

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 2029 • VOL. 3, NO. 8

February 22, 1947

REPORT ON STRATOVISION: Not much doubt about it in the minds of Westinghouse officials and engineers -- Stratovision works! Actual measurements of experiments to date are presented in still-restricted, 475-page report, replete with graphs, monitoring logs, etc. The FCC, Navy and few others have copies, and data largely substantiates expectations of wide-area coverage on AM, FM, TV, uhf frequencies (Vol. 2, No. 37, 21; Vol. 1, No. 1).

"Skyhook" transmission experiments thus far indicate feasibility of this kind of coverage: 1 kw AM at 30,000 ft (1020 kc) -- satisfactory (500 uv/m) service over radius of about 110 miles, with fading wall pushed back to about 200 miles; 250-watt FM at 20,000 ft (107.5 mc) -- satisfactory reception over radius of 180-200 miles; 5 kw pulse transmission simulating TV at 20,000 ft (514 mc) -- good reception over radius of 140-200 miles. Receiving antenna for uhf is critical factor, height being important. No low-band TV tests have yet been attempted, but coverage is assumed about same as for FM.

Young "Chili" Nobles, Stratovision's unflagging protagonist, admits there are still bugs in the system -- but he's sure none is unsurmountable. On technical side, for example, there's problem of getting plane to make very small circle without banking, so as to avoid fluctuations in signal strength. On economic side, there's question whether "sky stations" can be operated cheaply enough in comparison with conventional "land stations."

Next step in continuing experiments will be broadcasts with FM and TV transmitters from a 4-motor plane at 30,000-plus feet. Tests should start in late summer or early fall. Plane will fly from Boston to Washington and reception charted at widely separate points. TV viewers will also be asked to report on reception.

FM's INROADS IRK AND PERK: Cooler heads among radio set makers are agreed FM will be "merchandising" salvation of their industry, already feeling pinch of reduced demand -- as reflected in lowering prices and (for first time since 1941) in willingness to take trade-ins. But some manufacturers, irked by FM promotion while their own FM production lags (Vol. 3, No. 7), are cautioning against an excess of zeal on part of FMers to get sets into hands of public and thus gain audiences.

Chicago meeting of perturbed RMA board Wednesday brought general reaction that present "hard" selling of FM ("a set without FM is obsolete") is not a good idea. Even some of FM's staunchest boosters among manufacturers agreed. For one thing, shortage of components (right now, 2-gang condensers) still prevails to thwart quantity production. For another, some claimed FM still faces problems of receiver design and engineering. On the other hand, Zenith plumped hard in dealer trade press this week with big displays of its \$59.95 table model with AM and 2 FM bands; and last week Pilot offered table model, too (Vol. 3, No. 7).

Besides arguing there are still "bugs" in FM receivers, some none-too-happy manufacturers took position FM should be soft-pedaled for time being because (a) stations are still too low powered, (b) high calibre programs are still lacking,

(c) dealers are becoming anti-FM because of promotion claims while sets are unobtainable. Each of these arguments has obvious answers (shall FM wait, for example, on Petrillo's pleasure for high calibre programs?) -- and FMA's Bill Bailey says FMA isn't going to let up a whit in its campaign to "educate public to FM."

Indeed, even while RMA board was meeting, FMA called on set makers to "meet the crying needs of the public by producing low-cost FM sets." President Roy Hofheinz pointed out that Zenith, Stromberg-Carlson, GE, RCA and Pilot have announced low-cost AM-FM combinations. He urged FM especially for markets in static-ridden gulf storm areas. FMA hierarchy offers to cooperate with RMA, but obviously is chortling over discomfiture of some recalcitrant big boys who discounted FM and now face demands they cannot blink -- one of biggest even cutting his \$50 portables to \$40 this week. Meanwhile, committees of FMA and RMA have been named to iron out differences: For FMA -- Arthur Freed, Freed Radio; Ray Manson, Stromberg-Carlson; Roy Hofheinz, FMA president; Bill Bailey, FMA executive director. For RMA -- Larry F. Hardy, Philco; Ben Abrams, Emerson; H. C. Bonfig, Zenith; E. A. Nicholas, Farnsworth; Sam P. Taylor, Western Electric.

CATCHING UP WITH DICK TRACY: Maybe you've been tossing off miniature radio transmitters and receivers as mere gadgets, but they've been engaging the attention of serious scientists, they have considerable possibilities and they work. Fantastic work on miniatures at Bureau of Standards under young Dr. Cleo Brunetti (Vol. 2, No. 46), has already resulted in excellent communications from lipstick-size 1/2-watt transmitter with circuit printed directly on tube shell. And a receiver the size of an ordinary calling card is in the works. Commercially, RCA is already reaching for luxury trade with its gold-plated, battery operated "Solitaire" measuring 6 3/4 x 4 5/8 x 4 1/4 inches and retailing around \$75. Sentinel, too, has a new miniature out -- 4x4x8 inches, 5 tubes, operating on AC, DC or battery.

Biggest future for miniatures is seen in Citizens Radio Communication Service (individual communications). Bureau of Standards' transmitter, demonstrated at Columbus (O.) IRE meeting last week, used 140 mc, but Dr. Brunetti sees no difficulty in going to 460-470 mc assigned Citizens Service. He'll demonstrate latest equipment March 5 at New York IRE meeting. First experimental CP for Citizens Service, incidentally, was granted last week to Engineer John M. Mulligan, Elmira, N.Y., who plans to use 50 watts, study propagation, etc.

TV HOLDERS MAKE HASTE SLOWLY: Pending its decision on color TV, FCC is inclined to be lenient toward low-band CP holders not yet on the air (Supplement No. 18-B). This week, 5 more got extensions of completion dates -- asked for because of lagging equipment deliveries or construction delays. Commission also has indicated it is amenable to "suggestions" regarding the 28-hour rule, suspended until March 31, and TBA will get sympathetic ear when it decides just what it wants Commission to do about minimum programming hours.

Latest to get construction extensions, until midyear or fall, are Washington Star, Baltimore Sun, Raytheon-Waltham, Mass., KSTP-St. Paul, Outlet Co.-Providence. Pending also is request from Buffalo News, among others (Vol. 3, No. 4). Extensions were previously granted San Francisco Chronicle, Bamberger-Washington, DuMont-Washington.

This week, San Francisco Chronicle was granted Channel No. 4 (66-72 mc) in lieu of No. 11 originally assigned, but it may have to install directional antenna to cut radiation toward Sacramento. Also asking for lower channel, but not yet acted on, is WMBG, Richmond, seeking No. 6 (82-88 mc) instead of now assigned No. 3 (60-66 mc). And Earle C. Anthony's petition for NBC's Channel No. 4 in Los Angeles, in lieu of No. 9 (186-192 mc) now assigned, remains to be decided by FCC.

New York area TV cases, involving 5 seeking 4 channels, ought to be decided in few weeks -- at least, that's what they say at FCC. Cases were heard last July, got tangled up in probe of N.Y. Daily News' editorial policies, have been delayed

by pressure of other business. Rival applicants are Bremer, Newark; ABC, Bamberger, Debs Memorial, Daily News. As for remaining applications elsewhere, FCC is working on engineering aspects of Fort Industry's for Detroit, Southern Radio & Television's for Miami, Daily News for Philadelphia. It's our guess last-named won't be pushed.

With St. Louis Post-Dispatch's KSD-TV on air with temporary equipment, Detroit News' WWDT about to start (Vol. 3, No. 7), Scripps-Howard Radio's WEWS, Cleveland, announced this week it has leased two top floors (35,000 ft.) of old Women's City Club on East 13th St., has let studio contract to Austin Co., hopes to be first to get TV going in that city.

MORE FM CHANNEL SHIFTS: FM channel-shuffling, which goes on constantly, can become an awful headache unless you keep track of changes as they're ordered. Presuming you made the several dozen changes we reported a few weeks ago in Supplement No. 43-A, we suggest you enter this week's changes (as listed in Supplement No. 47-F herewith) in your Allocation List (Supplement No. 43). Later we'll recapitulate, and reissue the allocation tables in revised up-to-date form.

Next act on FM regulatory stage comes Monday -- oral arguments on multiple ownership and overlap. The dozen or more participants can naturally be expected to justify their overlapping coverage. While FCC is considering FM overlap, WADC, Akron, will charge it with inconsistency in permitting AM overlap between commonly-owned WGAR, Cleveland, and WJR, Detroit, in proposing to give WGAR 50 kw (Vol. 2, No. 47).

Commission announced 12 CPs, 10 conditionals this week, bringing CP count to 503, conditionals to 178 (Supplement No. 47-F). Note also new STAs taking air each week, and slow but steady influx of new FM applicants.

COMEBACK OF THE KITS: Reminiscent of radio's early days, "make it yourself" ads are proclaiming advent of the TV kit. Latest is a \$159 affair, with tube capable of framing 5½x4¼ inch image, advertised the other day in New York Times by Transvision Inc., 383 North Ave., New Rochelle, N.Y., subsidiary of Lectrovision Inc., makers of cathode ray tubes. Gimbels offered same kit recently. In recent issue of Radio News, New York Technical Institute of N.J. offered students chance to build own sets. Prewar, Meissner Mfg. Co., Chicago, put out TV kit.

Engineers are inclined to smile dubiously at ad claims (simplicity of construction), calling attention to such things as delicacy of alignment. But kits may become increasingly popular as TV captures public fancy, especially while sets continue scarce and expensive. We know only a few radiomen -- some FCC and Naval Research Lab technicians, and Electronic Magazine's Don Fink -- who have built their own TV sets.

THE PUNDITS LOOK AT RADIO: Curiously enough, there's less carping criticism of journalism's favorite whipping boy, commercial radio, in the conservative N. Y. Herald Tribune than in radio-owning N. Y. Times (WQXR-WQXQ). Latter's radio editor, Jack Gould, is constantly hammering away at radio's ills, has transformed even his Sunday page (which under ex-editor Orrin Dunlap was radio industry's Bible on basic trends and developments) into hyper-critical columning. Gould's forays into "social consciousness" also include outside writing; in recent issue of Public Opinion Quarterly he takes TV to task, saying:

"Television represents right now more of a menace to American culture than it does a conceivable boon....[it] is not a new industry but rather an extension of the old one -- radio." He repeats contention "radio's chain of command" goes back to ad agencies, decries product sponsorship being worked into TV productions, declares: "Television will only compound the innocuity of radio today." Without recognizing that TV, scarcely an industry as yet, is all outgo, little or no income, he charges it with "no serious discussion on standards of taste, no consideration of how much advertising copy can be tolerated, no appreciation of the

fact television provides the propitious moment for the radio man to 'save face'."

As for radio industry itself, its concern with "cleansing own house" was indicated in frank speech of CBS Chairman Paley at recent NAB convention (Vol. 2, No. 43), which Pundit Gould in Dec. 29 Times conceded "met the issue of program improvement with reasonable forthrightness." On the other hand, status quo forces don't take too kindly to criticism -- not even when it is good-humored satire, viz., editorial note in recent issue of Broadcasting: "If Fred Allen, during the frayed-cuff days when he was working vaudeville, had poked as much fun at the medium which provided his cakes-and-coffee, as he does today at radio, a long hook would have slithered out from the wings and dragged him to the exit." (Fred Allen's several burlesques of radio commercials have had industry, no less than public, in stitches.) The serious-minded editors of Broadcasting, so far as we know, haven't yet essayed any comment on Henry Morgan's satiric shafts.

SIGHT AND SOUND

Rules for non-commercial educational FM broadcasting (Vol. 2, No. 11) were made final this week, incorporating some changes suggested since rules were first proposed last March. Several sections—dealing with accreditation, mechanical recordings, engineering—have been revised slightly. Commission will entertain comments and suggestions concerning these sections and if necessary will set date for oral argument. But books will be closed March 8. Order (Docket No. 7424) bears Mimeo No. 2921 and we will get a copy for you if requested. For list of non-commercial stations, see Part V, Supplement No. 47.

