certain. Though everyone was grabbing for choice assignments, it was pointed out that FM stations are only guaranteed protection to their 1,000 uv/m contour, and that future assignments in metropolitan areas might cut down whatever excess coverage is apparently gained under any plan of channel allocation.

READYING FOR TV: Encouraging reports from FCC staffers on TBA's plan for the use of directional antennas to permit greater number of channels in New York City and other metropolitan areas lend to belief that TV rules and channel allocations may be ready in 2 or 3 weeks.

FCC engineers still have to check the contours of the 48 cities in which directive transmission is proposed. If found as satisfactory as TBA proponents claim, Commission will be ready to go ahead with the formulation of rules and channel assignments.

Meanwhile, Larry E. Gubb, Philco chairman, upheld the FCC's stand on the go-ahead for TV on present low-band frequencies. Speaking before the Cornell Club of Michigan, Gubb said, "I doubt if anyone would have foregone the pleasure of his automobile as a means of transportation to wait for the developments of 1945."

TV's method of presenting symphony orchestras -- long shots and closeups of individual instrumentalists vs. Disney's Fantasia scheme -- a subject under discussion by teleproducers from time to time, came in for some ribbing from Paul Whiteman, ABC music director. In a letter to the New York Times, Whiteman said,

"Chances are that our first year of television will be quite a conglomeration of experiments, ranging from artistic attempts to interpret music visually to a few outlandish exhibitions of bad taste....But the first clown who tries to mount his camera on my collarbone for a shot of the oboe section will feel the weight of an 'atomic' baton which I am now designing for that particularly grim occasion."

ANALYZING THE TV MEDIUM: Though the movie moguls generally haven't comprehended television's potential impact as yet, some of them are watching it intently. Among them a few researchers stand out, not the least being Paul Raibourn, Paramount v.p. in charge of TV, who happens to be a graduate economist as well as an electrical engineering alumnus of Bell Labs. He also is perhaps the keenest enthusiast for TV in the motion picture industry.

He sees TV's progress as inevitable, faces the competitive phase realistically, has done some interesting analyzing which he partially revealed at Televiser Magazine's forum in New York last week. Breaking down advertiser cost figures for newspapers, magazines, radio, he arrives at these conclusions:

1. That \$3 billion a year is now spent on services with which TV will be competitive.
2. That this cost is borne now about 50% by public; 50% by advertisers.
3. That radio sound broadcasting is a more inexpensive and faster growing medium to reach general public than any other.
4. That TV can cost considerably more than radio sound and still not exceed cost to sponsors for the same effect obtained by magazines and newspapers since it combines sight, as they do, with the attention value of sound and action, which they do not.
5. That advertising experts estimate ratio in favor of TV all the way from 3 to 10 times in selling value. Assume just 3 times, TV will do an extraordinary job competitively even if costs are up 3 times.
6. That as for getting sets into hands of public, it is fact that in 1929 when radio sound sets cost over \$150 apiece more than 3 million were sold, although at that time only \$42 million was spent on all broadcasting, including programs.

You simply can't stop TV, Raibourn concluded.

NEWS AND VIEWS: Applications haven't been filed with FCC yet, but report from Hollywood has it that Walt Disney Studios contemplate seeking 3 to 5 TV stations in Southern California to specialize in cartoon-type of visual broadcasting, from Disney lot in Burbank. Transmitter site atop Mt. Lowe is said to have been reserved....DuMont is reported to have arranged to relay opening program from its Wanamaker studios, scheduled in December, via Philco's relay system to Philadelphia with projection to audience there over Philco's WPTZ....Through an inadvertence, we erroneously referred last week to Philadelphia Inquirer's purchase of WIP, Philadelphia; it should have been WFIL and its WFIL-FM, for which Publisher Walter Annenberg is paying \$1,900,000 and for transfer of which counsel has applied to FCC under new 60-day-public-notice rule. Newspaper, also applicant for TV, proposes to spend additional \$500,000 or more on video....Maj. Armstrong calls our attention to the fact that his objection to WFMN's power authorization (Oct. 13 issue) is based on fact that it was originally licensed for a 50 kw. transmitter. With an antenna gain of 5, this would give him about 250 kw. effective radiated power, as against the 6 kw. effective radiated power recently authorized. This, Maj. Armstrong claims, is equivalent to reducing the power to 2.4% of what Alpine was licensed for....Fuss and feathers stories about the Senate Committee on Small Business investigating FCC have nothing to them, says Senator Glen H. Taylor (D., Idaho), committee member who has been doing the "investigating."....President Truman will be televised for the first time during his Navy Day address in New York's Central Park Oct. 27, via NBC's WNBT.

MARTIN CODEL'S

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

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Oct. 27, 1945.

WE EXPAND AND MOVE: We have changed our address to new and expanded quarters at 1519 Connecticut Ave. NW, occupying former quarters of Federal Telephone & Radio Corp., where we'll be glad to have you visit us, use our files, etc. It's virtually a radio building now, and one of our neighbors is the newly formed consulting engineering firm of Chambers & Garrison -- consisting of Comdr. Joe Chambers, just out of Navy where he headed all aero radar throughout the war, and Comdr. Millard Garrison, formerly with Jansky & Bailey, now chief of Navy aero electronics materiel, who doffs his uniform Dec. 15.

AS FM SHAPES UP: Neither our staff, nor indeed our printers, have been able to keep pace with the deluge of FM applications that have poured into the FCC. Hence we've been forced to publish our log of applications, on which we've been working some 7 weeks now, in two parts -- as Supplement 14A herewith, and as Supplement 14B which we'll send you next week.

These two sections will give you the most complete file yet made available on FM applications now before the Commission. We'll report the others regularly.

Meanwhile, in compiling our detailed log and proofing it, we've observed some significant facts and trends which we can report now:

1. Nearly 700 applications for new FM stations have been filed thus far, including 136 as of Oct. 20 not then accepted for filing (a clerical formality) on which full details were not available but which we list nevertheless with an asterisk.
2. By far the preponderance of applications are from existing AM interests, but, incredible as it seems, there are still 300-400 AM owners who have as yet indicated no intention of going into FM -- or at least haven't filed up to now.
3. Far and away the majority of newcomers proposing to enter the FM field are newspapers. Through Alabama-New York (which we cover in Supplement No. 14A), you'll find 62 applications from newspaper interests not now in AM, only 28 from non-newspapers. When final figures are tallied, if all or nearly all the applications are granted, and if you count in the newspapers already in AM who also seek FM, it is probable that the picture will indicate a future broadcasting industry half or more controlled by newspaper interests.
4. We reported last week on some of the group newspapers, like Scripps-Howard, Brush-Moore, Newhouse, seeking FM. Now we can report also that the big Frank Gannett chain, the smaller Guy Gannett group in Maine, the Speidels, the Cowles and other newspaper groups all seek quotas of FM to add to their present AMs.
5. The networks, of course, all ask for enough FMs to parallel the AMs they own, except for Mutual which itself is not an owner of stations but whose owning stations all seek full complements of FMs -- Macy-Bamberger, Chicago Tribune, Don Lee, Yankee etc.

6. Among radio manufacturers proposing to enter commercial FM broadcasting -- in addition to Crosley and Farnsworth who are already prominent in AM, and GE, Westinghouse and Zenith, already in FM -- there are such firms as Raytheon, Templeton, Lear and Harvey.

7. Nearly every applicant has a different idea of what it will cost for plant, few any clear idea of operating costs. The variations in the figures reported are complicated by fact that most AM operators simply intend to add FM and thus not spend too much for overhead. Average estimated cost of plants would seem to run somewhere between \$40,000 and \$60,000. NBC, which should know costs by reason of its experience with its New York AM, let alone its RCA affiliation, estimates \$53,000 as the cost of its proposed Washington plant, \$3,000 for monthly operating costs. On the other hand, there's little KENO, Las Vegas, Nev., which estimates only \$8,500 for plant, \$300 for monthly operating cost -- the lowest figures we've seen. The highest reported figures for FM plant are San Antonio WOAI's proposed \$220,000-\$225,000, St. Paul KSTP's proposed \$225,000, Crosley's proposed \$175,000-\$200,000 for the station it seeks in Washington, D. C.

8. Plant and operating cost figures, we think, are guesswork at best, often uneducated guesses by lawyers or engineers -- but the fact does remain that a market for more than \$50,000,000 worth of FM studio and transmitter equipment is opening up.

9. Few of the big interests -- whether AM owners, newspapers or newcomers such as labor unions -- seek less than the prescribed limit of 6 FM outlets. You'll find many multiple applicants in our log.

10. Eleven of the 64 "conditional grants" issued this week by the FCC (Part II, Supplement No. 13) went to newcomers in radio, mostly newspapers. You can check up on the identities, cost factors, technical data of all these 64 (who must yet present additional data to FCC before they get final grants) by referring to Supplements 14A and 14B.

We'll have additional dope for you later, when we have completed the full log for your files and ours. The foregoing, and what we reported in these pages last week, just gives you some preliminary ideas on trends, etc. of a picture that should shape up more clearly as more applications are processed, more grants are made and more FM stations go on the air.

HOLLYWOOD-IN-HARLEM: RKO Television Corp.'s Ralph Austrian last week described details of "A Complete Motion Picture Production Plant for Metropolitan New York," before Society of Motion Picture Engineers in New York. Not the least important phase of plan, which encompasses altering Pathe News' recently acquired 11-story building at Park Ave. & 101st St., is project for shooting commercial pictures and films for television. Building has 35,000 sq. ft. with shooting stage 97x74 ft., 32 ft high. Only other comparable space for shooting films or staging TV shows in New York to date is DuMont's projected Wanamaker studios, CBS's Grand Central Terminal studios -- and, of course, Signal Corps Fort Lee, N. J. studios.

STRATOVISION TESTS: Westinghouse got go-ahead signal from the FCC Oct. 24 to test its Stratovision (see Sept. 1 issue). Grants for 5 developmental stations were made to study: (1) effects brought about by ground reflections on signals transmitted from moving planes, especially fading, fluttering and ghosting; (2) feasibility of relaying programs from plane to plane; (3) effectiveness of antenna designs and other equipment; (4) area served by transmission from 30,000 feet; (5) best methods of transmitting signals from ground to plane in flight. Frequencies are to be assigned by the FCC chief engineer; power, 5 kw.

AN ALADDIN LAMP FOR TV: Major significance of RCA's new Image Orthicon, super-sensitive video camera tube demonstrated to press in New York Thursday, lies in its effectiveness for round-the-clock telecasting of special events, indoors and outdoors, under ordinary or even sub-ordinary lighting conditions.

New tube is said to have 100 times the light sensitivity of the regular studio Orthicon, and gives vastly greater depth of focus. It was perfected under war exigencies, until now has been a top secret in connection with military's remarkable "guided missiles" and other radar projects.

Audience saw studio scenes picked up with exceptional clarity under relatively dim illumination. Stunt pickups included scenes by matchlight, candlelight, flashlight. One remote pickup from Madison Square Garden rodeo was received clearly under normal lighting conditions. A comparative shot by Orthicon showed up badly.

Problem still to be ironed out is improvement of resolution, not yet up to par of studio Iconoscope. But since outdoor shots are from longer distances, resolution loss is not very noticeable. Work continues in labs to incorporate improvements into studio Orthicons. In addition, new camera obviously offers great prospects for better movie-making.

Image Orthicon shown was a portable developmental model. Deliveries to TV broadcasters are expected in about 6 months.

CARD RATES FOR TV: A new pay-as-you-go policy will be instituted by DuMont's WABD with December opening of its new Wanamaker tri-studio facilities.

Broadcast time, formerly free, is being quoted at \$180 a half hour or any part thereof, plus the following hourly rates for camera rehearsals: Studio A, \$65; B (present studio at 515 Madison Ave. headquarters), \$50; C, \$50; D, \$40.

Previously, air time had been furnished free, only charge being for camera rehearsal at rate of \$50 an hour for present Studio B and \$35 for former and now dismantled Studio A atop the 42-story Madison Ave. building. When the one-time bandbox Studio A was converted into an engineering workshop, the \$50-per-hour camera-rehearsal charge remained. For some time there was no charge for either air time or rehearsal, reasoning being -- as it still is to some extent -- that limited set circulation did not warrant charges.

DuMont, so far as is known, is only station where future broadcasters may also gain experience. While there was no charge originally as with experimental sponsored programs, a \$1,250 hourly rate on air, including rehearsal, was instituted some months ago -- at which time ABC, WOR and WNEW, which had been experimenting at DuMont, left the air. This has been recently changed, so future users of the station's facilities will be charged \$1,250 for 2 half hours on the air per week, including 3 hours of rehearsal for each of 2 program periods. ABC consummated a deal of this kind before DuMont went off air for 90 days.

Whereas DuMont has allowed advertising agencies and package outfits to produce and direct their own sponsored shows, situation is different at WNBT-NBC and WCBW-CBS where, though commercials are invited, stations take over production of programs and add this cost to air and rehearsal time.

Exclusive of program costs, depending on type of production, air time at NBC is: one hour, including 5 hours of camera rehearsal, \$750, plus \$100 for transmission; half hour on air, including 3 hours of camera rehearsal, \$500, plus \$100 for transmission. Additional camera rehearsals are \$150 an hour.

At CBS, where programs must also be directed by station staff, a charge of \$150 an hour is made for all major use of studio, whether for camera rehearsal or broadcast. A half-hour dramatic show, including production cost, figures to run from a low of \$1,500 to a high of \$2,500, depending on talent, sets, rehearsals, etc.

DEvised FM CHANNELING: With a bow in the direction of CBS, FCC on Friday announced its new FM channeling allocations for Area I based on the proposal submitted by Columbia engineers at Oct. 15 hearing (Oct. 20 issue). The CBS alternative narrowed the gap existing between high and low coverage in same communities. The FCC emphasized, however, that the new channeling allocations which include actual assignments to current license and CP holders (see Part I, Supplement No. 13 here-with) will not be adhered to in "any hard and fast manner," but will serve as a guide to further assignments in that area. One of the things the Commission liked about the CBS proposal was that it cut number of instances in which interference will result within the 1,000 uv/m contours from 9, under the FCC plan, to 3 under the alternative.

DOUBLE INDEMNITY: Looks as if the independent FM stations will have to carry the ball for high fidelity live music programs if the AFM ruling on duplicate broadcasts stands for any length of time. AFM President Petrillo advised networks Tuesday they would have to hire an extra crew of musicians if a program is broadcast simultaneously over an AM and an FM outlet.

The networks' immediate answer was to cut out double transmission of all live musical programs as of Oct. 29. Their position is that, since they make no extra charge for FM broadcasts, nor count FM listeners as additional audience (figuring that an FMer is a listener subtracted from AM audience), there should be no double indemnity.

Recorded music will be substituted, no doubt, for such high-fidelity live shows as Toscanini, Philadelphia and Boston Symphonies etc. NBC has already so announced, and CBS and MBS are expected to follow suit. ABC as yet owns no FM.

PORTER SCOTCHES RUMORS: Recurrent rumors that Paul Porter will quit to run for Senator or Governor of his native Kentucky, given additional currency by Walter Winchell, is dismissed by the FCC chairman as, "Not a damn thing in it." Giving the FCC an excellent administration under the heaviest work load, worst personnel situation in its history -- aggravated by TV and FM problems -- Porter's retirement would be regarded in most radio quarters as nothing short of a calamity. But the fact that he's heading for big things, considering the record he's made so far, cannot be gainsaid. Using his own device of the pat anecdote, we'd size the situation up something along the lines of a story told by ex-Senator Jim Watson when his retirement as chairman of Senate Interstate Commerce Committee was imminent and he was mentioned for several radio posts: "Young man," he told a reporter, "ever since I was defeated for reelection, they've had me bracketed for everything from piano player in a whorehouse to Keeper of the Pearly Gates. I'm too old for the former and too profane for the latter." Porter is 41.

