cumulative conditionals: Our method of publishing cumulative logs of conditional grants to applicants for new fm stations seems to have struck a responsive chord among our subscribers. It simply adds the new grantees (indicated by italicized city names) to those previously granted, and so makes a handier reference. Supplement no. 25 herewith is our third cumulative log and we will continue to publish them in the same manner as fast as the FCC announces grants. Later we will designate CP's and frequency-power assignments, which Commission sources tell us will be forthcoming shortly.

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

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

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

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

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

Hearing on low-band FM: Zenith's never-say-die stand on the superiority of the lower band for FM, bulwarked by the persistent claims of Maj. Armstrong, has impelled the now apparently not-so-sure FCC to set a hearing Jan. 18 on the whole issue. The full Commission will listen to Zenith and its witnesses plead the case for 42-50 mc FM for rural coverage. Hearing is based on Zenith's Jan. 2
petition claiming its tests at Deerfield, Ill., and FCC's own tests at Andalusia, Pa., indicate that 100 mc won't provide rural coverage.

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

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

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

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

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

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

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

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

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

Not planning to continue on old frequencies and date expected to start on new are: March, WEAF-FM, New York, 97.3 (No. 247); Jan. 20, WHGF, New York, 99.7 (No. 259); Jan. 20, WGHF, New York, 99.3 (No. 257); Feb. 15, WMOT, Pittsburgh, 94.5 (No. 235); Jan. 25, WDLM, Chicago, 99.7 (No. 259); April 1, KTLO, Los Angeles, 100.1 (No. 261); Jan. 10, KOZY, Kansas City, 99.9 (No. 260); Jan. 25, WIP-FM, Philadelphia, 97.5 (No. 248). In addition, Yankee's WMTW atop Mt. Washington expects to start on 98.1 (No. 251) by summer and has applied to be accredited to Portland, Maine.
TV TO STRUT ITS STUFF: Ten days after it was exclusively reported in these columns (Vol. I, No. 17) the AP reported and the N.Y. Times carried as front-page news the story that President Truman will be televised via coaxial from Washington when he addresses Congress Jan. 15. This first "network" TV broadcast from Washington will include more than the Truman highspot from the Capitol. A 2-hour program by DuMont from its experimental W3XWT studios in the Harrington Hotel is scheduled the same night.

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

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

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

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

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

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

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

GE CORRECTS 'EXPERT': Everybody's an expert on TV these days because nobody really knows all the answers. There was Columnist Leonard Lyons' report last week that the color TV sets made for CBS by GE still are priced prohibitively (he gave $3,150 for the 10-inch, $5,900 for the 16x24), giving impression that's what public might have to pay. GE immediately wired Lyons figures are misleading, are not what public will pay but refer to handmade laboratory models. For example, GE added, first FM sets cost about $2,400 but those eventually placed on sale cost little more than ordinary receivers. But GE did say that "color television receivers when placed on market will compare favorably with black and white television receivers."
MERCHANDISERS LOOK AT TV: Mounting interest in TV as a merchandising medium is indicated by latest "TV Institute" scheduled in Washington, Jan. 29 to discuss retailing, advertising and merchandising aspects. Heading speakers list are David Arons, Gimbel-Philadelphia; Julius Haber, RCA Victor adv. mgr.; Dr. Allen B. DuMont. Session sponsored by Baltimore and Washington ad clubs and Televiser Magazine.

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

Meanwhile, the go-ahead proponents are going ahead. In Chicago Balaban & Katz's WBKB has added 5 more hours to its weekly schedule, and in Washington intensive plans are being made for "showcasing" TV when President Truman is televised Jan. 15 (see story in this issue). As the year began, there were exactly 159 applications on file for new TV stations, 3 having dropped out since publication of our Television Directory (Supplement No. 13) -- Washington Times-Herald, Metropolitan Television Inc. for N.Y., E. Anthony & Sons Inc. for Providence. One has been added -- Hearst for San Francisco.

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

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

NEWS AND VIEWS: A serious contender for new radio facilities in Baltimore is the well-heeled Tower Realty Co., headed by Karl F. Steinman, attorney and businessman, who announced this week the appointment of 58-year-old Maj. Gen. Philip Hayes, retiring CO of the Third Service Command, to head up its radio activities. Thus far it has applied for TV, but is planning also for FM and AM. Baltimore Sun, applicant for FM, recently appointed veteran radioman Don Withycomb as its radio chief .... U.S. Patent Office this week granted F. E. Fischer of Zurich, Switzerland, Patent No. 2,391,451 on the Eidophore system of TV (Vol. I, No. 13) .... The Philco Corp. subsidiary, Philco Radio & Television Corp., has had its name changed to Philco Products Inc.; this is unit handling distribution of products, including radio and TV receivers .... FM and TV have big places on agenda of IRE convention Jan. 23-26 at New York's Astor Hotel, with speakers including FCC Chairman Paul Porter and Dr. Frank B. Jewett .... "A. B." is back on the job at CBS -- Capt. A. B. Chamberlain, chief engineer, after a three-year hitch in the Navy, one of the best and best-known in his field .... Philip G. Caldwell is new sales manager for all GE television equipment .... Leonard H. Marks, ex-assistant to FCC general counsel, has joined Marcus Cohn in forming new Washington law firm of Cohn & Marks.
MULTIPLE FM-TV APPLICANTS: There are a lot of multiple applicants for FM and TV facilities, but relatively few are seeking the allowable limit of 6 FM, 5 TV, as shown in our Supplement No. 26 herewith. In fact, in the TV category, only NBC and DuMont ask for the full limit of 5; Paramount, mainly through affiliated companies, seeks 6. Hearst so far asks for 4; Loew's (MGM), Scripps-Howard, Raytheon, Crosley, Westinghouse, Yankee, the Steinmans, American Broadcasting Co. and Cleveland Plain Dealer, only 3 each.

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

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

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

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

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

Zenith's Gene McDonald declared this week opening of low band would not only protect present low-band FM set owners, but would provide enough more channels to accommodate 500-1,000 more stations. And Zenith's v.p. in charge of engineering, G. E. Gustafson, in a letter dated Jan. 4 to FM broadcasters and engineers recounted
his company's position on 50 mc vs 100 mc FM, doubted whether many stations would be on new band with full output before 1947 (due to transmitter delivery delays, etc.) and concluded, "Thus, low-band FM will continue for some time and may continue indefinitely. Therefore, I ask that you do not hasten any conversion of existing facilities to the point where they will be crippled or reduced in any way. It may be that you will wish to continue to use them."

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

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

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

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

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

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

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

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

Meanwhile, the original plan to televise Mr. Truman evoked some interesting
comment on its political implications. Wrote Columnist Thomas L. Stokes, recalling what Mr. Roosevelt's radio voice meant to him politically:

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

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

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

Already reconverted to new but continuing on old: WHFM, Rochester, which started Dec. 1 on 98.9 mc (Channel No. 255) and will continue also on 45.1; WGNB, Chicago, started Jan. 1 on 98.9 (No. 255) and continuing on 45.9; and the Westinghouse stations: KDKA-FM, Pittsburgh, 94.1 (No. 231) and 47.5; KYW-FM, Philadelphia, 100.3 (No. 282) and 45.7; WBZ-FM, Boston, 100.7 (No. 264) and 46.7; WBZA-FM, Springfield, 97.1 (No. 246) and 48.0; WOWO-FM, Fort Wayne, 95.9 (No. 240) and 44.9; WHEF, Rochester, 98.5 (No. 253) and 44.7.

Shortly to be reconverted and planning also to continue on old frequencies: WENA, Detroit, Feb. 1, 98.9 (No. 245) and 44.5; WSM-FM, Nashville, April, 100.1 (No. 261) and 44.7; WABW, Indianapolis, March 1, 94.9 (No. 235) and 47.3; WGFN, Schenectady, April, 100.7 (No. 264) and 48.5.

Not planning to continue on old and date of starting on new: WABC-FM, New York, date undetermined, 96.9 (No. 245); WBBM-FM, Chicago, date undetermined, 99.3 (No. 257); WTAG-FM, Worcester, Jan. 1, 102.7 (No. 274); WPEN-FM, Philadelphia, Jan. 1, 99.5 (No. 258); WIP-FM, Philadelphia, Jan. 25, 97.5 (No. 248); WDUL, Duluth, Jan. 1, 92.3 (No. 232); WBRL, Baton Rouge, La., Dec. 31, 96.1 (No. 241).

TV TWO-UP ON FM: Electronics Industries calls editorial attention in its current issue to two feats accomplished by TV on Navy Day which it says motion pictures, after a generation of experience, cannot yet approach: 1. A big dinner at the Waldorf was clearly pictured for the TV audience, using only regular hotel lighting which was far too dim for taking any movies. 2. A newsreel dropped from a blimp was hurriedly developed and the negative run through the TV projector, without the delay necessary to print, develop and dry a positive. "Yet," says the magazine, "the television audience saw a perfect positive by the simple expedient of electrically reversing the negative picture. And that's something else Messrs. Pathe and Paramount can't yet do -- project blacks as whites at the flip of a switch."
CBS EXECUTIVE REALIGNMENT: A triumvirate now really runs CBS -- Bill Paley as chairman; Paul Kesten as vice chairman, Frank Stanton as president. These elections by the board this week give us each an opportunity to follow his bent, to function primarily over the field he prefers. The Stanton promotion was a surprise but, like most CBS executive appointments, was another elevation from the ranks; only 38 years old, highly capable and popular with his fellow workers, he becomes administrator of the day-by-day business details of the network.

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

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

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

NEWS AND VIEWS: CBS color TV demonstrations, suddenly postponed from this week, are now planned not later than first week in February .... Fortune Magazine for February, out soon, will carry a study of the television situation; and Saturday Evening Post has scheduled a series on TV by Alva Johnston. Cosmopolitan, too, plans video piece by Bill Davidson in March .... New York World-Telegram, following lead of Times and Herald Tribune, this week began carrying TV program listings .... Just out of Army Air Forces, Harry J. Ockershausen, ex-administrative assistant to FCC general counsel, has joined the Washington law firm of Dempsey & Koplowitz .... Jack Stewart, veteran radio manager, is now radio director of Tower Realty Co., Baltimore applicant for TV, FM and AM .... Scripps-Howard (Washington News) has followed Eleanor Patterson (Washington Times-Herald) in dropping application for TV station in capital, thus leaving 7 applicants (Supplement No. 18) for the 4 available channels; hearing, first in TV, will be held Jan. 21-Feb. 1 .... Already an applicant for 3 TV stations, Westinghouse will shortly file for a fourth -- in Fort Wayne -- later may seek one in Portland, Ore. .... Section 15, Standards of Good Engineering Practice Concerning FM Broadcast Stations, has been slightly revised, and new section is reprinted as Part II, Supplement No. 27, herewith. We suggest you clip it and overpaste in proper place on page 9 in Supplement No. 9 .... Elgin National Watch Co. has signed for 13-week series of Wednesday night signals over WCBW, New York (CBS), thru J. Walter Thompson.
FEW MORE FM APPLICATIONS: They're coming in only in driblets now, the total of FM applicants still short of 750. Since we published our last list a month ago, only 22 more applications have been filed with the FCC — and we report them as Supplement No. 14E herewith. Of these 22, eight are non-AM operators.

Taking these into account along with the several applications dismissed, as previously and currently reported, the total number to date is exactly 745. Noteworthy among those dismissed at request of applicant, is the pre-war file by A. A. Schechter for Providence; now news chief of Mutual, he returned from his Army PRO job with Gen. MacArthur and decided not to carry through his plan to start an FM in his home town.

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

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

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

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

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

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

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

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

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

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

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

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

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

LOCAL STORE'S TV TIEUP: Gertz Dept. Store, Jamaica, N.Y., one of Allied Stores group, will put on a two-week demonstration of intra-store television, beginning Jan. 29. Equipment will be supplied by William B. Still, independent Negro electronics engineer and experimental TV station licensee (W2XJT) in that NYC suburb.
MILLER MEETS PETRILLO: As was to be expected, first direct contact between NAB's President Justin Miller and AFM's James Caesar Petrillo and his board in Chicago Friday brought forth nothing in the way of concrete results. But our correspondent on the spot reported they emerged from their session smiling -- and hopeful. Said Petrillo to newsmen: We want to settle this matter on a national basis. Too bad Miller doesn't have power to act for the industry." Said Miller in an NAB press statement: "Fair-minded men can find a way on an equitable basis to resolve their problems on the dotted line rather than on the picket line."

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

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

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

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

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

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

Contract's new angle is encouragement it gives to film-for-video, fixing royalty rates quite low as against former requirement that royalties for TV films were same as if pictures were to be shown in theaters. Rates: trailers under 4 minutes, $3 per minute of showing time of finished film; short subjects over 4 minutes, $6.75 per minute; newsreels, $3 per minute with minimum of $50 per reel.
WINDY CITY FM HEARING: Seventh FM hearing to be ordered by the FCC -- on Chicago's 19 applicants for that city's remaining 12 available channels -- was announced Thursday but date was not fixed and commissioner not yet designated to hold it. In fact, only FM hearing date yet set is the one for Boston area applicants, which Commissioner Durr will conduct there March 11-22.

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

Asbury Park Press, Asbury Park, N.J. Community.
Hoyt B. Wooten, Memphis, Tenn. (WREC). Metropolitan, possibly Rural.

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

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

NEWS AND VIEWS: February number of FM Journal, first edition of new monthly publication specializing in FM field and published at 103 Park Ave., New York, by Telecasting Publications Inc., should be reaching your desk within a few weeks .... Compton Advertising Inc., which has been conducting research into commercial program possibilities of facsimile, has found its economy and relative simplicity should stimulate its adoption during transition from aural broadcasting to television .... Last Saturday's parade of the doughty 82nd Airborne up New York City's Fifth Ave. was televised by WNBTV (NBC) that day and repeated as a cinetelecast Sunday and Monday nights. Program was sponsored by Esso Marketers, thru Marschalk & Pratt .... Art Goodnow, ex-Westinghouse division chief on AM-FM development, has joined Washington consulting engineering firm of Weldon & Carr.
FCC SAYS 'NO,' BUT—Political repercussions may result from its decision Thursday, turning down Zenith-GE plea for widening FM band to embrace also the 44-50 mc frequencies. Within 4 days from close of hearing on pros and cons (Vol. 2, No. 3), the Commission issued a one-paragraph decision, promising later opinion setting forth reasons for its unanimous edict.

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

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

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

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

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

And the Commission means to hasten TV along -- no doubt of that either, as indicated by Porter's stipulation with counsel that the usual procedure of filing
their "suggested findings" shall be waived. So on this hearing, first on TV and one of the few on a city where demand for channels exceeds available supply, we can expect a decision sooner than usual, probably within 40-60 days.

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

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

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

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

DuMont pointed to experience not only with its New York commercial WABD but with its Washington experimental W2XWT, also described its network ambitions, identified its corporate relations with Paramount (37%% stockholder).

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

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

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

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

Other highlights of the hearing: RCA's figure of $11,000,000 spent on TV up to beginning of war, NBC's figure of $3,000,000, Philco's figure of $5,000,000 ....DuMont's statement that it has recorded all TV programs of WABD on film to help producers and advertisers master techniques ....Bamberger's estimate that rental of New York-Washington coaxial would run about $60,000 per annum, and DuMont's $700-per-month cost for the tie-line from WABD to its new Wanamaker studios....