Some FMers performed prodigies in getting on air with jerry-built, low-power equipment for interim operation—but it's been virtually impossible for stations of any size to comply with full specifications of their CPs within allotted 8 months. Hence, now that older CP-holders' time is running out, they are applying for, and getting, extensions of completion dates. This week, extensions were given to first batch—WCFC and WJLS-FM, Beckley, W. Va.; WDXE, Birmingham; WBML-FM, Macon, plus pioneer licensees WGNB, Chicago, and WGFM, Schenectady.

Dr. Fritz Schroeter's papers on TV, available (in German) from Dept. of Commerce's Office of Technical Services, contain nothing particularly new or startling, in opinion of TV engineers who have seen them—but they may be worth while to some technicians. Ex-Telefunken TV director suggests, among other things, a "neighborhood" relay station to pick up video signals, convert them to lower frequencies, feed them via cable to home sets—thus making possible, he thinks, simpler and cheaper receivers. Other topics are phase modulation, new scanning method, channeling by time division on wide-band carrier.

"Closed circuit" TV demonstrators, using newly delivered orthicons, etc., for promotional buildups against day they operate full-fledged stations for which they hold CPs (Supplement No. 18-B), are becoming more and more numerous. Latest reporting "telecasts" of local events are WBAL, Baltimore, Home Show; KSTP, St. Paul, Winter Carnival; WTMJ, Milwaukee, Home Show; WBEN, Buffalo, Sports & Boat Show. RCA's Joseph A. Jenkins, production chief, helps stage events for mobile TV units.

FCC Bar Assn's newly elected officers, named Tuesday: Reed T. Rollo, president; Carl I. Wheat, 1st v.p.; Guilford Jamieson, 2nd v.p.; John H. Midlen, secy.; Russell Rowell, treas.; Arthur W. Scharfeld and Neville Miller, new members of executive committee—which also includes Ben S. Fisher, Philip J. Hennessey Jr., R. A. Van Orsdal, Eliot C. Lovett.

FM is a new opportunity for the "ordinary man to communicate cheaply and efficiently with vast masses of people." That's what *New Republic's* Thomas Whiteside says Feb. 17 in article titled "Your Radio Is Obsolete." Aside from usual "liberal" approach to the subject—radio today is in grip of monopoly, FM applicants are mostly (80%) standard broadcasters or newspaper publishers—Whiteside treats subject objectively, tells story of Penn-Allen vets (WFMZ, Allentown, Pa.) as example of what can be done by young, inspired small businessmen.

Now celebrated WBAL-Pearson & Allen case is "off again," won't start this Tuesday as scheduled. U. S. District Court Judge T. Alan Goldsborough (of John L. Lewis case fame) issued temporary restraining order Thursday, based on Hearst petition for court order expunging references to Baltimore station from Blue Book. FCC attorneys think they have plenty of precedents to persuade court to throw out petition, but up to week's end hadn't decided course to pursue.

Los Angeles radio dealers will be briefed Feb. 26 and 27, in meetings in Ambassador Hotel, on intricacies and sales aspects of TV sets by RCA crew that did same thing recently in St. Louis, Detroit, Washington. Sometime in March, city will have its "T-Day," for which RCA will ship several carloads of table model receivers. RCA Camden crew going to L.A. is headed by J. B. Elliott, v.p. in charge of Home Instrument Dept.

Silence on wire-recorder plans still prevails at Sears Roebuck Chicago office, despite fact Sears' radio salesmen expect it and rumor has St. George Recording Co., Brooklyn, scheduling May delivery of units to go into Sears' FM-AM-phonograph console. Not so shy is Webster-Chicago, which expects volume production of \$150 wire recorder in July.

First STA denial in FM was this week's turndown of Peoria Broadcasting Co. (WMBD). Since only proposed decision is out in Peoria hearing, FCC evidently felt grant of STA, which allows commercial operation, would be jumping the gun.

C. M. Runyon Jr., noted radio amateur who worked with Maj. Armstrong on first FM experiments, has been named president of REL, replacing Charles Srebroff; Frank Gunther, v.p., adds duties of treasurer.

Chicago's TV sets now exceed 1,000, so Balaban & Katz's WBKB went into second rate bracket this week; while sets number 1,000-5,000, basic rate for time and facilities is \$200 per hour. Surveys show average of 11.4 viewers per set, home viewer average being 4.5.

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March 1, 1947

OUR AM DIRECTORY SERVICE: To meet an insistent demand, intensified since the FCC quit publishing station lists, we now have a staff at work preparing an AM Directory Service much along the lines of our FM Directory Service. This service will be made available to our subscribers only. It will start immediately after the present AM "freeze" ends May 1.

All of our subscribers, the first week in May, will be sent a printed, loose-leaf AM Directory consisting of five parts: 1) List of all licensed or authorized U.S., Canadian, Mexican and Cuban stations by States or Provinces, with name of company, street address, frequency, power, network affiliation; 2) Same list by frequencies; 3) List of U.S. stations by call letters; 4) List of applications for new stations and new facilities by States, with addresses, FCC file numbers, present facilities, requested facilities; 5) Same list by frequencies.

After each week's FCC decisions, we will publish and mail to our subscribers loose-leaf addenda sheets, to be filed with the printed Directory, so that you can know the exact status of AM in any given place or on any given frequency at any time (same as we do now for FM). The Directory itself will be brought up-to-date and reprinted periodically.

FX STANDARDS IN THE WORKS: Long-confused picture of facsimile should begin to clear soon, now that RMA committee (W. G. H. Finch, chairman) has agreed on commercial standards. RTPB's Panel No. 7 (John V. L. Hogan, chairman) is expected to send proposed standards to FCC-Industry committee (C. M. Braum, FCC, chairman) within a month; it will then submit them in final form to FCC for adoption.

Meanwhile, latest to announce intention of going on air with FX "in a few months" is Jack Knight's Miami-Herald, via WQAM-FM, one of 25 subscribers to Hogan's Broadcasters Faximile Analysis. Publisher Knight is quoted in last week's Editor & Publisher as saying facsimile forecasts "the most radical change in newspaper publishing methods since the invention of typesetting machines." He's publisher also of Chicago Daily News, Detroit Free Press, Akron Beacon-Journal, besides being president of the American Society of Newspaper Editors.

As in FM, receivers are still biggest stumbling block to mass use of FX. Finch, GE and Press Wireless are only names mentioned with any prominence in current manufacturing. All sets, so far, are custom-built -- GE making those for Miami tests. Manufacturers say set costs, in mass production, should parallel figures for radio-phonographs.

YOUR OWN FM AND TV CENSUS: RMA's monthly radio production reports enable us to maintain, with reasonable exactitude, a running census of FM and TV sets. Thus 1947's first figures, covering January, when added to previous counts, tell us just about how many sets are in public's hands. Totals don't bulk very large yet, but they show satisfying gains, which trade reports indicate will be bettered when February figures are out.

January FM set production was 51,318, highest yet (previous record: December, 40,903). But it still wasn't much against the month's total radio set produc-

tion -- 1,564,171, also a record. Console AM-FM-phonograph models numbered 45,075, console AM-FM 1,239, table model AM-FM 5,004. Add these to 1946's total FM set production of 181,485 (Vol. 3, No. 4) and to the 395,000 pre-war FMs (Vol. 3, No. 1) -- and you can pretty well gauge "FM set population" for the country.

January TV production was 5,437 (compared to 3,561 in December). January TVs included 4,790 table models, 548 direct-view consoles, 99 projection consoles (32 of these with phonographs). January total still isn't very large, quantitatively, but it compares very well with over-all 1946 production of 6,476 (Vol. 3, No. 4) and pre-war total of perhaps 10,000. It's apparent that all-out production isn't under way yet. We've already reported on more than score of brand-name set makers who say they'll have TV sets out this year (Vol. 3, No. 7). This week, Scott announced TV plug-in unit to its plush all-wave set, costing over \$1,000. Made for Scott by DuMont, it has 12-inch tube, will sell for around \$850, deliveries in June.

THE NEW 'PHILADELPHIA STORY': There may be more than meets the eye in latest turn taken by heretofore moribund TV application of tabloid Philadelphia News, city's not-so-well-known third newspaper. Its plans for TV get a fiscal shot in the arm with change in corporate setup that ties it up with Seaboard Radio's 10 kw WIBG and WIBG-FM (CP). Newly filed application is only one on tap for Quaker City's fourth and last channel (Supplement 18-B). DuMont is handling engineering and supplying equipment. So it's reasonably sure to be granted unless unexpected opposition arises. Plan now is to install \$231,000 plant on property owned by Seaboard at Lime Kiln Turnpike and Cheltenham Ave., 2 miles due north of Philadelphia, with studios at WIBG and in Wanamaker Store.

Instead of Daily News alone, new applicant is Daily News Television Co. Inc., capitalized at \$500,000, and owned 81% by Seaboard (John Harron and John Kelly, local contractors); 10% by Daily News Inc.; 4.6% by Lemuel Schofield, attorney; 4.4% by Jack E. Lit, realtor (not connected with dept. store of that name). Newspaper's ownership interest in TV station thus will actually be pretty small, also quite diffused (whereas Bulletin and Inquirer each will control own TV outlet). Daily News Inc. is dominantly owned by Philadelphia Publications Inc., which holds 83,000 out of 163,000 shares of its stock, with Mr. Schofield owning 6,900 shares, Editor Lee Ellmaker 6,000, the Vane Estate most of remainder. In turn, Philadelphia Publications Inc. has these stockholders: Mr. Ellmaker, 45%; Mr. Schofield, 33.1%; Louis Leventhal, attorney, 11%; Perkins, Goodwin & Co., New York (pulp and paper), 10%.

There's unconfirmed suspicion influx of new capital into News' TV may pre-empt plans to build up newspaper itself, alongside radio, taking advantage of Philadelphia's recent newspaper-radio shakeup (Vol. 3, No. 5, 6). So far, Bulletin has announced no buyer for strike-bound, then suspended, Record (and sale is unlikely due to newsprint situation); nor for Camden Courier and Post (which may be leased); nor for WPEN, which it must sell before it can acquire 50 kw WCAU. Meanwhile, Newspaper Guild dropped strike threat demands against Inquirer, itself began publishing new Camden Free Press as 6-day afternoon paper in plant of Wilmington Star.

BIG ADVERTISERS ON TV TIME: TV entrepreneurs, with approval of the Federal authorities, are proceeding on assumption advertisers will foot the bill. So are quite a few name advertisers who are using or have used TV (Standard Oil of N.J., Standard Brands, U.S. Rubber, Gillette, Borden, et al). In fact, this week Ford and General Foods announced joint sponsorship, on an alternating basis, with both film and live commercials planned, of telecasts of all 77 home games of Brooklyn Dodgers over WCBS-TV. Sponsors are also expected for Yankee home games, which NBC's WNBT has signed up, and Giant games signed by DuMont's WABD.

Significant were remarks of principals as they signed CBS contracts -- J. Walter Thompson handling for Ford, trio of agencies (Young & Rubicam, Benton & Bowles, Foote, Cone & Belding) for various General Foods products. Said Ford's advertising and sales v.p., John Davis: "In our opinion, television has demonstrated itself as a practical advertising medium...for the presentation of automobile

models, where the visual element is so highly important." Said General Foods' Howard Chapin: "Television has reached the stage of development where General Foods has decided on participation...is looking toward the pre-emption of time franchises."

No one has yet put forward any tangible plan other than advertising for TV's supporting revenues, except for occasional "paid subscriber" ideas which FCC, as dispenser of wavelengths, frowns upon. Nevertheless, debate still rages, and some prophets are still dubious. In Feb. 21 Printer' Ink, for example, juxtaposed No-Yes arguments of Zenith's Gene McDonald and ABC's Paul Mowrey make interesting reading. McDonald again insists high cost means "advertising will never support large-scale television." Mowrey rebuts by citing advertisers, relating "pulling power" of animated sight and sound, showing costs aren't too great to faze sponsors.

To the lists we've published of TV sponsors on New York's 3 stations (Vol. 3, No. 6; Vol. 2, No. 40), we can now add those currently on Chicago's sole video outlet, Paramount's WBKB: Henry C. Lytton Co., General Mills, The Fair Store, Commonwealth Edison, Elgin Watch Co. And if you want a list of old-time sponsors on the pioneer TV stations, we still have a few of our Supplement No. 1 (Sept. 1, 1945) listing them, which we'll send you on request.