NEWS AND VIEWS: FMBI and NAB have reached complete concordat, and after Nov. 1 former will close down present headquarters and operate as an FM dept. within NAB, with John Shepard 3d, Wayne Coy, Gordon Gray as FM members of joint supervising committee headed by Walter Damm, and AM members to be selected by NAB President Miller Owners of Serutan Co., Jersey City, big radio advertiser of its Serutan, Nutrex and Healthaids, are large stockholders in AM station WAAT in that city which holds a CP for an FM station. They are the brothers Rosenhaus, Irving being gen. mgr. of WAAT and Matthew B. president of Serutan Westinghouse's assembly line for home radios, mostly AM-FM, has been set up at its Sunbury, Pa. plant and 3,000-5,000 sets per day are now being produced and sent to dealers. TV receivers are not included, but Manager H. B. Donley says these will be "ready for the market early next year." DuMont is inaugurating a regular monthly newsletter to department stores, beginning Nov. 7, on subject of intra-store television. Merchandising ideas and the like will be discussed to promote sale of wired video equipment.

MARTIN CODEL'S

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

Television Digest

and FM Reports

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November 3, 1945

CENSUS OF FM APPLICATIONS: Our inventory of FM applications is now complete, and we count 667 of them up to October 22. They're coming in now in dribbles, so that to all intents and purposes our log (Supplements No. 14A and 14B) affords a fair sizeup of the situation to date.

Of the 667, many of them multiple applications up to the allowable limit of 6, we count 162, or nearly 23%, from newcomers to the radio field. Of these newcomers, we find 96 are newspaper interests, 90 miscellaneous interests not identified with newspapers. In other words, just about every other new company seeking to crash the broadcasting field by way of FM is owned in whole or part by newspaper people.

Thus some 505 of the applications are from AM interests. Thus, too, it would seem there are still around 400 AM operators who haven't yet applied for FM, if you allow for those AM operators already licensed for FM (Supplement No. 4).

As might be expected, the bigger states like New York, Pennsylvania, Ohio, Illinois, California, Texas, embrace more applicants than any other states, and of course these cluster largely around the big cities where in some cases there are more applications than available channels. As we see it, the FCC will readily grant qualified applications in the non-congested areas. But it will be forced to hold hearings where demand exceeds supply.

Second batch of 65 "conditional grants" for new FMs, mostly in South and Midwest (see Part II, Supplement No. 14B herewith, and Part II, Supplement No. 13 for first batch), was announced by Commission Friday. Total grants to date, 129. Of the 65 newly issued grants, 12 went to non-AM operators. Of these 12 newcomers to radio, 8 were newspapers -- among them the Atlanta Constitution, Cedar Rapids Gazette, Mobile Register & Press.

Later supplements will list later applications as well as report all grants.

Incidentally, we still have a limited supply of the supplements mentioned herein; also a few extra copies of FM Rules and Standards (Supplements No. 7 and 9). They are available to our subscribers on request.

OVER THE SOUND AND FURY: Here's the straight dope, as we get it, on Washington's thinking with respect to uhf TV, with its potential advantages of color, higher definition, more channels:

Before TV can be opened up commercially in the upper reaches of the spectrum, it must be demonstrated successfully. Only after that, can uniform standards be set. Meanwhile, the FCC has no intention of clamping down or discouraging the present so-called medium bands, even though they afford only 13 channels.

So far, according to our sources, uhf TV has not been adequately demonstrated, and its potential, even conceding that we know a lot about uhf character-

istics from their wartime uses, remains to be proved. A lot of time remains before uhf standards can be developed.

This thinking, of course, was expressed to us as an answer to CBS's well-studied campaign for uhf TV, which it is waging almost single-handedly against both the FCC's go-ahead policy and TBA's urgings.

CBS has shown its color TV to some members of the Commission, some engineers, and recently had another private demonstration of 500 mc. operation to which we weren't invited. But one of our friends was. And this was his reaction, the reaction of an authority who isn't an engineer but isn't a layman either:

"Color was fine, well up to 16mm home movie quality. Performance was swell. Pictures were clean and steady. No ghosts, and the engineer working the antenna orientation even picked up reflected signals (from the Waldorf Astoria Hotel and from Radio City) that were on a par with the direct signal reception. There was no aberration in the picture either."

The broadcast took place, with narrow beam transmission, from the Chrysler Bldg. antenna to CBS headquarters at 485 Madison Ave. Custom-built equipment, not yet on the line, was used, of course.

"After seeing that demonstration," our informant added, "I've become a convert."

It's idle to attribute venal motives to CBS, as some have; that company is too big, too important, too smart to want to hold back the inevitable simply for the sake of a few years grace and profits. At the same time, the other side strains at the leash; black and white, especially the large image, is excellent, certainly acceptable. The go-headers contend that, even admitting that TV ultimately will find lodgement in uhf, the art must not be "suspended" in the meantime; the public can be properly advised and warned, and some even think the reconversion from vhf to uhf in home sets won't be too much of a problem.

Meanwhile, CBS has asked for none of the 13 available commercial channels other than the one used by its WCBW, New York. It isn't shutting down that medium-channel station and it recently took its first commercials on it.

But in Cleveland last week FCC Chairman Porter told the Radio Council that higher frequency TV is in the experimental stage while low-band, black-and-white TV is ready now. That's the Commission's thinking.

THE LABOR ROUNDUP: James Caesar Petrillo's action in the FM field last week, requiring dual musicians for AM-FM combinations, is but one facet of the many-sided prism that is broadcasting's labor problem.

To say that FM interests, still chiefly AM operators, are perturbed -- see in the latest Petrillo move a danger signal that may slow down FM, if not stop it dead in its tracks -- would be putting it mildly. Early this week an NAB committee went into a huddle in Washington on the Petrillo pronunciamento, and tossed into it new President Justin Miller's lap not only this but the whole problem of radio's labor-employer relations.

Sentiment seems to be that Petrillo is too shrewd to think he can get away with a move so drastic that it may retard FM development (which in its normal growth promises more employment for his men). Petrillo is believed playing some sort of game, possibly asking for a lot now and expecting to compromise for less while at same time establishing firmly his jurisdiction.

Back in 1943, AFM fought broadcasters over the use of canned music on the air. Petrillo's predecessor Joe Weber wasn't very successful, and finally had to withdraw, regroup and execute a flanking movement against the record makers. It is pertinent to recall, too, that when sound came to motion pictures, AFM fought it

vigorously because it spelled the doom of theater orchestras. But that didn't stop the "talkies."

Czar Petrillo's network shenanigans are thought to go much deeper than ostensible union difficulties with affiliates. Best guess is that union jurisdiction over broadcasting employes is root of his strategems.

In TV, rumor has it that AFM has thrown its influence to the International Brotherhood of Electrical Workers (IBEW-AFL) to oppose the International Alliance of Theatrical & Stage Employes (IATSE-AFL) in return for aid when AFM wants it.

Currently, cameramen and technicians at CBS are IBEW; stagehands, IATSE. NBC has technicians who belong to the National Assn. of Broadcast Engineers & Technicians (NABET-Ind.) and stagehands who are members of IATSE. At DuMont, a 5-year contract was recently signed with IATSE covering all TV workers.

Awaited is NLRB decision on where CBS white collar TV workers belong. Recent CBS integration of TV operating personnel into whole CBS organization, according to those in the know, was management attempt to do away with any distinction among different departments on labor matters. IATSE, however, wants TV office workers considered separately.

PULSE PICKUP FOR TV: A new TV pickup unit, utilizing pulse-time modulation, has been announced by Westinghouse. The unit, for high definition monochrome and color television pictures, is based on CBS development. Westinghouse was custom-builder of CBS's color studio equipment.

Pickup handles both picture and sound transmission simultaneously on same carrier. Picture signal is transmitted by the camera tube in the pickup apparatus. FM sound is added in the fraction of a second in which the electron beam is moved back to the left edge of the picture to begin scanning the next line. The techniques are based on wartime radar and point-to-point radio relay. Economies in that only one transmitter will be necessary for TV broadcasting instead of two -- one for video, one for sound -- are apparent.

The new units will only pick up pictures from film or slides. Development work is going ahead, however, for live pickups as well.

FM CHANGEOVERS: One by one, existing FM stations are going off the air -- to convert transmitters to upper bands allocated by FCC (see Supplement 13, Part 1).

This week, New York's WAAF-FM, WABC-FM and WBAM closed down for equipment changes, and others are doing same. FCC schedule calls for tests on new frequencies by Dec. 1, program service by Jan. 1.

Already on the air on upper-band channels are WDUL, Duluth; WMFM, Milwaukee (which has been sending programs out on upper band as well as old channel via two transmitters); WHFM, Rochester, also using dual transmission.

Most conversions thus far are improvisations since no commercial transmitters are available as yet. According to an RMA report, first transmitters (250 watts to 3 kw) will be ready sometime between next February - May from 6 manufacturers; 10 kw jobs between April - August from 3; above 10 kw, not for some time yet.

BAD START, GOOD FINISH: Our observers at RCA's intra-store TV demonstrations in Gimbel's big Philadelphia store tell us they got off to a rather poor start last week, but reports since then are that improvements in technical setup have been made and response of keenly interested public has been very good. Criticism from press observers at first day's demonstrations centered around limitations of "telesite" scheme and Class B productions staged in store auditorium. Receivers were placed badly, caused traffic tieups. Unfortunately RCA had to use 16 of old-

type small-screen sets, only two of newer large-screen projection models, failing to explain to viewers of former that these were old models and pictures weren't best available. Gimbel's all-out consumer promotion job, especially W. L. Stensgarrrd & Assoc. window displays, was described as excellent. RCA plans to take the setup to other stores throughout country.

ON SELLING A STATION: First two legal notices of sale ever published, conforming with FCC recommendation covering station sales, appeared this week in Philadelphia (Inquirer and Legal Intelligencer) and Boston (Post). The Philadelphia insertion covers deal whereby Philadelphia Inquirer proposes to buy WFIL and WFIL-FM for \$1,900,000. The Boston notice covers the \$850,000 sale of WHDH to the Boston Herald-Traveler. Notice of sale, its legal terminology approved by FCC, invites other interested persons to apply for same facilities on same terms and conditions. FCC will take all proposals under consideration 60 days from first insertion.

STORE GROUP LAYS LOW: Affiliates of Federated Department Stores, withdrawing applications for FM and TV last week, ascribed action to present uncertainties in both fields. Until the FM, TV situation is clarified and resolved, a statement said, the 3 applicants (Filene's, Boston; Lazarus, Columbus; Shillito's, Cincinnati) decided to defer decision. Continuance of the group's New York outlets was assured, the statement added. Metropolitan Television Inc. (Bloomingdale-Abraham & Straus) holds a license for FM-WABF and a CP for experimental TV-W2XMT.

NEWS AND VIEWS: An architectural gem is WCAU's projected new \$2,000,000 AM-FM-TV center to be built on Philadelphia's famed Broad St., scheduled for completion by December, 1947. It's complete even to landing field on roof. Significantly, in announcement by the Levy brothers, owners who are also major shareholders in CBS, they say they expect "that when the new center is completed all television broadcasts will be in color." It's Robert T. Bartley, NAB director of government relations, for the directorship of NAB's newly organized FM Dept. Bartley was an assistant to Yankee's John Shepard 3rd and was first secretary of FMBI before coming to NAB in 1943 Federal Telephone & Radio Corp. is going to "wet its feet" in receiver manufacture, according to Norman Wunderlich, general sales manager. First production will be in the \$25-\$50 price line and will cover only 5 or 6 models of AM sets. Later plans embrace FM sets, too. Federal is also building CBS's 1.5 kw TV color transmitter, and expects to go into full FM transmitter production sometime in first quarter of 1946 DuMont Laboratories is offering catalog selections of cathode-ray tubes for television receivers in both electrostatic and magnetic deflection and focusing types. Tubes are in 5 sizes with a 6th to be added shortly. The useful picture area for each tube is also given TV receivers at \$195 and up are due next spring, Frank M. Folsom, RCA Victor executive v.p., announced Oct. 31. In areas served by TV broadcasters, Mr. Folsom forecasts between 300,000 and 400,000 receivers will be sold during 1946 Bill Paley is back at CBS helm, but plan to make him chairman, relieve him of onerous details so he can concentrate on TV, FM and programs, upping Paul Kesten to presidency, is still very much in the works Paramount's TV expert, V.P. Paul Ralbourn, leaves New York Nov. 3 for two-week TV mission to Hollywood, where he'll headquarter at company studios Tide Magazine's Nov. 1 issue carries about the best sizeup yet of FCC's oft-dissenting Commissioner Durr, which we recommend reading Clark Foreman, economist, president of the Southern Conference on Human Welfare, and secretary of the National Citizens Political Action Committee (PAC) is secretary of Metropolitan Broadcasting Co., applicant for a new FM in Washington And add to labor unions seeking FM, the application of Joe Curran's National Maritime Union, seeking New York outlet New York's Harlem may get its own station, too, if Commission grants plea of Edgar G. Brown, giving address as Harlem Y, identified with National Negro Council, Washington.

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November 10, 1945

OUR FM ALLOCATION CHART: Taken along with the FM Allocation Plan for Area I (Supplement No. 13), the chart we send you herewith (as Supplement No. 15) will permit you to observe at a glance just what channels are available in that area, and exactly where. You can pencil in the channel-power assignments already made and others as they are made. The utility of this chart, with its mileage table, is manifest at a glance; we're sending you not only this reduced print for your binder but, under another cover, a blowup four times this size which you can use as a worksheet. We hope to have similar charts for rest of the country when allocations are decided.

For the idea and execution of this chart we are indebted to Jack Poppele, chief engineer of WOR, who conceived it, and to his staff, who drafted the originals from which we made these prints.

TV RULES AND ALLOCATIONS: Looks like the new TV rules and channel allocations will be forthcoming from FCC by end of this month, after which will come actions on more than 150 pending applications. (We'll publish detailed log of applicants soon.)

Commission engineers, favorably inclined to TBA directional antenna proposal, put forth to make more channels available and obviate channel-sharing where applicants outnumber channels, have found some bugs in TBA setup. Drawing up their own contour maps for Area I cities, Commission engineers asked TBA for comparative data and are now studying both.

Somewhere between the two lies the answer.

FM TRANSMITTER PRICES: There's been a lot of guesswork, notably in FM applications filed with FCC (see Supplements 14A and 14B), about the cost of FM plants. So we made inquiries among some of the leading manufacturers, few of whom have issued catalogs as yet, and we can give you this roundup of transmitter prices currently quoted by these representative companies for deliveries in about 6 months:

Federal Telephone & Radio Corp. -- 250 w, \$5,500; 1 kw, \$9,100; 3 kw, \$12,500; 10 kw, \$23,200; 50 kw, \$70,000.

General Electric Co. -- 250 w, \$3,950; 1 kw, \$7,800; 3 kw, \$11,900.

RCA -- 250 w, \$4,500; 1 kw, \$9,200; 3 kw, \$12,300; 10 kw, \$22,000 (estimated).

REL -- 250 w, \$5,500; 1 kw, \$10,500; 3 kw, \$12,500; 10 kw, \$23,000.

Western Electric -- 1 kw, \$9,000; 3 kw, \$12,080; 10 kw, \$20,500; 50 kw, \$70,000.

Westinghouse -- 1 kw, \$9,500; 3 kw, \$14,000; 10 kw, \$24,000; 50 kw, \$70,000.

GE claims a new circuit, utilizing its new driver tube development, accounts for its below-average prices. GE, REL and Westinghouse figures are estimates only,

we were informed. Where a transmitter type is omitted, it means that no price has been set or that production of that type is not contemplated.

Foregoing prices include a set of crystals and operating tubes, plus, in some cases, spares.

Purchasers of Federal, General Electric, Radio Engineering Laboratories, and Western Electric transmitters must also pay one-time royalties to FM inventor E. H. Armstrong for the use of his phase-shift modulator. These figures are being revised downward, Dr. Armstrong informs us, but as of today remain as follows: 250 w, \$300; 1 kw, \$500; 3 kw, \$917; 10 kw, \$2,000; 50 kw, \$5,000.