Philco's claim that radio relay is practical, its promise of TV receivers off the production line by summer ....NBC's statement that in 6 years of operating WNBH in New York it has rented or given its facilities to 174 advertisers ....the statement that 1,000 man-hours of work were involved in recent telecasting of Army-Navy game relayed to N.Y. via coaxial ....DuMont's estimate of a $180 card rate per half hour for TV the first year, $297 the second year, in Washington, and its avowal it expects to have 24%% hours of sponsored time on books by beginning of the third year ....estimates by various witnesses that Washington should have 10,000 TV sets the first year, which Katz predicted would rise to 100,000 within 2 years.

If you're serious about TV, transcripts of the testimony can be secured from Electroporter Inc., 1760 Pennsylvania Ave. NW, Washington. Docket Nos.: Bamberger, 7014; Capital, 7015; DuMont, 7016; Evening Star, 7017; NBC, 7019; Philco, 7021. At 40¢ per page it will cost like blazes. But that's TV -- expensive.
PETRILLO ASKED FOR IT: Looks now like a better-than-even chance that Congress will get to curb the royal reign of the gent with the big cigar. The Lea Bill as amended (text in Part II, Supplement No. 23 herewith) may not have the teeth in it that the broadcasters want. But Jimmy Petrillo, by his many arbitrary actions, asked for it -- and the fact that the House committee voted it out 14-5 last Wednesday indicates the temper of Congress.

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

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

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

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

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

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

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

SEeks TV ON COAST: Dorothy S. Thackrey (New York Post), heiress to the Schiff fortune who also owns WLIR, Brooklyn, KYA San Francisco, and has purchase pending for KMTR, Los Angeles, widens scope of her West Coast radio activity with applications for TV in Los Angeles and San Francisco; estimated initial costs $397,400 and $376,400 respectively -- monthly operating costs, $25,000 each. With Hearst San Francisco Examiner's application for TV, minus the several that have dropped, total pending applications now number 139 (Supplement No. 18).
TV-FM HIGHLIGHT IRE: Highlighting this week's IRE annual meeting in New York, the preponderance of TV and FM exhibits and papers dispelled any doubts as to today's major technical concentration on those fields and pointed to broadcasting's future commercial status. Some 3,000 engineers jammed the Astor Ballroom Thursday to hear CBS's top TV men detail techniques of the uhf color TV. Leading off was Dr. Peter C. Goldmark, the network's research chief, 1946 recipient of IRE's Morris Liebmann Memorial Medal.

Crux of Goldmark's paper was that CBS was putting out a uhf TV signal as strong as that radiated by most powerful New York TV station with one-fifth the power, using a Federal commercial model transmitter. Elimination of ghosts, he said, is achieved by adjustable receiving antenna. RCA engineers presented papers on electro-optical systems, projection methods for home receivers, Image Orthicon, improved Kinescope. Zenith's Deerfield tests, to prove case for widening FM band, were related even as FCC that day was releasing its decision against widening. Other FM papers dealt with GE's Phasitron tube, Finch's "rocket antenna" for his WGHF. Exhibits included DuMont 20-inch cathode tube, Sherron custom-built TV control console, RCA grounded-grid FM transmitter, GE high frequency antenna.

AUTO-TO-HOME VIA FM: Auto-phone FM equipment, employing ordinary dial handset, was successfully demonstrated Thursday in New York by Fred M. Link Corp. Conversation between roving car in Central Park and DuMont's Madison Ave. labs used 152-182 mc band. Link claims 50-mile range, negligible interference and "near future" auto-to-auto, auto-to-home, local and long-distance conversations by dialing into existing telephone lines.

FM TRANSMITTER DATES: Delivery dates are beginning to be named by FM transmitter manufacturers. Federal's Norman Wunderlich told FCC at hearing last week that Federal will begin shipping 250-watt, 1-kw and 3-kw transmitters last week in March. He also said 10-kw transmitters would be available in July. Material has been ordered for at least 170 transmitters, he stated.

RCA was not so specific. Dr. C. B. Jolliffe said RCA transmitters would come off line "this summer and fall." Previously, GE had announced that 250-watt transmitters would be available March 1, and 1-kw and 3-kw units April 1. TEMCO reported almost immediate deliveries.

FM CONVERTER: A small, inexpensive converter, to enable present-day FM set owners to tune in new high FM band, is due Feb. 1 from Hallicrafters Co. Selling for $15, the converter measures only 3x3x4 inches and fits into most cabinets easily. It can be installed by average serviceman, or by handy set owner, Hallicrafters states.

NEWS AND VIEWS: This week's conditional FM grants number only 11 which, added to the 13 of last week, brings total to date to 290, all listed in our Cumulative Log Supplement No. 23 herewith. Attesting to Philco's belief in future of FM and TV, is the appointment this week of William E. Bradley as director of research. Bradley in 1937 helped develop wide-band amplifiers for TV receivers, more recently played a leading part in developing the new Philco Advanced FM System. He succeeds David B. Smith, recently elevated to v.p. in charge of engineering. Emerson will concentrate on low-price TV receivers, which it expects to produce in 1946, according to President Ben Abrams in report to stockholders. Don Lee's pioneer experimental TV station W6XAO, Los Angeles, shut down Feb. 18 to shift to Channel No. 2, on which it starts March 4. P. W. (Judge) Seward, former FCC asst. chief examiner, has hung out shingle as a Washington radio attorney, with offices in Earle Bldg. Back in radio law practice with Hogan & Hartson, after service in Navy, is Lt. Comdr. Corwin R. Lockwood.
CARTOON WITH A POINT: You may get a bang, too, out of Lichty's pointed TV cartoon carried in Chicago Times Syndicate newspapers, so we've secured permission to reproduce it and enclose a copy. We have a small supply left, and will be glad to send you extra copies with our compliments.

POLYCHROME PLEASES PRESS: Given a choice, there is little doubt that the public would choose color television as against black-and-white. And CBS's polychrome images, as finally shown to the press in New York this week, are every bit as good as promised. In fact, they were magnificent; better, even, than Technicolor movies.

But -- is it ready for the public, as monochrome admittedly is? Demonstrated under idealized conditions, is it near enough to practicality to be worth waiting for?

CBS spokesmen admit it isn't ready yet, but say it will be within a year if whole industry gets behind it, or nearly as quickly as they think black-and-white transmitters can be delivered. Hence, they insist, we should wait for it rather than invest huge sums in broadcast and receiving apparatus that will inevitably be rendered obsolete because it cannot be interchanged with or reconverted to uhf operation.

The FCC, final arbiter, only now beginning to take field measurements on CBS's lone uhf transmissions, has given monochrome on the lower frequencies the go-ahead, thus indicating its official policy against further waiting. And among the experts, there is no consensus on the timing question, very few agreeing yet with Columbia's zealous young executives and researchers on their estimate of only another year for practical color TV.

Indeed, even some of the men who worked on CBS's custom-built color apparatus, while certain that TV's ultimate must be color on the uhf, estimate anywhere from 2-3 years before it is engineeringly if not economically feasible. Others go along with rival RCA-NBC's estimate of at least 5 years (Vol. 1, No. 16). So they urge, either publicly or privately, that those willing to spend the huge sums needed for TV, as perfected to now, should not be restrained from doing so.

Nor do they go along with the CBS thesis that today's black-and-white, which is comparable to professional home movies, is so vastly inferior that everything should be halted to wait for color.

CBS's color, as demonstrated, looked better than the color shown by RCA at its recent Princeton show, which RCA says isn't commercially practicable yet. But its black-and-white wasn't nearly as good. Perhaps there was method in the contrasts shown by CBS, perhaps it's only one observer's impression.

CBS ran off a 16mm film which was virtually a "TV commercial," showing subjects like models, merchandise and news events first in monochrome, then in color -- women's gowns, shoes, tapestries, household settings, football games, horse races. If commercial TV, when it comes of age, is as well handled as this
30-minute film was handled, especially the commentary accompanying the pictures, there can be no question about the efficacy of color TV (or even of black-and-white) as an advertising medium.

There were no live subject pickups, presumably because CBS hasn't yet perfected a camera comparable to RCA's remarkable Image Orthicon, which can virtually "see in the dark."

The images were viewed on a CBS-built direct-viewing set with a 10-inch tube magnified by a front lens to about 12 inches, a neat laboratory job perfected under the direction of CBS's 40-year-old research chief and color TV inventor, Dr. Peter Goldmark. Seen for the first time also was a custom-made 22-inch-screen color projection receiver, utilizing the Schmidt optical system, on which was thrown with remarkable detail a 35mm slide; there was no audio because of the absence of an RF tuner in the set, nor was it geared for motion pictures.

The direct-scanning receiver, we were told, contains 39 tubes, which can be reduced to around 25 for commercial production. But we were assured it is not too complicated to operate, could pick up the same pictures just as well anywhere else in the metropolitan area. As for its mechanical color scanner, to which RCA raises such vigorous objections as against an eventual all-electronic color mixer, CBS says it is virtually foolproof, adds very little to cost of the set; hence why wait for fully electronic color?

The Federal-built transmitter atop the Chrysler Bldg., less than a mile away, operated on 480-496 mc, used 20 kw power, covered a full 360-degree arc of horizon. The receiving antenna oriented itself automatically to receive direct signal or reflected signal as it bounced off buildings. There was a complete absence of any "ghost" images. The fact that both transmitter and receiver were built since V-J Day was cited as proof how quickly such apparatus can be put into production. The additional custom-built receivers CBS has ordered from GE for further placement in the metropolitan area, probably to include some department stores later, aren't yet ready for delivery.

CBS continues to make case -- and did so deftly in the "commercial" commentary -- against the presently assigned lower frequencies on the grounds not only of color superiority but of greater efficiency of uhf channels. As for definitive field tests with actual picture reception, they obviously can't be made until more sets are ready. There's a lot of disagreement still about the empirics of these channels, which FCC labels experimental and for which there are no standards.

There isn't much likelihood that CBS's lone campaign against lower band TV will do more than create doubts among potential TV station builders, perhaps cause many prospective set owners to wait for the color system; for the FCC has already given black-and-white its blessing, and such leaders in that field as RCA, DuMont, Paramount and Philco are eager to get going full blast and are actually on the air now. Within the radio industry itself, opinion is divided, most set manufacturers and a strong segment of broadcasters seemingly in favor of immediate TV.

**VARIATIONS IN FM PLAN:** Perhaps you've noticed, among the 296 conditional FM grants thus far (3 more were issued this week) that several communities originally put down for Community Stations have been given Metropolitan assignments. Look at Supplement No. 28, and you will find Metropolitan assignments down for Atlantic City, N.J.; Salisbury, Md.; Winchester, Va. Then, in this week's grants, Hagerstown, Md. is similarly favored. This despite the fact that under the allocation plan (Supplement No. 21) they were earmarked for Community outlets.

Thus it would seem the FCC spoke truly when it emphasized the allocation plan was tentative, subject to changes where appropriate. Exact channels have not yet been specified for conditional grantees, but it is obvious the Metropolitan channels planned for these 4 towns will have to be taken away from the quota of
nearby towns. Where, exactly, those channels will come from, we cannot yet determine in the absence of actual CFS designating channels -- promised soon. Inquiry indicates one of the Atlantic City Metropolitans will probably come out of Philadelphia's allotment.

Then there's Channel No. 230 (Metropolitan). Note that no assignments to this frequency have been made in Area I, while very few designations are for Area II. It is, we are told, the buffer band between Metropolitan and Community stations, to be used either way.

Announced also this week, in addition to the 8 new conditionals, was another FM hearing, date not yet fixed -- on 2 applications from Buffalo Broadcasting Co., operating AM stations WGR and WBKW. This company is under FCC notice to dispose of one of its stations, but filed for the 2 FMs to ensure that each AM has an FM adjunct. This week's conditional grants and their AM affiliates, if any: Hagerstown Broadcasting Co., Hagerstown, Md. (WJEJ). Metropolitan. St. Louis University, St. Louis, Mo. (WSEW). Metropolitan. Radio Projects Inc., Syracuse, N.Y. (Herald-American and Post Standard). Metropolitan.


**LO, THE NOT-SO-POOR MUSICIAN:** Not forgotten are the musicians who pour out sweet strains for the American radio public. Their affairs have made a busy week for Congressmen and industry. Possible next week is vote by House on Lea Bill (HR 5117), aimed at curbing power of Petrillo (Vol. 2, No. 4). Late Thursday, bill was given preferred status by potent Rules Committee, which fixes legislative program for House.

Although NAB President Miller has yet to name members of industry negotiating committee to meet with AFM panel (he's still "riding the circuit"), NAB headquarters was busy this week collating answers to questionnaires on employment of musicians and funds spent for this purpose, being returned by members.

Ban on FM duplication of AM programs was cited by Chairman Lea's House Interstate & Foreign Commerce Committee as a typical example of arbitrary demands on broadcasters by AFM head. "The absurdity of such a demand is apparent. Two orchestras required for simultaneous broadcast would be an anomaly," Committee reported, estimating over $20,000,000 per year exacted in tribute by AFM practices of this type.

**Bill is not prohibition of right to strike,** Committee asserted, but is aimed at abuse of such power. "The right to strike should be exercised as other rights of a citizen. We have free speech, but that is not justification for slander," Committee pointed out.

Opposition to bill comes mostly from pro-labor members on Hill. New York's leftish Rep. Vito Marcantonio, one of 5 voting against reporting bill out, told us he was opposed because "bill is definitely anti-labor. It may become law," he said, "but it will never become effective -- it's unconstitutional."

Industry is on horns of dilemma. Anxious to see some legislative curb on Petrillo, yet hopeful present situation will be cleared up by Miller, broadcasters are uncertain which way to turn. Some warn Miller against machinations of music czar, plump for passage of Lea Bill. Others, hopeful of settlement by Miller, want Congressional action postponed, at least until outcome of present negotiations is ascertained.
LOW-BANDERS PERSIST: FCC opinion on reasons why it turned down FM band-widening petition is expected out next week. It will stress inconclusiveness of Deerfield-Andalusia tests, preponderance of testimony against including 50 mc band. It will also assert present 100 mc FM will provide sufficient outlying coverage — figuring 60-mile radius from 20 kw Metropolitan stations with 500 ft. antenna height over average terrain. Map of Metropolitan channel allocations may accompany opinion to show graphically how present allocations fully cover East, leave large blanks only in sparsely populated western spots as does AM also.

Meanwhile, proponents of 50 mc FM continue fight. Latest move is exemplified in telegraphic request to FCC by Arthur Freed, president of Freed Radio, asking that present low-band transmission continue because of delay in new band transmitter deliveries and time necessary for stations to attain full power output. Also, that Commission order those stations back on air that have discontinued programs due to Petrillo edict, with recordings if necessary, as protection to present FM set owners. Commission acknowledged receipt of wire, has made no reply yet.

On other side of fence, kudos to FCC for decision came from John Ballantyne, Philco president, who issued a press release stating: "The Commission, in the face of intense pressure from a limited number of manufacturers, has adopted the course of action best suited to protect the public interest." But, still unreconstructed, Dr. Armstrong asked, "Are we going to have the best service of which FM is capable, limited only by the laws of nature, or are we going to have one hedged in by regulations and restricted by artificial means?" And Zenith's Gene McDonald, also disappointed, was preparing to enlist farm editors in his unrelenting battle for rural coverage via lower band FM.

SPOT NEWS VIA TV: Before jampacked viewers, DuMont's experimental W3XWT broke news of Harry Hopkins' death Tuesday during demonstration in Washington's Hotel Statler staged by Televiser Magazine in collaboration with Washington-Baltimore ad clubs. The news just happened to hit during telectcast interview with Mrs. Frances Bolton, personable Ohio Congresswoman, first TV images seen by most of the 200 advertising folk attending. Interest in first part of telectcast was intense, images on pre-war DuMont table model being adjudged acceptable-to-good — but not as good as can be shown on newer models. Crowd melted away during mediocre film short which followed, underlining again the necessity for tip-top programming if TV is to make good.

