

# Television

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## ADVERTISING

### 44 advertisers on during May; Gillette making twenty film commercials

Forty four advertisers were on television last month—39 regulars and five one shots. Break-down of products shows food companies ranking highest with seven on the tele waves, five on a regular contract basis, and two one-shots during May. These include Borden (Lady Borden Ice Cream), Kraft (MacLaren's Imperial Cheese), General Foods (Birdseye, now replaced by La France and Satina, Gaines Dog Food and Post Cereals), Purity Bakeries (Tastee Bread and Grennan's Cakes) and Swift in the regular line-up, with Mueller's Macaroni and A. Goodman & Sons as the one-shots.

Next in rank are retail stores, with five regulars—The American Stores, The Fair, Gimbels Philadelphia, Sears Roebuck and Wanamakers. Auto industry is represented by Chevrolet and Ford. Motor fuel is plugged by Gulf, Esso and Atlantic.

Breweries also rank high, with Griesedieck Brothers and Hyde Park now using KSD-TV. Goebels will start sponsoring the baseball games over WWJ-TV this month. At WBKB, Fox Brewing Co. is slated to sponsor harness racing, the Canadian Ale Company, racing, and the Keeley Brewing Co. will pick up the tab for the Rockets pro football games. Moquin Wine is a regular over WABD.

Commonwealth Edison is the only utility company now on the pix-waves. Philadelphia Electric had been on three times weekly with an hour's afternoon programming over WPTZ which was discontinued when the baseball season started. However there's a strong possibility that Union Electric will shortly go on in St. Louis and that Detroit Edison will program over WWJ-TV when it opens this month.

Benrus, Elgin, Gruen and Longines Wittnauer have sewed up time spots.

*DuMont's* concerted pitch for sponsors is beginning to pay off. Two sponsors have been sold

for the "Small Fry" children's program—Monday night spot goes to American Pipe Cleaner Corp. for their toy kit, with Thursday night sewed up by Fisher Bakery. Monday night fights from Jamaica Arena will be sponsored by Winston Radio & Television Corp. of Brooklyn, with M. C. Flynn Co. plugging fisherman shears in a one minute live spot. Sanka weather spots, one minute films, are also scheduled to start this month.

*Bristol-Myers* have taken the 8 to 9 Sunday spot over WNBT. *Tex and Jinx* show handled by Young & Rubicam will be increased to half hour. Special film shows will be done by the pair during the summer, starting June 22nd. This will give complete programs on films which can be shown over other outlets. Second half hour, handled by Doherty, Clifford & Shenfield, will be the "Party Line", formerly on WCBS-TV. To introduce show, emcee Bert Parks appeared on the *Tex and Jinx* show June 1st, asking viewers to send in their phone numbers if they wished to be called. Show will debut June 8th.

*U. S. Rubber* has signed with WCBS-TV to sponsor the National Professional Tennis Championships.

*Gillette* now has twenty animated film commercials with sound track in the works, which will be put into use some time this month. Four commercials will be used for each night, and films rotated. At present, plans do not call for tying up any other events. Agency is Maxon, Inc.

(For list of Current Advertisers, see page 3.)

## SET INSTALLATIONS

### Country-wide figures show over 33,000 sets

Over 33,000 receivers are now operating throughout the country. City breakdown shows New York estimates pegged between 20,000 and 25,000; Philadelphia, over 5,000; Chicago, over 3,000; Los Angeles with about 2,500; Schenectady between 550 and 600; Detroit, about 600; St. Louis, about 400, and Washington with 1400.