RCA prices afford "complete patent protection," we were told, while Westinghouse is contemplating a similar guarantee.

While on the subject of royalties, Dr. Armstrong also advises us that royalties on FM receivers were being reduced from about 1.75% of manufacturers selling price to 1%. This would figure out to about 0.5% on the retail selling price.

We also procured some figures on antenna arrays for the new 88-108 mc band from 3 companies.

RCA, putting out an array in what it calls sections, has the following maximum prices: 1-section, \$1,500; 2-section, \$2,850; 3-section, \$4,200. Each section is roughly comparable to a 2-bay turnstile, and is tuned to the entire FM band. Lighting facilities, where necessary, can be had for an additional \$400.

Federal lists these prices: 1-bay, \$1,700; 2-bay, \$2,000; 4-bay, \$3,000; 6-bay, \$3,500; 8-bay, \$4,200. Federal cuts and tunes to the desired frequency at the factory.

REL quoted these prices: 1-bay, \$1,700; 2-bay, \$2,000; 4-bay, \$3,000; 6-bay, \$3,500; 8-bay, \$4,200. REL puts out three standard sizes, each of which covers a portion of the FM spectrum.

WHAT TO DO NEXT? If you are one of the fortunate 129 who already has been given a "conditional" grant for a new FM station (Part II, Supplement 14A, and Part II, Supplement 14B), and are pawing the ground in your desire to get going -- sit tight. You can't do anything more until one of two things happens: Either the FCC asks you for more details (engineering, financial, etc.) or you are told that you have been granted a bona fide CP.

Commission staff has been wading into the conditional grantee files and action should be forthcoming in the not-too-distant future. One thing the FCC must wrap up is the matter of channel allocations for Area II. FCC engineers have already figured out service areas for most major communities in Area II, but have not completed the whole area. Until that is done, processing of applications will continue at a slow pace.

Guiding principle for channel allocations in Area II is to give each community enough channels to care for existing AM stations, plus 50% more for new FMers. As of this week, about 400 AM broadcasters still had not applied for FM.

TV PACKS THEM IN: First two weeks of RCA's intra-store TV demonstration in Gimbel's, Philadelphia, brought 200,000 extra people into store, considerable increase in sales (especially of TV-demonstrated items) over seasonal average. Both store owners and RCA staff are mighty pleased, see the idea spreading soon to other parts of country. After Nov. 14, apparatus will be dismantled and prepared for similar shows in stores in other cities, not yet decided, after Jan. 1 when RCA hopes to have two units on the road.

TEMPEST OVER BANDS: "You're another," the FCC in effect said late Friday to Zenith when it came out with the results of its own tests on both the low and high FM band. Zenith, as all the industry by now knows, had announced Thursday that tests showed that signal strength on 45.5 mc. was 3 times that on 91 mc.

FCC, in releasing its report, stated that its tests "established the exact opposite of claims made by the Zenith Radio Corp."

The FCC tests were made with signals from Washington's developmental stations W3XO (Washington Post) on 43.2 mc. and W3XL (Commercial Radio Equipment Co.) on 99.8 mc. The signals were measured at the FCC laboratory at Laurel, Md., 20 miles distant. The Commission pointed out that W3XO's antenna was 400 ft. above sea level, W3XL's 200 ft. Even so, the FCC report read, the difference was negligible -- 51.0 uv/m for the former station, 47.3 uv/m for the latter.

"If the two antennas were of the same height, the field strength of the station in the high band would have exceeded that of the low band station," the FCC engineering report stated.

Zenith's tests were made July 20 to Sept. 21 between WMFM (now WTMJ-FM) in Milwaukee, operating on both 45.5 and 91 mc., and a receiving site at Deerfield, Ill., 76 miles away. These tests showed, Zenith's public report sent to all set makers stated, that signal strength on the low band was 3 times that on the high band, and that a power ratio difference of 49 to 1 was present (i.e., to get the same signal strength for a 10 kw transmitter on 45.5 mc. at the same distance would require a 500 kw transmitter on 91 mc.).

As a matter of fact, both Zenith and the Commission are essentially in agreement. Zenith's findings were for field strength beyond the horizon. The FCC has already admitted that signal strength falls off rapidly at that point.

In addition, the FCC has put itself on record as favoring limited coverage for Metropolitan stations, so that more FM outlets are available. Finally, the Commission in its press release Friday stressed that moving FM up in the spectrum was necessary to eliminate Sporadic E interference.

What most reporters missed, in telling the Zenith story, was the statement at the end of Zenith's letter declaring that "a frequency of 91 mc. will not give satisfactory rural service and that the FM system as planned for 100 mc. would be satisfactory only for local service."

Local service -- that's exactly what the Commission, in the main, says it is requiring of FM. But Zenith, Prof. Armstrong, et al., insist as against this policy that FM should also afford the greater rural coverage possible on lower band.

JOHNNY-COME-LATELYS: Very politic and very polite, yet firm and factual, was FCC Chairman Porter's reply last Wednesday to PAC's telegraphed objections to granting FMs without public hearings, to newspapers particularly, fearing "monopoly" and "threat to freedom of speech and press." PAC wants "hearings, proof of public service, ample opportunities for small businessmen, veterans, farm groups, trade unions, cooperatives" ... etc.

First off, Porter points out question of newspaper-radio ownership was settled in January, 1944 after extensive hearings; Congress alone can stop that, and (we might add) hasn't shown any disposition to do so. Secondly, grants so far are "conditional" in order to get FM art going without delay, and are to non-congested areas where there are still plenty of channels for future applicants (of which there are quite a few already from groups PAC appoints itself to represent). Thirdly, Commission will welcome facts bearing on any particular applicant's qualification to operate in public interest.

Porter might have added that limit of 6 stations to any concern, not more than one in any community, automatically forestalls any danger of monopoly.

DUMONT TV SURVEY: DuMont's 4-month-old survey of TV set owners in the New York metropolitan area is about half over now, and we are able to give you a preview of what roughly will be the final answers.

The survey is based on both DuMont's and RCA's TV mailing lists which include about 7,500 names. However, these include many who are not bona fide set owners, some having written in for programs, or having viewed a TV broadcast from a public spot. Also, some 400 names are for the Schenectady-Troy-Albany area which will not be made part of the study. And, of course, there are duplications.

Based on returns from 2,800 calls, a total of 899 TV sets have been tabbed. Of these, 738 are operating, 161 are out of order. (Of those out of order, 81 are DuMont sets; 80, other makes.)

The 899 sets break down as follows: RCA, 463; DuMont, 257; Andrea, 17; Emerson, 3; Fada, 2; GE, 79; home built, 44; Philco, 2; Stewart Warner, 2; Stromberg-Carlson, 6; Westinghouse, 11; Baird, American Television Screen Co., Jamaica, Observox, 1 each; make unknown, 9.

Original purpose of survey was to determine how many sets DuMont would change over to new channel (which it has promised to do when FCC allocations come out) and also how many needed repairs.

Results, however, will also include age groups, social-economic standings, type of residence (apartment house, private home, business address), number, type and position of antenna, as well as height above building and above ground, amount of lead-in wire, and quality of reception from each of the three New York City TV stations -- WNBT-NBC; WABD-DuMont; WCBW-CBS.

In order to work out repair costs, DuMont has set up experimental repair shop with 4 ex-Navy radar men as crew. Sets are tested in homes and hourly rates charged when repaired. Components are furnished at regular prices. DuMont also hopes to establish repair cost factors to avoid pitfalls of early radio days when service charges were high and irregular.

Upon completion of survey, statistical analysis of returns will be made by Buchanan & Co., DuMont advertising agency.

NEWS AND VIEWS: Look for announcement shortly of new publications in FM and TV fields, headquartered in New York, staffed almost entirely by ex-servicemen, headed by Martin and Edward Codel, and including as stockholders and directors Dr. O. H. Caldwell, noted editor and scientist, and Col. Egbert White, BBDO v.p., who was founder and exec officer of Stars & Stripes and Yank. Col. White's association grows out of friendship formed with elder Codel while they were stationed in Mediterranean area....In our "Hollywood-in-Harlem" item (Oct. 27), we failed to point out that 20th Century-Fox's Movietonews studio in New York, with one stage 75x100 ft., another 60x80, where practically all talent tests, commercial shorts and some features (notably the hit "House on 92nd St.") are made, is also geared for shooting films or staging shows for TV. We regret the omission....Paramount added another executive who knows radio inside out when it appointed Col. Curtis Mitchell, just released from duty as head of Army Pictorial Branch, as director of advertising and publicity; he was former editor of Movie & Radio Guide....Last two weeks of this month will see FCC Chairman Paul Porter away in Bermuda, along with group of staff experts, attending Anglo-American Communications Conference opening Nov. 19; he's vice-chairman of American delegation headed by Asst. Secy. of State Donald Russell....All FCC commissioners, including Mr. Wills (now recovered from serious illness), and some of their staff spent early part of this week visiting Bell Labs and AT&T Long Lines Dept., inspecting various aspects of developmental and communications work -- including certain wartime tube developments....TV station WRGB, Schenectady (GE) celebrated its sixth birthday Nov. 9.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING AND
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ARTS AND INDUSTRY

Television Digest

and FM Reports

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November 17, 1945

KEEPING UP WITH CHANGES: We'll try to keep you up-to-date on new applications for FM -- and also for TV -- as frequently as feasible. Accordingly, we send you herewith Supplement No. 14C, which reports additions, changes and corrections to Supplements No. 14A and 14B. Total FM applications now number 670. A later supplement will bring our log of TV applications (Supplement No. 8) up to date.

SMUGNESS, INERTIA OR STUPIDITY? We asked a number of our AM broadcaster friends why, since some of radio's best minds are agreed FM will eventually displace regional and local AMs, they haven't joined the FM parade. For, as we've several times pointed out, there are somewhat less than 750 FM stations granted or applied for to date, of which about 20% are newcomers to radio. This leaves a rough count of about 400 broadcasters who have not yet applied for FM.

The reaction of our friends may or may not be typical. Their reasons for eschewing FM thus far: (a) We can't see FM worth a darn. (b) We're doing well enough with our AM stations now, so why upset the applecart? (c) We don't need FM out in our part of the country, where interference is negligible.

A few said, yes, we'll get around to FM in time, but what's the hurry? When it was suggested their competitors -- either rival AM operators or well-heeled newspapers or other newcomers -- might quickly exhaust the potential channels in their areas, they said: "We'll worry about that when we come to it."

So it seems that, if he expects all existing broadcasters to promote FM and to be the stalwarts among the 2-3,000 new FM stations he has predicted, FCC Chairman Porter is somewhat sanguine. Some 40% of the existing broadcasters apparently aren't yet ready, willing or even inclined to go into the field -- though certainly most of them should be able to do so since FM plant costs are so relatively low (see Vol. I, No. 11).

It seems, too, that some of our vaunted broadcasters, who through their association and spokesmen have prided themselves on their progressiveness, don't agree that FM is their "natural heritage". Nor are they much different, in the smugness of their status quo, from the newspapers which scorned radio at first, the horse-and-buggy boys who scoffed at gas buggies at the turn of the century or even from the late president of Western Union, Newcomb Carleton, who once blandly remarked that it's silly to think those crackling sounds through the air will ever span oceans and take traffic away from his precious cables!

COMMON SITES FOR TOWERS: Look for a proposal soon from CAA to FCC to set up procedures whereby broadcast applications will be treated in batches for the purpose of centralizing all transmitter locations in individual communities. Informal meetings between aviation and radio interests under CAA auspices have already resulted in such a move in Birmingham and Nashville, while in Los Angeles area

they're planning a veritable "Radio Row" of transmitters alongside one another atop Mt. Wilson.

At present, FCC submits singly proposals for antenna sites for CAA approval. If a proposed tower will interfere with existing air lanes, CAA can object and applicant must find another location.

With the great increase in new broadcasters expected in the next few years, largely FM, CAA and aviation leaders have become conscious of the need for an over-all policy on antenna location. Additional factor is pending Public Airport Bill, which, upon passage, would promote airport boom.

One of the reasons for the rule governing common antenna sites (Sec. 3.239, FM Rules -- see Supplement No 7) was this problem of aviation hazards.

Added possibilities in favor of the use of single antenna sites are the practicality of using a common tower for 6 or more antennas and the feasibility of feeding a common radiator from two or more transmitters, if frequencies are far enough apart.

Thus far, according to CAA's William J. McKenzie, radio interests have been most cooperative. On record as recommending the common antenna site as the answer to the hazard problem are the Aviation Pilots Assn. and the Air Transport Assn.

Out in San Francisco last week, Don Lee played host to other FM and TV applicants who plan to use Mt. Tamalpais, 10 miles across the bay, north of San Francisco, as a transmitter location. Plans for allocating sites, constructing buildings, roads, installing water supply, power and light were discussed. Among those present were representatives of AM Station KYA, San Francisco Examiner and Chronicle, Television Productions Inc., and Globe Wireless. Mt. Tamalpais is owned by the Marin County Water Co., Don Lee having first option to lease a site.

NETWORK TV STARTS: Those several thousand New Yorkers having TV sets, many of them in vet hospitals, not only will be able to view the Army-Navy game over WNBTV from Philadelphia Dec. 1, but they'll be getting pickups from Washington (probably including the President and other VIPs) regularly after Jan. 1.

In other words, network television can now get under way -- thanks to AT&T's coaxial cable, that magical set of copper "pipes" capable of carrying wide-band radio frequencies. And football, like prizefights and wrestling matches, is particularly well adapted to televising.

AT&T this week came forward with a welcome offer, approved by FCC and readily accepted by the TV broadcasters, to furnish coaxial service free of cost to TV broadcasters for an indeterminate experimental period. During period of TV's birth pains, when it's practically all outgo, no income, the Bell System is making its New York-Philadelphia-Washington "lines" available two nights weekly each to CBS, DuMont and NBC. (For plans to extend coaxial service, see story in Vol. 1, No. 3).

A NATURAL FOR TV: Elgin Watch Co. has given its agency, J. Walter Thompson Co., the go-ahead to purchase all available time signals on existing and new TV stations. Idea is not to let Bulova grab off choicest spots in television, as it did in radio. Elgin currently is on NBC's WNBTV, with relay Sundays to GE's WRGB. Of 6 JWT clients, to whom a number of TV sports and live-talent program ideas have been submitted, Ford and Textron have indicated acceptance of the medium but no appropriations have yet been made.

TEMPEST OVER BANDS (CONT'D.): Consensus of engineers at this week's Rochester IRE-RMA meeting, after hearing Zenith report on high vs. low-band FM, was that for good rural FM service, range must be at least 100 miles. No formal expression in favor of either Zenith or the FCC position (see Vol. I, No. 11) was made, however.

Still on the warpath, Dr. Armstrong contended Zenith tests proved conclusively that low band FM gave 25% better performance than high band. "This is the first time radio has been forced to follow an unsound theory," he said in again rapping FCC-sponsored high-band operation.

But indications are FCC will stick to its guns as to 88-108 mc FM. In its statement last week it insisted neither its tests, nor Zenith's, was conclusive on question of power. "Subsequent tests may establish that somewhat higher power might be desirable in the new band," the FCC statement went on however, "power can be greatly reduced if antenna structures are designed for high gain and placed at high locations."

And, finally, the FCC maintains that no Sporadic E interference has been observed in the upper FM band.

REPORT ON THE FRENCH: There's been a lot of talk about high-definition (1015-lines) TV having been perfected in France, but we have it direct from Jean LeDuc, managing director of Campagne des Compteurs and president of French Gaumont, that it's still "only in the experimental stage" and that "color is merely being studied." So he told our reporter in New York Friday, interviewed with his engineers as they prepared to wind up their two-month tour of U.S. television, which next week is to include sessions with RCA's David Sarnoff probably looking to a new patent deal. It was in M. LeDuc's labs that Rene Barthelemy gave room-to-room demonstration of recently much-publicized French "advance" over U.S. methods. He's the man who built French government's Eiffel Tower TV sender; his 450-line transmitter in Renault Works, he reported, was bombed out by RAF in 1942.