It's these lists of former and current TV sponsors which NAB, turning attention to commercial TV for first time, intends to collate as part of survey its sales managers TV subcommittee has requested. And National Retail Dry Goods Assn., 100 W. 31st St., New York City (Howard Abrahams, sales promotion manager) has agreed to undertake a survey of retailers in cities now having TV stations, or slated to have them, asking whether they propose using video advertising and what help they want from NAB. TV committee of NAB is headed by Gene Thomas, WOR, and includes Sam Cuff, DuMont; G. Emerson Markham, GE; James McConnell, NBC; Arthur Hull Hayes, CBS.

THE FCC ON CAPITOL HILL: Trade press hoopla about Congressional investigation of FCC, crackdowns, etc. seem to be just that, if not wishful thinking. Talk-it-over session Tuesday between House Interstate & Foreign Commerce Committee and FCC (all commissioners and ranking officials) left latter pleased as punch. Sparked by persuasive personality of Chairman Denny and cooperative attitude of Rep. Wolverton (committee chairman), there was spirit of frankness and open-mindedness; if there's going to be crackdown, it will come by way of budget cuts, which all government agencies are due to suffer in current economy drive.

Blue Book inevitably came up. Chairman Denny replied "no comment" when asked whether he had really said, as reported, that some NAB officials had told him they agreed with it; that some had even said they thought NAB itself should have issued it. It's no secret that certain broadcasters, high in NAB ranks, have indicated such an attitude. Whether they were merely "apple polishing," as one observer put it, is another story. Fact is that bitter words and demands for reform legislation (as yet undrafted by industry) have cooler minds fearful lest Congress, with many of its important members harboring outspoken gripes, especially against commercials (Vol. 2, Nos. 45, 51), enact even worse restrictions than now prevail.

OVERLAP SOLUTIONS PROPOSED: A thaw should begin soon among the 30-plus FM applications (and Crosley-Dayton TV), frozen up to now because FCC hadn't made up mind what to do about multiple ownership. It's apparent most commissioners were impressed by Attorney Theodore Pierson's (Yankee Network) contention, at oral argument Monday, that applications be considered individually, rather than against an arbitrary blanket rule. Policy so far has been to grant no applications involving any degree of common ownership when there is overlap of 1000 uv/m (FM) or 500 uv/m (TV) contours.

Pierson agreed commonly owned stations should not be permitted if "substantial competition" would exist under diverse ownership. But he suggested these factors be weighed: area and population duplicated, AM listenership, studio locations, retail trade areas, cultural and political affinities of duplicated population.

Commission didn't latch onto Attorney Paul Segal's (WADC, Akron) unusual suggestion -- no grants where common ownership is over 30%, duplicated daytime pop-

ulation over 20%. Clearest indication of Commission's philosophy on multiple ownership should be apparent in whatever action it takes on 6 Steinman applications (Pa., Dela.). Common ownership and 1000 uv/m overlaps are substantial. Channels are still plentiful, so overlap issue can't be skirted by granting competitors deemed more qualified. Steinman counsel, George Sutton, said stations plan no joint rates and cited ever-changing opinion as to what constitutes "satisfactory service" (engineering-wise) and need for flexibility as economic and related factors change.

Now that Commission has at last heard industry spokesmen, it presumably can quit fobbing off long-pending overlap cases -- either granting or setting them for hearing. It should also be able to give "yes" or "no" soon to applicants, with no overlap of their own, who are still stranded presumably because they're involved in comparative hearings with others stymied by overlap. Some have been waiting for periods now approaching a whole year.

SIGHT AND SOUND

FM applications without program plans will be summarily rejected henceforth by FCC. Applications now pending, which lack program analyses, will be dismissed (Vol. 3, No. 7). That's essence of FCC edict Friday. So it looks like Commission has no intention of "bleaching" Blue Book, for this came right on heels of NAB President Miller's recommendation to broadcasters, published in this week's NAB Reports, urging them to accompany program file with written objection to FCC's jurisdiction.

Much-debated 30 kc AM separation in same area is now out where you can hear it and judge whether it warrants new standards (Vol. 3, No. 6). With WTEL-WHAT and WCAM testing 1310-1340 kc separation in Philadelphia-Camden area, WBCC and WWDC testing 1420-1450 kc in Washington area, everyone is invited by FCC in Feb. 27 statement (Public Notice 5032) to listen and comment. Problem, of course, lies largely in receivers: a good one won't be bothered, but cheap one may be.

Dropping its Rochester FM conditional this week, Amalgamated [Clothing Workers] Bestg. System now has withdrawn all but 2 (New York, Chicago) of its original 6. Union mortality is also emphasized by fact UAW-CIO has dropped 2 (Los Angeles, Newark) of its 6. Unity Bestg. Corp. (ILGWU) is still going strong on all 6, of which 3 have been granted.

FMA won't lay off FM promotion, despite manufacturers' pleas (Vol. 3, No. 8). Latest activity has Executive Director Bill Bailey scheduled to go out "among 'em" Sunday, asking rhetorical question, "Why Promote FM?" at U of Oklahoma Conference on Radio in Oklahoma City. Focus of speech, at FM session chairmanned by KOZY's (Kansas City) O. R. Wright, is exhortation for promotion to force reluctant manufacturers' hands. FMA, at first liaison meeting with FCC this week, also said it welcomed, rather than opposed, educational FM broadcasters (Vol. 3, No. 6). In fact, FMA intimated promotional activities of educators could do FM a lot of good.

Not to be outdone by WSM-FM, which was granted 515 kw (Vol. 3, No. 4), comes now KSTP-FM with request for modification to 546 kw, which would make it highest-powered grantee extant. Once highest with mere 320 kw, KSTP-FM proposes to extend 50 uv/m contour to 85-90 miles by using 50 kw transmitter, 8-section Pylon antenna (gain of 12) at height about 600 ft. Request was one of many this week asking increased power, extension of completion dates, or both.

Battle over control of KSTP, St. Paul, goes before en banc FCC hearing March 13. Rival group is contesting Hubbard-Avco deal (Vol. 2, No. 39).

Prolific letter writers, these NAB executives -- and good ones, too. In Feb. 22 *Saturday Review of Literature*, Jess Willard, executive v.p., takes A. N. Williams' Jan. 18 article apart, proving American radio isn't controlled by "a few advertisers" who figuratively are conspiring against "public interest" (a fiction Willard says being circulated notably by FCC Comr. Durr). And widely published in trade press was Feb. 17 letter of Kenneth Baker, NAB research chief, which satirizes Polltaker Dr. Gallup for Jan. 25 story in *Editor & Publisher* quoting him as saying, "There is nothing in radio to compare with the ABC statement." Then there was NAB Attorney Bryce Rea's recent letter to *Washington Post* (Vol. 2, No. 51) objecting to its editorial on Blue Book. Comment from sidelines is that letters out of NAB are often better-reasoned-out than some of speeches.

Stratovision's "Chili" Nobles just can't keep out of the air. Since there's no TV station as yet in Baltimore, where he's a Westinghouse researcher, he's going to reach for programs from WTTG, Washington. He plans to inflate 6-ft war surplus radiosonde balloon with helium, attach 127-ft lead-in wires, attempt to pull in WTTG's signals. Problem of keeping antenna oriented will be partially solved by attaching tail fin, trimming it to wind. "Regardless how it works," he says, "it'll be fun."

DuMont's WABD couldn't resume Feb. 24, as scheduled (Vol. 3, No. 2) so it is staying off air another 30 days. It wasn't able to complete new antenna hookup at Madison Ave. building in time. *Philadelphia Inquirer* this week got TV extension until September. Similar extension is sought by ABC, Chicago, and until November by *Johnstown (Pa.) Tribune*.

Philco's "secret" TV (Vol. 3, No. 7) will be featured in *Life Magazine* picture story on TV, due soon. Secrecy buildup before set is on market was accentuated this week when model was taken to New York under guard, photographed, then put in bank vault. Everyone carried the story, of course.

TV survey for Viewtone, released by its advertising agency, Schacter, Fain & Lent, 18 E. 41st St., New York, shows 90% of those interviewed (338 persons at 22 points of demonstration) plan to buy TV sets, but 71% not for a year at least. City College students did job; they also adduced \$150-\$250 set would be most popular, 12-inch or larger screen most desirable.

Havens & Martin's WTVR, Richmond, this week got frequency shift from TV Channel No. 3 to Channel No. 6 (82-88 mc), was given extension of completion date to October; make this change in your Supplement No. 18-B.

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PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 3, NO. 10

March 8, 1947

DECISIONS NEXT WEEK, MAYBE: For whatever it's worth, latest assurances from FCC are that its apparently dormant New York TV hearing case and most if not all of its FM hearing cases, some pending nearly a year, are due for decision before end of this month. In the works are final drafts of decisions on New York TV (5 seeking 4 channels; see Supplement No. 18-B) and FM decisions on New York, Cleveland-Akron, Indianapolis, Chicago, Providence, Bridgeport. These may be announced week of March 10. By month's end, also, it is hoped to have Boston, Philadelphia, Dayton-Springfield cases decided. Plan is to be current on completed applications by May 1. Philadelphia FM case presents a poser since sale of WDAS to Theatreman William Goldman (Vol. 3, No. 5); new owner must await Avco procedure delays, was not party to hearing, so question is whether all applications should be held up pending transfer.

WEBSTER A MERIT APPOINTMENT: There probably won't be a dissenting vote when Commodore Edward M. Webster comes up for Senate confirmation -- not even from Maine's powerful Senator White, who plumped so hard for his own candidate for the FCC vacancy, Miss Marion E. Martin (Vol. 3, No. 2). For Commodore Webster's appointment Friday was strictly on merit. He is perhaps the nation's outstanding authority on aviation, mobile, maritime, emergency and safety communications -- a veteran of 16 international conferences. And he not only helped Senator White frame the Communications Act of 1934, but served as technical advisor to the U.S. delegation headed by the Senator at the International Radio Conference in Cairo in 1938.

Naming of the self-effacing ex-Coast Guardsman gives 7-man Commission a preponderance of career men, should assure minimum of politics on a body less under political sway now than ever in its stormy existence. It's gratifying not only to industry, but particularly to Chairman Denny and Comr. Hyde, both up from FCC's legal ranks, and Comr. Jett, himself ex-Navy, who as former FCC chief engineer had "Web" as one of his assistants. Indeed, Denny only recently had asked Webster to serve at the next International Telecommunications Conference starting in Atlantic City May 15, and is understood to have urged President Truman to make the appointment.

The 58-year-old retired wartime chief of Coast Guard Communications (1942-46) takes the job at considerable sacrifice, for only last August he was named to lucrative directorship of telecommunications for National Federation of American Shipping. A native Washingtonian, he was graduated from Coast Guard Academy in 1912, served until 1934, rising to chief communications officer, retiring for disability in 1934, then serving with FCC 1934-42 as assistant chief engineer. He was a Lt. Comdr. on retirement, recalled for war duty as captain, won Legion of Merit.

PARLEY OF THE MAGIC MAKERS: These are the dominant impressions a lay reporter, concerned primarily with broadcasting in all its aspects, carries away from this week's huge and cumbersome IRE convention in New York -- more than 10,000 professional and amateur engineers registered out of a total IRE membership of some 20,000:

That the day of the attic inventor is gone; that electronics engineering is now definitely part and parcel of big business; that, judging from the exhibits and preponderant papers, broadcasting is becoming relatively small potatoes in the whole

electronics picture -- TV, FM, FX to the contrary notwithstanding. Industrial applications seem to occupy most radio engineers now.

FCC Chairman Denny, in his banquet speech Wednesday night (telecast over eastern coax-linked stations), pointed up these facts when he related how industrialists are now clamoring for spectrum space for radio heating devices. He smilingly accused radiomen of "sorcery" in perfecting their fantastic devices, mentioning as some examples: cooking food by radio, sewing raincoats and shower curtains, gluing canoes and pianos, printing newspapers and flashing telegrams by facsimile, steering ships and planes, locating oil and minerals, dispatching trains, busses, taxis. His disquisition on "technological black magic," incidentally, is well worth reading; it added greatly to his stature among the radio fraternity.