NEWS AND VIEWS: Cowles' application for an experimental facsimile station in Washington, has newspaper fraternity scratching its head over possibilities of a facsimile newspaper delivered into homes via uhf radio. Reason Washington was chosen is because Comdr. T. A. M. Craven, Cowles' radio chief, has headquarters here .... Preoccupation with OPA matters precluded RMA board taking any action respecting dial markings for FM sets at meeting in Chicago Wednesday. Board accepted results of RMA survey favoring channel as against frequency designations (Vol. 2, No. 4) without comment .... Federal's new FM modulator-oscillator unit, now in production, is said to surpass FCC engineering standards for low noise reception level. Company reports it is building 170 FM transmitter units for delivery beginning in March .... Rumors about RKO-Television Corp.'s absorption by parent company's Pathe subsidiary were quashed by the upping of Ralph B. Austrian, exec v.p., to president. He was elected Thursday to succeed Frederic Ullman Jr. who, though he remains a director of the TV company, will concentrate on his duties as president of RKO-Pathe Inc. .... Worthington C. Lent, Washington consulting engineer, has taken in LeVerne M. Poast as partner, and his firm is now known as Lent & Poast. Latter was formerly with Jansky & Bailey, during war had been doing direction-finding research with Bureau of Standards and Army .... Though feeling prevails in some quarters that networks are lukewarm toward too early emergence of FM, American Broadcasting Co. hierarchy is already laying long-range plans for an FM network .... Denmark has sent one of its top radio executives over to study American TV equipment and techniques -- Frederik Heegaard, who is at New York's Hotel Commodore.
WHERE THERE'S SMOKE: By now you've doubtless heard or read the Washington dispatches forecasting FCC Chairman Porter's shift to OPA Administrator in place of Chester Bowles. President Truman may have announced the story by the time you read this; meanwhile, the principals at this writing naturally remain silent. If the long-rumored change for Porter does eventuate, Vice Chairman Paul A. Walker (Oklahoma) becomes acting chairman until Mr. Truman picks a permanent one. Best guess is that, unless he names a man from industry who knows the field as well as Porter does, he may choose Walker whose specialty is public utilities; or else Commissioner Jett, engineering expert who probably wouldn't want job but would be highly acceptable to radio; or Commissioner Denny, only 34, formerly chief counsel whose youth, vigor and technical grasp especially commend him. But the ways of politics, as in previous Administrations, may make it a purely political selection of a total stranger to radio.

ARE HEARINGS NECESSARY? It's probable that FM hearings won't be necessary where supply of channels equals or exceeds applications on file, though there's a school of thought within FCC favoring hearings so as not to preclude future applicants. Situation was pointed up recently with withdrawals bringing number of applicants in Boston and in Providence-Pawtucket areas in line with available channels. Already on file with FCC is petition from combined Providence-Pawtucket applicants asking hearing be dropped and CPs granted without hearing, inasmuch as there are now exactly 6 applicants for the area's 6 channels.

Boston hearing, only one definitely scheduled thus far, with Commissioner Durr assigned to sit on it there March 11, may be dropped on FCC's own motion; or else applicants may get together and move to that end. Originally, Boston area's 9 available channels (WBZ-FM is on 10th) were sought by 11 applicants (Supplement No. 14A). But recent withdrawal of E. Anthony & Sons, plus recent acquisition of control of WHDH by Boston Herald-Traveler, which would indicate newspaper will drop its separate application, brings total down to 9.

Four more hearings ordered by FCC this week -- in cities where demand exceeds supply -- indicated anew tentative nature of allocation plan (Supplement No. 21). Hearing ordered for Washington lists 13 applicants for 11 available channels, though allocation lists 12 channels for capital area. Where deleted channel has gone to, FCC declines to divulge. Other cities where hearings will be held, at dates yet to be set, and number of applicants compared with channel availabilities: Pittsburgh, 9 for 6 (already operating are KDKA-FM and WMOT); New York-Northeastern New Jersey area, 24 for 9 (already authorized are 11 stations, as listed in Supplement No. 4); Dayton-Springfield, 6 for 5.

MORE TV HEARINGS ORDERED: As TV industry awaits FCC proposed decision on winners of Washington's 4 channels, expected momentarily as result of first TV hearing recently conducted by Chairman Porter (Vol. 2, No. 4), Commission this week ordered 11 more TV hearings, but did not fix dates. All are for the cities in which applications exceed supply of allocated channels. Washington result is being eagerly

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awaited since it will show trend of Commission's thinking with respect to who shall get TV franchises in major centers. After "proposed decision," 20 days must elapse before oral arguments, then comes final decision, then 20 days more for appeals.

Cities in which hearings will be held, and number of applications as against number of available channels: New York-Northeastern New Jersey, 13 for 4 (already operating are WNBT, WCBW, WABD); Los Angeles, 13 for 7; Philadelphia, 9 for 3 (already operating is WPTZ); Detroit, 6 for 5; San Francisco-Oakland, 7 for 6; Pittsburgh, 5 for 4; Cleveland, 6 for 5; Baltimore, 4 for 3; Providence, 2 for 1; Harrisburg, 2 for 1; Lancaster, 2 for 1 Community channel. In case of Baltimore, hearing may be called off in view of Tower Realty Co.'s withdrawal of its application this week, indicating intention to wait for uhf color.

Significant is inclusion of Don Lee among Los Angeles applicants. Though it holds a CP for commercial TV, granted before war, FCC has decided to include it among the 13 seeking new facilities. Inquiry reveals Commission policy is to regard present CP holders (Don Lee, Zenith in Chicago, Milwaukee Journal) as new applicants if demand for channels exceeds supply, grant them without hearing only if not. Same procedure was followed in case of NBC's request for reinstatement of its pre-war Washington CP.

For data on applicants, see our TV Directory, Supplement No. 18 Part III. Added since directory was published are Hearst (Examiner) for San Francisco, Dorothy S. Thackrey (New York Post) for San Angeles and San Francisco. Withdrawn since directory was published: Metropolitan Television for New York; Bamberger for Philadelphia; E. Anthony & Sons for Providence; Tower Realty Co., for Baltimore.

CPs FOR CONDITIONALS: Still due, and due soon, are CPs for holders of conditional grants for FM stations. But in working on applications preparatory to issuing the coveted CPs, FCC engineers have found that some of the proposed equipment makes inadequate use of channels. Also, in some other cases, proposed service area is inconsistent with allocation plan. In order to straighten this out, FCC this week reported that it will hold informal engineering conferences with grantees, and applicants, where necessary. Where no difficulty exists, Commission will issue a CP without conference.

Also this week, first sale involving a conditional FM grant arose. Monroe E. England, licensee of AM station WBRK and holder of conditional FM grant for a Metropolitan station in Pittsfield, Mass., asked FCC to grant voluntary assignment of both license and conditional to Western Massachusetts Broadcasting Co. Sale price is reported $150,000. Usual 60-day advertising for other bids is agreed upon. Deal is compounded by fact Western Massachusetts Broadcasting Co., owned by Berkshire Evening Eagle, is itself a recent recipient of a conditional FM grant (Community), which it will drop if sale is effectuated.

SEEK 50 KW NEAR CAPITAL: Originally an applicant for a 50 kw FM at Olney, Md. (Supplement No. 14A), FM Development Corp. (Maj. Armstrong, C. M. Jansky Jr., Stuart L. Bailey) has amended application to specify a 50 kw Rural at Twin Oaks, site of country home of their counsel Horace Lohnes near Vienna, Va., 18 miles out of Washington. New transmitter location would afford good Washington coverage on present band, but would not add Baltimore coverage also as originally contemplated. Site would place station in Area II where applicants, leading proponents of high power FM, would avoid limitation in power inherent in Olney site. Applicant thus becomes one of 13 in Washington area scheduled for hearing (see story in this issue).

WE TAKE YOU NOW TO WASHINGTON: After one false start, Washington-New York TV gets under way Feb. 12 with Lincoln Day activities in Nation's capital. Marking opening of coaxial link between the two cities, first program will be joint affair of NBC, CBS, DuMont. DuMont's experimental TV station W3XWT will transmit program in
Washington; all will broadcast in New York City, plus GE's WRGB, via radio relay, in Schenectady.

Program opens at noon at Capitol building with scene of dome, surrounding areas, interviews on Capitol steps with Senators Wheeler, White, McKellar; Reps. Rayburn, Lea; FCC Chairman Porter. At 12:15 p.m., AT&T film story of coaxial cable goes on air with FCC Commissioner Jett as possible post-film speaker. Ceremonies at Lincoln Memorial begin at 12:30, highlighted by wreath-laying by Gen. Eisenhower.

Gertz TV Flops at Opening: Still struggling at week's end to show good video, Gertz Dept. Store TV demonstration bodes no good for TV, even though the Jamaica, N.Y. store was crowded as a result of publicity. TV screens presented nothing but vague, blurred outlines, especially at press demonstration Feb. 4. Store officials and William B. Still, operator of experimental TV station W2XJ, who built and installed equipment, hoped that new week would crown efforts with success. Breakdown of apparatus at preview disappointed viewers as well as participants. Audio system worked, but video refused to respond to harried efforts of technicians. Onlookers were able to watch operations only through glass partitions built into one wall of studio.

More VIPs Seeking FM: Add to applicants for new FM stations: Capt. Harry F. Guggenheim, USNR, scion of mining family and owner of Nassau-Suffolk County Newday, for Bridgeport, Conn. (to cover rich Long Island area); Midwest Broadcasting Co., headed by Milwaukee's Postmaster John Fleissner, for Milwaukee; the Milwaukee Journal, licensee of WTMJ-FM, for Wausau, Wis. Also applying for Wausau is Morgan Murphy-Walter Bridges group, operating Duluth's FM station WDUL.

These are among the score or more newly filed FM applications since publication of our Supplement No. 14E, and we will report on all of them fully next week in Supplement No. 14F. Illustrating opportunities in FM for small business groups is new application from 4 young Rahall brothers of Beckley, W. Va. All GIs, in various stages of discharge, they are planning deep and eager plunge into broadcasting -- AMs and FMs in Allentown and Norristown, Pa., AM in Beckley.

NBC Film Plans for TV: NBC's big film plans for TV, trumpeted in Hollywood and New York, are reliably reported to call for a 1948 expenditure of $60,000, for which the network hopes to make 12 shorts. Hal Bock, newly named NBC television chief in Hollywood, will try to get them made on West Coast. Network is continuing to make own newsreels, however.

NBC this week also announced it was not considering signing up with any one motion picture producer but "would play the field," setting at rest rumors stemming from TV v.p. John F. Royal's visit to Hollywood. Both Royal and O. B. Hanson, NBC chief engineer, indicated it would take about a year after the network receives its Los Angeles license before it could go on the air. Cost of the transmitter, to be located on Mt. Wilson, was estimated at $750,000.

Fortune: On TV: A psychiatric diagnosis of the U.S. television industry: "Advancing schizophrenia, induced by protracted frustration and characterized by alternating guilt and persecution complexes." Thus, Fortune Magazine for February. The Fortune article tells the story of American TV from the late 20's up to the current CBS campaign for uhf color. Cist is if industry doesn't resolve basic technical disagreement, TV might turn into biggest and costliest flop in our industrial history. On whole, article is favorable to CBS stand on uhf color TV.

Fortune says: CBS plans to petition FCC in spring to allow commercial telecasting in 480-920 me band...by fall, plans to offer uhf, color licenses to all set manufacturers at royalties of 25¢ to $1 per set.
TO VOTE ON LEA BILL: Showdown vote on HR 5117, Lea Bill dealing with Petrillo and his hold on broadcasting, is now calendared for Thursday in House. Bill seems to have good chance to pass, even Rep. Marcantonio, who voted against reporting bill out of committee, saying he has had no support from either AFM or AFL. Only reaction to bill, he admits, was one letter signed by 20 New York musicians, asking that he buck passage. On Friday, Marcantonio issued minority report, taking issue with sweeping character of bill. He especially objected to phrase "and other means" in description of coercive practices, said it could be used to prohibit speech in favor of strike or used against attempt to induce employer to hire more personnel in order to lighten load on workers.

DuPont Keen on TV: When commercial sponsors really take to television, you can expect DuPont to be a leading advertiser of its industrial products. Itself a major contributor to the TV art with plastic gadgets making possible large-screen images, DuPont, through its agency BBD&O, is experimenting seriously with visual broadcasting. Last week it telecast, via WNBT, a full-hour preview of "Cavalcade of America" before an audience of advertising executives, liked it so well it repeated Sunday night, Feb. 3. To insure audience, program was attractively advertised in Sunday newspapers in form of big old-fashioned theatrical handbill.

LABOR'S FM BUSINESS: Reader's Digest for February, in article on "Labor Is Big Business," cites union applications for FM not only to support this thesis but also to make the point that "many labor leaders see FM as the answer to efforts to restrict labor broadcasts over the big networks." Examples given are UAW's 6 applications for FMs in as many cities, the 4 of Amalgamated Clothing Workers Union (Sidney Hillman), the 4 of International Ladies Garment Workers Union (David Dubinsky). Next Monday, ILGWU's radio affiliate, Unity Broadcasting Corp., will file for 2 more -- in St. Louis, Los Angeles, according to Washington counsel, Marcus Cohn.

GE's BALLOON ANTENNA: First it was Westinghouse with its Stratovision system of "spraying" and relaying TV and FM from and to 6-mile high planes. Then last week Army revealed how it had "shot the moon" with radar, crediting the veteran engineer Lt. Col. Jack DeWitt and others with carrying to fruition experiments conducted long ago by the venerable Dr. A. Hoyt Taylor for the Navy and by Maj. Edwin H. Armstrong. Now comes the news that GE has begun experiments looking to the use of captive balloons to widen range of TV and FM by raising antennas skyward. First GE tests took place recently under GE's Dr. W. R. G. Baker, more are planned.

NEWS AND VIEWS: The rich Denver Post, hitherto aloof to radio, may get into swim via FM now that it has a new editor and publisher, Palmer ("Ep") Hoyt, who as publisher of Portland Oregonian has always shown keen appreciation of importance of the medium as newspaper adjunct; city has 10 channels allocated to it, only 2 applicants.... Television may be used at Westminster College, Fulton, Mo., when Winston Churchill speaks there March 5. Balaban & Katz's WBBK, Chicago, is negotiating to pick up the former Prime Minister and possibly President Truman when they appear there, using station's portable equipment to give overflow crowds look in.... Holder of a CP for FM since before the war, WAAT, Newark, reports its FM station (WAAW), using GE equipment thruout, will be on the air by June.... John Lord Booth's WLOU, Detroit, is shifting this month to 96.5 mc, 20 kw.... No more news commentators on WQXR-WQXQ; instead, the New York Times-John V. L. Hogan stations after April 5 will use forum formula entirely on controversial issues.... Newly appointed director of CBS Television Plans Division is Leonard Hole, who will be responsible for planning and developing network's future TV uhf color stations and network.... Ziff-Davis Publishing Co. (Radio News) has filed suit to enjoin Fred Kugel's Television Magazine from using that title, claims it has been publishing magazine under same title since 1938, registered it in 1943.... Paul Hollister, CBS v.p., has resigned to become N.Y. studio representative of RKO-Radio Pictures.
FM APPLICATIONS TOTAL 774: With 36 new applications, minus 5 dismissed or withdrawn, total FM applications as of this date number 774. The new 36 (Supplement No. 14F herewith) include a larger than usual proportion of newcomers to broadcasting -- 24, of which 7 have newspaper affiliations. Among the newcomers, Theodore Granik, attorney and conductor of Mutual's "American Forum of the Air," seeks a Washington, D.C., grant, and the San Francisco Chronicle asks for an outlet there. Approximately 30% of all 774 applicants are new to radio, including a sprinkling of veterans. Newspapers still make up lion's share of applicants not already in AM.