INTERESTING PEOPLE: Possibly their appetites were whetted by the success of General Tire & Rubber Co.'s Bill O'Neil with his Yankee Network operations. Whatever the case, a group of 10 principals, mostly Firestone officials or ex-officials from Akron, have applied under the name of Telair Inc. for new FM outlets in Akron, Detroit, Chicago, Cleveland. Each owns 10%, and in Akron alone they propose spending \$67,350 for plant, \$9,000 a month for operations. It's an imposing list of stockholders, too: W. A. Fraser, ex-Bureau of Standards, Patent Office and Firestone engineer, now head of Invention Industry Inc.; Sterling W. Alderfer, Akron rubber man formerly with Firestone; George R. Vlober, president of Export Traders Co. and former Firestone European manager; Alexander C. Dick, member of New York's plush law firm of Root, Clark, Buckner & Ballantyne; R. W. Dunlap, Firestone auditor; Fred W. Danner, Akron printing plant owner; John E. Schick, Westinghouse man in Akron; Joseph Thomas, Firestone general counsel; Irving Fisher, the Yale economist and author; George C. Bromsworth, former Firestone engineer.

Here are a few more "interesting people" who seek to join the FM fraternity: Jack Knight, the big publisher, wants outlets to parallel his Chicago Daily News, Detroit Free Press, Akron Beacon-Journal and Miami Herald (he already owns a big part of WQAM, Miami). Then there are applications from politicians like James Noe, Louisiana's ex-lieut. gov., who owns two AM stations and seeks a whole string of FM outlets in that State; Ex-Gov. Francis P. Murphy, of New Hampshire, who owns AM-WMUR, Manchester, and seeks an FM there; Ex-Gov. Ed Rivers, of Georgia, who wants an FM to go with his AM-WGOV, Valdosta; Ex-Gov. and Ex-Senator Elmer Benson, of Minnesota, seeking a new Twin Cities FM; William O'Dwyer, newly elected Mayor

of New York, listed as chairman of a company controlled by Orbach's dept. store which has joined the N.Y. scramble for FM facilities.

An early New York applicant, now offering preferred shares at \$100, and proposing a "community-owned progressive and powerful voice of democracy," is People's Radio Foundation Inc. (Supplement 14A, page 19). It lists as "sponsors" such figures as Joseph Curren (whose Maritime Union is itself an applicant for its own FM), Howard Fast and Langston Hughes (the left-wing authors), Rev. Adam Clayton Powell (the Negro Congressman, husband of Hazel Scott), Rockwell Kent, Charles Chaplin and Corliss Lamont, among others.

TO WAIT OR NOT TO WAIT: Television is ready to go now, RCA's Dr. C. B. Jolliffe told N.Y. Radio Executives Club Friday, adding: "The bugaboo of quick obsolescence has been over-emphasized. If we wait for the perfect system, it (TV) will always be 'around the corner,' for men will think and will make new discoveries. Meanwhile we have the makings of a new industry that in all likelihood eventually will produce an annual income of between \$1 and \$5 billion. Why wait?"

CBS Affiliates Advisory Board -- representing 145 independently-owned stations -- has unanimously endorsed uhf television, CBS reported Wednesday. Resolution further expressed hope uhf TV "should be authorized under commercial licenses from the FCC at the earliest possible date."

CHANNEL NUMBERING: A new system of FM channel numbering was adopted by the FCC Friday. Under new system, first FM frequency (88.1 mc) will be numbered 201 and so on up the band to Channel No. 300 (107.9 mc). This eliminates numerological headaches if present band should later be expanded, up or down. Under old numbering system 88.1 mc was Channel No. 1. NAB had requested change.

TV CHANNEL ASSIGNMENTS: FCC has received TBA charts showing contours for all 13 television channels in Area I as applied to various metropolitan districts in that section. Comparative studies are under way with its own revised allocation plan, which, we learn, provides same number of channels in major cities as recommended by TBA, without use of directional antennas. As soon as study is completed, TV rules, including channeling assignments, will be released -- perhaps week after next.

NEWS AND VIEWS: RCA transmitters for TV aren't expected to be ready in less than year, but a line of receivers (ranging from \$200 small-screen table models to \$450 consoles with projection screens about size of a newspaper page) should be ready in about 6 months -- this latest avowal from Frank Folsom, exec. v.p., speaking Thursday night before National Heavy Outwear Assn. A few days earlier Dr. Allen B. DuMont told Newark Advertising Club he thought TV receivers should be on market in volume by latter 1946, with OPA price-fixing, labor costs etc. acting as the current deterrents. Like the report of Mark Twain's death, talk of merger of Television Broadcasters Assn. into NAB, as was done with FMBI, is premature -- by several years at least. TBA top-dogs say they still have big TV promotion job to do, and aren't going to subordinate that job to over-all industry problems, primarily AM-FM at the moment. To meet low-priced TV receiver market, DuMont has developed a cathode-ray tube with an accelerating potential of only 2,500 volts. Low voltage helps keep down power costs. The 7-inch tube provides a normal screen image of 5¼ x 4½ inches, with high luminosity. ABC has resumed negotiations with DuMont for a 13-week contract, 2 half-hours per week, effective Dec. 12 when WABD returns to air; rates are \$1,250 for the 2 half-hours weekly.

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SWISS TV SYSTEM: A theater TV system that is exciting much talk in video circles is that developed by Dr. Fritz Fischer and staff at the Swiss Institute of Technology at Zurich. It is known as Eidophore. Its major improvement over existing large-screen systems is said to be the effective light on the screen. It's "of a magnitude greater than any known today," according to Andrew G. Haley, Washington attorney, who spent three days with Dr. Fischer in Zurich last week. He tells us that, although the new system is still in the laboratory stage, Swiss technicians feel confident of its commercial practicality soon. The magnitude of the light, Haley feels, will permit higher monochrome definition and should be of great importance in the development of color TV. Haley represented clients who are interested in securing the North and South American rights to the development.

COMEUPPANCE FOR PETRILLO?: Wheels of Congress grind exceeding slow, but they're grinding. Latest bill, aimed at curbing James Caesar Petrillo's dictatorial powers over radio, was introduced this week by Rep. Clarence F. Lea, chairman of the powerful House Interstate & Foreign Commerce Committee.

Lea's bill provides a penalty of \$5,000 and/or 2 years imprisonment for the "use of coercion to force the hiring of a greater number of employees than wanted by a broadcaster or the exaction of tribute from non-compensated performers participating in a non-commercial, educational program or from broadcasters for the use of transcriptions."

It was called for, Lea said, by the recent Petrillo action in banning the duplication of AM programs on FM bands without hiring a second set of musicians. It also was called forth by the AFM's ban last year on the broadcasting of the National Music Camp at Interlochen, Mich.

The Lea Bill combines in its provisions the substances of the Vandenburg Bill, which was passed by the Senate early this year, and the Dondero Bill, introduced in the House -- both of which were concerned with the Interlochen situation.

THE TV ALLOCATIONS: In issuing its final TV allocation table (Part I, Supplement No. 16 herewith) along with a preliminary report on Rules and Standards (full texts of which are yet to come) the FCC this week definitely gives vhf television the go-ahead. And its allocations accomplish, without requiring directional antennas, essentially what TBA recommended be done with directionals.

Moreover, significantly enough, the Commission's report takes no note of CBS's claim that uhf high-definition color TV is ready -- which that network proposes to demonstrate to the press sometime during December.

The go-ahead proponents apparently are quite satisfied, if not elated. Jack Poppele, TBA president, summed up their attitude: "We know what to do now. We're all set to go."

Next step, of course, will be channel assignments to those of the 140-odd

applications for new TV stations now on file. These should be coming along soon.

The non-directional setup was worked out, the Commission stated, "by providing for Community Stations in the smaller communities where the TBA plan had proposed high-power stations with directional antennas. In addition, television stations have been located somewhat closer together in the eastern part of the United States than was done in the original Commission proposals."

Commission's allocations provide for 389 Metropolitan TV stations and 17 Community outlets. New York City gets 7 channels, as proposed by TBA, as do Chicago and Los Angeles. San Francisco is down for 6 channels; Boston, Detroit, Cleveland, 5; Philadelphia, Pittsburgh, Washington, 4. Little Lancaster is assigned 1 Community channel.

Under the new allocations, only Channel No. 1 is reserved for Community Stations. All other channels are available for either Metropolitan or Rural stations; in smaller cities, however, Community Stations can also be assigned on these channels. Protection to the 5,000 uv/m contour is provided.

A minimum operating schedule of 28 hours a week, at least 2 hours a day, is prescribed. Ownership is limited to 1 station in a service area, with a maximum of 5 throughout the country to any single entity. Suitable antenna sites must be available to all TV licensees.

One reason the FCC frowned on directionals, its report stated, is "the great increase of Civil Aviation (which will) make it increasingly difficult to find suitable antenna sites that do not constitute a hazard to air navigation. If directional antennas are used, there is much less flexibility in choosing antenna sites..." The Commission also pointed out that unidirectional antennas have to be located away from cities, with their attendant shadow problems and multipath distortion. It also objected to what it called "highly artificial service areas" resulting from directional antenna patterns. And, finally, it found that service area of a Metropolitan Station, using a directional, would be no larger than a Community Station.

Chain network regulations were made applicable to TV broadcasting, and announcements of mechanical reproduction are required at the beginning and end of a program, unless used for background or incidental effects. Station identification, both aural and visual, is required at the opening and closing of station day, plus at least once each hour on the hour. The latter may be by either aural or video means.

COLLEGE, LIBRARY TIEUP: Farnsworth Television & Radio Corp. has agreed to lend its \$110,000 mobile television unit to New York's City College for research and closed-circuit use in a course on television programming. Equipment is to be installed in December at the Yorkville branch of the New York Public Library, where the 16-week course will be conducted, beginning in mid-January. Lectures are planned to be repeated two afternoons and two evenings a week.

New York Library is reported negotiating with Farnsworth, DuMont and RCA for installation of television sets in its branches after Jan. 1, seeking loan of receivers by the companies, which would get benefit of public reaction. Another plan under consideration by the Library system is a telecast program either under its own auspices or those of the American Library Assn.

LEADERS AND LAGGARDS: States leading all the rest in number of FM applications: California 64, Ohio 60, New York 51, Pennsylvania 48, Illinois 44. States without a single application yet on file: Montana, New Mexico, North Dakota, South Dakota, Vermont. There are none in yet from Alaska, Hawaii, Porto Rico -- and we wonder whether the Philippines, in building its broadcast structure anew under the liberation, will go to FM.

JOINING UP FOR TV: Newspapers and theater interests continue to dominate the new entries into the TV race. We'll have a complete new log of television applicants for you shortly, bringing our Supplement No. 8 up to date. Meanwhile, in compiling it, we find such additional newspapers seeking TV as: Louisville Courier-Journal & Times, Worcester Telegram & Gazette, Buffalo News, Harrisburg Telegraph, Philadelphia Bulletin. And such theatrical interests as: Walt Disney Productions, for a station in Burbank, Calif.; Television Productions Inc. (Paramount), for San Francisco in addition to the experimental it already has in Los Angeles; Comerford Publix Theatres Corp., half owned by Paramount, for Scranton, Pa. Then there are two more sought by DuMont -- Cincinnati and Cleveland. Earle Anthony (KFI) asks for Los Angeles; American for San Francisco; Sherron Metallic Corp. for Huntington, Long Island, suburban to New York City; O'Neil interests (Yankee) for Cleveland; Unity Corp. for Erie, Pa.; Kaufman Dept. Stores for Pittsburgh; and Institutum Divi Thomae Foundation (Sperti pharmaceutical, cosmetic interests) for Cincinnati -- this latter listing Mary Pickford as its "program consultant."

MORE FM TRANSMITTER PRICES: We've been checking further into FM transmitter prices (see Vol. I, No. 11) and we procured some additional data. Gates Radio Co., Quincy, Ill., informs us that tentative prices are as follows: 250 w, \$3,500; 1 kw, \$6,000; 3 kw, \$8,000; 10 kw, \$17,000. Armstrong royalties to be paid by purchaser.

New in the field is the Transmitter Equipment Manufacturing Co., New York City. It reports a 250 w transmitter ready in limited quantities in January, with full production in February. Prices have not yet been set. Also to be manufactured are 1, 3 and 10 kw transmitters.

Farnsworth states that its plans for the production of FM transmitters have not as yet crystalized to the point where even tentative prices can be quoted.

GE's STREAMLINED FM: Due to be demonstrated Dec. 6 is General Electric's new FM transmitter that utilizes a driver tube responsible for the elimination of 8 other tubes and 10 circuits. The driver tube also increases crystal stability, according to what we can find out about it. GE isn't talking -- yet. But, advertising of the new FM transmitter broke early this week. Copy is headed "A Revolutionary New Circuit for FM Broadcast Transmitter," and adds that this is "the most significant news in broadcasting since the introduction of crystal control." It is understood patent problems are holding up full disclosure of new circuit.

BRITAIN'S TV PLANS: First to broadcast TV programs to public some 10 years ago, using RCA system while it was still kept under wraps here, England's BBC expects shortly to get back Alexandra Palace transmitter site from military and resume programs by next spring. That famed plant went thru blitz unscathed. Lord Morrison promised Commons last month there will be minimum delay in resuming TV in London, then expanding it to provinces. By 1939 there were 20,000 sets in use in England (against 10,000 sold here up to war's outbreak). Chief obstacle right now is persuading military to release much-needed technicians, whose pre-war TV work helped greatly Britain's magnificent radar contributions.

British TV-set owners pay a 10 shilling (\$2) fee each year, same as for regular radios, but talk of raising this to £1 (\$4) is prevalent. TV sets in Britain, prewar, ran from about \$100 to \$375.

As for BBC going commercial, subject of a lot of loose talk lately, here's the testimony of Prime Minister Clement Atlee, replying to a question put to him by a radio trade paper correspondent when in Washington recently: "Not if I have anything to say about it." Anyhow, that's Britain's own business, and what Britain does isn't going to affect either us or our Canadian cousins who seem to be doing well enough with their combination governmental-private system.

FM GOES TO BOSTON TOWN: Prospect for new FM construction goes into high gear with Friday's FCC announcement of a hearing on the 11 applications for new outlets in Greater Boston area, where 10 channels are available (Part I, Supplement No. 13; also Area I Chart, Supplement No. 15). Date of hearing, first for FM, has not yet been set, which will be done after applicants' 15 days grace for filing appearances.

The 11 applicants and their present AM affiliations, if any: Bristol Broadcasting Co. (E. Anthony & Sons Inc., WNBH, New Bedford); Columbia Broadcasting System (WEEI); Fidelity Broadcasting Corp. (Boston Herald-Traveler); Matheson Radio Co. Inc. (whose WHDH sale to Boston Herald-Traveler pends FCC approval); The Northern Corp. (WMEX); Yankee Network Inc. (WNAC); Unity Broadcasting Co. of Mass. (Int'l Ladies Garment Workers Union); Templetone Radio Mfg. Corp.; Massachusetts Broadcasting Co. (WCOP); Harvey Radio Laboratories Inc. (Cambridge); Raytheon Mfg. Co. (Waltham).

Coincidentally, FCC announced third batch of 45 conditional grants for new FM stations (Part II, Supplement No. 16 herewith), 10 of them in Community Station category. This brings total to 174 to date (for previous conditional grants, see Part II, Supplement No. 13 and Part II, Supplement No. 14B).

Significantly, 22 out of this group of 45 are newcomers to radio. Worth noting, too, is fact that 26 of them are newspaper interests.

THE OLD ORDER CHANGETH: We've been told, but of course the actual figures are trade secrets, that radio now represents 1/3 of the domestic revenues of UP and 1/6 of AP. With FM coming along, many new client prospects open up for those press associations. So important is radio now that, in making plans to amend its by-laws under recent Supreme Court decree, AP will consider associate memberships for radio stations, now merely customers, at its Nov. 28 meeting in New York. Shades of the late Marlen Pew, who once told us, "This monster (radio) must be crushed!"