We got the impression, too, that in TV and FM (except for the color-monochrome argument), things seem to have boiled down to a matter of refinements. Keen interest in these refinements was apparent in heavily attended TV and FM sessions, showed up in close questioning of speakers on such matters as new TV receiver optical systems, the "flying-spot scanner" for improved picture detail, better control of film on TV by use of pulsed light source, methods of achieving high gain in FM transmitting antennas.

Though home receivers weren't exhibited, people with indirect interest in TV (studio lighting and test equipment, for example) complained to this writer of miniscule set production. One said he's unable to reconcile "procrastination" of manufacturers with their promotion, since their TV promotion tends to hurt non-TV sales. Another remarked he believes public is becoming more and more wary of buying expensive sets of any kind since so many new things are in the offing -- TV, FM, FX, wire and tape recorders, etc. Confusion, he added, has effect of making public content with little table AMs.

Other convention observations: Strongly divided opinions as to direction facsimile will take -- some feeling that its immediate and foreseeable future lies in non-broadcasting applications, that newspapers by FX are long way off; others seeing FX as supplementing broadcasting with program notes, grocery lists, score cards, etc. Notable were numerous recording equipment exhibits -- disc, wire, tape. Industry is awaiting sales figures to settle argument over public acceptance. Some see rewinding too much trouble, but wire and tape people claim plenty of orders.

WHAT MAKES PETRILLO TICK: You get a pretty good idea of what makes James Caesar Petrillo tick in March 8 Collier's: "Santa Claus with a Horn" by George Frazier. It's worth reading not only for a good sizeup of AFM's \$46,000-a-year-plus-supper-money czar ("I don't want a t'ing fa myself. It's all fa the boys") but also for his historical background on the musicians union and its various escapades. Only this week Petrillo pleaded pending Supreme Court decision on Lea Bill in declining House Labor Committee's invitation to testify in answer to charges of dictatorship. Chairman Hartley said excuse was good one, would issue no subpoena, but promised new labor bill (including antidotes to featherbedding and made-work union practices) out of committee before April 1. Having accepted jurisdiction in Petrillo case (Vol. 2, No 49), Supreme Court will probably hear AFM and Government arguments week of April 29, which means decision probably before end of June.

ARMSTRONG'S FM LICENSEES: Some big names like Crosley, Emerson, Philco and RCA are conspicuously absent, but Maj Armstrong's latest list of his FM patent licensees, now numbering 28, reads like Radio Social Register. Authorized to make receivers under his system, paying royalty rate of approximately 1% of manufacturers' selling price, are: Airadio, Ansley, Browning, Canadian Marconi, Cover Dual Signal Systems, Doolittle Radio, Electric & Musical Industries Ltd. (London), Espey, Fada, Finch, Freed, Garod, General Electric, Hallicrafters, Howard, Link, Magnavox, Maguire, Minerva, Pilot, Scott, Radio Engineering Laboratories, Stewart-Warner, Stromberg-Carlson, Templeton, Western Electric, Westinghouse, Zenith. FM transmitter royalties are based on power, range from \$150 for 250 watts to \$2,000 for 50 kw, are paid by stations.

TV NEEDS CHEAPER RECEIVERS: FCC's keen young TV engineering chief, Curtis Plummer, wasn't merely being facetious when he remarked, "What this country needs is a good \$100 television receiver." His paraphrase hit the nail on the head: today's market may readily absorb today's relatively small production (Vol. 3, No. 9), but mass audience must await mass production and lower set prices. It's in recognition of this fact that RCA this week opened up campaign in New York to sell its lowest-priced model, the 621-TS, costing \$250 plus installation and one-year servicing charge of \$45. Hitherto this model, with 7" screen, took back seat to the 630-TS, with 10" tube, which first cost \$350, now costs \$375 plus \$55 installation-servicing warranty. Both are TV-only table models (Vol. 2, No. 44).

One company promised 7" tube sets early last year at \$100, ended up selling them at nearly thrice that. It's still a problem of materials and labor costs. But everything being produced now, high cost or low, is moving readily, as evidenced by fact DuMont in less than month (Jan. 27-Feb. 23) shipped more than \$875,000 of its expensive (\$795-\$2,495) sets, had orders on hand for \$3,100,000 more. RCA is channeling sets into areas with telecasting service as rapidly as possible, has set March 10 as "T-Day" for its 90 Los Angeles dealers, has promised that city 10% of 1946 production (or 15-20,000 sets). Chicago is getting more and more sets, at latest count (according to "Retailing") had 1,300 sets. And Detroit News' WWDT began daily test patterns last Tuesday, making that city another new priority market.

FM SETS, SIGNS AND PORTENTS: Pilot Radio Corp.'s big ad in Thursday's New York Times not only gave FM a fillip in nation's biggest market, but flew directly in face of manufacturers who've been complaining about overzealous FM promotion (Vol. 3, No. 7). Pilot timed its "three-fold message on FM" with IRE convention, addressed portions of copy separately as "a message to" (1) radio engineers, (2) FM broadcasters, (3) the public. Of course, it also plugged its new \$107.50 AM-FM table model.

There's no blinking fact that AM-only table models aren't moving too well. Clearances and price-cutting, especially of off-brands, are now the rule. Dealers are even asking that manufacturers come down on AM-phonograph table models priced above \$100 retail, saying this is out of line with consoles sometimes costing less. And in some places, FM promotion has been so effective that dealers won't accept consoles without FM. Trade indications are that just about all consoles will include FM before year is out.

An FM enthusiast of our acquaintance, annoyed that FM was unmentioned in several manufacturer ads in one recent issue of Saturday Evening Post, wrote each company to ask why -- and what were their FM production plans? Replies were significant enough to merit quotation, were perhaps even symptomatic -- especially the one from Ben Abrams, Emerson, biggest of the table model set producers:

"Emerson expects to release FM radios within three months. By that time it is hoped that FM programs will be sufficiently improved [sic!] to justify the higher prices....For the next five years, at least, you will receive the more important programs over the AM system." (Editor's Note: Why the sudden interest in programs? Emerson is not now, never has been, very important sponsor of radio programs.)

Wrote Philco's A. E. Allen: "Within the next two months Philco will be offering a table model FM receiver....Your local dealer will be able to give you information on this set within the next 45 days." Wrote Bendix's Paul J. Reed: "We are just now starting production on an AM-FM model which in over-all appearance will be almost identical to the one (AM) you saw illustrated....As for AM-FM table models, however, there will be a considerable delay."

'THE REVOLT AGAINST RADIO': Big, pontifical Fortune Magazine, March issue, adds its voice to radio's harsh critics in article titled "The Revolt Against Radio," sub-headed: "A loud minority is disgusted with American broadcasting. The radio industry bases its defense on the majority. The debate is livelier than the prospects." It goes on to say: "Today, it looks very much as if any substantial improvement in

the standards of American radio must wait on the rise in the industry, from within or without, of directing personalities willing to take a chance on higher quality -- because they get a satisfaction from higher quality, and because they have a conviction that eventually it will pay." That about sums up article, which culls heavily the speeches, writings, etc., of Dr. DeForest, Frederick Wakeman, Variety, John Crosby, H. T. Webster, Robert Ruark, Henry Morgan, Fred Allen, William S. Paley, FCC Blue Book, on one side; Niles Trammell, U of Denver poll, Carroll Carroll (Los Angeles adman), on the other.

SIGHT AND SOUND

Drift in FM receivers, an annoyance that has cropped up in some sets, has a solution in crystal control. That's conviction of American Quartz Laboratories, Yonkers, N. Y. (also a Class A applicant), whose chief engineer, William Maron, has developed an FM-only set to retail for \$200. Set has 18 channels, must be tailored for local frequencies. AQL is also making \$150 FM converter for AM sets. Maron says set will be expanded for areas where more than 18 signals are available. He feels \$200 for FM-only not prohibitive, claiming, for example, that WGYN, New York, asserts it can distribute 100,000.

FM broadcasters who want tall towers and are having CAA trouble might take a leaf from Cowles v.p. T. A. M. Craven's book. For KRNT-FM, Des Moines (which holds a CP for 158 kw at 745 ft), Comdr. Craven wants a 1,530 ft tower. Before doing anything else, he checked with CAA officials, found unobjectionable site at Mitchellville, northeast of Des Moines. When erected, at estimated \$200,000 cost, 1,530-ft tower (believed tallest man-made structure in world) will put KRNT-FM's 50 uv/m contour out 100 miles, "usable" signal 120 miles. Plans call for Westinghouse 50 kw transmitter.

Precious 620 kc channel goes into New York area under FCC's 5 kw grant to Newark Broadcasting Co. (A. G. Vanderbilt, Essex County counsel, past president American Bar Assn); denied were Donald Flamm (ex-WMCA) and Metropolitan Broadcasting Service (Ohrbach's dept. store). This week, oft-embattled occupant of 620 kc, *Milwaukee Journal's* WTMJ (NBC), applied for permission to purchase 250-watt WSAU, Wausau, Wis. (CBS), where it plans second FM; price is \$200,000.

Oral arguments on 30 kc AM separation in same area (Vol. 3, No. 9), with FCC sitting en banc Friday, found Attorney Paul Spearman principal proponent for 30 kc now. Most of those present, chiefly engineers, were opposed on basis of "insufficient scientific data," and their arguments seemed to impress commissioners. Experimentation on high powers, lower frequencies was urged.

FMA's dynamic young prexy, Roy Hofheinz, KTHT and KOPY (FM), Houston, no sooner was done with New Orleans AM hearing last week (he's seeking 50 kw day, 25 kw night on 1540 kc) than he and his Texas oilman partner, W. N. Hooper, applied for Dallas (10 kw on 740 kc). That makes fourth AM they seek; the others are 50 kw day on 1530 kc in Harlingen, Tex., and 5 kw on 860 kc in San Antonio.

Still hazy subject of FM blanketing is being examined by FCC and FMA. Some complaint has emanated from Syracuse, where flock of transmitters are almost on top of each other. It's too early to tell, but any one, or combination, of following factors may be involved: Too close proximity of transmitters, too close assignment of frequencies, poor receiver selectivity, ignorance of set tuners.

Philco's touted TV set (Vol. 3, No. 7) has more of its secrecy unveiled in article, with diagram, in March issue of Caldwell-Clements' *Tele-Tech*.

"Skulduggery," "armchair geographer," "legerdemain," are among the terms, technical and otherwise, tossed around in a revival of the old high-low FM band squabble in February *Proceedings of the IRE*. FCC's Edward W. Allen matches microvolts with this powerful pro-low band array: Armstrong, Jansky, deMars, Pollack, Carnahan, Brown. Allen's paper is said to have had peculiar history. It was presented at IRE meeting Jan. 25, 1945, by Allen and K. A. Norton. Later, authors were reported desiring to withdraw it from discussion; IRE said "No." Then, along the way, Norton withdrew his byline, paper was revised, discussed, is finally presented with discussion 2 years after original submission.

Circular polarization for FM and TV, which hasn't seemed to have caught on particularly well, largely because of lack of gain, got respectful attention at IRE convention. H. A. Wheeler, consulting physicist, told about a helical antenna which (theoretically, at least) offers not only gain but possibility of suppressing TV ghosts. RCA's antenna expert George Brown also outlined work of his company in circular field. Some listeners were a little dubious of getting viewers to install adequate receiving antenna to receive circular waves.

Up from rauks also is CBS's newly named operating chief, 44-year-old Joe Ream, elected executive v.p. by board this week; his former duties as secretary are taken over by Julius Brauner, general attorney. Ream is a '27 law graduate of Yale, joined CBS as an attorney, headed its legal dept. for 8 years.

Clyde H. Bond and Russell P. May have dissolved partnership in Washington consulting engineering firm of May & Bond. Bond and George Gautney have become partners in firm of John Barron, Consulting Engineers. May continues at old stand. (Note: Make changes in your *Directory of Consulting Engineers*; Supplement No. 12-A.)

Steinmans' clear-cut case of FM overlap (Vol. 3, No. 9), seen as test of FCC's multiple ownership philosophy, is no longer so clear-cut. New application of Wilmington Tri-State Broadcasting Co. Inc. throws competitive issue into the picture since only one channel remains unassigned in Wilmington.