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# Report on Stations, Licensees and Applicants

City	Sales Rank	Population	Channels Assigned	TV Call Letters	Company	Estimated Completion
Albuquerque		77,492		4—KOB-TV	Albuquerque Broadcasting Co.	
Ames, Iowa				4—WOI-TV	Iowa State College	
Baltimore	13	1,046,692	2, 11, 13	2—WMAR 13—WAAM 11—WWBT *10—	A. S. Abell & Co. Radio Television of Baltimore, Inc. Hearst Radio (WBAL) Sarkes Tarzian	Fall '47
Bloomington, Ind.				4—WBZ-TV	Westinghouse Radio Stations, Inc.	Late '47
Boston, Mass. (Waltham)	5	2,350,514	2, 4, 7, 9, 13	2—WRTB ( <i>New England Theatres Pending</i> )	Raytheon Manufacturing Co.	
Buffalo	14	857,719	4, 7, 9, 13	4—WBEN-TV	WBEN, Inc.	Spring '48
Chicago	2	4,499,126	2, 4, 5, 7, 9, 11, 13	7—WENR-TV 5—WNBX 9—WGNA 4—WBKB 4—WLWT ( <i>Allen B. DuMont Pending</i> )	American Broadcasting Co. (WENR) National Broadcasting Co. (WMAQ) WGN, Inc. (Chicago Tribune) Balaban & Katz Crosley Corp. (WLW)	Indefinite Early '48 Late Fall '47 Operating Operating experimentally Early '48 Fall '47
Cincinnati	16	789,309	2, 4, 7, 11	4—WNBK 5—WEWS ( <i>Allen B. DuMont Pending</i> )	National Broadcasting Co. (WTAM) Scripps Howard Co.	Summer '48
Cleveland	9	1,214,943	2, 4, 5, 7, 9	3—WLWC 4—KRLD-TV ( <i>Interstate Circuit, Inc. Pending</i> )	Crosley Corp. KRLD Radio Corp.	Summer '48
Columbus	29	365,796	3, 6, 8, 10	5—WDLT	Crosley Corp.	Summer '48
Dallas	27	376,548	4, 8, 12	2— 4—WWJ-TV ( <i>United Detroit Theatres Corp. Pending</i> )	American Broadcasting Co. (WXYZ) Fort Industry Co. Evening News (WWJ)	Indefinite Indefinite Operating
Dayton	44	271,513	5, 13	5—KCPN	Carter Publications, Inc. (WBAP)	Late '47
Detroit	6	2,295,867	2, 4, 5, 7, 9	3—WWHB 13—WJAC-TV 7—KECA-TV 9— 4— 13—KDTK 11—KTTV 5—KTTA 2—W6XAO	William H. Block Co. WJAC, Inc. American Broadcasting Co. (KECA) Earle C. Anthony, Inc. (KFI) National Broadcasting Co. KLAC (Dorothy Thackrey) The Times Mirror Television Productions, Inc. Don Lee	Spring '48 Indefinite Indefinite Early '48 Spring '48 Early '48 Operating ( <i>See Pending</i> ) Early '48 Late '47 Late '47 Late Fall '47
Fort Worth	51	207,677	2, 5, 10	2—W6XAO	Don Lee	Operating
Indianapolis	24	455,357	3, 6, 8, 12	9— 4— 13—KDTK 11—KTTV 5—KTTA 2—W6XAO	Courier Journal & Louisville Times Southern Radio & Television Milwaukee Journal KSTP, Inc.	Early '48 Late '47 Late '47 Late Fall '47
Johnstown, Pa.	100	151,781	13	3— 4— 13—KDTK 11—KTTV 5—KTTA 2—W6XAO	Minneapolis Maison Blanche (WSMB)	Early '48 Spring '48
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11, 13	4—WTCN-TV 4—WRTV	Minnesota Broadcasting Corp. Maison Blanche (WSMB)	Early '48 Spring '48
Louisville, Ky.	33	434,408	5, 9			
Miami	38	250,537	2, 4, 5, 7			
Milwaukee	15	790,336	3, 6, 8, 10			
Minneapolis (St. Paul)	11	911,077	2, 4, 5, 7, 9			
New Orleans	31	540,030	2, 4, 6, 7, 10			