NEWS AND VIEWS: Philco, demonstrating its new line of 43 radio models in New York this week, announced its Philco Advanced FM Circuit, which it claims as important as the first superhet; it does away with need for limiter tubes, is embraced in 8 models of Philco's 1946 line. Company promises 100,000 to 125,000 radio sets, mostly table models, for the Christmas trade -- many more as soon as OPA price muddle is finally settled New York City's famed Museum of Modern Art has made tieup with Metropolitan Television Inc., FM licensee of WABF and licensee of experimental TV station W2XMT whereby closed-circuit television tests are being conducted with home-made equipment. In same field, Metropolitan Museum of Art is reported planning inclusion of audio and TV studios RCA's development work on 3-dimensional color TV was discussed at the NBC Station Planning and Advisory Committee meeting last week in New York. A public demonstration is expected soon Add new Washington consulting engineering firms: Colton & Foss, Carry Bldg., formed by ex-Chief of Army Signal Corps research and development Maj. Gen. Roger B. Colton and William L. Foss; and Harold B. Rothrock, 301 No. Greenbrier, Arlington, Va., recently with May, Bond & Rothrock which is now known as May & Bond Looks now as though DuMont's Wanamaker Store studios won't be ready until about Jan. 15, due to difficulty in obtaining component parts for camera chains, building labor troubles etc. Recommended as a must for your reference library -- and good reading too -- is Orrin E. Dunlap Jr.'s latest book, "Radio's 100 Men of Science" -- published by Harper & Brothers (\$3.50) In order to provide additional space for navigational aids, TV relay has been moved up the spectrum from 1245-1325 mc to 1295-1375 mc, FCC announced this week Since video techniques are still subject to improvement, current and prospective TVers should read Victor Keppler's "An Advertising Photographer Looks at Television," Printers Ink, Nov. 16 Newly elected president of Television Producers Assn. is Bob Emery, TV producer for WOR. Other officers elected: William Wallace, DuMont, v.p.; Bob Anthony, WHN, secy; Clarence VanAucken, Biow, treas.

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Television Digest

and FM Reports

December 1, 1945

THE TV RULES: Quick action by the FCC brought forth earlier-than-expected issuance of its "Rules Governing Television Broadcast Stations," which we publish herewith as Supplement No. 17. The full text of the rules, which you should keep on file for reference, contains no changes from the substance we published last week (Supplement No. 16) and incorporate the same city-by-city channel allocations. Next will come "Standards of Good Engineering Practice for Television."

In the meantime, we are revising our directories of existing commercial TV stations and CP holders, experimental TV stations and CP holders and applicants for TV (now numbering 141), which we will publish shortly together with a handy allocation chart.

* * *

Speeding TV along, FCC on morrow of issuing rules announced consolidated hearing for 9 applicants for Washington, D. C. Hearing date will be set after appearances are filed by applicants. It's to be first hearing on TV.

Asking for the 4 TV channels allocated to Washington (see Supplement No. 17 herewith), are the following: Bamberger Broadcasting Service Inc. (WOR, New York); Capital Broadcasting Co. (WWDC); Allen B. DuMont Laboratories Inc.; Evening Star Broadcasting Co. (WMAL); Marcus Loew Booking Agency (WHN, New York); National Broadcasting Co. Inc. (WRC); Eleanor Patterson tr/as The Times Herald; Philco Radio & Television Corp.; Scripps-Howard Radio Inc. For information on these applicants see Supplement No. 8.

FCC denied request of NBC for reinstatement of its CP for Washington TV station, lapsed due to the war.

TOO LITTLE AND TOO LATE: Delay by manufacturers in submitting data, delay by OPA in getting ceiling prices out, shortage of components, all add up to an inescapable fact -- radio set production for Christmas will amount to little more than a tease campaign.

What sets there will be on dealer shelves -- figured at less than 250,000 -- will all be AM. FM is out for the remainder of the year.

Due Monday are new increase factors for variable condensers, expected to meet slightly the objections of parts manufacturers to the increases granted last month. This item has been one of the bottlenecks in the component field.

Ceiling prices for the first 17 set manufacturers were set by OPA on Nov. 29.

WHAT FMers WOULD SPEND: Not counting the 53 pioneer FM licensees or CP holders, now in process of reconversion to new frequencies or construction (Supplement 4),

our calculation is that the 670 applicants for new FM stations propose to spend \$36,733,352 on plant. We derived this figure by adding and projecting the figures given for "estimated cost of plant" in their applications (Supplements 14A, 14B, 14C). The 534 applications estimating cost figures totaled \$29,493,352; projecting this forward to embrace the applications that were incomplete at the time of our tabulation, we arrive at our \$36,733,352 figure. Of course, not all this sum would be spent on transmitter and antenna equipment, but certainly the larger part will. Best guess on equipment market, at present writing, is about \$25,000,000.

PETRILLO CALLS TUNE: In the background when the NAB Music Committee meets for the first time Dec. 6, like an obligato from a Stravinsky score, will be the cacophony of James Caesar Petrillo and his AFM. For the newly appointed members of the committee, who normally would consider the more esthetic aspects of broadcast music, perforce must immediately face the more mundane problem of what to do about the master of musicians and his recent edict on AM-FM duplication.

NAB President Justin Miller appointed 18 members to this new committee this week. Named were representatives of networks, affiliates, regional, clear channel, small and independent stations.

By this week it became apparent that Petrillo's order concerns more than just network broadcasters. In the November issue of "International Musician," AFM publication, all AFM locals were notified that the ban on feeding AM musical programs over FM transmitters extended also to local broadcast stations.

Up on the hill, the House Interstate & Foreign Commerce Committee met in executive session, discussed Chairman Lea's bill (Vol. I, No. 13), but came to no decision. Further study is being given the bill and within a fortnight action may be taken. Consensus of the conferees was generally favorable, we were told, and disposition on Capitol Hill gradually is turning to viewpoint that it's about time to crack down on Petrillo.

TV TO TOP MOVIES: When TV gets going, it will replace motion pictures as the nation's top mass entertainment, FCC Chairman Paul Porter told members of the House Appropriations Committee last month, according to testimony made public this week. Porter appeared to request a \$785,000 deficiency appropriation to be used to increase the FCC staff in order to take care of the huge influx of business -- sparked by FM and TV applications.

FCC Commissioner E. K. Jett, who also appeared, expressed the thought that TV programs would run on regular schedules, repeated several times a day. This would be necessary, he said, because of the great expense of telecasting.

Remarks by Rep. Clarence Cannon (D., Mo.), chairman of House Appropriations Committee, that the government should not give away frequencies to private firms but should retain them itself, are not being translated into legislative act, according to the Congressman's office. No plans are underway at the moment.

WHAT THEY SAY ABOUT TV: Paul Raibourn, treasurer of DuMont Laboratories Inc. and Paramount v.p. in charge of television, took the occasion of FCC's TV allocations last week, which he lauded, to announce the financial condition of DuMont -- obviously in answer to certain allegations. As of Oct. 7, said he, DuMont's net current assets were \$2,416,000, cash \$2,188,000. The \$1,453,000 cash obtained by financing in last quarter of 1944 is included and is "held in the bank for the development of television." Paramount holds 37.5% of DuMont's B non-voting stock.

As for the allocations, Raibourn said they do "much to clarify broadcaster' and manufacturers' conceptions of the industry's future"...and..."give justifica-

tion to their investment of even more job-producing capital in television experimentation and production than would formerly have been sound business."

On the other side of the TV fence, still plumping for uhf rather than the vhf channels allocated, CBS's Paul Kesten reiterated: "The FCC has labored long and well to make the best possible use of the few television frequencies in the lower spectrum. But the net result can be nothing more than a stopgap. Within 12 months, color television on the higher frequencies should be so far advanced, that both the lower frequencies themselves will be outmoded as well as the relatively crude black-and-white pictures which they carry."

MORE ABOUT FM COVERAGE: Due soon are results of FCC's FM tests -- and they will bear out the conclusions of Zenith and Dr. Armstrong that the upper band fails to provide acceptable rural coverage. The FCC tests were made last summer.

Results of Zenith's tests -- that at 76 miles low-band signal was three times strength of high-band signal -- were made public three weeks ago (see Vol. I, No. 11) and aroused a furor in FM circles. FCC countered the same week with results of its Washington-Laurel, Md., tests that indicated that at 20 miles there was no discrepancy in signal strength over both bands.

The FCC tests were made on signals from New York City -- WABC-FM (CBS) on 46.7 mc; WABF (Metropolitan Television) on 83.75 mc; W2XRA (Raytheon) on 107 mc. RCA measured signal strength at Princeton, 45 miles away; FCC at Andulasia, Pa., 71 miles away, and at Laurel, Md., 187 miles away. The Commission is awaiting further details on Raytheon's W2XRA power before releasing the results.

Also included in the tests were tropospheric and Sporadic E measurements.

Note that Metropolitan and Community FM station coverage is not affected by these results. It is FCC policy to limit FM Metropolitan coverage to a single metropolitan district, normally not more than 20 or 30 miles in radius (with protection only to 1,000 uv/m line). For Community stations, of course, it is less.

As for rural FM coverage, FCC must now redefine its policy. Dual operation (Metropolitan and Community on the high band; rural on the low band) does not seem to be in the cards, due mainly to the fact TV and emergency services have already been promised the low portion of the spectrum. That leaves three possibilities: (1) high-power FM stations, with antennas on high locations; (2) two or more FM rural stations to cover a single rural area; (3) more high-power AM stations.

In a sense, the FCC results vindicate Dr. Armstrong's original thesis at the allocation hearing last spring, that the best frequencies for long-range FM were those centering around 50 mc. At that time the Commission accepted the projections of Dr. K. A. Norton, its propagation expert, that pointed to the upping of FM to the 100 mc area. Commission engineers now admit that they were wrong in relying on the projected curves, instead of awaiting definite test results.

UNIONS AND UNITY: Somewhat confusing because of the similarity in their names, but unconnected with one another, are the Unity Broadcasting Corp. on the one hand and Unity Corp. on the other, both multiple applicants for FM.

Unity Broadcasting Corp., seeking outlets in New York, Boston, Philadelphia and Chattanooga, is part and parcel of Sidney Hillman's International Ladies Garment Workers Union (ILGWU). Each city's local has a corporate subsidiary known respectively as Unity Broadcasting Corp. of N.Y., Mass., Pa., or Tenn. The national union owns 20% of stock in each, the local 20% each in one another. They're all seriously intent on having their own radio outlets -- to be operated commercially, too.

Unity Corp., an Ohio company, on the other hand, asks for outlets in Toledo, Lima, Mansfield and Springfield, all Ohio, and in Erie, Pa. It's headed and 62%

owned by Edward Lamb, Toledo attorney, v.p. of National Lawyers Guild and active in union and civil liberties cases. Mr. Lamb recently purchased the Erie Dispatch-Herald. His radio firm's stockholders include several Toledo bankers; largest other holder (12%) being Jesse D. Hurlbut, a retired banker. This company has no connection with ILGWU.

FM REMAINS AT 100 MC: FCC Commissioner Jett issued a statement this week that set at rest rumors that FM might indefinitely remain on low-band transmission. The flurry was caused by a misinterpretation in an exchange of correspondence between Jett and O. H. Caldwell, former commissioner and editor of Electronic Industries.

Early in the week, Dr. Caldwell asked Mr. Jett to assure the continuance of 50 mc FM "while the 100 mc band is being made ready for public use." Replying, Jett called attention to the great number of FM applications, to the 170-odd that already had been given conditional grants, and then added, "This should result in the construction of a large number of stations during 1946, which will enable the Commission to determine whether existing frequencies should be continued or turned over to television."

In clarifying statement released Nov. 27, Jett quoted from the FCC notice of Sept. 4 that "licensees will be permitted to continue operation on their existing assignment in the old band" until equipment and materials are obtainable, and until sufficient high-band receivers are available to the public. He also pointed out that the low-band channels have been assigned to TV Community Stations.

Queries at the FCC brought out the further information that, as of today, there are few applications for Community Stations in the 44-50 mc band that would interfere with existing FM licensees.

BARKIS IS WILLIN': Not too surprising was decision this week of AP's board of directors to recommend to April annual full membership meeting "that the membership approve the eligibility of radio stations as a class for associate membership." Twelve of the 18 members of AP's board of directors are themselves deep in radio, owning AM stations which generally are applicants also for FM and a few of which seek TV -- J. R. Knowland, Oakland Tribune (KLX); Paul Bellamy, Cleveland Plain Dealer (WHK, WHKC, WKBN); E. K. Gaylord, Oklahoma City Oklahoman (WKY, KLZ, KVOR); A. H. Sulzberger, New York Times (WQXR-WQXQ); J. E. Chappell, Birmingham News (WSGN); Frank B. Noyes, Washington Star (WMAL); Robert McLean, Philadelphia Bulletin (WPEN); George F. Booth, Worcester Telegram and Gazette (WTAG); E. H. Butler, Buffalo News (WBEN); Col. Robert McCormick, Chicago Tribune (WGN); Roy A. Roberts, Kansas City Star (WDAF); Palmer Hoyt, Portland Oregonian (KGW).

Four more, not now in radio, are trying to get in via FM -- Paul Patterson, Baltimore Sun; Josh L. Horne, Rocky Mount (N.C.) Telegram; E. Lansing Ray, St. Louis Globe Democrat; L. K. Nicholson, New Orleans Times-Picayune.

Only two are neither in AM nor as yet seeking FM -- Stuart H. Perry, Adrian (Mich.) Telegram and O. S. Warden, Great Falls (Mont.) Tribune.

NEWS AND VIEWS: Due before end of the year will be Washington's first TV transmission when DuMont's experimental W3XWT goes on the air with 16 mm film. The signals will be part of CP tests, prior to request for license. Channel No. 5 (76-82 mc) will be used....FM application for New York in name of American Network Inc. (John Shepard 3rd, Walter Damm, Gordon Gray, et al.) was dismissed at request of attorney this week. Company was dissolved early this year....Newest Washington law firm identified with radio is Cramer & Haley, formed by Maj. Gen. Myron C. Cramer, Army Judge Advocate General who retired Nov. 30, in association with Andrew G. Haley, veteran of FCC practice. Offices are in the Earle Bldg.

MARTIN CODEL'S

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

Television Digest and FM Reports

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December 8, 1945

FM SPEEDING UP: Coincident with issuance of FCC's fourth batch of conditional FM grants, numbering 23, the Commission Thursday designated for hearings the 15 pending applications from the Cleveland-Akron area, the 8 from Indianapolis, the 7 from Providence-Pawtucket. Hearing dates were not set, but March 11-22 was fixed for previously announced hearing on Boston FMs (Vol. I, No. 13) with Commissioner Durr to preside.

Consolidation of the respective Cleveland-Akron and Indianapolis applicants for hearings indicates that Area II allocations are nearing completion. They may be announced next week. Providence-Pawtucket so far has 7 applicants in for 6 available channels. (For data on applicants, see Supplements 14A, 14B, 14C.)

Actual CPs to conditional grantees, with channel and power assignments, "will begin to roll very soon," probably in a matter of weeks, according to Cyril M. Braum, acting chief of FM Division of FCC Engineering Dept. He told this to 100 guests of Federal Telephone & Radio Co. at dinner in Washington Wednesday.

Total conditional FMs to date number 197, of which 54 are newcomers to radio, the rest present AM operators. Big proportion of both newcomers and AMers are newspaper interests. In this week's batch, 9 are newcomers, 10 newspapers. We have consolidated Thursday's 23 into a log of all conditionals to date, which is published herewith as Supplement No. 20.

SIZING UP TV TODAY: Except in a few cities (New York, Philadelphia, Los Angeles, Washington, Baltimore, Detroit, Cleveland, Providence and Lancaster, Pa.), the supply of TV channels under the new rules (Supplement No. 17) exceeds the demand.