Excise taxes totaled \$33,087,396 for calendar year 1946 on radio sets, parts, phonographs, as against \$5,129,295 in 1945, Treasury Dept. reports; phonograph record makers paid \$6,129,456, compared to \$2,347,895. Since tax is 10% of manufacturer's selling price, you have index to total production.

New RCA manager of TV equipment sales at Camden is Merrill A. Trainer, working under T. A. (Ted) Smith. He succeeds Henry Rhea, resigned to run new WHOW in his home town of Clinton, Ill.

"Television Primer of Production and Direction" by Louis A. Sposa, WABD director of commercial operations, is due in latter April. Published by McGraw-Hill, book is for novices and is based on lectures at CCNY.

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PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 3, NO. 11

March 15, 1947

FM SETS — CHEAPLY AND QUICKLY: Here's a gadget that may be the answer to the prayers of FMers losing their shirts sweating out audience -- a tiny unit, costing only few dollars to make, that attaches to any AM radio and transforms it into an FM receiver. In a downtown Washington office we saw this little adapter (called "bloop" by its inventor) plugged into an ordinary table AM set, listened to it, handled it. It brought in a local FM station well; according to inventor, it covers entire 88-108 mc band, is static-free, has fidelity range limited only by the audio of AM set to which attached.

We're not going overboard for it yet, but as far as we can tell there's no catch in it -- and we've heard enough about converters, adapters, etc., to be very leery. On his counsel's advice, the chap who thought it up -- K.G. (Pug) Marquardt, chief engineer for the Capper stations WIBW and WIBW-FM, Topeka, and KCKN, Kansas City, Kan. -- would not open up his bloop's innards or tell what makes it tick, not until legalities have been completed. It looks like a square box made of aluminum, about 3½ in. cube, just about big enough to contain 3 packs of cigarets.

Young Marquardt was quick to emphasize that his unit won't supplant a true FM set, that it's intended primarily for the lonesome STA-holder, particularly the fellow with no AM to foot the bills. That's because gadget needs at least 500 uv/m signal for good reception. Asked how he calculates it can be mass-produced for a few dollars while GE, Stromberg, Magnavox and Packard-Bell (the latest) can't seem to make a converter under \$60, Marquardt says laconically: "Nothing to it. The parts only cost me \$4." No half-way FMer, he also rigged up a 10-gain, 3-element receiving antenna, which he calls "plumber's delight," to wholesale at \$5.90.

1,533 AMs, 900 MORE SOUGHT: Do you know that, as of today (March 15), there are exactly 1,583 AM stations licensed or authorized for construction (some 1,100 licensees, the rest CPs)? And that 579 of these have been authorized in the 14½ months since Jan. 1, 1946, when the count was 1,004 (940 licensees, 64 CPs)? And that still pending before FCC are approximately 900 applications for new AM stations, 350 applications for changed facilities for existing AM stations?

We cite these figures not only to contrast them with FM (48 licensees, 515 CPs, 177 conditionals, nearly 300 applications) -- showing that AM still holds greatest venture appeal -- but also to emphasize the importance of our new AM Directory, due for publication shortly after the May 1 "freeze" ends. This Directory will list all North American AM stations by States or Provinces and by Frequencies; all U.S. stations by Call Letters; all pending applications by States and by Frequencies. By maintaining the weekly addenda sheets that will be furnished to subscribers, as with our FM Directory (Supplement No. 47), you will have before you the AM picture in any locality and on any frequency at any time.

WHAT'S NEXT IN TV SETS: You'll be hearing a lot now about the new General Electric and Stewart-Warner TV receivers, just beginning to dribble into hands of distributors in areas with TV service. Both are in production, both broke first illustrations in ads in mid-March slick publications and both included models for "T-Day" showings in Los Angeles this week. GE had floor models of its No. 801 (de-

scribed in Vol. 3, No. 4) in hands of about 20 dealers there; it's a console with AM band added, priced at \$549.50 in East, \$565 in West, plus \$65 installation and servicing fee. Its No. 802, looking very much the same but including FM and automatic phonograph, was announced as 2-3 months away, will be priced around \$800.

Stewart-Warner showed its "Videorama" receivers in Chicago a few weeks ago, had models of its T-711 and T-712 consoles, one bleached and one natural walnut, on display in Los Angeles. It has 10-inch tube, includes AM band, will retail around \$700 plus \$50 installation-servicing, should be ready for quantity delivery to dealers next month. Largest displayer in Los Angeles, of course, was RCA; its price for 621-TS there is \$264.50, for 630-TS is \$397.50 (as against \$250 and \$375 in East).

You can also expect, fairly soon, formal announcements from Philco, whose "secret" TV set (Vol. 3, No. 5, 7) is in production, and whose ad agency (Hutchins, Philadelphia) is now preparing literature to break when sets reach dealers' hands; and from Farnsworth, whose table model set with 10-inch tube will start reaching dealers in late April. "Our prices," Farnsworth President E.A. Nicholas advises us, "will of course be competitive, with the possibility of certain models (particularly our table types) being slightly lower priced than competitive models now in the market." Only table models now on market are RCA's. Farnsworth plans 4 TV models, other 3 being a console, a lowboy modern combination TV, AM, phonograph, and a highboy TV-AM-FM-phonograph. Decision to produce TV sets in Fort Wayne instead of Marion, Ind., plant has resulted in temporary delays, but offers advantage of producing under actual telecasting conditions from Farnsworth's own experimental TV station in Fort Wayne.

FM NEEDS MORE CHANNEL SPACING: Latest of FM's age-of-puberty growing pains: Stations in same area are too close together in frequency. At time basic allocation was proposed, set manufacturers agreed with proposal to assign every other channel in same area, saying their sets would separate stations adequately. Now that some cities have stations on air with considerable power, it turns out that receivers don't do adequate job of separation.

FCC has made tests at Syracuse and is testing receivers at its Laurel (Md.) laboratories, and although it hasn't yet all the data it wants, consensus of outside experts is that reallocation with 3-channel separation is most practicable solution. Receiver makers say it's too expensive to overcome problem in sets. If such a reallocation is made nation-wide, it seems that only very largest cities are liable to lose some channels, with rest of country not seriously affected. Interlacing channel assignments of adjacent areas would take care of most localities.

Experiments at Syracuse were carefully controlled, we're told -- no question of transmitter overmodulation or uncalibrated receivers. In addition to FCC engineers, GE, Stromberg and Zenith men were present. Philco, Hallicrafter, GE and Pilot sets were among those used. In addition to interference problem, broadcasters are now convinced of bad psychological effect of having a city's stations bunched in small segment of dial. Listeners are hazy about station's identity until station break.

TO SET ITS HOUSE IN ORDER: There isn't going to be any "czar" in the Eric Johnston-Happy Chandler sense to clean up radio's alleged overcommercialism -- Wednesday's ardent front-page outburst by that self-appointed mentor of radio's morals, New York Timesman Jack Gould, to the contrary notwithstanding. But there is a movement under way, which Gould more accurately reported on inside page Thursday, to form coalition of the men who foot radio's bill, advertisers and their agencies, with broadcasters to work out code of practices to govern them all and put end to constant carping over who's to blame for alleged abuses. "Czar" idea may have grown out of several trips NAB's counsel Don Petty has taken to Hollywood to study how Motion Picture Association polices its industry.

Acknowledging cascading criticism, top level advertising and radio executives have been discussing subject several months -- sparked by CBS's Frank Stanton, great believer in polls and surveys, and General Foods' Charles Mortimer, major

sponsor. They think an organization can be set up to inform broadcasters on public attitudes, fix standards of commercial practices, conduct researches into what public will and won't accept. This week an organizing committee was set up, to meet sometime next month, headed by Mutual's Edgar Kobak and including: Niles Trammell, NBC; Clair R. McCullough, Steinman stations; I.R. Lounsberry, WGR; Thomas D'Arcy Brophy, Kenyon & Eckhardt; Sigurd S. Larman, Young & Rubicam; Robert F. Elder, Lever Bros.; Donovan B. Stetler, Standard Brands.

BREAKUP OF FM LOG-JAM: Looks like there's finally a substantial break in the 200-odd FM applications gummed up for one reason or another. Parade of FM decisions is definitely under way, gnawing away at that backlog of 112. Those 23 halted by overlap (Vol. 3, No. 9) are due for breakup, too, with FCC staff whipping them in shape for Commission consideration. And those 30-plus lacking program analyses (Vol. 3, No. 7) are due for quick disposal -- dismissal, in fact, if data isn't in by April 1. Grants this week comprised only 3 CPs, 9 conditionals (Supplement No. 47-I herewith), including one for WTOL, Toledo, awaiting decision on Blue Book charges, etc. Grant seems indication of Commission's thinking about WTOL's AM too.

MIAMI GETS TV; INDIANA APPLICANT: There's a good possibility FCC's decision on color TV will be out next week -- but it's more probable the week after. Our guess is still what it was at close of hearings (Vol. 3, No. 7). Meanwhile, eager to clean up pending low-band applications, Commission this week granted its 52nd CP for black-and-white operation to a relative late comer in Miami, received first new TV application in many weeks -- for station in Bloomington, Ind.

Grant was made Wednesday to Southern Radio & Television Equipment Co., Miami, which had applied only 2 months ago (Vol. 3, No. 3). It got Channel No. 4 (66-72 mc), with 1.57 kw visual, 786 watts aural power, 340 ft antenna, studio and transmitter to be in El Comodoro Hotel. New Indiana application is from Sarkes Tarzian, ex-RCA, now consultant, who asks for Channel No. 10 (192-198 mc) with 6.38 kw visual, 3.31 aural power, 263.5 antenna height. Channel 10 is one of 5 assigned Indianapolis (Supplement No. 17) which has only one TV grantee or applicant thus far (Supplement No. 18-B). Tarzian (of "HiFAM" fame, Vol. 3, No. 2) proposes to build own plant, use DuMont camera chains for total cost of only \$38,270; then he aims to manufacture TV equipment, including "receivers to retail below \$200."

KILOCYCLES FOR THE COMRADES? If it hasn't already done so in decision on New York FM cases, now being written, it's a good guess that one of rejectees (among 17 seeking 5 available channels) will be People's Radio Foundation (Supplement No. 14-A). Publicity spotlight turned on it this week by UP's Lyle Wilson, quoting well-documented article in March 8 issue of anti-Communist "New Leader," should be clincher. Wilson named names, wrote that group is "speckled almost black with Communists." And the Commies aren't riding very high in Washington these days. Proposed Chicago decision on hearing held way last May (11 for 10) finally came out this week -- with WAIT to be denied because of past programming. Granted were non-AMS Amalgamated, Balaban & Katz, UAW-CIO; and AMS WENR, WCFL, WAAF, WMAQ, WGES, WJJD, WSBC.

REPORT ON FACSIMILE: Publisher Jack Knight, his Miami Herald, its WQAM-FM, Inventor John V. L. Hogan and their staffs seem to be having time of their lives demonstrating fax in Miami this week and next. It's clicked so well with school, civic and business leaders, and public generally, reports Hogan, that they're now "making plans for full-scale daily broadcast schedule to start in fall, when GE equipment is delivered."

Engineers of Radio Inventions Inc., headed by Hogan, have been supervising demonstrations at 3 locations simultaneously, helped by lads from local tech high school. Equipment consists of one single scanner and monitor, 3 demonstration recorders, all prototypes made in RI labs. Fax editorial staff comprises editor, who also acts as announcer, assistant for rewrites, IBM electromatic operator, staff

retoucher. They turn out 3 full hours of "programming" per day. Receiving points have shown wirephoto pictures 15 minutes after filing in New York. Best record to now for complete news page from start to reception, including editing and complete makeup by IBM typewriter, is 11 minutes. Hot dispatches are broadcast direct by pasting up teletype copy 30 seconds after last period. Knight's enthusiasm for fax (Vol. 3, No. 9), his high place in newspaper world, led all press associations to cover tests. Next definitive report on fax will shortly be published by Editorial Research Reports, Washington, whose Kendrick Lee has been making study.