City	Channel	Power	Filing Dates	Company	Status
New York	1	11,690,520	2, 4, 5, 7, 9, 11, 13	American Broadcasting Co.	Indefinite
	9			Bamberger Broadcasting Co.	Indefinite
	13			Bremer Broadcasting Co.	Construction started
Philadelphia	11			News Syndicate Co.	Indefinite
	5			Allen B. DuMont Laboratories, Inc.	Operating
	2			Columbia Broadcasting System	Operating
	4			National Broadcasting Co.	Operating
	6	2,898,644	3, 6, 10, 12	Philadelphia Inquirer (WFIL)	Fall '47
Pittsburgh	10			William Penn Broadcasting Co. (WPEN)	Late Fall '47
	3			Philco Corp.	Operating
	3			(Daily News Television and Pennsylvania Broadcasting Pending)	
	3	1,994,060	3, 6, 8, 10	Allen B. DuMont Laboratories, Inc.	Indefinite
	6	406,406	3, 6, 8, 10, 12	Oregonian Publishing Co.	Indefinite
Portland	11	711,500	11	Outlet Co. (WJAR)	Early '48
	3	245,674	3, 6, 8, 10	Havens & Marten	Late Fall '47
Providence	1			Broadcasting Corp. of America (KPRD)	Early '48
	5	1,367,977	4, 5, 7, 9, 13	Post-Dispatch (KSD)	Operating
Richmond	23	431,575	2, 4, 7, 9, 11	General Electric (WGY)	Operating
	58	204,488	2, 4, 5, 7, 9	Intermountain Broadcasting Corp. (KDYL)	Operating experimentally
Riverside, Calif.	7	1,428,525	2, 4, 5, 7, 9, 11	American Broadcasting Co. (KGO)	Indefinite
	5			Associated Broadcasters, Inc. (KSFO)	Early '48
St. Louis	7			Chronicle Publishing Co.	
	5			(Don Lee Pending)	
Schenectady (Albany-Troy)	19	452,639	2, 5, 7, 11	Radio Sales Corp. (KRSC)	Spring '48
	108	79,337	8	E. F. Peffer (KGDM)	
Salt Lake City	34	341,663	13	Fort Industry Co. (WSPD)	Late '47
	12	907,816	4, 5, 7, 9	Bamberger Broadcasting Corp.	Indefinite
San Francisco	7			Evening Star Broadcasting Co.	Fall '47
	4			National Broadcasting Co.	June '47
Seattle	5			Allen B. DuMont Laboratories, Inc.	Operating
	108				
Stockton, Calif.	19				
	108				
Toledo	34				
	12				
Washington	19				
	108				

\* Channel reassigned from Indianapolis to Bloomington.

## Pending

City	Company	Comments
Boston	New England Theatres, Inc.	These five applications are awaiting final FCC decision on the Paramount-DuMont issue. Companies have received an additional 90-day stay—until August 18th—to request a hearing.
Cincinnati	Allen B. DuMont Laboratories	
Cleveland	Allen B. DuMont Laboratories	
Dallas	Interstate Circuit, Inc.	
Detroit	United Detroit Theatres Corp.	
Los Angeles	Don Lee—W6XAO	W6XAO operating experimentally. Commercial grant awaiting disposition of network practice charges by FCC.
San Francisco	Don Lee	
Philadelphia	Daily News Television Pennsylvania Broadcasting Co.	Hearing will be held by FCC to determine choice of applicant to receive one remaining channel.

(Continued from page 2)

less expensive (cost for two-way relay between New York and Philadelphia is less than one year's rental at presently anticipated coax charges); is easier to maintain and operate, and gives better picture quality due to adequate bandwidth and freedom from distortion and noise, Philco also showed over a 25% reply from present and prospective telecasters, indicating their interest in this form of networking. Company recently filed for five new relay points to strengthen its link between New York and Philadelphia. Right now, the Philco relay is one-way—from New York to Philly only.

Hearing resulted from the request of the air navigation groups to reallocate the 960-1600 mc band and to move television from its present 1295-1425 mc position upstairs to the 1750-1800 mc portion. Philco suggested a compromise, asking that between 1235 and 1360 mc be reserved for television relays. It is believed that the plan

### Paramount

Tip off on Paramount's network plans is the recent disclosure of their subsidiary station WBKB's extensive relay experimentation. This is in addition to developmental work being done in the Los Angeles area by KTLA, under the direction of Klaus Landsberg. Further proof that this is one film company not fooling about television is the option given Ford for choice half-hour on *Paramount Network*.