Indeed, there are a surprising number of communities, large and small, to which TV channels have been allocated that no one seems to want. A study of our new log of TV applicants (Supplement No. 18), taken along with the allocations by cities as shown on page 16 and on our chart herewith, tells the story as of Dec. 1.

The retarding factors, as we discern them, are (1) hesitation to venture the relatively high capital investment TV requires, and (2) uncertainty whether TV on the higher frequencies and in color may not soon render the presently allocated channels obsolete.

On the former score, you can expect more applications -- some from big and well-heeled interests -- to be filed soon. But the number probably won't be large. If it weren't for the rules' 5-station limit to one company, chances are the list would grow quickly overnight -- for those who do intend to go whole hog into TV, under the Commission's present allocations, are intensely enthusiastic about it.

As to fears on the score of obsolescence, that's something hard to evaluate. Despite CBS's persistent campaign against the present band, the FCC has committed itself to it and has given construction on present channels the green light.

Presumably it is also committed to protect both the telecasters and televiewers in this band for a reasonable length of time; though at recent TV hearings the commissioners declined to go on record to that effect.

But if CBS's experimental uhf TV, soon to be demonstrated under field conditions, is as remarkable as claimed for it, there is always the possibility that the present appletart can be upset by sheer force of industry if not public pressure.

Your guess may be as good as ours as to which of the 140 pending applications for new TV stations (Part III, Supplement No. 18) are serious, which merely intended to place their principals into the swim who haven't any serious intention of pursuing the application -- let alone the economic staying power. But in reviewing our new tabulation of TV commercial station applications, we find quite a few changes from the list we published several months ago (Supplement No. 8) when the total was 126.

The department stores -- Filene's of Boston, Shillito of Cincinnati, Lazarus of Columbus -- have dropped out since then. But added are the Kaufman Dept. Stores, for Pittsburgh; Walt Disney and Earle Anthony (KFI), for the Los Angeles area; Television Productions Inc. (Paramount), for San Francisco; Sherron Metallic Corp., for the N. Y. City area; DuMont, for Cleveland and Cincinnati; the Louisville Courier-Journal, Worcester Telegram & Gazette, Buffalo News, Harrisburg Telegraph and Philadelphia Bulletin, for their respective cities; and others.

Joint hearings will inevitably be ordered on applications from cities in which there are fewer channels than applicants, possibly to be held in those cities if the FCC can spare the staff. Washington's 9 applicants have been set for hearing Jan. 21-Feb. 1, first and only TV hearing set as yet. It will be interesting to see whether, as in the case of the conditional FM grants without hearings, the Commission will grant TV out of hand to non-competitive applicants in those many cities where the channel supply exceeds the demand. And then it will be interesting to see whether the grantees go forward or undertake to stall against the time when the uhf proponents can prove their case.

PETRILLO AND THE NAB: It's bruited in N.Y. radio circles that Jimmy Petrillo is ready and willing to talk turkey on FM -- but hasn't yet been approached by any broadcast spokesman. That may be the next move, with NAB President Justin Miller representing the industry. Out of NAB Music Committee meeting Thursday came only a brief statement that Mr. Miller, looking to the addition of several thousand FM stations to the spectrum and foreseeing expanding opportunities for both music and musicians, is convinced that "harmony could prevail in all our relations if we adhere to a policy that is fair and equitable to the listeners, the public, the musicians and broadcasters."

EDUCATIONAL CPs: Activity in the non-commercial educational FM band (88.1-91.9 mc) was indicated this week when FCC granted 3 CPs -- but didn't designate frequencies. They went to Columbia University, which was assigned effective radiated power of 20 kw for an antenna height of 500 ft.; U of Oklahoma, and Louisiana State U. The Columbia trustees, as licensors, have made a tieup with Maj. Armstrong, still a pro there, for use of his Alpine transmitter (Vol. I, No. 2). There are now 6 licensed stations in this band, 6 other CPs (see Supplement No. 4), and FCC reports 25 more pending applications.

ASCAP AND TV: Look for ASCAP to become really serious about television jurisdiction next year. Performing-rights society has acquired authority to act for publisher members' video rights as result of 3-year agreement, commencing Jan. 1, signed Wednesday by six holdouts among leading music firms. Approval was thus brought up to necessary majority, reportedly still lacking for writer members.

COAX DOES THE TRICK: You didn't have to pay \$50 scalpers' price for a ticket to the Army-Navy game in Philadelphia last week -- if you had access to a TV set capable of picking up either Philco's WPTZ in Philadelphia, NBC's WNBT in New York or GE's WRGB in Schenectady. Thanks to the coaxial cable, it was TV's first "network" telecast.

And what you could see was good. "Wonderful!" as Jack V. Fox reported ecstatically in his UP dispatch. "It was better than being in the grandstand," wrote Fox, "and much warmer.....the view was as good as you could have had from the 50-yard line. It was like watching a clear newsreel without the jerky loss of continuity."

"Satisfactory," was the way AP's Charles E. Butterfield reported it, adding it was easy to follow the play, see the arrival of President Truman and the brass, etc. Many "television parties" were given by set owners. Radio Daily had 20 guests in to look-in and called the show, sponsored by the Saturday Evening Post, a big success. Cur own N.Y. correspondent, assigned to "cover" the game for us, reported:

Though picture received in Manhattan was lacking slightly in contrast and definition, reception here was bright and clear and approached 75% perfection. The coaxial thus demonstrated its effectiveness as a relay method far better than last year's short-lived attempt to boost a football game from Philadelphia to New York via Philco's Mt. Rose (N.J.) relay tower.

Viewed on two developmental home-projection (large screen) receivers piping the game by cable to NBC's studios in New York, the picture was dimmer than that received by the same method on direct-viewing (small screen) sets using their own antennas. Poorer lighting of images on projection model was due, engineers said, to a kink which can be corrected.

The transmission proved that inter-city coaxial TV can be almost as effective as local originations. It's to TV what long-lines are to AM networks.

Utilizing the new super-sensitive RCA Image Orthicon camera, along with two other Orthicons, on one of which was mounted a 40-inch focal-length lens, the telecast indicated the telephoto lens is not a solution for field pickups. While a lens of shorter focal length would not have brought players up as close to the viewing screen, it would doubtless have brought them close enough to provide better contrast and a brighter picture.

Only adverse criticism was not against technical deficiencies; rather, it was aimed at occasional bad directing, bad camera handling, particularly when cameraman tried to "outguess or anticipate the quarterbacks," as Radio Daily said.

PRETTY POOR STUFF: Let's have more debates about radio itself on the radio, like this week's MBS American Forum broadcast from St. Paul on the question, "Is American Radio Free?" But the anti-status quo forces must get better spokesmen than FCC Commissioner Durr and Ex-Gov. Elmer Benson (himself an applicant for a commercial FM in the Twin Cities). There's always good argument for improvement, but theirs sounded Pecksniffian in their debate with Sydney Kaye (BMI) and Jess Willard (NAB), and they certainly didn't persuade either their seen or unseen audience.

Benson's argument that the farm audience was dissatisfied with radio today was refuted instantly by quoting from a survey made by the Dept. of Agriculture, released by FCC last week, which proved quite the contrary. Durr jumped from one subject to the other, insisted he wasn't for government ownership but wanted a "freer and better radio," expressed dissatisfaction with "the concentration of sources of advertising and revenue for radio," charged local talent being neglected by radio. His point that radio is "playing the big leagues and forgetting the bush leagues that provide the talent" not only sounded specious (the public decides what it wants) but had an obvious answer in FM which he didn't even discuss.

Opposing government operation (which they've falsely been charged with espousing) and admitting the American system is still the best for America, neither Durr nor Benson offered any alternative plan. Whether you agree with him or not, Durr writes a brilliant opinion, does a better job on the Commission as a gadfly than he does in debate. But he still has to go on record as to what he is for rather than what he's against. As for government ownership, that's still the favorite red herring of the save-the-industry boys -- not a problem at all any more.

FCC STREAMLINES: Pointing up the importance of FM and TV, FCC has reorganized its law and engineering departments so its staff may be better geared to handle the huge increase in broadcast matters.

Broadcast Division, Law Dept., headed by Vernon L. Wilkinson, is now streamlined into 7 sections: Standard, with Hugh B. Hutchison as chief; FM, Samuel Miller; TV, not yet staffed but with William H. Bauer probably as chief; Renewal & Revocations, open since Peter W. Seward resigned; Transfers, David H. Deibler; Motions, Fanney Litvin; Hearings, open.

Broadcast Division, Engineering Dept., is now called Broadcast Branch, with John A. Willoughby continuing as chief. Broadcast Branch is broken down into 3 Divisions: Standard, James A. Barr; FM, Cyril M. Braum; TV, Curtis B. Plummer.

GE PHASITRON: General Electric's new FM transmitter modulator tube was unveiled yesterday in New York. Known as the Phasitron, the tube permits direct crystal control using a single crystal. Modulation is independent of frequency control, and company claims it provides better frequency stability, has less distortion and lower noise level. Because it enables transmitter to operate with fewer tubes and a simpler circuit, it simplifies transmitter maintenance, GE stated. In some cases prices for FM transmitter are 10% less than prewar, GE said. Shipment of first low-power transmitter is expected about March 1.

NEWS AND VIEWS: Muzak's WGYN, New York FM, using Raytheon's developmental W2XRA for program tests meanwhile, will be on air with its newly reconverted transmitter (96.1 mc) between Dec. 20 - Jan. 1, reports Capt. Palmer K. Leberman; Armstrong's WFMN is now testing on 98.9 mc....E. Anthony & Sons (WNBH-New Bedford Standard-Times) has withdrawn its TV application for Providence, plans to resubmit one for New Bedford. Same company's FM application for Boston has also been withdrawn, indicating satisfaction with its Nov. 23 conditional grant for New Bedford.....Walter S. Lemmon's radiotype developments last week were acquired from International Business Machines Corp. by the Robert Dollar Co.'s Globe Wireless Ltd., of which Lemmon now becomes a v.p. His radio typewriting machine does 6,000 words an hour, operates with equal efficiency on 50 kc to 100,000 kc, can be used on carrier waves without interfering with voice communications.....Carman R. Runyon Jr., veteran Yonkers "ham" and businessman, whose pioneer work on high fidelity on 100 mc helped develop FM, gets the 1945 Armstrong Medal of the Radio Club of America.....Howard S. Frazier, NAB's director of engineering, himself a former station owner, resigns as of Jan. 1 to open offices at 1730 I St. NW, Washington, as Radio Management Consultants, handling problems of rates, markets, merchandising, management, broadcast property appraisals.....Balaban & Katz's WKBK, Chicago (Paramount) has taken 5-year lease on Chicago Coliseum for exclusive telecast rights on all events staged there.....TBA reelected all officers and 2 out of 3 directors at N.Y. meeting Friday. Ernest H. Vogel, Farnsworth v.p., was named director succeeding Lewis Allen Weiss, Don Lee.....Inadvertently, we referred last week to Sidney Hillman's ILGWU; we should have said David Dubinsky's.....And in our FM Coverage story, reference to WABF should have been to WABD (DuMont)....General Mills has purchased 1-shot on CBS' WCBW Dec. 18 to televise 22-minute film titled "400 Years in 4 Minutes," history of cake baking.

Television Digest
and FM Reports

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GOVT. CHARGES TV CARTEL: That Dept. of Justice anti-trust suit involving television patents, which we hinted in our Oct. 13 issue (Vol. I, No. 7), probably will be announced in a few days. It involves alleged monopoly in the field of large-screen TV (for theaters), with charges that big American and British interests propose to divide world territory in a cartel of the sort the Government frowns upon. These are defendants, other than individuals, who will be named in the case to be filed in Federal District Court for the Southern District of N.Y.: Scophony Ltd. of England, American Scophony Corp., Paramount Pictures Inc., Television Productions Inc. (a Paramount broadcasting subsidiary); General Precision Equipment Co. (largest stockholder in 20th Century-Fox).

MANY MORE FM APPLICANTS: Counting the additional FM applicants we report this week (Supplement No. 14D), the total number of FM applications on file with the FCC to date is 729. Taken along with 14A, 14B and 14C, you should have a complete record, by states and cities, of the pending applications. And our Supplement No. 20 last week gave you a cumulative log of the 197 conditional FM grants issued thus far.

Among the 61 new applicants we report, newcomers to radio (non-AM) are predominant, numbering 33. Newspapers aren't quite so much in evidence; we count only 21 in this batch.

Interesting is the fact that Puerto Rico's first FM applications have been filed; that Balaban & Katz (Paramount), which operates a Chicago TV station, seeks FM there also; that former Gov. Elmer Benson of Minnesota, previous applicant for a new FM in the Twin Cities, now seeks stations also in Duluth and Rochester, Minn.; that Dairylands Broadcasting Service Inc., with an AM operator as a principal (George F. Meyer, WIGM, Medford, Wis.), seeks FMs in Marshfield, Stevens Point and Wisconsin Rapids, all in Wis.

FM applications should be coming in, especially from laggard AM operators, in greater numbers henceforth; CPs should be coming along where no conflicts or questions occur; hearings will be ordered where demand for channels exceeds supply -- and we'll report all these to you regularly and in convenient file form.

FM IS SMALL BUSINESS: FM is well within the reach of small business enterprise, farm groups, cooperatives, labor unions and educational institutions. So said Senator Glen H. Taylor of the Senate Small Business Committee this week, in commenting on the cost study made by the FCC published as Part II of Supplement No. 14D herewith. Senator Taylor invited newcomers to apply for licenses, warned that in some localities frequencies were already outnumbered by applicants.

Average cost for complete FM stations by power is given as follows: 250 w, \$9,508; 1 kw, \$14,758; 3 kw, \$17,858; 10 kw, \$27,308; 50 kw, \$80,558. Prices include transmitter, antennas, control consoles, remote pickup (wire), turntables

and monitors only. Real estate, studio and transmitter furnishings, tower construction, engineer and attorney fees, are not included.

Delivery dates for old orders indicated by manufacturers were as follows: 250 w, January; 1 kw, February; 3 kw, May; 10 kw, June; 50 kw, August. If you ordered equipment in November 1945, you should receive it, according to the answers, as follows: 250 w, June, 1946; 1 kw, April 1946; 3 kw, May 1946; 10 kw, July 1946; 50 kw, Jan. 1947.

RCA SHOWS ITS COLORS: RCA unfolded its own system of color television at Princeton Thursday, and it was wonderful stuff. But --

It also showed us black-and-white, with greatly improved luminosity, which it now has ready for market. The color system Gen. Sarnoff said, simply isn't ready commercially as yet, despite anything anybody else (referring obviously to CBS) may contend to the contrary.

And it won't be ready for about 5 years, he insisted; in the meantime, he argues, why should TV be withheld?

To which Paul Kesten, CBS v.p. who leads the faction contending that black-and-white is obsolete before it starts and that high definition and color are the answer to the television prayer, immediately retorted in a press release that same night:

"We are delighted to know that one of the country's big manufacturers has gone so far toward color television in the high frequencies..." As to Sarnoff's estimate of a 5-year wait, Kesten replied: "That is a very safe estimate. It is from 3 to 4 years longer than we believe it will take."

So the whole controversy over whether TV should go ahead with black-and-white now, as sanctioned by the FCC's recent rules and allocations, or should await color on the higher wave bands, is opened up wide again. And more fuel will be added when CBS fulfills its promise to show its color system, at least to the press, within the next few weeks.

What we saw at Princeton first, was reception of black-and-white live and film subjects from RCA's Empire State transmitter 47 miles away. They were on 6 models of receivers, most of them ready for market, and we could watch them simultaneously and compare. The better pictures were amazingly good, every bit as good as professional home movies, on the several direct-viewing models (7-inch and 10-inch tubes) and on the improved large-screen projection model (about the size of a newspaper page). The lighting improvements were due to a newly devised aluminum coating which acts as a mirror to prevent loss of light inside tube and enhances brilliance and contrast.

These pictures, in our judgment, shared by many others there, are perfectly acceptable to the public -- but the color we saw later would be better, if practicable.