KEYDEY OF THE SOOTHSAYERS: Another educated guess on FM production comes in the March "Radio & Television Retailing," whose pages are devoted largely to impressing upon dealers that "FM is that great new something in radio!" But the Caldwell-Clements publication's figures are still guesswork, to be sure -- in same category as RMA President Cosgrove's estimate of 2 million FMs this year (Vol. 3, No. 4) and Stromberg-Carlson President Manson's 3-4½ million (Vol. 3, No. 2). But first 1947 figures aren't quite so promising -- only 51,318 units in January (Vol. 3, No. 9).

"Radio & Television Retailing" reckons that, inasmuch as industry leaders figure 15-18 million radios of all kinds will be produced in 1947, 20% of them FM, continued growth in same ratio can be expected in 1948. So its pre-count is: 3,200,000 FMs selling for \$320,125,000 in 1947; 6,200,000 for \$496,326,000 in 1948; 12,140,000 for \$728,400,000 in 1949. Whooping it up for dealers, it tells them that average midget set sells for \$22.50, average table model \$49.50, average table "combo" (phonograph) \$99.50; that if they sell all 3, they get \$171.50; that if they sell one FM-combo, they get \$355.

SIGHT AND SOUND

Not much doubt how NAB's engineering executive committee feels about "mad rush" for new AM stations and plethora of grants—they don't like it, but at same time admit there's nothing they can do about it. At meeting this week, chairmanned by WHA's Orrin Towner, they asked NAB to urge officially on FCC that it make new grants in "strict adherence" to engineering standards. But they wouldn't say that isn't being done now, except for one member's allusion to alleged remark by an FCC commissioner that deluge of AM grants may "mess up AM band" so badly they will all have no choice but to turn to FM. Committee has recommended new NAB engineering chief, soon to be named; voted to reconstitute transcription standards panel and have it make study looking toward new standards; recommended NAB work with FCC and CAA on problems of locating antenna towers.

Broadcasting industry placed orders for \$26,476,087 worth of transmitting and studio equipment during 1946, got delivery of \$6,491,067 worth, RMA reported Friday. AM accounted for major portion of transmitter buying—\$10,469,072 ordered, \$2,401,303 filled. FM orders amounted to \$4,753,669, deliveries \$752,259. TV orders totaled \$4,740,899, deliveries \$845,141, AM-FM studio equipment orders amounted to \$4,372,514, deliveries \$1,784,060. TV studio equipment orders were \$709,712, deliveries \$72,127.

RMA committee on FM (Vol. 3, No. 8) plans to meet March 28 at New York's Roosevelt Hotel, when it expects to have figures on manufacturers' 1947 FM production, actual and contemplated. Questionnaires to set makers went out this weekend. After studying answers, committee, Philco's Larry Hardy, chairman, will make arrangements to meet with FMA group on FM set production.

Chicago's TV-boosting Electric Assn. claims Alderman Moss' use of paid time on WBKB was first political electioneering yet by TV—forerunner of what will be commonplace in 1948 national elections.

"Very hot item" is what Chicago dealers term Sears Roebuck's \$169.50 wire recorder-phonograph-AM table model which this week jumped from rumor state (Vol. 3, No. 8) onto shelves of city's 22 Sears stores. Set includes hand mike and one spool of wire (which, running an hour and costing \$4.98, would seem too long and too expensive for average use). If set is trouble-free and fidelity is as satisfactory as claimed, it will prove very rough competition for other recorders which are being offered for \$150-\$250 without radio or record player.

Rural and small town TV service by satellites is envisioned in March *Science Illustrated*. Article sees microwave relay stations also rebroadcasting TV programs for areas unable to support local stations. Such service, of course, presumes FCC approval of satellites—which has been recommended by industry (Vol. 3, No. 5). Story also has two-page pictorial spread of new TV receivers, including Telicon TV-FM-AM table model, first such picture we've seen.

Interest in printed circuits (Vol. 2, No. 46) and other war-learned production shortcuts continues to grow among set manufacturers, particularly among newcomers with no old equipment to amortize. For example, newcomer Orthon Corp., Paterson, N. J., is giving serious consideration to printed circuits. Among established manufacturers, Belmont and Emerson have stated intention of using the new tricks. A Belmont executive says May deliveries will include such circuits, but his enthusiasm is temperate—"some labor savings" amounting to "pennies" at present.

Borden Co. is employing Kenyon & Eckhardt as agency in staging new Sunday night TV series on NBC's WNBT, New York, starting March 16 with one-act play, "The Florist Shop." WNBT also announces addition of Benrus to time-signal sponsors, through J. D. Tarcher & Co. Other watch companies who are using or have used TV: Bulova, Elgix, Gruen, Waltham.

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Television Digest

and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE NICHOLSAN 2020 • VOL. 3, NO. 12

March 22, 1947

NUCLEUS OF FM NETWORK? First land-line hookup of FM stations, set up to carry 1½-hour concert Wednesday nights by Army Air Forces Band from Washington, starts March 26 with 3 pioneer FMers taking part. They emphasize they're not trying to start a commercial network, say they're doing it largely to refute criticisms of poor FM programs (Vol. 3, No. 10). Comprising the setup (Continental Network, they call it) are WASH-FM, Washington (Dillard); WITH-FM, Baltimore (Tinsley); W2XMN, Alpine, N.J. (Armstrong). They are shelling out some \$1,800 in line charges for series to run until May 7. They wanted more than 8,000 cycles, of course -- 15,000 cps if they could get it. But terminal equipment to achieve 15,000 won't be available until next year, AT&T told them. However, AT&T says 8,000 is now generally available. Thus, shown hookup can work, other FMers may ask to plug in; it would be simple and not very expensive matter to add New York, Philadelphia, Schenectady, Utica, Harrisburg, Allentown, Winchester, etc.

FM AND TV SET PRODUCTION UP: Trend is still upward, at slow but steady pace, in both FM and TV production. February short month, according to RMA auditors, showed total of 53,594 AM-FM receivers, highest to date (previous record: January, 51,318; overall 1946 total, 181,485; pre-war total, 395,000). Out of February total, table models numbered 7,968; consoles, 45,626. Interesting item in RMA report: Table models included what should prove to be popular package -- 768 AM-FMs with record player, produced by unnamed private brand manufacturer.

February TV set production was 6,243 plus 10 converters (compared to 5,437 in January, 6,476 during whole of 1946, estimated 10,000 pre-war). February count included 5,362 table models, 786 direct-view consoles, 95 projection consoles.

Total radio set production for February was 1,379,966, down from 1,564,171 January total, with consoles climbing to about 11%. This week RMA Excise Committee appealed to FMers to support industry move to get 10% excise tax on radios removed or reduced. Said Sonora's Joe Gerl, chairman: "Excise tax, combined with production difficulties, has worked to hold FM set prices high. Removal of tax should be a boon to FM broadcasters as well as AM stations."

MEANING OF COLOR TV EDICT: Those who gambled on status quo in TV, obtained licenses or CPs, tooled up for low-band receiver production, were vindicated by FCC's decision Tuesday (full text in Supplement No. 49 herewith). Rejected flatly, finally and unanimously was CBS's hotly contested petition for commercialization of the uhf for Dr. Peter Goldmark's system of color TV.

So, officially, the brakes are off; the excuse most often given for holding back -- threat of overnight obsolescence -- is removed. TV's 13 low-band channels for black-and-white transmission and reception are safe, it would seem, from abandonment or radical upheaval for the next half dozen years, at least.

That's the essential meaning of the decision -- clear sailing now for monochrome. It remains to be seen whether those who pulled out to await color will rejoin the blue chip game that is TV. As things stand now (Supplement No. 18-B),

there are 11 TV stations actually on the air (including Don Lee's experimental W6XAO in Los Angeles, St. Louis Post-Dispatch's KSD-TV, Detroit News' WWDT); plus 49 CPs outstanding, 15 applications pending -- including 5 for New York's 4 remaining channels.

There are 7 companies now delivering TV receivers -- DuMont, General Electric, RCA, Stewart-Warner, Telicon, U.S. Television, Viewtone -- and at least a score more with definite plans to produce TV sets this year (Vol. 3, No. 7). Such companies as Philco, Farnsworth and Emerson are due out with models any day now. And with the "color clouds" lifted, you can expect many more manufacturers to go into TV set production.

Discreetly silent since decision came out, CBS may be expected to throw its energies now into black-and-white. It never did give up its low-band WCBS-TV; indeed, has been developing that New York station all along -- only recently signing Ford and General Foods to joint sponsorship of all Brooklyn Dodgers home games this season (Vol. 3, No. 9). At recent FCC hearing, CBS president Frank Stanton said his company has spent \$2 million in developing color TV but added: "We are not prepared to expend further substantial corporate energies in this direction should the Commission rule adversely upon our petition."

Presumably, CBS will now cast about for ways and means of extending its low-band operations to keep pace with competitors. Washington's 5 allotted channels are all spoken for, as are Los Angeles' 7. But in other cities where CBS has AM stations (Chicago, Boston, Minneapolis) and in San Francisco channels are still available. It won't be surprising if CBS undertakes to buy out or buy into one of the Washington or Hollywood stations in view of extreme importance of those key cities.

FCC's report is largely the literary handiwork of Asst. Gen. Counsel Harry Plotkin, and an unusually well-written and lucid job for a Government document. Its thesis is pretty much that of the preponderant industry forces who opposed CBS at the hearings; it praises the CBS research effort, but says flatly that its color system "does not represent the optimum performance which may be expected of color television within a reasonable time."

ANOTHER TV FOR DETROIT: Detroit's third TV grant (5 channels allocated) went Thursday to George B. Storer's Fort Industry Co., already holder of CP for video outlet in Toledo (Vol. 2, No. 49). Channel No. 2 (54-60 mc) was assigned, with 14.26 kw visual, 7.51 kw aural power, 500 ft antenna; proposed studio-transmitter building is at northwest corner of Woodward & Kirby Sts., proposed expenditure on plant \$229,000 exclusive of land and building.

Earlier Detroit grantees were Detroit News, whose WWDT is now undergoing on-the-air tests with low power, and ABC which hasn't yet started to build its projected WDLT (Supplement No. 18-B). Only other Detroit applicant is Paramount's United Detroit Theatres, awaiting clearing up of Paramount-DuMont situation (Vol. 3, No. 1). Of the mere 15 applications remaining, 5 are involved in New York case (4 to be chosen, probably next week); one other should be granted shortly, that of Daily News Television Inc. for Philadelphia (Vol. 3, No. 9), thus filling up that city's quota of 4 channels.

Besides Detroit grant, FCC formalized grant to DuMont's WABD, New York, off air for about 6 weeks, which returned with new equipment; it's now operating with 14.25 kw visual, 9.45 kw aural power, 640 ft antenna.

"COMES THE REVOLUTION!" NAB integrates its executive setup, should function much more effectively with this week's appointments: Robert K. Richards, ex-Broadcasting Magazine, to be director of public relations; Royal V. (Doc) Howard, ex-KSFO, San Francisco, director of engineering; Harold Fair, ex-WHO, Des Moines, director of programs. All are top-flight men. NAB, incidentally, next weekend moves into its sumptuous new Washington quarters -- old Canadian Legation Annex, 1771 N St. N.W.

Public relations post is particularly important at moment, for belligerent industry-can-do-no-wrong policy isn't sitting too well with FCC -- quite aside from

danger of restrictive legislation it invites from Capitol Hill. NAB's part in latest housecleaning move (Vol. 3, No. 11) is still not one of leadership, led "Variety" to observe with characteristic candor under the provocative headline "Comes the Revolution!":

"For years there's been a hue and cry to 'do something' about the radio industry's public relations problems. Although the NAB is 25 years old and amply financed and staffed, it apparently has been unable to do much because of the split down the middle between big stations and little stations, and between those who are anxious to meet criticism with action and reform as against those who want no 'interference' with their right to take any kind of business and follow any kind of trade practices expediency and inclination suggest.

"The Broadcasters Advisory Council will outwardly 'include' the NAB, but as many see it the brainpower will not be with the old trade association but the new. The action of the big advertisers, big agencies and big broadcasters (namely networks) in acting on their own initiative reflects an unwillingness in top industry leadership to allow their values and hopes to be scuttled by the continued practices of the kind of station operators who exercise little or no voluntary censorship of either the amount or kind of advertising they line up. As one broadcaster summed it up: 'We can no longer laugh off criticisms of the public on the one hand and the telling opposition of the newspapers and magazines on the other, unless we break through the habit of inertia and do-nothingism which has always stopped public relations organization for radio.'"