DECISIONS HELD UP: Chairman Porter's peregrinations to White House and OPA this week were so frequent and of such importance (see story on this page) that he had to renege on his promise to announce decision on which of the 6 applicants win Washington's 4 TV channels (Vol. 2, No. 4). Draft of 16-page decision has been written tentatively but not yet agreed upon by commissioners. Decision should be out early next week, after Wednesday regular meeting at latest. Meanwhile, after months of zoning hearings, District of Columbia commissioners Thursday finally consented to allow Bamberger (WOR) to erect 500-ft. tower for its hoped-for capital TV station, for which it has already spent some $50,000 for choice Cathedral Heights acreage.

With Commissioner Jett busy on the NARBA conference, and Denny, Walker and Wills out of town on hearings, the Commission was also unable to issue its opinion on why it turned down Zenith-GE petition to widen FM band. Both documents should be out sometime next week.

DENNY FOR PORTER: Thanks to Paul Porter's maneuvering to go on "leave of absence" from his FCC chairmanship to become OPA Administrator, the regulation of broadcasting, for the time being at least, is spared again from the political influences that once bedevilled it. For it was Porter's idea, which he "sold" to President Truman, that Commissioner Charles R. Denny Jr. should be made acting chairman -- an excellent merit appointment without the slightest trace of political payoff. Porter's formal resignation will come after the Senate confirms him in his new job, which is a foregone certainty.

Up from the ranks, Denny just 4 years ago this month joined the Commission as assistant general counsel, 8 months later became general counsel, then last March was named by President Roosevelt as commissioner. Since boyhood he has been a resident of voteless District of Columbia. Not yet 34 (his next birthday is April 11), he is a graduate of Amherst '33, Harvard Law School '36.

Not only is Denny regarded as one of the brainiest, hardest working and most capable men ever to sit on the Commission, but his remarkable grasp of technical problems is such that he can discuss intelligently even the most abstruse engineering matters, as evidenced at recent hearings on FM and TV. He taught himself the science of radio. His home is a maze of wireless gadgets with which he likes to...
tinker. The news of his appointment reached him Thursday while he was "riding circuit" on radio cases in Georgia.

Porter actually didn't want the Bowles job, with all its headaches, for his heart was in radio, especially in the intriguing subjects of FM and TV which he has taken a prime part in advancing. In talking with him, one suspects he harbors a hope the FCC post may be kept open for him; but it is hard to believe politics will permit such a $10,000 job to remain vacant very long. If Denny retains the chairmanship, as against a new political appointee, Porter will at least have the satisfaction of seeing his policies carried forward by a colleague with whom he has always worked in close harmony.

Already a movement is on foot to persuade President Truman to place Denny's old chief, Col. Telford Taylor, former FCC general counsel, now a prosecutor in the Nuremberg trials, on the Commission. There is talk, too, that the President may reward Leonard Reinsch, his radio mentor, whom he likes, with an FCC berth. Reinsch served as Porter's radio aide when the latter handled publicity for the 1944 Roosevelt campaign, is now back with the Cox radio-newspaper interests but is seeking an AM station of his own in Cincinnati, up for hearing in Washington this Monday.

**TV SCORES FROM WASHINGTON:** If television could offer nothing more than news events as they occur, it justifies its immediate emergence -- and you don't need color in newsreels.

That was the reaction of many who saw the inaugural Washington-New York coaxial telecast of Lincoln Day ceremonies last Tuesday. Consensus of TV enthusiasts was that this was tiptop stuff, that if TV continues to put on programs like this there's no stopping the art.

When press photographers surrounded Gen. Eisenhower at Lincoln Memorial and asked him to repeat his wreath-laying, and when an accompanying brass hat noticeably adjusted his pace to get in step with his chief, viewers had a hearty chuckle. In back of their minds was this thought: We couldn't have seen that in a newsreel.

Such "uncut" versions of a news event emphasize anew the potency and immediacy of TV. Ceremony taking place in Washington was watched not only on the few receivers there but, thanks to AT&T's new coaxial cable, by spectators in New York, 225 miles away. New York reception was just about as good as a local broadcast, though handkerchief-size screens did not do justice to crowds. Projection models offered better images, though they suffered some from loss of illumination.

Especially noteworthy was efficacy of RCA's Image Orthicon for low light levels during shooting of interior scenes at the Memorial. NBC's camera work was good; long shots of Marine Band, of spectators clutching hats against blustery wind, of massed flags snapping in gusty weather, of closeups of Gen. "Ike" and the Lincoln statue. Occasional distortion was marked in film from DuMont's Washington studio, and overcast was apparent in CBS pickup of Congressional leaders and FCC Chairman Porter. Overheard also during exercises were instructions to cameramen and comments from spectators.

One couldn't help but reflect that the show would have been more vivid in color, yet who has ever seen Technicolor in newsreels? And this compared very well with any theater newsreel, was better in fact because it was full-length and unedited. CBS, incidentally, was the only one of New York's 3 telecasters that did not transmit program there, interpreting Mayor O'Dwyer's shutdown of non-essential services due to fuel shortage as reason for keeping WCBW off the air. WGRB, Schenectady, carried the affair via shortwave relay.

Event signaled joint utilization of coaxial on an experimental basis without cost to telecasters. Schedule calls for NBC to use it for Washington pickups Mondays and Saturdays, CBS Tuesdays and Fridays, DuMont Wednesdays and Thursdays.
FIELD DAY FOR LAWYERS: Defendants have been given extension until March 9 to file answers to Dept. of Justice anti-trust suit against alleged TV patent cartel (Vol. 1, Nos. 16 and 17, Vol. 2, No. 1), with some of New York's plussiest law firms engaged for defense. But consent decree is still very much in the wind, though defendants are not all of one mind about what to do. Paramount has offered to "get out of the way" 1) if Scophony will buy back its stock, for which it paid $8,500 plus another $20,000 cash advance, or 2) if Scophony will give Paramount a paid-up license. Other alternative is dedication of patents to public, which would mean end of Scophony here, biggest benefactor from publicity surrounding the suit.

Array of counsel for the defendants lines up thus: for Arthur Levey and Scophony Corp. of America -- Joseph Ollier and Hays, St. John, Abramson & Schulman; for Paramount, Paul Raibourn and Television Productions Inc. -- Simpson, Thacher & Bartlett; for Earl G. Hines and General Precision Equipment Corp. (20th Century-Fox) -- Mudge, Stern, William & Tucker; for Scophony Ltd. of England -- special appearance by Edwin Foster Blair.

For Government, case is in hands of Joseph Borkin, co-author in 1938 with Frank C. Waldrop (now editor of Washington Times-Herald) of the book "Television: A Struggle for Power," whose chapter on "The Somnolent Cinema" refers to the movie moguls and their attitude toward TV in none too flattering terms..."an unwilling fat boy trying to assume the angular position of the ostrich with head in sand."

EVERYBODY RIDES: Current Miller-Petrillo negotiations moved another step forward this week with the setting of April 8, in New York, as date for first meeting between committees representing NAB and AFM. NAB committee numbers 26 and includes representatives of networks, regional chains, affiliates, clear channel stations, independent stations, FM stations, plus NAB Employee-Employer Relations Committee and President Miller's assistants. AFM committee will number 14, including all officers and executive board. Subcommittees, to whittle down this convention-size membership, will probably be picked to carry on negotiations.

Meanwhile, Lea Bill is due to come to vote next week, press of other business keeping it from scheduled House consideration last Thursday. Passage seems to be assured. Rep. Lea has picked up support from all over country, especially small broadcasters, and Rep. Marcantonio is still battling against it with slight, if any, backing (see Vol. 2, No. 6).

THIRTEEN FOR PHILLY: One of our engineering friends called up the other day and pointed out a flagrant error in the FM allocation plan. It seems FCC engineers listed Channel Nos. 264 and 266 for both Philadelphia and Wilmington, Del., only 20 miles apart.

A check at the Commission straightened the matter out. It was an error all right, and Philadelphia should not have been given those two channels. They belong rightfully to Wilmington.

So, we suggest you correct your allocation plan (Supplement No. 21) and delete Channels 264 and 266 from Philadelphia. That now gives the Quaker City 13 Metropolitan channels and not 15 as originally specified.

GOLDWYN CONFIRMS TV PLANS: Louella Parsons broke the story in her Hollywood column the other day, so Sam Goldwyn, the producer, then confirmed the fact that he has completed a study of TV, has worked out a plan with GE engineers to build a station (presumably in Hollywood), spend $350,000 on plant and a like amount annually for operation. When Don Lee's W6XAO converts to its new Channel No. 3 on March 4, he will test a show with the 6 Goldwyn girls he is sending to New York in latter March where he proposes to book them also on TV.
FIRST LABOR CONDITIONALS: Among the 19 conditional FM grants this week (bringing total to 323) were the first to labor unions — CIO's United Automobile Workers, for Detroit; Sidney Hillman's clothing workers (Amalgamated Broadcasting System Inc.), for Rochester; David Dubinsky's Unity Broadcasting Corp. of Tenn. (ILGWU), for Chattanooga. All got Metropolitants. State Radio Council (Wisconsin) was granted 2 CPs for non-commercial, educational FM stations — at Madison and Deerfield. These are the first 2 station in projected 7-station State-owned network blanketing Wisconsin with main studios on the campus of the U of Wisconsin.

One additional applicant for Washington's 11 channels brings number of contestants to 14. Date for Washington hearing was set for March 11.

MCDONALD LAUDS COLOR TV: All out for color TV went Zenith Radio's Comdr. Gene McDonald last week after viewing a CBS demonstration (Vol. 2, No. 5), and he promised that his own Chicago experimental W9XZC will take the air sometime before April 15 on the uhf 500 mc band. He called the CBS show "phenomenal, out of this world." Even second-rate movies in color are made boxoffice successes, he said, arguing against black-and-white, and magazine advertisers are more than willing to pay premium for color. His own firm, he said, won't produce TV sets until color is ready because he thinks that would be an "imposition on the public." There is no great future for TV except on the uhf, he added.

TELEVISION NOTES: Irwin Rosse, Promoter Mike Jacobs' radioman, assures us that all reports on televising Louis-Con loan fight are mere conjecture at this time. There have been no negotiations yet, but Paul Raibourn, Paramount TV head, has had preliminary discussions with Gen. Kilpatrick, Madison Square Garden president, about showing fight at Paramount Theater in New York City .... CBS is continuing uhf color TV demonstrations until end of month, with showings largely to manufacturers, agencies, broadcasters, then will show them irregularly until live pickups are ready in May; an interested spectator last Tuesday was Secretary of State Byrnes .... DuMont announces its technicians will reconvert all its TV receivers in the hands of the public to the new frequencies for a flat fee, making extra charge only if other work is necessary .... Philco's new temporary studio at 17th and Sansom Sts., Philadelphia, is being readied for use about March 8 when WPTZ expects to resume after its changeover to Channel No. 3 (60-66 mc) .... Falaban & Katz TV station WBKB, Chicago, moves to its new channel next month; it goes off the air March 1, returns on Channel No. 4 (66-72 mc) on March 18 .... Hoyland Bettinger, former manager of GE's WRGB, has deal with Harpers for publication of his book, tentatively titled "TV Programming in Practice and Principle."

NEWS AND VIEWS: FM and TV operating problems are prominent on agenda of Broadcast Engineering Conference, resuming after 3-year lapse with sessions week of March 18-23 on Ohio State U campus .... Milwaukee Journal has asked FCC that its WTMJ-FM be classified Rural, requests CP for new equipment, antenna change, increase in service area from 8,500 to 16,287 sq. mi. .... Pushing mobile FM, Bell Labs plans vehicular radiotelephone service first in St. Louis, 30 other cities by end of year .... Jack Poppele, job-gathering engineering v.p. of WOR and president of TBA, has been elected to the board of Veteran Wireless Operator's Asso.; he was a shipboard "sparks" in 1917 .... John Lord Booth, scion of the noted Michigan newspaper family, operator of FM station WLOU and AM station WJLB, Detroit, is filing shortly for FMs, in addition to the AMs already applied for, in Lansing, Grand Rapids, Saginaw, Kalamazoo, Flint. .... RadioOhio Inc. (Wolfe family), one-time eager beavers in the Ohio FM field, are cutting down. Licensee of WELD, pioneer Columbus FM, RadioOhio had applications in for Marion, Portsmouth, Zanesville, Springfield, but has withdrawn all four. Counsel Horace Lohnes gives reasons — costly, unsettled problems of frequency stability in new FM band .... First FM application to be filed from State of Vermont is that of Brattleboro Reformer (see Supplement No. 14F).
READY TO SPEND $293,000: They do things in a big way down in Texas; hence the FM application of the San Antonio Express, new to radio, which states it proposes to spend $293,000 on plant ($125,000-$150,000 for buildings, $75,000 for transmitter, $50,000 for antenna and supporting structure), plus $20,000 per month on operation. Also an applicant for AM, the Frank G. Huntress newspaper would use the same buildings and some of plant for AM if it succeeds in getting that also. Its willingness to spend that much money on FM alone if necessary, however, rivals the record proposed $225,000-$250,000 which San Antonio's WOAI has stated it will spend on FM (see Supplement No. 14B).

Another newspaper newcomer for FM is the Gary (Ind.) Post-Tribune. An additional applicant from the Boston area is Plymouth County Broadcasting Co., for Brockton, headed by Edmund J. Campbell, attorney, and Willis R. Davies, cafe owner. Applying for Woonsocket, R.I., is Joseph M. Viana, music store owner.

Still another new applicant is the newly formed WHOW Inc., ninth to ask for an FM in Baltimore where it also seeks an AM. It is headed by Ben Strouse, manager of Washington's WWDC and son-in-law of Joseph Katz, the Baltimore adman. Each owns 25% of the stock, as do also Ross H. Beville, WWDC chief engineer, and G. Bennett Larson, manager of WPEN and WPEN-FM, Philadelphia.

TV SETS DRIEBLING OUT: You can't buy any of the 10,000 pre-war TV sets from their owners for love or money, and the big makers haven't yet put their promised new lines on the market. Yet, without fanfare and without advertising, Macy's in New York has been selling direct-viewing receivers by Andrea and Emerson since last November. A spokesman for the world's largest department store indicated that about 3 a day have been marketed in this quiet manner.

Andrea sets, also offered through a few other dealers, include a 5-inch tube table model at $134.50; a 12-inch, including 3-band radio (no FM) at $499.50; a 12-inch console combination with automatic record changer and radio (no FM) at $699.50. They were said to have been made before the war, or from surplus pre-war parts. Emerson model has a 10-inch tube with AM and phonograph without changer at $485. Installation runs $25 to $50. Changeover to new TV frequencies of NBC and CBS, which go off the air March 1 to adjust to new channels, is guaranteed for about $25 more. NBC's WNBT plans to return April 5.

SALE DEALS APPROVED: There were no rival bidders for Lit Bros. WFIL and WFIL-FM, Philadelphia, so FCC this week authorized record $1,900,000 sale to Philadelphia Inquirer, first deal consummated under its new 60-day "notice of sale" procedure. Commissioner Durr dissented. Newspaper presumably will now drop its independent application for a new Philadelphia FM, leaving 6 applicants in field (Supplements 14A-14F inclusive). Also approved this week was $280,312 sale of KMTR, Los Angeles, to Dorothy Thackrey (New York Post), also an applicant for both FM and TV in New York, San Francisco, Los Angeles.