RCA says it isn't, and presented some convincing arguments -- arguments that apparently convinced the company's manufacturing licensees, who dominate the set field, when presented to them with similar demonstrations at the same place the day before. Whether CBS can present as convincing a case for waiting for the perfection and practical application of color, remains to be seen.

There's the whole rub: to wait or not to wait.

The color we were then shown, with live images transmitted from the Princeton Laboratories to Princeton Inn $2\frac{1}{2}$ miles away, was excellent. It was transmitted from an antenna only a few centimeters in length on 10,000 mc with only 1/20th watt

power, and viewed on a small direct-viewing screen. Next we were handed polaroid glasses to hold before our eyes, and saw the color images in three dimensions -- stereoscopic pictures.

A girl dressed in vivid colors, without special makeup, pointed a cane at the audience, and it seemed to be thrust forward. She poured seltzer water and you recoiled instinctively, for it seemed to be pouring on you.

The three primary colors -- red, blue and green -- were handled by means of mechanical filters, which means gadgets in both transmitter and receiver -- gadgets RCA calls impractical as yet but promises to eliminate eventually so that electronic tubes can do all the work. The CBS system, it is understood, uses these too.

Gen. Sarnoff, flanked by many of the highest executives of RCA and NBC, told us RCA has had color since 1940. But he pointed out it requires an entirely different system of broadcasting -- different wave lengths (the ultra-highs), different transmitters and receivers not interchangeable (nor even convertible) with black-and-white.

No color receiver has yet been developed and tested which is ready in same sense as black-and-white, said the RCA president. Nor can the coaxial cable, which makes network TV feasible, transmit the wide bands of frequencies needed for color. He said he was not "marking down" color; rather, he was just "emphasizing the point of time." In estimating 5 more years needed, he posed the questions:

Shall we go ahead with what is good now, or wait for something better 5 years hence? The British are going ahead with this system as result of a government commission's recommendations.

If we wait, won't there be something still better in the offing 5 years hence to suggest a further wait?

Isn't obsolescence the very essence of American enterprise? Who will object to paying \$200-\$300 for a TV receiver which, over those 5 years, will cost perhaps 1 or 2 cents per program hour before becoming obsolete?

"We could be wrong," he told the newsmen; but he didn't think anyone in the field had more know-how about TV than his pioneering company. "But if anyone can produce anything better," he added, "God bless 'em. If we can't lick them competitively, we'll join them."

Summed up, Gen. Sarnoff's whole thesis was that the first floor of the house has been built; that it is idle to wait for materials to be obtained for the remaining floors to be built before moving in -- what with the "housing shortage." In other words, why keep the public waiting for new equipment to be developed and tested, new standards to be devised, a new system to be authorized by Washington, when there is a palpable eagerness on the part of the public for a television system which is already quite good enough.

* * * *

Apparently, only one newsman has thus far been permitted to inspect CBS's color operation, though we've talked with several FCC executives and a number of technical men from companies which have manufactured CBS's custom-built equipment who have seen it and pronounced it "good."

That reporter is Jack Gould, of the New York Times, who wrote as part of his Friday story on the Princeton demonstration:

"Both RCA and CBS utilize essentially the same system so far as color is concerned Both in the manner of presentation and in the technical equipment

employed, however, there were differences making direct comparison in all details impossible.

"CBS used films and slides; RCA picked up a 'live' studio show. The sets employed for direct-viewing of the images, as opposed to sets employing lens for enlargement purposes, also differed, the CBS set being somewhat smaller.

"Based only on the finished product as seen, the CBS pictures appeared to have appreciably greater detail and were markedly superior in gradations of color. In the CBS tests the facial complexions of the performers seemed entirely real, even when a little girl employed no makeup. The RCA color images were handicapped by a brownish overcast on the faces and the color of the hair of the performers and models suffered from a recurring predominance of red.

"The RCA picture, being somewhat larger, seemed a little easier to view from a comfortable distance from the receiver itself. The light behind the RCA pictures also appeared excellent, though the fact that RCA was using a studio program and CBS a film program would negate any conclusive comparison in this respect.

"The RCA receiver emitted a noticeable hum from the motor used to revolve the color cylinder. The CBS receiver, using a disk, operated silently CBS employed 480 mc.

"In the field of black and white, the smaller of the two new RCA receivers, with a screen measuring 4½x6 inches, was better by a considerable margin than any other similar set yet demonstrated by television companies, including CBS...."

CBS CONTINUES MONOCHROME: CBS isn't halting its black-and-white on present band from WCBW simply because it regards color TV as superior. Its mobile unit planned to carry basketball from Madison Square Garden last Wednesday night but called it off; but WCBW runs on regular schedule -- providing good program and production experience, as CBS executives say. But the company, which published a brochure on color TV this week and carried a double-truck ad in The New Yorker showing monochrome vs. polychrome contrast, isn't asking for any additional stations in the presently assigned band as NBC and ABC and MBS owning-companies are (Supplement No. 18). Instead, it has applied for wide-band stations on the experimental uhf bands for Boston, Chicago, St. Louis, Los Angeles, got license this week for N.Y.

NEWS AND VIEWS: You engineers concerned with FM technical data: ask J. P. Taylor, RCA Camden, to send you one of RCA's FM Coverage Calculators, a sliderule which, though it doesn't cover the higher FM frequencies, is worth keeping handy; he has a few left, and will send them gratis on bona fide requests Latest to hang out own shingle for consulting engineering practice: John Creutz, recently WPB assistant director of Radio & Radar Div., WPB, formerly with old firm of Page & Davis; he's in Bond Bldg., Washington. Zenith's new line of receivers, as shown to its dealers this week, doesn't include any TV models but it does include FM with two-bands, as does Stromberg-Carlson's Westinghouse will offer TV, too, and its set line shown to its distributors at Mansfield, O., Wednesday plays up FM heavily Readying for Stratovision uhf broadcasting tests (Vol. 1, No. 1), Westinghouse has equipped a "skyhook" plane and was scheduled to show its stuff to RCA's Sarnoff last Friday, plans press demonstrations soon Philadelphia's 5 FM stations, operating under special dispensation from FCC less than required 6 hours a day, have been given permission to go off the air to reconvert to new frequencies, but must resume service Jan. 1. Stations had been operating under "Philadelphia Plan," under which each was on air during wartime once a week (Vol. 1, No. 2) AT&T announced this week plans for super-hf (4,000 mc) radio relay link between Chicago and Milwaukee capable of carrying TV, FM, AM or telephone. Link seems to indicate radio relays acting as spurs to its projected nation-wide coaxial.

Television Digest

and FM Reports

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December 22, 1945

THE FM CHANNEL ALLOCATIONS: What the more than 725 FM applicants have been awaiting ever since the FM Rules & Regulations and Engineering Standards came out in September, arrived Dec. 19 as an early Christmas present from the FCC -- channel allocations for all of the United States.

The channels allocated (see Supplement No. 21, herewith) cover only Metropolitan and Rural Stations, implementing for the whole country the Area I allocations made public Oct. 26 (Supplement No. 13).

Basic plan was to allow sufficient channels to accommodate existing AM stations, plus at least 50% more for new FM stations. The number of pending FM applications was also considered, especially in cities where no AMS now exist.

Increase in the number of Metropolitan channels is possible, FCC declared, since service areas may be smaller than that provided in many localities. In many cases, existing AM stations have requested Community FM stations rather than Metropolitan, we learn, and thus unused Metropolitan channels will be increased in certain areas. Should the need develop, the Commission stated, channels can be made available from an adjacent area for one in which there are more applicants than there are channels.

The tentative nature of the plan was emphasized by the FCC, which stated it "will not be followed in any hard and fast manner and departures will be made from the plan whenever it is found desirable or necessary to do so."

COMMERCIAL TV CHANNELS ASSIGNED: The 6 existing commercial TV stations were ordered by the FCC Friday to vacate their present frequencies by March 1, 1946 and return on newly assigned frequencies on or before July 1, 1946. At same time the Commission prescribed channels for the 6 current licensees, but not for the 3 commercial CP holders (Part I, Supplement No. 18). Delay until March 1 date for reconversion was due to fact amateur band includes part of new TV band and amateurs aren't required to shift until then. New TV channel assignments follow:

- WNBT, New York (NBC) -- Channel No. 4 (66-72 mc).
- WCBW, New York (CBS) -- Channel No. 2 (54-60 mc).
- WABD, New York (DuMont) -- Channel No. 5 (76-82 mc).
- WPTZ, Philadelphia (Philco) -- Channel No. 3 (60-66 mc).
- WRGB, Schenectady (GE) -- Channel No. 4 (66-72 mc).
- WBKB, Chicago (Balaban & Katz) -- Channel No. 4 (66-72 mc).

All assignments are for Metropolitan Stations with existing powers and antenna heights. Ten experimental TV stations also received new channel assignments: W9XBK, Chicago (Balaban & Katz), Channel No. 4; W8XCT, Cincinnati (Crosley), No. 4; W2XVT and W2XWV, New York-Passaic (DuMont), No. 5; W6XAO, Los Angeles (Don Lee), No. 2; W3XE, Philadelphia (Philco), No. 3; W6XYZ, Los Angeles (Television Productions), No. 5; W9XZV, Chicago (Zenith), No. 2; W3XEP, Camden, N.J. (RCA), No. 6; W9XUI, Iowa City (Iowa State U), Nos. 1 and 13. Presumably experimentals will have early call on commercial licenses, indicated by allocation to them of commercial channels. Notably missing from list is Milwaukee Journal's WMJT, an early CP holder.

MORE ABOUT THAT TV 'CARTEL': In denying the Dept. of Justice's anti-trust charges against his companies and others in connection with their interest in British Scophony patents, Paul Raibourn, Paramount v.p. and president of Television Productions Inc., Paramount subsidiary, last Wednesday made public the hitherto unannounced fact that Paramount "expects to demonstrate brilliant television pictures on the screen of the Paramount Theater in New York in August, 1946, and to make thi available to other theatres throughout the country."

In other words, theatre TV may be coming along as fast as home TV. How good it is, we have no means yet of knowing -- but the theatre TV shown in London and New York before the war, about which the Government makes so much in its monopoly complaint, wasn't much to brag about. Diffusion of light and other crudities compared it only with the flicker days of the movies, certainly not with the home systems now ready to be used.

An indication of the defense in the suit was also given in the Raibourn statement. Scophony sold Television Productions and General Precision Equipment Co. interests in American rights to its Supersonic and Skiatron patents for the miniscule total sum of \$25,000 (Paramount's \$8,500 outlay getting it 16%) plus prospective royalties. These two companies, along with Paramount and the British and American Scophony companies, are defendants with certain of their officers in the Government proceeding -- as we reported exclusively last week even before the formal filing of the suit in Federal District Court in N. Y. General Precision is said to be the largest stockholder in 20th Century-Fox.

Mr. Raibourn asserts the Supersonic ideas are "probably obsolete" and adds that the Skiatron has "so far failed to produce a successful method of applying it to television" -- though the latter was used by the military during the war.

Known in the industry as one of TV's staunchest proponents, Mr. Raibourn ridicules the idea that he or his companies would hamper or hinder the development of TV, as charged. He claims that Paramount "has in the last seven years done more for the promotion and development of television in the home and in theatres than any other organization with the possible exception of RCA, NBC and CBS." Paramount, of course, also owns 37½% interest in DuMont, though the Government's complaint says 50%.

On the other hand, the defendants still have to answer the Government's complaint against the cartelization scheme under which they proposed (on paper, at least) to divide hemispheric patent controls and markets. This being a civil suit, the whole thing can be settled by consent decree. However, the big play the litigation got in the press this week gave Scophony an unwonted amount of publicity, gave the impression the British patents are far more important than they probably are, indicated monopoly activities during a war period when actually there was no TV outside laboratory and military establishments and when there weren't even any wavelengths assigned to theater TV (as there still aren't).

Paramount's and 20th Century's involvement in the litigation may possibly affect their existing TV licenses or applications. That's up to the FCC whose lawyers have been kept apprised of the case by the Dept. of Justice. The radio act is strict about anti-trust convictions. But whether the FCC will cancel or suspend any existing licenses, or hold up or set for hearings any applications during pendency of this suit, is a moot question. In other words, can or should any penalty or restraint be imposed before adjudication? FCC attorneys won't say yet.

Paramount's subsidiary Balaban & Katz operates one of the 9 pioneer TVs -- WBKB, Chicago. Television Productions operates an experimental -- W6XYZ, Los Angeles -- and has applied for commercials in Los Angeles and San Francisco. Affiliated theatre companies (in which Paramount holds varying ownerships) seek TV outlets in Detroit, Boston, Dallas, Scranton. Then there's DuMont which operates the pioneer WABD, New York, and is applicant for new stations in Wash-

ington, Pittsburgh, Cleveland, Cincinnati. And 20th Century-Fox has applied for TVs in New York and Los Angeles. (For full data on these and other licenses and applications, see our Television Directory, Supplement No. 18).

THEY'RE FROM MISSOURI: CBS engineers and spokesmen will face a highly critical if not skeptical press when they finally stage the long-promised demonstration of their much-publicized uhf color television -- a demonstration designed to prove the case not only for their system but against the black-and-white system the FCC has authorized to go ahead.

For one thing, CBS must carry the burden of proof that its system is so greatly superior to those shown by others (notably by RCA at Princeton last week) that it's worth while to wait a few more years for polychrome rather than offer the public now an admittedly good monochrome system.

The rub, so far as both the public and the broadcaster are concerned, is the fact that wide-band color TV and narrower-band black-and-white TV are non-interchangeable and non-convertible, let alone the fact that both sending and receiving apparatus are so extremely expensive.

Then CBS faces the embarrassing matter of outspoken resentment on the part of many newsmen, especially the specialists, that it should have played favorite in allowing the New York Times' Jack Gould (Vol. I, No. 16) to preview its system while guarding it so assiduously against the rest of the press.

Meanwhile, the battle of the brochures, the newspaper statements and the printed ads contrasting monochrome and color proceeds apace.

Those of us who have seen RCA's monochrome (which is very good and which we are told is technically ready) and RCA's own laboratory system of polychrome (which is excellent and, according to Gould, stands comparison with CBS's, but which RCA insists won't be ready for about 5 years) are eager to be shown. With no axes to grind, the newsmen can be counted upon to pass fair and objective judgment -- though that judgment really ought to be rendered, in final analysis, by the public itself especially since both sides have carried their contentions to the public via the printed word.

In that connection, the principals might very well engage in verbal debate, too. Why not a debate on the radio between the chief proponents -- Sarnoff-Jolliffe for RCA, Kesten-Goldmark for CBS? And what more politic medium to carry it than ABC's "Town Meeting of the Air" or MBS's "American Forum of the Air," neither on competitive networks? The whole contention has now become a public issue, and the public has every right to be let in on it via the spoken medium.

We've talked with Westinghouse and Federal executives who manufactured the custom-built transmitting apparatus CBS uses, also with other technicians and with FCC executives who have seen demonstration. They're sold on color, but they won't say they're "unsold" on black-and-white; indeed, Westinghouse includes a TV monochrome receiver in its new 1946 line. We want to hear them confirm the Kesten stand that in about 18 months acceptable apparatus can be made available for color transmission, which Sarnoff says can't be done. And we'd like to hear from GE whether the 10 color receivers it has made to order for CBS can be multiplied within that time, too, for over-the-counter purchases.

There's small point in waiting if they can't, for RCA and DuMont promise their monochrome transmitters within 6 or 8 months, receivers even earlier in those few cities already enjoying TV service.

And the public's eagerness for TV service can be gauged somewhat by the fact that you cannot purchase a receiver from one of the 8,000 or so present owners (all pre-war sets) for love or money. That they like what little they're already getting is evidenced by the reaction to the Army-Navy game telecasts (Vol. I, No. 15).

STILL MORE CONDITIONAL FMs: Note in this week's 33 conditional FM grants that all 5 Cincinnati applicants for new FM stations (all also AMers) got the nod from FCC, leaving 4 FM channels in the Queen City still available. This latest batch brings the total number of conditionals to 230 (see Supplement No. 22, herewith) out of 729 applicants to date.