Plans for the relay were devised by Captain Eddy, station manager, with the assistance of chief engineer Arch Broly, and William Kusack, project engineer. WBKB's relay hooks up South Bend and Chicago, and if plans go through, Chicagoans will see the Notre Dame games this Fall probably sponsored by Goodyear.

Signal will be transmitted over a VHF channel assigned by the Federal Communications Commission to a relay tower built near New Carlisle, Indiana, 18 miles away. From there, it will be directed to a second tower at Michigan City, Indiana.

The Michigan City installation constitutes major jumping-off point on the VHF route to Chicago. The present experimental tower at Michigan City, 125 feet high, extends above the curvature of the earth to be in a direct line of sight with a relay point in the Chicago loop, 47 miles across Lake Michigan. From this loop relay point the VHF signal is sent to the WBKB transmitter and is converted to regular frequency for retransmission to Chicago's receiving sets.

Detailed study of large land areas was obviously needed before final plans for the relay installation were made.

Capt. Eddy equipped one of his own planes with radar and electronic devices and began a series of flights over the Michigan and Indiana countryside. From this data they selected choice relay points at the most advantageous contour of the terrain.

The same method has already been applied to

many hundreds of miles of other Mid-West territory, as part of the overall network plan.

### General Electric

General Electric has asked for FCC approval to convert its Schenectady to New York City experimental system into a commercial operation. System now carries telecasts from New York's WNBT to GE's Schenectady station WRGB.

### June 9th Hearing

Estimated completion dates of video licensees and permittees will be presented at the June 9th hearings, (see pages 4 and 5), together with plans of A.T. & T., Philco, Raytheon, General Electric, Western Union, et al for inter-city television networks.

It's no secret that FCC called the hearing to make the phone company "put up or shut up" on use of the cable for tele. A.T. & T. has been plugging for exclusive right to network video broadcasts, but its progress and plans for coaxial cable to date have disappointed both FCC and the industry. If the FCC is not satisfied that the company will be able to provide network service—either by cable or relays—between all important video cities in the next two years, it's a safe bet that competition will be let into the common carrier field.

In announcing the hearing, FCC said that New York, Chicago, Los Angeles, Washington and San Francisco may be assumed as principal tv origination points. Cities with three or more tele stations, FCC said, should have access to three or more network services.

### A.T.&T.'s latest network plans

According to information given the government—on the q.t.—these are A.T. & T.'s plans for tv networks. (As is to be expected, A.T. & T. is emphasizing coax over relays.)

1. About 6,500 miles of coaxial cable in operation this year; 9,000 miles by year-end 1948. To date only cable link in operation is between New York and Washington, though legs of other portions of the proposed nationwide cable net are nearing completion.

2. To multiply the network shows available in New York, Philadelphia and Washington, A.T. & T. promises to have four one-way channels in operation from New York to Washington by mid-1948. During 1948, the company plans to extend the cable link north to Albany, N. Y. and south to Richmond, Va. It is planned to link such cities as Cleveland, Cincinnati, Dayton, Buffalo, Chicago and St. Louis to a functioning network by year-end 1948.

3. As for radio relays, the phone company estimates the New York to Boston link—now experimental—will be operating in both directions by early 1948. A New York to Chicago system is contemplated in 1949.

Principal use of relays, it was reported, have been for local and short-hauls—at least 20 experiments having been made on the East and West

coasts. A.T. & T. plans to use its cable as the main nationwide artery but to link gaps in the cable with radio relay.

Added to this is the report that the A.T. & T. have notified the FCC that they will shortly review rates for use of the New York to Washington coax. As to what the tariff would be, only commitment was that the charges would be "considerably under those quoted Philco in 1941." Rate quoted then was approximately \$80 an airline mile. However, if okayed, charges won't go into effect until late '47.