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CHECKIN ON PETRILLO: There are still some hurdles to leap before the Lea Bill, passed by the House Thursday by the overwhelming vote of 222 to 43, becomes law. The Senate has to agree to its substitution for the already enacted but milder Vandenberg Bill, which seems certain if the measure goes to the Interstate Commerce Committee (Wheeler, chairman) rather than to the Labor Committee. The conference bill must be enacted by both houses, the President must sign — and then you can expect an AFM court test on constitutionality.

All this will take some more time and then only can FM -- and radio as a whole -- be freed of the Petrillo shackles. FMers, naturally, are eagerly awaiting the signal that will end his ban on duplication of AM musical programs.

You'll find the debate in the Feb. 21 Congressional Record good reading. Only the rabid pro-labor Congressmen fought the bill. Some moderate elements wanted to water down the penalties on the plea they were too broad and might be interpreted to prevent labor's right to strike, but they made no impression.

Petrillo is reaping the harvest of his go-to-hell attitude toward Congress as well as the industry. The debate showed how he left himself wide open to every charge leveled against his AFM: tribute amounting to $20,000,000 a year; union laws that permit him, like a dictator, to annul, amend or promulgate his own rules; his edicts against broadcasts of non-commercial music programs and of music broadcasts from abroad. As much as anything, the AFM ban on military and other non-professional orchestras in civic ceremonies, his untenable Interlochen proscription, cited again and again by legislators, contributed to the easy passage of the bill.

FACSIMILE LICENSEES: Though interest in facsimile is beginning to stir among broadcasters and newspaper interests, little evidence of it has reached FCC in way of new applications. Cowles Co.'s request for developmental facsimile on 107.7 mc in Washington is the only recent one. FCC Rules (Supplement No. 7, Sec. 3.266) permit FM broadcasters, upon application, to transmit simplex facsimile after aural hours; multiplex (simultaneously with aural) under certain conditions.

All facsimile today is non-commercial, experimental. Notable among facsimile pushers are Capt. W. G. H. Finch, licensee of FM station WGHF and experimental W2XBF, New York City; John V. L. Hogan, president of Facsimile Inc. and of the New York Times' WQXR and WQXQ, licensee of experimental W2XR.

Three licenses for facsimile per se have been operating experimentally for 5-6 years in the 25 mc band: RadiOhio Inc., Columbus (WXKUM); WOKO Inc., Albany (WXWVE); Louisville Courier-Journal (W9XWT). Eleven developmental stations specify A-4 (facsimile) or special for facsimile emissions in their licenses or CPs (Supplement No. 5). FCC has placed commercial facsimile in the 470-480 band, and has also designated 106-108 in Area II for facsimile. But, should need for more commercial FM channels arise, 106-108 will be used for that purpose.

BARRAGE OF TV PUBLICITY: Not to be outdone by the ever promotion-minded CBS in the matter of TV publicity, NBC is firing its own barrage of material designed to "sell" television now. Just issued is 64-page, pocket-size, cartoon-illustrated glossary of the workaday language of TV titled "Television Talk," which you can obtain from NBC's New York headquarters. It defines such terms as "inky" and "woof" in addition to some 250 less slangy words and phrases which, if you read them through, really tell the story of TV -- an excellent job. Then, to publicize Washington-New York coaxial telecasts (Vol. 2, No. 7), NBC's WNBT bought big display space in New York newspapers urging set owners to invite their friends in "to enjoy this historical broadcast." And time availability on WNBT is also being currently advertised in the trade press to attract sponsors. On its part, CBS used the trade press with big spreads to quote New York radio editors' comments, mostly enthusiastic, on its color TV demonstrations (Vol. 2, No. 5). CBS was host this week to its affiliates, who are being enlisted to back its color TV campaign.
DEVIATIONS FROM FM PLAN:  One of the Washington Metropolitan FM channels, about which mention was made last week when the FCC announced that 14 applicants were vying for 11 available channels, has gone conditionally to Richard Field Lewis Jr. in Winchester, Va. This became known when the FCC made public this week some of the deviations from its allocation plan. The FCC also reported that one of the Atlantic City Metropolitan channels came from Philadelphia (see Vol. 2, No. 5), and that Hagerstown, Md. got a Metropolitan channel from York, Pa. The exact channels thus shifted from original plan (Supplement No. 21) have not yet been designated.

The FCC report reiterated the tentative nature of the FM allocation plan and stated that it provides the necessary flexibility for getting FM under way satisfactorily. More readjustments will continue to be made from time to time.

That this is the case, was seen in the conditional Metropolitan grant to Capital Broadcasting Co. for Annapolis, Md. -- one of 7 issued this week as shown in Supplement No. 30 herewith which now lists 330 conditionals. Annapolis is not down in the allocation plan for a Metropolitan. The other 6 conditional grants, all Metropolitan, went to Baltimore, Md. There are still 3 applicants for the remaining 3 channels allotted Baltimore -- Hearst Radio, Atlas Broadcasting, and WHOW Inc., the last newly filed this week.

Applicants added for designated (but not yet scheduled) hearings, also announced this week, include Radio Station WJOB, for Chicago; Central Illinois Radio Corp., for Peoria; Bieberbach Broadcasting Corp., for Waltham, Mass. (Boston); Skyland Broadcasting Corp., for Dayton. A CP for a non-commercial, educational station was granted Oklahoma A&M College, at Stillwater, Okla.

TV FIRST NIGHTS:  One immediate effect of the NBC-Radio Dramatists Guild tieup, announced recently, was given expression by Burton Rascoe, New York World-Telegram theater critic. The deal whereby NBC will produce and televise original plays, to be viewed by theatrical producers on home receivers, he says, "will, to a great extent, eliminate out-of-town tryouts." What this means to the theater has Broadway abuzz.

There are details to be worked out. Still to be answered are such questions as whether a play producer will take over play and TV cast with it, Equity rules on rehearsal pay, etc. Favoring the idea are the fillip it will give untried playwrights whose brainchildren may now see the light of electronic day; the increased ability of producers to judge the commercial value of a play which heretofore they have had to judge solely by script reading. To be called "Broadway Preview," the Guild's WNBT program will be produced by the network, which assumes all production costs and supplies cast.

Other TV program notes: Balaban & Katz's WBKB, Chicago, put on motor driving safety show Feb. 12, featuring Evanston (Ind.) police "drunk-o-meter"; reaction was reported most favorable ... CBS "See What You Know," telequiz show, got off to good start over WCBW, New York, Feb. 13, with Bennett Cerf doing the Clifton Fadiman ..., WCBW viewers also saw dancer Katherine Dunham do unique Haitian religious dances Feb. 15 .... First audition by Hollywood studio representatives of original story by TV was presented Feb. 17 when NBC's WNBT televised "Laughter in Paris," by Richard McDonagh, manager of network's script division .... Veteran actor J. C. Nugent plays lead in own comedy, "Knockout," scheduled for Feb. 24 over WNBT.

M-G-M's KMCM FOR FM IN L.A.: Metro-Goldwyn-Mayer reports it recently began the construction of its Los Angeles FM station, will start operation by May 1. Holder of a CP since before the war, station was assigned call letters KTLO but has requested and expects KMCM, now being used in marine service. M-G-M's radio affairs are handled by Herbert Petrey. Loew's Inc., parent company, is licensee thru subsidiaries of AM station WHN, New York, FM station WHNF, New York, and an applicant for FM in Chicago and Washington, TV in Los Angeles.
TV-FM RULINGS THIS WEEK: Confirmed as OPA Administrator Thursday, without any Senate opposition, Paul A. Porter wound up his FCC chores this week end, was prepared to hand over to Acting Chairman Charles R. Denny Jr. Monday. Meanwhile, the short week (which included the Washington Birthday holiday) again held up both the decision on Washington's TV applications and the opinion on the rejection of the Zenith-GE petition to widen the FM band. Porter conducted the TV hearing, in which 6 applicants seek 4 available TV channels, so his vote presumably has been recorded but decision requires full Commission action and should be forthcoming next week.

STRATOVISION PROVING OUT: Westinghouse reported this week that first stratovision flight tests -- over Wilmington, Philadelphia, New York City, New Haven -- show that usable TV and FM signals can be transmitted over a distance of 240 miles from a 25,000-foot altitude with 250 watts of power. First airborne station, a twin-engined medium bomber obtained from war surplus and refitted by Glenn L. Martin and Westinghouse engineers, used 3 frequencies between 100 and 550 mc. Plans call for tests up to 2,000 mc.

MORE TV FRANCHISES: Newest applicant for TV (in Toledo) is George B. Storer's Fort Industry Co., which Lee B. Wailes, recently-resigned manager of Westinghouse stations, joins shortly in an executive capacity. Company proposes $189,000 initial outlay, plans TV applications for other cities later, presumably where its AMs are located. It also now has full house of FM applications on file: Toledo, Atlanta, Miami, Wheeling, Lima, Zanesville.

Farnsworth Television & Radio Co., this week secured reinstatement of its lapsed CP for experimental TV station W9XFT, Fort Wayne. Also granted this week was a CP to Los Angeles Times for an experimental TV in Pasadena, visual power 1 kw, aural 5 kw and channel to be assigned.

BRIEF TV AND CIRCUITS: Our London correspondent reports that British TV plans are slowly but surely getting under way, with current project for reviving pre-war Alexandra Palace transmitter to serve London and to act as "mother" station for 6 other transmitters which will serve some 75% of Britain's population. These presumably will be linked by coaxial with Alexandra Palace, which resumed experimental signals (a tuning note and a black cross on a white ground) in mid-February. Discussions are also under way with the "cinema trades," says our report, whereby public in non-reception areas may get service through looking-in posts probably at local theatres. Maurice Gorham, in charge of the "Light Programme" since its inception, has been appointed BBC officer in charge of TV when it resumes. Meanwhile, London dispatches report Britain's 10,000,000 radio set license fees, which support the BBC, have been doubled from 10 shillings to £1 ($4), and that when regular TV service starts in on May 1 TV set licenses will be twice that, or $8.

NEWS AND VIEWS: Newly formed Lafayette Television & Motion Picture Studios Inc., headquartering for time being in N.Y. offices of Jaffe & McNulty, 400 Madison Ave., announces it has acquired Brooklyn Elks clubhouse, is spending $500,000 to convert it into "largest motion picture and television studios in the East"; officers are Henry Pederson, president; Philip Konof, v.p.; Hyman Goldman, treasurer .... Working under Paul Mowrey, head of the Television division of ABC's Program Dept., Richard B. Rawls, former studio operations manager of CBS, has been named manager of ABC's television operations handling administrative duties .... Latest book due in bookshops Feb. 27 from prolific and authoritative pen of Orrin E. Dunlap, ex-New York Times, now RCA information chief: Radar: What Radar Is and How It Works (Harper & Brothers, $2.50) .... Capt. C. W. Horn, wartime special assistant to the chief of Naval Communications, ex-general engineer and research-development director of NBC, was mustered out last week, leaves Washington in about a month to realize his long-cherished ambition to go into business in Mexico.
ACCELERATING FM ACTIVITY: Concurrent with the present flurry of new AM station grants, mostly for daytime outlets, applications to the FCC for FMs seem to be perking up. Since publication of our Supplement No. 14F, 16 new FM applications have been filed, bringing grand total as of March 1 to 789. Supplement No. 14G herewith lists these newest applications, includes another one for Washington, D.C. — making 15 now vying for that city's 10 channels, hearing on which is scheduled March 11. Most of new applicants are AM-affiliated.

Also granted this week were 15 more conditionals (Supplement 30A), which brings total to 345. Among them were 3 to Dallas-Fort Worth, one to Midwest Broadcasting Co., Milwaukee, whose president is the city's postmaster, John Fleissner. Construction permits covering some of these conditionals, and designating frequencies and powers, may be expected "any day now," according to FCC sources.

Boston hearing on FM has been shifted to new date, April 2, with Commissioner Durr sitting there. For Boston area applicants to date, see Supplements 14A to 14G inclusive.

CLOSER FM SPACING? Recipient of a CP for developmental FM this week, United Broadcasting Co. (Cleveland Plain Dealer) will experiment with transmitter antennas featuring rotating polarization. United's director of engineering, Carl E. Smith, former supervisor of Loran antenna research for Army Signal Corps, believes system may permit closer spacing of FM frequencies, leading to more channels in allocated 88-108 mc band. He expects development will produce transmitter antenna gain of 20 to 30, allow simpler receiver antenna design. Plans call for duplication of United's AM station WHK and MBS programs, giving first service to FM set owners in Cleveland area. United is also applicant for commercial FMs in Cleveland, Columbus, Akron.

COLOR CAMPAIGN CONTINUES: That CBS intends to continue unabated its campaign for color as against black-and-white TV, was emphasized anew in a press release issued Tuesday following a demonstration of its system (Vol. 2, No. 5) to the Columbia Affiliates Advisory Board of 8 broadcasters representing the network's 145 independently owned stations. The CBS tack now is to enlist support for a demand upon the FCC that it "authorize commercial licenses for ultra-high frequency stations to transmit high-definition color television." The ultra-highs reserved for TV are now labeled experimental by the FCC.

Then on Friday CBS demonstrated its color in New York to a party of Senators and Congressmen from the Congressional committees handling radio, whom President Frank Stanton took occasion to address personally. He told them the "issue" is now being taken before the "ultimate court" -- the public. The decision, so far, is overwhelmingly for color, he said. CBS showed color to a random group of 90 TV set owners recently, he said; and, after seeing it, only 12% expressed their satisfac-
tion with black-and-white. In the Congressional party were: Sen. Wheeler (Mont.) and Sen. Hawkes (N.J.); Reps. Halleck (Ind.), O'Hara (Minn.), Howell (Ill.), Harless (Ariz.); Ed Jarrett, clerk of Senate Committee on Interstate Commerce; Elton Layton, clerk of House Committee on Interstate & Foreign Commerce.

The resolution adopted by CBS's affiliates board urged that "the interests of the broadcasting industry as well as... the American public will be served by the early change from the standards of prewar television" and that "the public should be saved the expense of double investment.... the broadcasters the burden of double losses." The press release asserts this resolution was passed following "a demonstration of Columbia's color television on receivers suitable for the home, and a transmitter of commercial design." The resolution endorses Columbia's work "in making it possible at this time for the American people to receive a television service much better than can be rendered under present commercial standards."

Signers of the resolution were: I. R. Lounsberry, WKBW, Buffalo; E. E. Hill, WTAG, Worcester; Clyde Coombs, KARM, Fresno, Cal.; F. C. Elghmey, KGLO, Mason City, Ia.; George J. Higgins, KSO, Des Moines; Clyde Rembert, KRLD, Dallas; John M. Rivers, WCSC, Charleston, S. C.; W. H. Summerville, WWL, New Orleans. Three of these have applications pending for present low-band commercial TV channels -- WTAG, KRLD, WWL (Supplement No. 18).

Only applicants thus far for experimental TV stations on the ultra-highs are: CBS, seeking 480-496 mc for Boston, St. Louis, Chicago and Pasadena; Continental Television Corp., Boston, seeking the 174-180, 186-192, 210-216, 495-515, 630-660 and 780-830 mc bands; Kansas State College, Manhattan, Kan., seeking 500-510 and 900-910 mc.

* * *

At the FCC, it was indicated that any move to commercialize the uhf must be initiated within the industry, accompanied by sufficient field data to warrant setting up standards -- or at least enough to warrant calling engineering conferences looking to standards. Since present low-band TV standards (Supplement No. 9) took a long time to effect, prospects for completely new set of them for ultra-highs are seen rather distant. So far no one has come forth with concrete proposals, it was stated.