Newspaper affiliates number 9 out of the 14 newcomers among Thursday's 33 conditional grantees. Out of the 230 total, we find 48 of the 68 newcomers to radio are newspaper interests, the other 20 representing motion picture theatre operators, attorneys, engineers, and just plain businessmen.

First Rural Station conditionals were included in this new lot. They went to Cornell University (WHCU), Ithaca, N.Y., and St. Lawrence Broadcasting Co. (WSLB), Ogdensburg, N.Y.

Fifth FM hearings, no date fixed, was also announced -- for Ft. Wayne, Ind. Others so far set: Boston, at Boston, March 11-22; Providence-Pawtucket, Cleveland-Akron, Indianapolis, dates not fixed. (See Supplements No. 14A, 14B, 14C, 14D, for applicants; Supplement No. 21 for channel allocations to cities.)

TRUMAN ON TV VIA COAXIAL: AT&T's coaxial between Washington and Philadelphia, linking up with the New York-Philadelphia circuit, is completed -- but it won't be announced for a few more weeks in order to make the inauguration a gala one. Plan is for NBC to use it first, televising President Truman as he addresses second session of 79th Congress resuming Jan. 14 and relaying via the coaxial to its New York TV outlet, WNBT, and possibly also to Philco's WPTZ in Philadelphia and via shortwave to GE's WRGB, Schenectady. That project is practicable was proved by success of Army-Navy game coaxial relay from Philly to New York (Vol. I, No. 15). NBC has secured permission from Speaker of House and has been completing arrangements to install Orthicon camera pickup.

WILL MAKE TWO-BAND FMs: Telegraphed inquiries to cross-section of the leading radio set manufacturers this week elicited responses from only 3 to the effect that they definitely plan to include two-band FM receivers in their new lines -- Galvin, Stromberg-Carlson, Zenith. All others replied they are planning only one-band FMs, including Admiral, Andrea, Crosley, Farnsworth, Federal, Hammerlund, RCA, Stewart-Warner, Westinghouse.

TV ENGINEERING STANDARDS: Out this week are long-awaited Standards of Good Engineering Practice Concerning TV Broadcast Stations (Supplement No. 23, herewith). In the main they follow TV standards now in existence. Two changes however may be noted: ESR has been dropped in accord with industry's wishes; tolerances for operating power are more liberal for TV than for FM or AM broadcasting -- 10% above and 20% below being permitted.

NEWS AND VIEWS: FCC Chairman Porter's stock reply to recurrent rumors about his quitting to take this job or that: "I have no present intention of resigning." He saw President Truman the other day, but it was entirely about the recent Bermuda Telecommunications Conference, he said; but the reports persist, latest being that he may soon join the White House secretariat Another pioneer FMer, builder of WJBO's WBRL, Baton Rouge, La., early in 1941 before he went into the Navy, has put out his shingle as a consulting engineer: H. Verne Anderson, American Bank Bldg., New Orleans George Storer's Fort Industry Co. is about to apply for TV in Toledo, may soon also ask for other cities where it operates AMs. Fort's new Washington manager is Lt. Comdr. John Koepf, ex-Navy radar specialist, one-time aide to Bill Ramsey, Procter & Gamble's radio director. As supervising engineer, working out of Washington, Fort has Maj. Glenn Boundy on the job.

MARTIN CODEL'S

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

Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 1, NO. 13

December 29, 1945

OUR TV ALLOCATION MAPS: Under another cover, because of its bulk, we are mailing you a set of 13 maps, one for each channel allocated to television under the new FCC rules. The maps are designed to show you at a glance all TV allocations by metropolitan areas. They are based on the table covered in Sec. 3.606 of the Rules (Supplement No. 17, page 8). If used along with the Rules and with our Television Directory (Supplement No. 18), you can chart exactly what frequency bands are open for assignment in each city, what mileage separations exist, who are seeking those assignments. For the preparation of these maps, we are indebted to Col. E. C. Page, Mutual's director of engineering.

UPPERBAND FM PROGRAMMING: As Jan. 1 approaches, only 11 of the existing commercial FM stations and 2 experimentals have met FCC tests for going on upper band transmission and, according to the Commission, have received their formal authorizations.

The commercials now operating as required are: WGNB, Chicago (Chicago Tribune); WWZR, Chicago (Zenith); WELD, Columbus (RadioOhio); WMLL, Evansville (Evansville on the Air); WDRC-FM, Hartford (Dr. Franklin Doolittle); WTIC-FM, Hartford (Travelers); WTMJ-FM, Milwaukee (Milwaukee Journal); WHEF, Rochester (WHEC-Gannett); WHFM, Rochester (Stromberg-Carlson); WDUL, Duluth (WEBC-Head of the Lakes); WTAG-FM, Worcester (Worcester Telegram & Gazette).

The experimentals are: W3XL, Washington (Everett L. Dillard), now an applicant for commercial status, and W2XRA, New York (Raytheon).

No blanket extension of time for beginning broadcasting on the new band has been granted by the FCC, but requests are now coming in for extensions from stations not yet ready and action on these requests may be expected within the next week. Cognizant of problems facing FMers, Commission is inclined to be lenient in cases of unavailable equipment or other obstacles not the fault of the broadcaster.

With assignments of new frequencies to the existing FM licensees and CP holders last October (Supplement No. 13), the Commission ordered them to go on the new band for tests by Dec. 1, and set Jan. 1, 1946 as time to start program service.

A NOD FROM CAESAR: As matters stand now, NAB's President Justin Miller won't hold his expected personal confab with AFM President James Caesar Petrillo until February when former gets back from his current trip to the Pacific Coast. They've already had some correspondence about meeting, the reclusive music czar indicating a willingness to confer on radio-musician problems. Miller, ex-judge and diplomat by nature, thinks meeting of minds is possible -- though no such optimism can be said to prevail in the industry.

A main topic of discussion, of course, will be the question of musical programs and their duplication by AM stations over FM affiliates. Petrillo's recent ban on such duplication covers both network and independent stations. Few find

his tactic comprehensible in view of fact that FM is barely getting started, promises in long run by very fact of more stations to employ more musicians.

This week Petrillo also banned broadcasting of music from outside U.S. (except from Canada, and except armed forces and religious programs) on same old plea of job security. Edict once again provoked outbursts against him, reflected in renewed demands for early legislation.

Meanwhile, the Lea Bill (H.R. 4737) to curb his powers over radio (Vol. I, No. 13) lies dormant, though Rep. Lea has promised to push it in this Congress. Need for Congressional action was sharply stressed Wednesday in N.Y. Times editorial which stated: "Mr. Petrillo's irresponsible private dictatorship, we may assume, is perfectly satisfactory to Congress, to the Administration and to the Supreme Court. Not only have they done nothing to curb his power, but among them they have in fact conferred these powers upon him." In a similar vein, an editorialist in the Washington Post Friday says we can anticipate Congress will do nothing to curb the arrogant Mr. Petrillo's power to interfere at will with freedom of communications, and adds this sarcastic note: "The next step, doubtless, would be for Mr. Petrillo to prohibit all nonmusical programs, whether they originate in this country or not, on the ground that they deprive American musicians of a livelihood to which they are entitled."

Though there are pressures for legislation, the powerful labor lobby isn't idle either, and Petrillo's latest ukase seems to indicate he isn't much worried.

PLUMPING FOR TV NOW: With a few exceptions, notably Zenith's Gene McDonald, RCA claims to have most other radio manufacturers sold on its side of the "now or later" controversy over television (Vol. I, Nos. 16, 17). Most set makers are RCA patent licensees, and of course want to sell sets. But they have also seen demonstrations of RCA's monochrome and polychrome systems, and for the most part seem to be convinced that TV should go ahead now with black-and-white rather than wait for color.

Bearing this out was statement this week by Farnsworth's president, E. A. Nicholas, that home TV is "technically ready to go forward on a commercial basis as soon as transmitters can be installed and receivers distributed." He predicted a market for 200,000 receivers in the 5 cities now having TV stations, and an output of at least 500,000 during the industry's first full year of production. His company, now operating an AM and experimental TV station in its home city of Fort Wayne, plans to build a commercial TV station there also.

RCA's Sarnoff, in his annual report, repeats his confidence in TV, calling 1945 the year radio entered its new cycle -- "the era of radio sight." CBS's Kesten treats TV thus in his year-end statement: "High definition television in full color has already emerged from the laboratory. Public demand can move it swiftly from commercial drafting boards, through busy production lines, and into the home."

And CBS finally fixed Jan. 7 as the date for first press demonstration of color TV. Members of FCC and staff will view it Jan. 5. Plan is to hold demonstrations in small viewing room, accommodating only 8 persons at a time, over period of two weeks, with radio manufacturers and others to be invited as well as the press

CBS FOR DEPT. STORE TV?: We've picked up signals on the higher frequencies (faint but readable) that CBS may go into department store TV soon. Lending to the rumors was Metropolitan Television's withdrawal of its New York TV application recently and its plumping for uhf color. Metropolitan is backed by Bloomingdale's and Abraham & Straus, and if we read the signals aright, CBS should be putting on an intra-store TV demonstration (in color) in either one or both of those New York stores.

Intra-store TV is currently getting a big rush, sparked by the highly successful RCA-Gimbel (Philadelphia) demonstration last month, and the recently

announced association of DuMont with Wanamaker's (New York). RCA's dept. store setup is scheduled to go into other stores around the country, as yet unnamed, after the first of the year.

On the air were two TV merchandising shows specially keyed to the Christmas shopping public. WBKB, Chicago, had a "Let's Go Teleshopping" series sponsored by The Fair Store. WNBT, New York, put out a "Television Christmas Shopper" program, sustaining, in which an NBC shopper tipped audience to best buys.

General Electric recently disclosed that Marshall Field & Co., Chicago, for more than a year has held a No. 1 post-war priority for GE's intra-store TV system.

Currently, department store officials are reading and rereading Gimbel's report on its Philadelphia TV experiment. In essence, the report answers the \$64 question: Does it sell? Based on its experience, Gimbel's unequivocally says: Yes.

Two examples are cited. One demonstration pictured various methods of using a scarf. An average of 20 customers immediately inquired about scarves after each demonstration. Another presentation showed different hair styles. Demand for restyling, as well as waves, shampoos, etc., reached an all-time high for that time of year.

In a consolidation of 2,837 questionnaires, 70% of the viewers said they would or might visit the department which carried the product televised; 90% considered TV an aid to shopping; 70% said this was the first time they had seen TV.

DUMONT TO SPLIT OPERATIONS: As first move toward separating its TV broadcasting and manufacturing operations, DuMont has named Leonard F. Cramer, v.p., as director of a newly formed Television Broadcasting Division. Possibly under another name, or even a new corporate setup, this division will have charge of stations and programs. DuMont now operates WABD, New York, and several experimental TVs, has applications pending for additional stations in Washington, Pittsburgh, Cleveland, Cincinnati.

CLEARING THE TV DECKS: Washington's TV applicants now have a 1 to 2 chance for the Capital's 4 channels. The odds dropped to that when Eleanor Patterson (Washington Times-Herald) withdrew her application, leaving 8 contestants (Supplement No. 18). Ready for this first TV hearing, FCC Chairman Porter and staff met Friday with representatives of the applicants at a pre-hearing conference. Purpose was to agree on streamlining procedures so that hearing can be held within its allotted time limit (Jan. 21-Feb. 1). Consensus was that matters of fact (such as financial and technical qualifications) could be made part of record without need for extended examination at formal hearing. Procedure may serve as pattern for future TV hearings, which presumably will be held only on the applications from the relatively few cities where demand for channels exceeds the supply (Vol. I, No. 15).

FM IN CANADA: Only one type of FM station, powered to cover a maximum stated service area in each community, is gist of proposed policy for FM recommended by Canadian Assn. of Broadcasters. Board of governors of the Canadian Broadcasting Corp. (Dominion's FCC), have agreed in principle with the proposal. As of Dec. 18, some 71 FM applications awaited processing, coming mostly from AM licensees but including some radio newcomers -- notably The Toronto Mail & Globe.

Service area for each urban district would be recommended by joint industry-government representatives. After each service area is fixed, effective power and antenna height maximums would be established to obtain 1,000 uv/m for urban, 50 uv/m for rural. Highlights of CAB proposal also include: (1) 100 channels in 88-108 mc band -- same as in U.S.; (2) AM broadcasters to get FM on request; (3) permissible duplication of AM programs over FM channels.

READING UP ON TV: One can subscribe to the adage that a single picture (TV especially!) is worth a thousand words, but good books, like newspapers, are here to stay, too. Several good books on television have been published in recent months, well worth reading by any and all concerned with the new art. They are Richard Hubbell's "Television, Programming and Productions" (Murray Hill Books Inc., \$3) and Capt. William C. Eddy's "Television, the Eyes of Tomorrow" (Prentice-Hall, \$3.75).

Hubbell, an early TV producer, now with Crosley, covers radio theory and techniques well worth study, says TV is neither theater, movies nor sound radio -- rather, partakes of all three, with inherent factors in itself. Eddy's book takes you by the hand and leads you through the maze of TV technicalities, including its economic aspects. His chapter on "Tall Tales," relating some of the legends that have already become part of TV, is delightful reading. As chief engineer of Balaban & Katz's WBKB, Chicago, and wartime head of the Navy's radar school there, he knows whereof he speaks.

A good reference book for your shelf also is "Electronics Dictionary," by Nelson M. Cooke and John Markus (McGraw-Hill, \$5) which defines such terms as "accelerating electrode" and "zone of silence," to pick out a few of the terms applicable to TV.

VISITORS STUDY TV-FM: Their domestic TV and FM problems have so absorbed American manufacturers, that they may be missing a bet on the South American market. Martin Tow, representing Argentine interests planning a TV station in Buenos Aires, was in U.S. recently looking over the field, and he told us all South America is looking to us for guidance as well as equipment. Earlier, we had reports that Mexico and Uruguay had asked U.S. firms for data. A recent visitor to these shores also was Raymond Allsop, studying FM for the Australian Parliament, who indicated that country is contemplating reconversion to FM and looks to us for materials and data.

NEWLYWEDS' WEEKEND: Honeymoon meeting of the newly married FMBI and NAB was scheduled to be held this weekend in Chicago, and their discussion period was to include such topics as: dial numbering for receivers, continuance of study of FM receiver sales, status of NAB's petition to FCC for certain amendments to rules. Scheduled to attend, in addition to NAB President Miller and Robert Bartley, director of NAB's FM Dept., were Walter Damm, chairman; John Shepard 3rd, Gordon Gray and Wayne Coy, for FMBI; Paul Morency, Frank Stanton and Les Johnson, for NAB.

NEWS AND VIEWS: FCC doesn't contemplate taking any action to forestall the sale of two-band FM receivers. Since only 3 manufacturers are known to be planning production of double-band sets, an FCC spokesman told us, the Commission doesn't regard the matter very seriously. Only Galvin, Stromberg-Carlson and Zenith have indicated so far that they plan making two-band sets. Shortly after FCC allocated FM band Chairman Porter told RMA President Cosgrove that he was dead set against sale of two-band FM receivers. He warned that the FCC might take FM off lower band entirely if situation got out of hand Muzak's FM station WGYN, New York, is now owned equally 3 ways under authority of FCC granted last week: (1) Muzak Corp.; (2) Charles E. Merrill, stockbroker; (3) Capt. P. K. Leberman, just out of Navy, who is manager. Formerly first two divided ownership DuMont announced this week that Anderson, Davis & Platte (advertising agency) will present a 12-1 p.m. TV program of its own 6 days a week over WABD, New York, starting with opening of DuMont's new Wanamaker studios; same agency has long been responsible for the Alexander Smith Carpet Co.'s "Magic Carpet" telecasts over WABD David B. Smith, director of Philco's Research Division since 1941, has been named v.p. in charge of engineering; he has been Philco's authority on radio, including radar and TV