## **CBS MOVE**

### **Analysis of recent CBS programming change-over**

CBS' plan, now in operation, is to concentrate on remote pickups by the use of two mobile crews, and film programming. On the equipment end emphasis will be on stepping up signal of present transmitter and rounding out equipment for the mobile operation. By cutting out their studio operation, they feel they will make an important saving, and more effectively operate within their present budget. Evidently they are willing to play second to NBC until there are sufficient television sets in the New York area to warrant higher advertising charges to pay the way for studio programming. However, it isn't likely that CBS will hold to that policy long if DuMont or one of the other licensees threaten their number two position.

In the early days of radio, NBC pioneered in establishing a broadcasting service throughout the country, and while CBS were definitely not asleep at the switch, they weren't too anxious to get in on the pioneering end. CBS were content to build up the weaker stations throughout the country once broadcasting was under way. Both approaches proved to be economically sound.

It would seem, in television though, that there is a fallacy in CBS' reasoning. There would be more sets sold in the New York area if CBS were producing studio shows, and more receivers sold means more advertisers on television. By spending more money now, after one year the size of the New York audience should be large enough to warrant CBS' producing studio shows on an economic basis.

Perhaps the most important factor is that out of town stations will not be able to follow CBS' policy. CBS can do what they are doing now as long as there's NBC to telecast studio programs. Remotes and mediocre films are not sufficient to account for volume set sales at the present receiver price level. Once those in the trade and the "first on the block" group have bought sets, receiver sales will definitely lag, unless television programming improves in quality and variety. Chicago and St. Louis, with one station and limited budget setups, have already run into this situation, and there is a lag in New York set sales. Of course, this is probably in line with the overall economic picture of the country, but it is not in line with the optimistic sales figures (not pro-

duction figures) that manufacturers and broadcasters have had for some time.

As pointed out many times before, television is essentially a blue chip business. Those who go into it have the resources. The question is—Are they going to spread the money out and take a loss over a two or three year period? Or will they concentrate their efforts and build a sound program structure quickly thus capitalizing on the initial enthusiasm which television engenders?

## **ROUND-UP**

### **Washington news, personnel changes**

Solution to the Paramount-DuMont issue may be found if the White radio bill, now in the official Washington hopper, is adopted. Under the bill, holdings would be limited to a point where they could "render a primary service to no more than 25% of the total U. S. population." Applied to television, this yardstick would liberalize FCC's present rule barring a single firm from control of more than five tv outlets.

Old argument that companies with the capital to invest should not be penalized will crop up again, with Paramount offering, as proof of their willingness to invest, their ambitious relay plans already underway at WBKB and their experimentation at KTLA. (See page 6.)

### **Shared Channels**

Television interference from other services sharing its bands will be given clinical examination at FCC June 10th-11th. Government and industry engineers will discuss interference of taxicab, bus, aviation, police and other radio services in the 72-76 mc band and from ham radio stations in the 50-54 mc region; interference resulting from harmonics in the 27-28 mc band, and the "degree of harmonic suppression which may be expected" from other radio services. Private or governmental transmitters will have to be silenced in Washington, Baltimore, New York and Los Angeles when new stations take to the ether. Obviously these other services must shift to other parts of the spectrum but where they can be fitted in is still to be decided.

### **Personnel Changes**

James D. McLean has been named commercial manager of WPTZ, Philco. Mr. McLean was formerly manager of sales of the transmitter division of General Electric. . . . Philip M. Caldwell has been appointed to succeed him at General Electric, with A. F. Wild taking Mr. Caldwell's former post of sales manager of television equipment in the G. E. transmitter division.

William Burke Miller has joined WNBT as program editor. . . . Jack M. Williams has been appointed advertising manager of RCA Victor's Home Instruments Department. . . . Ira Kaman has been named manager of sales and installation division of the Intra-Video Corporation. . . . Tom Reilly, formerly of NBC, has joined WWJ-TV, Detroit. . . . John Mc Neil, former station manager of WJZ, is now station manager of DuMont's WABD.



## Du Mont Acorn Package

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Du Mont's development of the Acorn Package means you can start television broadcasting for just about half the equipment cost you expected. Smaller investment. Smaller operating cost. What's more, you are not limiting future developments by starting on this minimum basis, because you can build onto the Acorn Package as easily as a child builds with blocks. Just add more units as needed.

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