As to Commission's attitude toward uhf color, its members who have seen it are deeply impressed but apparently not convinced it is near enough to practicable adaptation to call stoppage on black-and-white. Acting Chairman Denny voiced FCC stand, when asked in interview with Washington News Friday: "Do you think television eventually will be broadcast on the ultra-high frequencies or on the comparatively low frequencies?" His reply:

"Proponents of black-and-white television have requested the Commission to guarantee the video will remain on the lower band for at least five years, to preclude the possibility of junking receivers designed to low-frequency reception. We have refused. Also, we have refused to hold up allocation of low-frequency channels even for a year, at the request of high-frequency color advocates, to provide time for standardizing all transmissions in that range. We have left it up to the public to decide which type they shall invest in."

CAL TECH'S COLOR TV: Uhf color TV in three dimensions, investigated by famed California Institute of Technology under supervision of Dr. Robert A. Millikan, is object of Los Angeles Times' CP for experimental TV (Vol. 2, No. 8). Inquiry into plans shows the Times is putting up $60,000, work to be done by graduate students, projected development of transmitter utilizing 26 to 32 mc band width in the 510-545 mc, 700-735 mc, 885-920 mc bands. The Times is also applicant for commercial TV in Los Angeles and FMs in L.A. and Pasadena.
TVs SILENT PENDING SHIFTS: Ordered by the FCC to vacate their old frequencies by March 1 (Vol. 1, No. 17), all existing commercial TV stations with the exception of GE's WGRB, Schenectady (which retains Channel No. 4), are currently off the air pending reconversion to new channels. New York's 3 plan to return to schedules on their new channels in the following order: DuMont's WABD (No. 5), about mid-March when at least Studio A of its new Wanamaker setup is expected to be ready; CBS's WCBW (No. 2), week of March 15; NBC's WNBT (No. 4), "sometime in April, more likely early than late." Balaban & Katz's WBKB, Chicago, resumes March 18 on Channel No. 4. Philco's WPTZ, Philadelphia, resumes March 8 on No. 3. In addition, the two Hollywood experimentals assigned to the commercial bands (Don Lee's W6XA0 and Television Production Inc.'s W6XYZ) will resume shortly on Channels No. 2 and 5 respectively. The 28-hours-per-week operating rule has been waived by the FCC until next July 1.

CPs FOR MOBILE FM: Long-promised railroad and automobile communications, utilizing FM, received impetus by CPs granted this week by FCC. Denver & Rio Grande Western R.R. was authorized 32 units, using 159.81 mc, 50 watts, for such uses as cab-to-caboose, train-to-train, station-to-train. Yellow Cab Co., Philadelphia, was granted experimental CP to develop cab dispatching system, and Cleveland Automobile Club Co. received CP to experiment with service truck communication.

Philco this week announced plans to produce complete line of mobile, dial-telephone type FM equipment for use in places inaccessible or too costly to reach with poles and wire, such as farms, ranches, mines, logging camps. Transceivers will employ Philco Advanced FM System and its FM 1000 seven-element tube.

PORTABLE TV PICKUPS: TV is going to sell itself, at least at first, on its ability to bring spot news events to the homes of set owners. Consequently, any improvement in portable pickup units, such as the new Philco "suitcase-type" TV camera, is all to the good. The Philco equipment consists of 35-pound cameras and control units so designed that several cameras can be operated from a single portable master control. Pictures are clearer and sharper than was possible in the heavier, pre-war equipment, says Philco. Models of the new cameras were used at Philco's U of Pennsylvania football telecasts last autumn.

Also in the field with a portable camera-transmitter unit is Farnsworth Television & Radio Corp. which late in January told about its work in the Army-Navy guided missile project. Farnsworth stressed the rugged compactness of its equipment and indicated that it could be operated from a storage battery if power line current was not available.

Then there is Remington-Rand's Vericon, a compact, automatic pickup unit, which the company is plugging for industrial use. The Vericon is also an offshoot of the war's guided missile project.

Still tops, however, as far as low-level lighting coverage is concerned, is NBC's Image Orthicon, used so effectively in picking up interior shots from the Lincoln Memorial in the inaugural Washington - New York telecast via coaxial cable Feb. 12 (Vol. 2, No. 7).

ABC SELLS TV TO LOCKHEED: Not yet an operator of TV stations of its own -- though it has applied for them in New York, Chicago, Los Angeles, San Francisco -- American Broadcasting Co. isn't letting any grass grow under its feet in keeping up with television. Its experimental programs over DuMont's WABD have led to the sale by Paul Mowrey's ABC Television Division of 4 Thursday night (8:30-9) programs to Lockheed Aircraft Corp., starting when that station resumes operation in March and advertising the famous Lockheed Constellation plane. Mr. Mowrey was on the Pacific Coast last month, told the San Francisco ad and press clubs that if the FCC approves ABC's application it will have a TV station operating there in 18 months.
TV APPLICANTS DROP OUT: Only 2 applicants now remain for Baltimore’s 3 TV channels, with this week’s withdrawal of Tom Tinsley’s (WITH) application and the recent dropping of Tower Realty Co.’s. This leaves on file applications of Hearst Radio’s WBAL and Joseph M. Zamoiski Co., the latter a Philco distributor. Baltimore’s TV had been designated for hearing. But with only 2 contestants left, need for hearing is obviated unless new applications are on the way. Only one from that area hinting possibility of filing later is Baltimore Sun. Also to be dropped soon is one of the Philadelphia applications involving the Philadelphia Inquirer, recently authorized to purchase WFIL and WFIL-FM (Vol. 2, No. 8). Either the TV application of WFIL or the independent application of the newspaper will be dropped since the principal is now the same. With Bamberger’s (WOR) recent withdrawal this leaves 8 applications still on file for the Quaker City’s 4 channels (Supplement No. 18).

An additional TV applicant is General Television Corp., Boston, now asking for a commercial TV outlet in lieu of its previous application for an experimental. This makes 6 applicants from Boston area for its 5 channels (Supplement No. 18).

ANTI-PETRILLO BILL’S STATUS: Lea Bill was getting along swimmingly this week – wasn’t buried in Labor Committee of Senate as some proponents had feared, but struck snag when Rep. Marcantantio objected to sending it to conference. Senate had appointed conferees to meet with House conferees and iron out differences between Lea and Vandenberg measures. Sen. Johnson (Colo.) heads group including Senators Myers (Pa.), White (Me.), Tunnell (Del.), Austin (Vt.). Since unanimous motion is necessary to send bill to conference, action is delayed until Tuesday when House Rules Committee meets. Rep. Lea has asked Committee to bring motion to House vote. A majority in favor there would send bill to conference.

BEST COLLECTION OF TV DATA: Best job yet done by anyone in collating under one cover the essential data on television is American Television Society’s 144-page book-bound "American Television Directory" just off the presses (ATS, 271 Madison Ave., New York City, $5). Extremely well-edited, it contains definitive articles by authorities on various phases of the art; directories of ATS membership, TV advertisers, advertising agencies handling TV accounts; a chronology of TV progress; bibliography of books, articles, brochures on TV; list of sources of film footage available for TV purposes. If you are at all concerned with TV, you should not only read this book but have it handy at all times for reference.

NEW 5-GRAM PICKUP: Edward F. McClain, of Campbell-McClain, newly formed firm of Washington consulting audio engineers, 2700 Q St. SE., has developed a 5-gram tracking weight transcription pickup. Expected to go into production soon, McClain asserts new pickup will increase life of transcriptions 600%, will give frequency response of 10,000 cycles and more if necessary. KOZY, music-conscious Kansas City FM, will be among first to use it.

NEWS AND VIEWS: Still unreleased at week’s end were FCC’s decision on Washington’s 4 TV grants and its formal opinion on its ruling against two-band FM —both held up because of Paul Porter’s resignation and absence of other commissioners from city, but both now promised for next week .... RCA’s annual report promises TV set deliveries by summer; claims superiority of its “ratio type detector” FM circuit, particularly for low-priced receivers; mentions "Teleran," television-radar development for air navigation; says field test stage reached in its 300 mc TV transmitter development .... "Must reading," if you are contemplating going into FM: Paul A. deMars article "Planning and Building an FM Station" in the February Journal of Frequency Modulation, new magazine published by Telecasting Publications Inc., 103 Park Ave., N.Y. .... Unity Corp. Inc., headed by Edward Lamb, Toledo attorney, which is applicant for FMs in 5 Ohio cities and in Erie, Pa. (Supplement No. 14B), last week was authorized by FCC to construct a 1 kw daytime AM on 1560 kc in Toledo.
WASHINGTON TV DECISION: Because it is the first of its kind, a sort of bellwether of others to come, we publish as Supplement No. 31 herewith the full text of the FCC's proposed decision on TV grants in Washington. Three winners were named -- NBC (WRC), the Evening Star (WMAL), Bamberger (WOR). The fourth channel assignment must yet be decided as between DuMont and Philco. WWDC's application was turned down. Final decision will not come until oral argument is heard on DuMont-Philco and on any other exceptions counsel may take to the proposed findings. Applicants have 20 days from March 7 to file exceptions, then be heard again, and of course may appeal to the courts after final decision. WWDC says its present inclination is to take no action.

It was an unusual decision, in that it left one channel dangling. Reading between lines, is Commission's hope DuMont and Philco might agree to share the channel or set up a joint entity to use it. FCC Counsel Plotkin broached that idea to DuMont Counsel Roberts a few weeks ago, got an explosive "No" answer. But now that the proposed decision is out, there may be a change of heart.

If you are concerned with TV applications, we recommend a close reading of this document to glean Commission's trend of thought. On its reasoning, it granted Channel No. 7 to the Star because it was deemed the most qualified local interest; No. 4 to NBC because of its network plans; No. 9 to Bamberger because it does not now own a TV station. No. 5 is the channel which either DuMont or Philco, or both, will get. So now it looks as though the nation's capital will have regular TV service before the year is out: NBC has most of its equipment available, last week secured its Wardman Park site approval; Bamberger also has had its Cathedral Heights site approved. The wealthy Star is ready to pour money into TV. And whether or not DuMont gets a commercial license, it is already on air with its experimental W3XWT.

TWO VACANCIES ON FCC: Vermont's Ex-Gov. William H. Wills' death last Wednesday in Brockton, Mass., at the age of 63 and after only 8 months' service as an FCC commissioner, will open the floodgates of speculation as to the new makeup of the Commission. There are now two vacancies, one Republican and one Democratic, and it is hard to believe either or both won't be filled soon by President Truman. But your guess on the many candidates who will be offered is as good as ours; indeed, your influence in the matter of suggesting candidates to the White House is every bit as great as that of Washington's amateur politicians. Former Chairman Porter can be counted upon to use his influence to keep Denny in as acting chairman, at least until it becomes certain he himself won’t come back.

FIRST HEARING ON FM: Eleventh hour withdrawals leave only 12 applicants to contend for Washington's 11 FM channels on eve of FCC's first consolidated hearing, with Asst. General Counsel Ben Cottone presiding, in Dept. of Commerce auditorium March 11. Dropping out were Eleanor Patterson (Times-Herald), Crosley Corp., FM Development Foundation (Armstrong, Jansky). Speaking for latter, Dr. Armstrong gave as reason: "When the FCC revises its rules so that we can build a real FM
station, we'll do that. Until then, we don't want to put up a peanut whistle." Crosley says it will stick to Ohio. For other applicants, see Supplements 14A-14G.

At pre-hearing conference Thursday, counsel for the 12 agreed to submit program data in accordance with FCC report on "Public Service Responsibility of Broadcast Licensees" (see story in this issue). They also agreed to submit Monday all program formats and staff organizations so that applicants heard first won't be at disadvantage as against those heard later. Application for an FM in Washington's suburban Silver Spring, Md., was filed this week by Tri-Suburban Broadcasting Co., headed by John W. Kluge, paper products dealer, but it does not become party to hearing since it asks only for a Community Station.

FINALE ON TWO-BAND FM? What may be the last broadside fired by proponents of 2-band FM (unless Congressional pressure is brought to bear, which looks unlikely at this moment) went off this week when Comdr. E. F. McDonald Jr. of Zenith and Maj. Edwin H. Armstrong vigorously dissented from the FCC's opinion, issued this week, on its decision turning down the Zenith-GE petition to widen the FM band.

Said McDonald: "Commission itself requested Zenith to file petition.... Commission ignores first actual field tests of FM on 50 and 100 mc....Commission ignores advice of 7 distinguished scientists (Dellinger, Stetson, Burrows, Beverage, Pickard, Bailey, Armstrong) and accepts theories of its own employee (Norton).... Commission has strengthened the relative monopoly that now exists in broadcasting.... It is universally conceded that the farmer and the rural resident will not get television. This decision means that they will not get FM either."

Said Armstrong: "Commission report virtually admits that its engineering department has made one of the colossal mistakes of radio history.... In addition to the refusal of Commission engineers to face the implications of the tests, the report is full of technical mistakes.... It is now in order to challenge responsible members of the FCC engineering department to appear at the Broadcast Engineering Conference (at Columbus, O., March 23) to substantiate their findings.... Only way facts can be suppressed is by shutting down present 40 mc band before comparative performance of 2 bands can be observed in actual practice by engineers and public."

FCC conclusions were predicated on: (1) Sporadic E interference in 50 mc band; none in 100 mc band; (2) F2 interference in low band; does not affect service in high band; (3) Low-band coverage is not substantially greater than coverage in high-band; (4) Low band shows no substantial advantage over upper band with respect to coverage within expected service areas of FM broadcast stations; (5) Service to farmers living at great distances from cities must continue to come from AM.

FCC REPORT ON PROGRAMMING: While our Standard Broadcasting brethren writhe at the roasting they take in the 139-page FCC report on "Public Service Responsibility of Broadcast Licensees," issued this week, it behooves FMers as well to look sharp. There's plenty of meat in the report, available from the Commission, applicable to AM as well as old radio services. Nor can it be blinked away as merely another "left wing" attack on broadcasting, for it bears the unanimous imprimatur of the commissioners including ex-Chairman Porter. NAB President Miller commented: "The report overlooks, completely, Freedom of speech.... reveals a lack of faith in the American system of free radio....indicates a reversion to that type of government control and regulation from which our forefathers struggled to escape."

It's being sent to all licensees, but if you haven't received one you should by all means see that you do, and read it carefully. Major item in the report is the new breakdown of program structure required to be filed with applications for new stations as well as for license renewals. It also compares promises and performance, discusses "specialized" stations and goes into length of commercials in chapter on advertising excesses. The commissioners hold they have legal authority to take program structure into consideration but disclaim any intention of dictating program content.
FM STIRRINGS: First conditional FM grant to a network came this week with approval of ABC's application for San Francisco. There were only 7 more conditionals in Friday's release (Supplement No. 308), bringing to 352 the total to date. Only significant item was Commissioner Durr's vote to hold hearing on John Perry (Metropolis) grant in Jacksonville, but he was overridden.

Other FM stirrings: Publisher Jack Knight's purchase of 42% interest in WIND, Chicago, which presumably means he will drop his separate Chicago Daily News application for Chicago; NBC's withdrawal of its application for Los Angeles, which still leaves 5 on file -- for Washington, Cleveland, Chicago, Denver, San Francisco -- in addition to its already-operating WEAF-FM, New York; report that the brothers Cortada and George Mayoral will drop their application for New York City (under name of Supreme Broadcasting System Inc.), concentrate on their New Orleans application and others to be filed for Memphis, Houston and other cities.

CBS CAMPAIGN EFFECTIVE: It's idle, indeed sheer smugness, to sit back and think CBS's campaign for color as against black-and-white TV isn't having an effect on the thinking and planning of prospective TV broadcasters, let alone creating doubts in the minds of prospective buyers of televiewing sets.