FM CHANNEL WORRIES CONTINUE: No question about it -- FM channel separation problem (Vol. 3, No. 11) is really a king-size headache for FCC, broadcasters and set makers. Word from FCC is that they're still collecting facts. But it's increasingly apparent that solution isn't in receivers, since even most expensive types don't do adequate job of separation under all circumstances. As for bunching an area's transmitters together, that's not always practical and may raise other problems. Also, little suburban Class A's must be assured Class B's don't blank them out.

So it still looks as if a Class B reallocation is the answer. But how to do it without junking most of present meticulously dove-tailed allocation and without losing any (or many) channels? Of course, FCC has some slack in those reserved channels. But if those are absorbed in extensive shifting, it will disappoint applicants who've been banking on them for a second chance after being denied in hearings. Other than these "deny-ees," however, very few seem to be eyeing the reserved channels. Two in Pittsburgh and one in Washington (CBS, which just dropped Minneapolis application) are only ones so far, and no great rush is anticipated at end of reservation (June 30).

Class A reservation (Vol. 3, No. 4), incidentally, though not yet officially promulgated, is actually in effect in New York and Los Angeles areas where flock of recent applications already outnumber channels available, reserved or otherwise. Uncertainty on channel separation problem is given as additional reason for freezing now.

As if FCC engineers didn't have enough trouble, it appears that some New York FM stations will have to change frequencies, after all (Vol. 3, No. 7), to protect aircraft instrument landing systems (ILS). Engineers of WGYN, WBAM, WNYC-FM are scheduled to meet next week with FCC, CAA men to iron out problem. Shift, costing "up to \$1,000" (probably to be borne by airlines) is likely to hold for a year. Commission has assured airlines future assignments will be tailored to protect ILS.

TV AND THE POWER TO TAX: That 20% Federal amusement tax you pay at theatres, night clubs, etc. would also be levied in public places showing TV programs, if tentative Bureau of Internal Revenue ruling prevails. But TV people, particularly TBA and RMA officials, protesting, came away from parleys with Washington tax officials this week with distinct feeling TV will be exempted, probably placed in same tax-free category as radio, Muzak, juke boxes. Ruling so far is that tax is effec-

tive if "substantial" number of patrons can see pictures. Not only would tax deter market for high-priced sets, most of which are going into public places like taverns, bars, lounges, etc., but decline in number of multi-viewer locations would adversely affect sponsorship, especially of sports events. Question whether TV sets must pay New York City movie tax is still open; Pennsylvania ruling that TVs in places of business must get State amusement permit, is being fought in courts by Philadelphia restaurateurs, who have asked for restraining order.

SIGHT AND SOUND

Capable, popular FCC Chief Engineer George P. Adair has resigned as of April 30 to start own consulting practice, located at 1833 M St. N.W., Washington. The 44-year-old veteran of 16 years of FCC service will be succeeded by 53-year-old George E. Sterling, assistant chief engineer, who entered Federal radio service as Dept. of Commerce inspector back in 1923.

NAB's moribund FM Dept. seems to be perking up, has scheduled these subjects for agenda of March 27 New York meeting of executive committee (Walter Damm, chairman): channel reservation, engineering standards, promotional activities, set distribution, AFM non-duplication rule, coordination with FMA, part in NAB convention. FMA top-kick Everett Dillard, also on NAB committee, says he can't attend.

TBA petition for sliding scale of TV operating hours—based on number of sets in city—went to FCC Friday with good prospects of some scheme along this line being accepted. Suggested schedule calls for 7 hours per station when there are up to 25,000 sets per station; 14 hours, 25,000 to 50,000; 21 hours, 50,000 to 75,000; 28 hours, over 75,000.

Stanley Hubbard retains control of KSTP, St. Paul, rival group of bidders is rejected, he gets loan of \$850,000 from Avco to purchase other 75% of stock, Avco gets option on 49% after 6 months, not 75% first proposed (Vol. 2, No. 39), in FCC ruling Thursday.

Allocations in 30-40 mc and 152-162 mc bands (non-government, fixed and mobile) were finalized by FCC Friday. Copies of official reports (Mimeo 3529 for former, 3544 for latter) will be sent you on request. FCC also assured "hams" it would look out for their interests at International Telecommunications Conference in Atlantic City May 15.

FM channel hunt in Peoria by West Central Broadcasting Co. (Supplement No. 14-K) bore fruit this week. Applicant, which with Radio Peoria Inc., was being denied in proposed decision, dug up 2 more channels (Supplement No. 47-J herewith) and is in line for grant in an order due next week. Radio Peoria Inc. is presumably still out in the cold, since one of the new channels is reserved.

Successful vendor of some 1,500 TV kits before the war, about 500 post-war, Andrea is considering another kit this fall based on its new TV models which are due out in June. Kit would be "so simple that a layman could put it together."

Amphenol, now making de luxe (\$30) broad-band receiving antenna for AM, shortwave, FM, for which Scott is one of their good customers, expects to make comparable antenna for TV.

Domestic film supply being restricted by Petrillo-movie agreement, TV programmers are leaning heavily on industrial films and own newsreel units. NBC this week tied up another source, got TV rights to newsreels and feature films made in Soviet Union, carried first Wednesday night—on Moscow meeting of Council of Foreign Ministers.

DuMont's Paul Ware, referring to our note on FM receiver drift (Vol. 3, No. 10), assures us good drift control possible without crystals—the Mallory-Ware Inductuner holding within 2 kc per degree Centigrade under home conditions. Galvin, too, has come up with a device giving "complete compensation" for drift effect. Company says permeability tuned transmission line achieves control without sacrificing receiver selectivity. Feature is incorporated in new \$350 Motorola console.

Emerson's new TV receiver, a low-boy console, includes AM and FM, will sell for \$350 plus \$50 installation-servicing charge. Already off line are 100 sets for New York market; large-scale production planned by summer. Emerson will shortly announce AM-FM table model to sell for \$99.50; its ad agency, Grady & Wagoners, now preparing copy.

Town Club Telicon, with largest projection screen yet (23½x17½ inches), has gone into production at last, and Telicon Corp. President Solomon Sagall reports several have been shipped to bars in New York City. It sells for \$1,995, costs \$75 more to install. Sagall also says his Intra-Video master antenna has been installed in office of taxi tycoon Dan Arnstein in General Motors Bldg., New York, is giving such good results it may be answer to real estate owners' objections.

Low-cost TV stations, through use of process film shots, should make video available to small cities for about \$90,000, DuMont announced Friday. Translucent screen, with 16 mm projector modified to run 30 frames a second in rear, permits live "remotes" to be telecast inside studio. DuMont's Leonard Cramer also plumped for syndicated "teletranscriptions"—film record of studio presentation made from receiver screen for reshooting throughout country.

Fifteen-minute recording on 3¼" disc for 10c is boast of Wagner Recorder Mfg. Corp., 67 W. 44th, New York City. Recorder, demonstrated at IRE convention, achieves feat by using pre-grooved (350 lines to inch) plastic disc. Tracking stylus beneath record rides groove and moves recording stylus (on top) across disc. Company plans 8" disc for 100-minute recording.

Using brass-plated wire for its recorder, Brush Development Co., Cleveland, claims to have solved serious problem of wear; plain steel wire, it seems, chews up playing head at pretty expensive rate.

TV expert Richard W. Hubbell, Crosley production manager, author of several important books on TV, has resigned, opens own TV, radio and movie consulting business April 1, at 630 Fifth Ave., New York City.

Sam Cuff, WABD manager, and Lou Sposa, commercial manager, are out in DuMont shakeup that cuts New York staff from 75 to 23, presages tightening up "to put TV on dollars and cents operating basis."

Senate Tuesday confirmed appointment of Commodore Edward M. Webster to FCC (Vol. 3, No. 9); he fills unexpired portion of Porter term, ending June 30, 1949.

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PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2920 • VOL. 3, NO. 13

March 29, 1947

SEARS PLANS CHEAP TV SET: Radio-alert Sears Roebuck plans leap into TV sales field this year, marketing a "startlingly low priced set" manufactured by Colonial Radio Corp., subsidiary of big tube-making Sylvania Electric Products Inc. That's all the dope we have yet, gleaned only from remarks by Sylvania's chairman Walter E. Poor in press conference Thursday at New York Bankers Club. Whether price will be under RCA's \$250 and \$375 TV-only table model units, now dominating market, or Emerson's projected low-boy TV-AM-FM console, to sell for \$350 (Vol. 3, No. 12), was not disclosed. But Buffalo plant of Colonial, even if not already in production, can be added to list of score or more manufacturers (Vol. 3, No. 7) who advised us they will be in TV set production before end of this year.

THE FM INTERFERENCE SITUATION: There's a problem, to be sure, but certainly no "crisis" -- and nobody's going to get hurt. That's the consensus, as we gather it from those who ought to know something about FM's current interference problem (Vol. 3, No. 12). Cry havoc stories and comment in the trade press, taken up in a scare story in Tuesday N.Y. Herald Tribune, are pretty generally discounted by the experts.

FCC sources say: Some reallocation of FM frequencies will be necessary -- that seems certain. But it won't be a radical revision of the allocation plan (Supplement No. 48). There will be no loss of FM channels to anyone now assigned, there is no thought of widening the FM band, and there's definitely no jeopardy to existing TV allocations.

In sum, those with savvy about FM observe: FM is not perfect, but no system is perfect. Standards were set up largely from theoretical computations. Now that service is under way, some standards may have to be revised in the light of operating experience -- coverage predictions, field intensity measurements, multipath reflections, tropospheric propagation, receiver characteristics. Consider, too, that AM is 25 years old, yet is still undergoing changes in standards, even now has 30 kc separation for some areas under study. Also that AM went through several radical reallocations. Also, that no matter how FM (or AM, for that matter) is allocated, there will always be somebody building receivers to such low specifications that interference will result, competition being what it is.

We've interviewed dozens of experts to get the foregoing summation. A few direct quotes may be pertinent. Comr. Jett: "We don't feel there's any interference problem in FM that can't be solved in a very short time." Chief Engineer Adair: "The seriousness of the FM interference problem appears to have been greatly exaggerated. It's only one of the growing pains of a new service. Reasonable cooperation between industry and FCC should make the solution not too difficult."

Maj. Armstrong said problem is merely one of proper transmitter location and can be remedied by simple expedients, which he recounts in letter to Broadcasting Magazine (March 31). GE's Russ David, protesting talk about "transmitter drift," declared problem is "one that can be readily corrected by reallocating FM stations 3 or 4 channels apart....the same number of stations could be accommodated except in the major centers of population where more channels may be required [although] proper physical location would go a long way toward solving the problem in big cities."

Said Everett Dillard: "I'm not unduly worried. It's only one of FM's growing pains which might have become more serious if we hadn't recognized it early." And C. M. Jansky, just back from Syracuse tests, said: "It is not serious if consideration is given proper separation between channels and transmitter locations." Also, Pilot Radio, in 3-column ad Saturday in New York papers, seized occasion to tout selectivity of its \$107.50 AM-FM table model (Vol. 3, No. 7).

* * *

Syracuse situation, which precipitated problem (Vol. 3, No. 11), was clarified this week when FCC ordered these wider-separation station assignments: WFBL-FM, remains on 93.1 mc (Channel No. 226); WSYR-FM shifts to 94.5 mc (No. 233); WAGE-FM shifts to 96.1 mc (No. 241). All are CPs (Supplement No. 47). Channels 233 and 241 are new for Syracuse, which may be indicative of FCC thinking on FM reallocation.

NAB GROUP SETS FM POLICY: You see signs on all hands of perking interest in FM -- most of it spontaneous, some of it sparked by FMA's indefatigable and capable director, Bill Bailey, who's spending his time speechmaking, conducting panels, conferring. Even NAB's FM executive committee sprang to life this week, held well attended meeting in New York, came out with unanimous resolution that Petrillo ban (on AM-FM duplication) "not only deprives the listening public of many worthwhile musical programs, but constitutes the greatest single obstacle to the growth and expansion of FM broadcasting."