How deep the impression its color demonstrations is making on broadcasters, is indicated not only by the enthusiasm of those who have seen them but by its affiliates' board resolution (Vol. 2, No. 9). One signer of the resolution, E. E. Hill of the Worcester Telegram & Gazette's WTAG, applicant for black-and-white, now says his company probably will drop its low frequency application. This week, also, the Richards-Fitzpatrick stations WJR, Detroit, and WGAR, Cleveland, as well as KUTA, Salt Lake City, also applicants for low frequency TV (Supplement No. 18), petitioned the FCC to withdraw, giving as their reason they will wait for uhf color. Expected also to withdraw shortly is the Atlasc-Wrigley application (WIND) for Chicago. On the other hand, new applications for low frequency TV are about to be filed by Baltimore Sun and New Orleans Times-Picayune.

Meanwhile, CBS entrenched itself more firmly as inventor as well as advocate of color TV by announcing that Westinghouse, though an applicant for 3 black-and-white stations, has taken out a license on the Goldmark inventions and giving out royalty terms available to "any reputable manufacturer." These range from 25 cents to $1 on receiving sets, depending on retail price, and call for 1% of the net selling price of complete color transmitter and studio apparatus. Westinghouse, of course, manufactures both receiving and transmitting equipment and is producing some of CBS's custom-built TV apparatus.

On top of that, CBS replies to those who say there are no standards as yet for color TV by stating officially that "within the next few months, we propose to recommend to the FCC technical standards for commercial operation of color television" on the uhf. Preparing for this, CBS is still waiting for delivery of its live pickup camera and conducting field intensity tests on its experimental W2XCS.

That CBS will get an FCC hearing on its proposed standards, is a certainty. Whether it can produce sufficient convincing technical data on the basis of experience with its relatively new uhf color station, is questionable. Evidence of other experts on uhf characteristics will certainly be demanded by the FCC. Proponents of uhf undoubtedly will draw heavily on the Government's own wartime findings on uhf, now no longer military secrets.

Consensus seems to be that ultimately TV must find its place on the uhf, which alone afford the channels necessary for color, but there is no agreement as to timing. The black-and-white go-ahead school admits uhf is the ultimate but says neither knowledge of the frequencies nor availability of equipment is adequate to warrant waiting for color; these advocates don't object to CBS's claim of superiority of color nearly so much as they bitterly resent its attacks on the quality of black-and-white. One big manufacturer, President Ben Abrams of Emerson, says color will delay TV. In a New York Times interview Friday, he was quoted as saying
that "the radio set manufacturer does not know how to make color television at a price the public is willing to pay."

As for the reaction of the members of Congress who saw CBS's color last week, it is significant. We asked them what they thought of it. Senator Wheeler (Mont.) liked it but was non-committal otherwise; said he didn't want to be drawn into the argument over color vs. monochrome. But Senator Hawkes (N.J.) said: "Certainly anyone would rather have color. And if I were in the business, I'd examine color very closely before I'd invest heavily in black-and-white. But I'd have to examine the technical aspects more thoroughly than was possible in the hour and a half I spent with CBS."

Rep. O'Hara (Minn.) said he liked it but didn't know enough about the technical problems to make an evaluation. Rep. Halleck (Ind.) said it was "interesting" and "very well done," but no more. Rep. Harless (Ariz.) called it "remarkably superior to anything I've ever seen before, and I've seen a great many television exhibitions. I had no idea color was so well developed. The people in black-and-white better make it obsolete before they get deeper in it." And Rep. Howell (Ill.) said: "Some manufacturers want to freeze TV at black-and-white for 10 years, to get rid of inventories of old prewar and wartime receivers"; he added color should be allowed to go ahead alongside black-and-white.

SATEEVEPOST ON TV: Alva Johnston strives hard to be objective but fails to avoid a somewhat cynical note in the first article of his "Television: Boom or Bubble?" series of three in the March 9 Saturday Evening Post. To the industry reader, he doesn't tell much that is new, dealing in first article mainly with program problems. But he may succeed in belaboring TV in the minds of lay readers. His approach is reminiscent of the iconoclastic attitude of most newspapermen toward the parvenu broadcasting industry during its inceptive stages; today radio is largely manned by ex-newspapermen, is regarded as a goal by most others.

CBS FILMS DOCUMENTARIES: CBS Television has entered 16mm documentary film production field with series of 3 and 4-minute short subjects on New York City activities -- subway, schools, police, fire departments. Shooting has already started on first about firemen's training school. Series is handled by a film editor, two cameramen and director -- latter also being news editor who has been supervising filming of news since summer. Pictures will be shown weekly when WCBW returns to air after adjustment to new channel. Gruen Watch Co. has signed with CBS's WCBW for 20-second film time-signals to run twice weekly, 52 weeks, starting April 3.

NBC ISSUES TV RATE CARD: First definitive explanation of TV station-advertiser-agency relationship is made in "NBC Guide to Commercial Production Procedure," virtually a rate card, issued this week. Costs for air time (offered in 10-minute segments) as well as for rehearsal time and program production are set forth, covering WNBT facilities. Firmly stated is NBC's policy to retain iron-clad control over programs created by agencies and advertisers.

NEWS AND VIEWS: Their answers due March 11, defendants in Dept. of Justice TV anti-trust suit involving Scophony, et al. (Vol. 1, No. 17; Vol. 2, No. 1 and 7) were given extension until April 28 with stipulation they will ask for no more.... First TV station to return to air after reconversion is Philco's WPTZ, Philadelphia, which resumed Friday on Channel No. 3 from new studio in Architects Bldg....Second annual convention of TBA, planned this spring in New York, has been postponed until fall due to unavailability of equipment for demonstrations; TBA meanwhile is considering offering a course in all aspects of TV for ad agencies and their clients to counteract influences at work to discourage sponsors from experimenting with the video medium....A preview of Western Electric equipment, including FM and TV, is planned for Washington consulting engineers Monday, May 11....Ritch & Gwaltney, consulting radio engineers of Raleigh, N. C., have moved their practice to 631 Pennsylvania Ave. N.W., Washington.
'EA' FOR FM EQUALS CP, SAYS FCC: First so-called "Engineering Approvals" (EA) to conditional FM grantees, designating channels, powers and antenna heights, were issued Thursday by FCC. They are the equivalent of CPs. The 15 getting them (see Supplement No. 33 herewith) are first batch of many more promised as fast as Commission can process them, order of issuance to follow order of conditional grants so far as possible.

All but one of this week's 15 EAs went to existing AM operators. Ten got Metropolitans, 5 Rurals. Noteworthy among Rurals were the high power assignments, indicating that the old "superpower" bugaboo probably won't prevail in FM to influence uneconomic and technically foolish power ceilings. However, there's still the problem of getting tubes capable of handling the powers, which in the case of the 5 Rurals range from 134 to 318 kw.

The 15, and all others, must still file so-called "program forms" setting forth their program plans, in accordance with new FCC policy of checking promise-and-performance on license renewals as initiated with its March 7 report on "Public Service Responsibility of Broadcast Licensees" (Vol. 2, No. 10). This form will be numbered 90225, but isn't ready for distribution yet because Budget Bureau hasn't gotten around to approving printing cost!

Since filing the form is merely a routine, the EAs are tantamount to CPs, and the grantees may go ahead and order and install the requisite equipment -- though in some cases antenna structures are subject to approval of the Civil Aeronautics Administration.

The EA procedure is rather circumlocutory, an apparently needless step interposed before CPs. Commission spokesmen admit they don't like it either, for it means additional work for an already overburdened staff. But they say it is only temporary, will be in force only until conditional grantees can file the program forms. After that, they promise, CPs will issue as rapidly as possible -- some as result of hearings, probably many more without hearings because of plenitude in most places of FM channels.

HEARINGS SET ON FM AND TV: As FCC's first FM hearing droned through 5 hot Washington days this week, the Commission released schedules of 12 more FM and 11 TV hearings covering applicants from as many cities (see Special Report herewith for places and dates.) Most of the hearings will be conducted in the cities involved, but a few will be held in Washington. Presiding will either be commissioners or staffmen, the only presiding officer yet named being Commissioner Durr for Boston FM hearing April 2. Cases come up in April, May, June, July.

Despite fact that in some cities there are enough channels to go around, especially in case of TV, Commission has decided to hold hearings anyway. Its position is that this is best way to determine applicants' qualifications; also that it may decide to keep a few channels "on ice" (FM particularly) for possible
later applicants. There is also a disposition to take away an allocated channel now and then from one city (as it has done in case of Washington and several other cities (see Vol. 2, No. 8) and give it to another locality.

When Washington FM hearing started Monday, there were 12 remaining applicants for 11 available channels; but Loew's (MGM) dropped out at opening. The Commission went into huddle and then instructed hearing officer, Assistant General Counsel Ben Cottone, to proceed nevertheless. This, despite strenuous efforts of counsel to be permitted to present their cases in writing; despite noncompetitive character of applications; despite FCC's critical shortage of staff -- so critical that Cottone had to be "borrowed" from Common Carrier Division, whose activities are a far cry from broadcasting.

Unusual interest was manifested at hearing in "program promises" of applicants, apparently in line with Commission's new policy of scrutinizing program schedules under its "Public Service Responsibility" report (Vol. 2, No. 10).

Schedule of TV hearings, which lists applicants, fails to eliminate "dropouts" reported elsewhere in this issue. Yet some of applicants listed have already formally withdrawn with FCC approval (i.e., Yankee, Providence; WJR, Detroit; WGAR, Cleveland). Others are known to be withdrawing, but formal petitions to withdraw have not yet been filed. Fact that hearing dates are now set will hasten these, so that not all those scheduled for hearing will appear.

GOOD NEIGHBOR FM: To demonstrate FM to our Latin American neighbors, RCA is expediting delivery of a transmitter to CMQ, Havana, so that it can be on the air by the time of the Inter-American Broadcasting Assn. meeting there starting May 19. International GE is also sending a transmitter, which may operate independently or in conjunction with another local AM station. And Philco has promised to send 50 to 100 table model FM-AM combinations that can retail, even after import duties, at around $50. American demonstrators will emphasize low cost of both transmitters and receivers, possibility of many more stations (thus meeting, particularly, the Cuban wave length demands at recent NARBA Washington conference), and will stress efficacy of FM in overcoming high noise levels and tropical static. Havana hosts report that some 100 acceptances from U.S. broadcasters, 200 from Mexico, Cuba and other Central American countries have already been received in response to invitations to the conference.

ARMSTRONG'S ROYALTIES: Though he didn't collect a cent of royalty on the extensive wartime uses of his FM patents, and has spent about a million dollars on his Alpine station and other activities in behalf of FM, Maj. Armstrong blinks a knowing eye when asked how he hopes to come out financially in the light of patent expirations in 1950 (Vol. 1, No. 1). That he isn't particularly worried, was manifested last week when he announced new royalty conditions designed to hasten the art. Licenses are available to all on the same basis. Educational and religious institutions get free licenses. World War II vets may defray royalty on transmitters until in financial position to pay. Royalty rates on broadcast stations (generally included in manufacturer's sale price) are based on power; range from $150 for 250 w to $2,500 for 50 kw. On receivers, royalties have been cut about 20% from pre-war — run approximately 1% of the manufacturer's gross selling price, which Maj. Armstrong says returns him about one-half of 1% of the retail purchase price.

INEXPENSIVE FM CONVERTER: Electronics Research Inc., 519 Vine St., Evansville, Ind. (John B. Caraway Jr.), has developed an inexpensive, easily installed one-tube FM converter for switching old receivers to new high band. Caraway doesn't have final cost figures yet, but it's cheap enough so that WMML, local FM station, is furnishing 400-500 sets in its areas with the converter free except for $2.50 installation charge. Hallicrafters has a $15 converter available (Vol. 2, No. 4).
MORE TVs DROPPING OUT: As the FCC this week booked a schedule of additional hearings on TV applications, more and more are dropping out or indicating their intention of withdrawing their applications. Most give as their reason that they intend to wait for UHF color, though none has yet filed for the experimental frequencies assigned for that purpose. More cogent reason, though not usually stated, is that they are being scared off by the high cost of TV.

When we published Supplement No. 18 as our TV directory last December, we listed 141 applications on file. Surveying the scene since then, we find only 8 more have filed or are about to file: Dorothy Thackrey (New York Post), for Los Angeles and San Francisco; Hearst Publications, for San Francisco; Times-Picayune, for New Orleans; Sunpapers, for Baltimore; Fort Industry (Storer), for Toledo; Allen Simmons (WADC), for Akron; Star-Telegram, for Fort Worth.

Thus, applications for TV reached a high of 149 -- but this number has been diminished considerably in recent weeks by formal withdrawals or will be cut by further dropouts which we are advised by counsel are definitely on the way. These number 22 (aside from those affected by the Washington TV decision; Vol. 2, No. 10), and it is a fair guess more will follow. As we get the dope from official and unofficial sources, these have dropped out or will probably shortly do so:

Yankee Network, for Hartford, Boston and Providence; KLZ, for Denver; Marcus Loew, Eleanor Patterson (Times-Herald) and Scripps-Howard, for Washington; Johnson-Kennedy (WIND), for Chicago; Maryland Broadcasting (WITH) and Tower Realty Co., for Baltimore; WTAG, for Worcester; International Detrola and WJR, for Detroit; Metropolitan Television, for New York; WCAR and WJW, for Cleveland; WKY, for Oklahoma City; Bamberger and Philadelphia Inquirer, for Philadelphia (latter, however, intending to pursue TV through its recently acquired W Fil); E. Anthony & Sons, for Providence; Utah Broadcasting Co., for Salt Lake City; Hearst Radio, for Milwaukee (where its WISN is CBS-affiliated).

We will reissue a corrected log of TV applicants when the situation stabilizes itself more; meanwhile, you can safely correct your records according to the foregoing and such other additions or withdrawals as we report them.

TV STATIONS RESUMING: DuMont got WABD back on the air Thursday from its uptown studios, using film on its new Channel No. 5; company now reports April 15 as definite opening date for its new Wanamaker studios, which will link via coaxial with its Washington experimental W3XXW. NBC's WNBT expects now to be reconverted and back on air on Channel No. 4 between April 23-May 6. CBS's WCBW expects to resume on Channel No. 2 early in April, is planning remotes from UNO sessions. Don Lee's W6XAO resumed March 4 on Channel No. 2; Philco's WPTZ March 8 on No. 3; and Balaban & Katz's WBKB (Paramount) resumes on Channel No. 4 March 18.

On the color front, Worthington Miner, CBS video chief, has been telling audiences at network's UHF demonstrations that CBS will have its live pickup unit ready in May; but it is understood Dr. Goldmark already is working with a camera for live color pickups behind closed doors of his laboratory.

COSMOPOLITAN ON TV: Somewhat critical in treatment, but not as cynical in tone as Alva Johnston's current Sat Evepost series (Vol. 2, No. 10), is article on TV in March Cosmopolitan Magazine by Bill Davidson, ex-Yank writer. Title and subcaption just about sum up his story: "Television Is Still Around the Corner. Go ahead and buy a receiving set if you want to watch this interesting industry grow up. But, don't expect it to move into same class with movies and radio for at least 5 years."

TBA SETS CONCLAVE DATE: Promised enough equipment for adequate exhibits, TBA has now fixed the date of its 1946 television conference -- Oct. 10 and 11 at New York's Waldorf-Astoria. Ralph B. Austrian, president of RKO Television Corp., is general chairman. The convention is deferred from this spring and is timed, Mr. Austrian stated, "to coincide with the widespread distribution of receivers to dealers in the nation's leading cities where TV stations are operating."
PUBLIC ISN'T KICKING: Almost as if it came in response to recent official attacks (mainly FCC) on broadcast programming and advertising, is this week's report of National Opinion Research Center of the U of Denver, working under grants from that institution and the Field Foundation, finding 82% of people of U.S. giving radio "excellent" or "good" accomplishment rating. Survey was not radio-sponsored, was nation-wide in scope, covered 2,246 confidential interviews, which authors say should come within 3% of accuracy on basis of survey experience. Full report will shortly be published by U of North Carolina Press.