Committee recommended "every means be employed to bring about the early removal of this obstacle," which means NAB hierarchy is asked to go to work on this non-promotional facet of FM which is distinctly within its province. NAB headquarters, snubbed by Petrillo so often, won't say what it will do. But it's believed that, as soon as current network-AFM negotiations are completed, efforts will be extended to make question of AM-FM duplication subject of further talks by broadcaster-union spokesmen (Vol. 3, No. 4).

Not a word of doubt about FM's destiny (despite attitude of die-hard aloofness often charged against NAB) was heard at committee meeting, attended by such figures as Chairman Walter Damm, John Shepard, Gordon Gray, John Hogan, Lester Nafzger, Matthew Bonebrake, Hudson Eldridge (for Everett Dillard), Bill Bailey (for Leonard Asch), NAB staffers Bob Bartley and Bee Arney. Committee also recommended that (1) FM matters be integrated with other broadcast subjects at Atlantic City NAB convention this fall; (2) FM-only panel again be conducted there to take up such subjects as complete or partial duplication or segregation of AM-FM programming, etc.; (3) Small markets study be made for benefit of FM operators.

CBS SUCCESS STORY, 1946: As a commentary on the bigness that is now radio, let alone the enormous success achieved by CBS and its officers in less than 20 years since that network was founded, CBS's 1946 annual report and financial statement makes fascinating reading. Issued this week in preparation for April 16 meeting of stockholders, it obviously was written before FCC's decision rejecting its color TV system (Vol. 3, No. 12). But in recapitulating its position on color, a brief observation in the report furnishes just about the only statement, formal or informal, that's come from the company since the decision: "If the Commission should act unfavorably on the petition, Columbia would curtail its color television development activities." Other highlights of report:

CBS assets at end of 1946 were \$35,907,881 (total fixed assets, less reserves, \$8,907,825), and its earned surplus was \$20,792,311. Increasing importance of its recording subsidiary (Columbia Recording Corp., which made and sold 65 million records last year) is reflected in income statement: Gross income from broadcasting operations was \$71,014,337 (net after taxes, \$3,915,674); from recording manufacturing \$20,982,485 (net after taxes, \$1,880,222). Consolidated net income total of \$5,795,896 (nearly one-third from recording business) exceeded 1945 by \$450,255; but since 1945 included an extraordinary gain of \$1,037,014 from WBT sale, 1946 net income from operations really showed an increase of \$1,487,269 over 1945.

Of 958,428 Class A and 758,924 Class B shares, mostly publicly held, directors held larger blocks as follows: William S. Paley, 88,510 and 233,500; Isaac D. Levy, 31,726 and 21,380; Leon Levy, 14,100 and 40,900; Samuel Paley, 9,000 and 21,300; Frank Stanton, 810 and 2,525; Joseph H. Ream, 100 and 100. (Dividends paid in 1946 were \$2.30 per share, compared with \$1.80 in 1945.)

CBS executive salaries and bonuses continued among highest in radio, amount in parentheses is approximate net after Federal taxes: William S. Paley, \$65,000 (\$27,600); Joseph H. Ream, \$52,740 (\$24,640); Frank Stanton, \$94,010 (\$32,810); Paul W. Kesten (resigned as of Dec. 31, 1946), \$50,000 (\$23,500); Edward Wallerstein, \$57,884 (\$25,884); Frank K. White, \$52,740 (\$24,640); Herbert V. Akerberg, \$30,689 (\$17,389); H. Leslie Atlass, \$40,805 (\$21,205); Douglas Coulter (resigned), \$24,000 (\$15,000); Earl H. Gammons, \$21,663 (\$14,063); William C. Gittinger, \$35,470 (\$19,370); Lawrence W. Lowman, \$33,420 (\$18,720); Howard S. Meighan, \$22,661 (\$14,461); Adrian M. Murphy, \$36,451 (\$19,751); Edward R. Murrow, \$64,243 (\$27,443), part being compensation as news analyst; Davidson Taylor, \$27,095 (\$16,295); Donald W. Thornburgh, \$34,225 (\$18,925).

THIS IS THE "BLOOPER": Here's a letter that tells its own story -- our only comment being (1) that we never did say we were fully sold on K.G. Marquardt's (WIBW-FM, Topeka, Kan.) little gadget to convert any AM set into FM, but only reported (Vol. 3, No. 11) how we actually saw it work, and (2) that we'll send any of our subscribers a photostat of the diagram herein mentioned. The letter and diagram are from Frank Shopen, Omaha World-Herald's technical supervisor who manages its KOAD:

"Re your March 15th issue regarding 'FM SET -- CHEAPLY AND QUICKLY': Since you are curious as to the 'innards' of the 'blooper,' we thought you might be interested in the enclosed diagram. The Aug. 15, 1946 magazine section of the Omaha World-Herald described a 'blooper' which is connected to 3 additional tubes and makes a complete 4-tube FM radio. We built the set as a stunt and about 200 of them have been built by amateurs and experimenters in Omaha. The circuit is far from new since it is simply the super-regenerative detector invented by Prof. Armstrong 20 or more years ago. It so happens that this type of detector will respond to either FM or AM signals and has a very high degree of noise rejection on either. Unless the received signal is strong on FM, the quality is impaired and the hissing noise made by the detector is not completely eliminated.

"The KOAD engineering staff has experimented with this type circuit for nearly a year trying to overcome the handicaps. The circuit has 3 principal objections: (1) An additional control is needed and must be used to vary the voltage on the super-regenerative detector. This control must be adjusted for different stations, thus single dial tuning is lost. (2) If enough signal is received to get good quality, the set is not selective enough to receive stations which are close together on the band. (3) The principal objection is the fact that the detector is a miniature transmitter also, and thus will re-radiate and cause interference.

"The term 'blooper' is one which has been used for many years by 'hams' to designate this circuit and the regenerative circuit. This letter is not intended to criticize Pug Marquardt since he is a very good friend of the writer and a very able engineer, but we hate to see the hopes of FM broadcasters built up with the announcement of this device, without at least mention of its limitations."

TV BORDER ALLOCATIONS: Not generally known is fact that Canadian Government has asked FCC to hold out one of Detroit's 5 assigned TV channels for possible use in Windsor, just across the Detroit River. So, actually, there's only one channel left in Detroit, since 3 have already been granted (Vol. 3, No. 12). Canadian officials are expected to submit proposals soon to FCC on integration of video allocation for Vancouver and Victoria (northern Washington State area) and for Toronto and Hamilton (Buffalo, N.Y. area). FCC engineers believe they will be able to work out plan that won't reduce number of channels already assigned (or proposed to be assigned) to U.S. cities concerned.

DECISION DUE ON OVERLAP: It's a pretty fair deduction FCC won't write or rewrite any rule to cover FM overlap problem (Vol. 3, No. 9), but will act on individual cases as they arise. Commission's thinking will become more apparent when it decides 30-odd cases involved in recent hearing, probably next week. But some inference may be drawn from conditional grant last week to Donald W. Reynolds for Okmulgee, Okla. (Supplement No. 47-J). He also holds CP for Fort Smith, Ark., which overlaps Okmulgee to extent that its 50 uv/m contour includes all of Okmulgee's 1,000 uv/m contour and about 80% of Okmulgee's 50 uv/m contour.

FCC granted 8 CPs, 4 conditionals this week (Supplement No. 47-K herewith), also granted 5 CPs for educational FMs, issued roundup on these non-commercials showing 6 operating, 28 CPs, 16 applications pending. New quarterly edition of our Directory of FM Licensees, Grantees and Applicants, bringing Supplement No. 47 and all pink addenda sheets up to date under one cover, will be issued next week.

SIGHT AND SOUND

Magnificent performance, with full 15,000 cycle range broadcast in Washington, better than 8,000 off line on Baltimore and Alpine stations, marked Army Air Force's inaugural Wednesday of FM's first hookup—Continental Network (Vol. 3, No. 12). In addition, Schenectady's WBCA and Hartford's WDRC-FM took it off air, rebroadcast it with good results. Other FMers can also tap into line, or take it off air, without any restrictions except that they first test adequately. Excellent programming, if continued during rest of series of 7, augurs well for demonstrating FM at best.

Solution to FM interference with N. Y. aircraft landing system (Vol. 3, No. 12) involves temporary change of frequencies for WGYN, which goes to 98.1 mc. (No. 251) and WNYC-FM, to 94.1 mc (231)—effective until March 1, 1948, by which time airliners will be equipped with receivers better able to filter out unwanted signals. WOR's WBAM, now conducting propagation tests, won't come on its assigned 96.5 mc until after deadline. Frequencies were obtained by borrowing from New York's 4 "reserve" channels, although July 1 is date set for end of reservation plan.

Airborne Instruments Laboratory Inc., Mineola, N. Y., has added branch at 2627 N. Hollywood Way, Burbank, Cal., to provide field measurement service for FM, TV, AM, police, etc., specializing in adjustment of directional antenna arrays and proof of performance. Robert D. Martin, ex-Edwards & Martin, Detroit, is in charge; Mineola headquarters is headed by Hector Skifter, ex-KSTP.

"Facsimile Newspapers" is title of latest Editorial Research Reports, Washington news research bureau, serving mainly editorial writers. Written by staffman Kendrick Lee, report is pretty complete compilation of all that's known on subject, including discussion of Mayflower decision's effect on ether-borne newspapers.

Farnsworth's drift-correcting, push-button tuning FM set (Model GK-143) is the latest FM receiver to incorporate these vital characteristics for flawless FM reception (Vol. 3, No. 12). The Farnsworth set includes AM and phonograph, has built-in dipole for FM signals.

Bureau of Internal Revenue ruled this week that TV set in public place doesn't make such place a cabaret, thus liable to 20% amusement tax. Decision was announced in letter to TBA's J. R. Poppele and superseded all previous rulings on subject (Vol. 3, No. 12).

Aide to Scripps-Howard's James Hanrahan in planning and building TV station WEWS, Cleveland (Supplement No. 18-B), will be technician-newsman J. Harrison Hartley, who leaves NBC's TV Dept. April 15.

Radio should play a more "responsible" part in today's unsettled world. This is how the Time Inc. and U of Chicago-sponsored Commission on the Freedom of the Press says it should be done: (1) Agencies of mass communication must accept the responsibilities of common carriers of information and discussion; (2) radio industry must take control of its programs and treat advertising as it is treated by newspapers; (3) constitutional guarantees of freedom of the press must be recognized as including radio and movies. There are other recommendations in report issued this week but the foregoing apply most specifically to radio. They are also discussed in new book, "American Radio," by ex-OWI news and features chief Llewellyn White, radio expert of the Free Press Commission (U of Chicago Press, \$3.25).

Busiest little beaver in FM these days is Leonard Asch (WBCA, Schenectady). He's (1) incorporating the Liberty Broadcasting System, a proposed \$6 million mutual, exclusively FM net work that will combine land line, radio relay and transcription services; (2) directing first regional FMA meeting at Albany's Ten Eyck Hotel April 14; (3) organizing an FM seminar for his Radio Consultants Inc. to be held April 24 to 26 at Washington's Hotel Statler which will take up operating and management problems for FMers, fee \$100 per person, \$15 for registration; (4) participating in AM engineering conferences for AM application he's interested in for Albany, N. Y.

TV for barrooms, restaurants, public places offers attractive enough market that 4 ex-DuMont engineers headed by Horace Atwood Jr. have established Industrial Television, Inc., 36 Franklin St., Nutley, N. J., to offer receiving unit with several screens that can be operated through remote control tuner. Unit would include public address system and provide for FM reception during TV off-hours. Plans call for 75 sets first year.

GE's proposal of \$4-\$5,000 FM transmitter with miniscule output (2-plus watts), for educational "radio workshop" use, sounds fine to U. S. Office of Education's radio chief, Franklin Dunham, but he says it'll serve only one function of educational radio. Other function, mass education, still needs high power, he says.

TV's 28-hour-per-week rule was waived once again this week, until June 30. FCC received TBA proposals too late to act upon them before previous waiver of rule expired March 31. Decision is expected on TBA proposals (Vol. 3, No. 12) shortly.

Milwaukee Journal (WTMJ-FM), pioneer in FM, holder also for CP for FM in Wausau (Supplement No. 47-D), this week applied for third FM outlet—Green Bay.