Asked whether they preferred radio with or without advertising, 62% preferred advertising, 35% no advertising. Another breakdown: 41% "don't particularly mind advertising....it doesn't interfere too much with my enjoyment of programs"; 26% "don't like the advertising....but I'll put up with it"; 23% in favor of advertising....because it tells me about the things I want to buy"; 26% "think all advertising should be taken off." Asked if they would prefer newspapers without advertising, 87% say No, 10% Yes. Also: 81% said they are able to get kind of programs they like when they want to listen; 84% would rather do without movies than without radio; 81% think stations usually fair in giving hearing to both sides of arguments; 75% think radio did best job of all mass media in serving public during war; 13% said they would pay $5 a year to get programs without any advertising.

WESTERN ELECTRIC'S PLANS: Washington consulting and FCC engineers saw preview last Monday of Western Electric's new 54A antenna for FM, known as "Cloverleaf." At same time they were informed by Fred Lack, v.p. in charge of radio division, that WE is moving all electronics manufacturing facilities, except vacuum tubes and components, to newly acquired factories in Winston-Salem, N.C. and Burlington, N.C. Tube factory will be at Allentown, Pa. New antenna is shaped like four-leaf clover, was engineered by Bell Labs for 88-108 mc frequencies, with tower sections fabricated by Blaw-Knox.

EDUCATIONALS GET BREAK: Same engineering standards as for commercial FM (Supplement No. 9) will apply to non-commercial educational FM stations, allocated the 83.1-91.9 mc band, but they will operate under a separate set of rules and regulations. These will be somewhat more lax than rules for commercial FM, placing no limit on multiple ownership (6 is commercial limit), fixing no minimum hours of operation (6 hours per day is commercial requirement) and exempting educational from network rules. FCC this week issued proposed educational FM rules, gave interested parties 60 days to submit comments and suggestions, said they would then be promulgated without hearings or arguments unless demanded. For list of educational FM licenses and CP holders, see Part III of Supplement No. 32 herewith.

NEWS AND VIEWS: Tone of House thinking is indicated in vote this week (309-39) naming conferees to meet with Senate conferees, smooth out differences between Lea and Vandenberg bills....Add to log of experimental TVs (Supplement No. 18) CP granted this week to Kansas State College; research plan envisages video system for small communities, using only 100 watts with simple receiver for both low and high bands....First an AM local (250 w on 1340 kc), then an FM, is plan of Capt. Harry C. Butcher, ex-CBS v.p., recently Eisenhower aide, in applying for new station in Santa Barbara, Cal.; he intends to make his home there....Near TV Channel No. 13 (210-216 mc) is 235-240 mc band newly assigned to "hams" by FCC this week; FM and facsimile emission also permitted amateurs in 27.155-27.455 and 235-240 mc bands....Loew's subsidiary Oak Park Amusement & Realty Co., Chicago, dropping its FM application; Cleveland Plain Dealer also dropping Akron FM, but going ahead with Cleveland, Columbus applications....Executives of 20 railroads and Ford Motor Co. will watch first major test of uhf (153-162 mc) for railroad communications conducted by Farnsworth in Detroit, March 19-21.
OUR FM ALLOCATION MAPS: You will get from us shortly after April 1, and at no extra cost, a set of FM Allocation Maps of the United States, prepared especially for us and printed as part of our service. These maps, 60 in number, will cover the channels No. 221 to 289 (92.1-103.9 mc) -- these being the only commercial channels on which city allocations have thus far been made (Supplement No. 21). We have not included maps for the non-commercial educational FM band (Channels No. 201 to 220) nor Channels No. 281-300, omitting the former because of the very limited use of educational channels as yet, the latter because they embrace Community and Facsimile channels not yet in use. However, we will furnish you 10 extra blank maps so that you can indicate assignments on additional channels when the FCC makes them. The value of these maps as an engineering reference should be manifest; each subscriber gets one full set without charge, but extra sets will be available at nominal cost.

NEITHER MISSOURIAN NOR POLITICIAN: A personable, even-natured, rather diffident chap; a Mormon and very much a family man, with 4 children ranging in age from 10 months to 19 years; an indefatigable worker who knows radio and knows his own mind -- that's Rosel Herschel Hyde. Called to the White House Thursday, he was told by President Truman of his appointment as a Republican member of the FCC succeeding the late Commissioner Wills.

The choice is a particularly happy one because, like Commissioners Denny and Jett, he comes up from the ranks; Hyde is neither a politician nor a Missourian, yet had the hearty endorsement of the two Democratic Senators from his native Idaho (born April 12, 1900 in Downey, pop. 700). He joined the old Radio Commission as disbursing officer in 1928 while still studying law at George Washington U, rose steadily through the Law Dept. to succeed Denny as general counsel exactly a year ago this month.

It looks like the remaining vacancy will be held open, for a while at least, for the possible return of Paul Porter, though a strong campaign is afoot to get the job for Nathan David, just out of the Navy, former aide to ex-Chairman Fly. And if precedent and the predilection of the commissioners who make the appointment are followed, another ranker may get the general counselship Hyde relinquishes -- either Ben Cottone, Vernon L. Wilkinson or Harry M. Plotkin, assistants general counsel, or Jeremiah Courtney, chief of the FCC's Safety & Special Services Division.

FM CONDITIONALS ON THE AIR: Surprising as it may seem, 3 FM conditional grantees are already on the air under special authorizations from the FCC "to make FM service available to the public as quickly as possible." The 3 operating FM stations (non-CP holders yet) are those of the Supreme Broadcasting Co. and Times-Picayune Publishing Co., both in New Orleans, and WHP, Harrisburg, Pa.

Supreme Broadcasting (the brothers Cortada and George A. Mayoral) received its permit Feb. 25, and is transmitting from the Jung Hotel with 25 watts
on Channel No. 237 (95.3 mc). The Times-Picayune began operation March 1 with 3 kw on Channel No. 233 (94.5 mc), using an RCA superturnstile, 3 section antenna at the Howard Memorial Library. WHP's FM adjunct went on March 18 with 250 watts on Channel No. 247 (97.3 mc), transmitting from a single unit antenna atop the Harrisburger Hotel.

All 3 stations had equipment ready for immediate operation and were given the "go-ahead" by the FCC on a non-commercial basis for a 90-day period.

Fact that conditional FM grantees could go on the air before receiving actual CPs was made known at the Broadcast Engineering Conference in Columbus this week by FCC Assistant Chief Engineer John Willoughby. Only qualification, Willoughby said, was that grantees have full engineering data submitted with application, proceed diligently with construction of permanent installation. FCC's purpose, he said, in addition to getting FM stations on the air, is to enable dealers to demonstrate sets as quickly as the new-band receivers come on the market. Consensus of engineers at meeting was that FM grantees, especially those not AM-affiliated, would be most eager to take advantage of new setup.

Willoughby also provoked surprise among attending engineers by telling them that FCC was aiming for 20 kw effective radiated power, 500-ft antenna elevation for Area II Metropolitan stations. Applicants, according to several engineers at Columbus, had expected to cover many metropolitan areas with transmitters putting out 3 or 10 kw, and with lower antenna heights.

At the Commission, it was said that Area II Metropolitan stations would be required to cover designated service areas which, it has been found, will in most cases require the 20-kw, 500-ft ratio. As an example of how this requirement was working out, last week's EAs were pointed to (Supplement No. 33). Only 4 of the 10 Metropolitan EAs followed the 20-kw, 500-ft formula.

PHILCO DROPS, DU MONT GETS NO. 5: Washington's fourth TV channel (No. 5) goes to DuMont, thus obviating the need for further legalistics over the FCC's failure to decide as between Philco and DuMont (Vol. 2, No. 10). Philco withdrew its application this week, announcing it will concentrate on its radio relay experiments for TV and other services. Its Philadelphia WPTZ will be its only TV outlet, for it has decided also to withdraw its application for a station in New York City. Philco's withdrawal leaves 12 in the race for the New York area's 4 available TV channels, scheduled for hearing there July 1 (see hearing schedules and appearances, Vol. 2, No. 11). Also dropping its TV application this week was Unity Corp. Inc., for Erie, Pa.

Thus DuMont becomes the first telescater in the nation's capital, for it already has a low power experimental station (W3XWT) in operation, which will be formally inaugurated as a commercial April 15 coincident with opening of its New York Wanamaker studios. New York shows presumably will be carried to Washington regularly via coaxial and telescast there despite paucity of receivers in capital. DuMont, however, plans to give Washington dealers goodly quota of its first TV sets as soon as they come off production line. As part of speeded production plans, DuMont Friday announced purchase of 150,000-ft. Doherty Bldg. in Clifton, N.J., for expanded factory facilities.

Hailing Philco decision to withdraw voluntarily rather than fight it out for the one remaining Washington channel, Leonard Cramer, DuMont vp, promised to cooperate with Philco relay system, said Washington outlet will be invaluable to DuMont's proposed "nation-wide network." DuMont also has TV applications pending for Pittsburgh, Cincinnati, Cleveland, which with its WABD in New York would give it the 5 limit. It also has close corporate connection with Paramount, which through associated companies plans stations in other big cities.

NBC engineers headed by O. B. Hanson, engineering vp, are pushing work on Wardman Park studio and tower location, are losing time because hotel is unable
to dig up building diagrams needed for remodeling. And Bamberger, after months of wrangling over its $45,000 Cathedral Heights site, ran into more difficulties this week when nearby homeowners took their case to Rep. McMillan, chairman of House District Committee, who promised to carry their fight to Congress. They object to danger of possible collapse of tower, and alleged loss of property values.

**FIRST POSTWAR CPs FOR FM:** You can take the swiftness with which the FCC came out with its Washington FM decision Wednesday -- 5 days after the end of hearings -- as an indication of its desire to get FM going. The 8 grantees (Supplement No. 33A) were the first to be heard at a consolidated hearing, also the first to get outright CPs since the war freeze. They got CPs instead of mere Engineering Approvals (the EAs described in these columns last week) because the cases they presented included the requisite program-promise data.

Though there were 11 applicants for Washington's 11 channels, 3 failed to get CPs. They were not turned down, merely "passed over for further study." Reasons were not officially stated but are variously ascribed as (1) need for further study of applications; (2) Commissioner Durr's desire to reserve some channels for future applicants, notably veterans. The 3 who were "passed over" were Mid-Coastal Broadcasting Co., half-owned by J. V. Cosman, of Federal Radio, who is also half owner with Donald Flamm of WPAT, Paterson, N. J.; Capital Broadcasting Co. (WWDC); Chesapeake Broadcasting Co. (For further data on these applicants as well as on the successful ones, see Supplements No. 14A to 14G).

Also announced this week were 10 more conditional grants (Supplement No. 33A), bringing total to date to 362. A new applicant this week for Dayton, Moraine Broadcasters Inc., was added to consolidated hearing scheduled there May 6. Designated for hearing, but date and place not yet fixed, were all applicants for Bridgeport-Danbury-Stamford, Conn.

**'OPERATION CROSSROADS' AND TV:** When "that thing" goes off at Bikini this summer, television will enable Navy, scientific and press observers to view the results simultaneously from above and at eye level. A preview of what TV means militarily was afforded the press last Thursday when the Navy and RCA revealed one of the war's top secrets at a press demonstration at the Naval Air Station near Washington. The demonstration, using the same kind of receivers that soon will be marketed for the home, also had its civilian implications -- showing how a "TV newsreel camera" can go aloft and telecast precisely what its lens sees. The black-and-white images shown were excellent, except for more flickers than are usual from stationary TV transmitters.

Viewers in the Anacostia air station's gymnasium saw pickups from 2 Navy planes and the RCA "flying laboratory" -- one plane telecasting from over Baltimore and Annapolis, 40 miles away, and the two others telecasting Washington scenes. A bank of RCA 16x20 in. projection screens and 6x10 in. direct-viewing screens were utilized, transmissions from the planes being on 90, 274 and 300 mc.

Navy radio experts described how commanders could -- and during the war did -- use the system to view battle areas from command posts, getting their battle data via TV far better and faster than they could from recon photos or patrol reports. This method accounted in one Pacific battle for 3 Jap ships. And RCA's president, Brig. Gen. Sarnoff, who earlier this week received the Medal of Merit for his war work, foresaw many civilian uses of the system, including airborne traffic control and possible "walkie lookies."

One TV cameraman, representing all 6 existing commercial telecasters, will record "Operation Crossroads" (the atom bomb tests) for later showing to televiewers after the film has been cleared by Navy security. Video companies will also have available all film shot by official photographers. Plans call for near-the-scene robot-plane TV coverage of the Bikini tests, as well as the installation of 2 Navy ATK transmitters on shore only two-thirds of a mile from the blast. The experts and
newsman will watch the telecasts on an ARK receiver on each of the 5 observation ships -- the Mt. McKinley, flagship; Appalachian, press; Panamint and Blue Ridge, VIP observation; Avery Island, electronic test equipment vessel commanded by Capt. C. F. Engleman, head of task force communications.

**CBS COLOR TV (Con'd):** Though practically none besides itself is applying for uhf experimental TV frequencies as yet, CBS continues lining up adherents for its uhf color TV. Having surveyed reactions of TV set owners (Vol 2, Nos. 9 and 10), it is now asking what non-set owners who have seen its demonstrations think. President Stanton reported this week that 7 out of 10 say they are willing to wait one year to "indefinitely" for color, even after monochrome sets are on sale. Survey also revealed that non-set owners would be willing to pay average of 48% more for color receiver with an 8x10 in. screen than for an equivalent black-and-white set. For color receiver with a 16x22 in. screen, they would rather pay 40% more.

High definition, uhf color TV is one branch of broadcasting deriving direct technical impetus from World War II electronic developments, CBS Chief Engineer A. R. Chamberlain told the Broadcast Engineering Conference at Columbus Tuesday. And in Pittsburgh this week, George Moskovics, commercial manager of CBS's WCBW (monochrome station in New York), carried the color TV gospel to the ad club.

And FCC Commissioner Walker, before the Annual Conference on Station Problems in Oklahoma City remarked: "Engineers of the FCC reported that CBS color had great clarity of detail and true rendition of color. It was their conclusion that if the results achieved at this demonstration could be duplicated in the average home, color television is ready for widespread production."

**EMERSON'S $200 VIDEO:** Plans at Emerson are pointed at getting its $200 TV set into the hands of dealers by September. Production starts in June or July. Since Emerson advertises itself as "the largest manufacturers of small radios," its price for TV is indicative of bedrock video sales costs. There has been talk of $100 TV sets, but industry circles are skeptical; too cheap to be workable. Emerson is also going in for intra-store TV. An "intra-tel" system for department store use has been engineered, and company is negotiating with a New York store for demonstration.

**PATTERSON-McCORMICK WON'T DROP:** Fact that Eleanor Patterson (Washington Times-Herald) dropped her applications for both FM and TV in Capital, does not presage similar action by New York Daily News, also seeking both, nor by Chicago Tribune, licensee of FM station WGNB, applicant for Chicago TV and (under name of Midwest FM Network Inc.) applicant for FMs in Milwaukee, Peoria, Grand Rapids, Fort Wayne. Counsel says these will go ahead. Mrs. Patterson is sister of New York newspaper's publisher, cousin of Chicago Tribune's McCormick, big stockholder in both papers.

**NEWS AND VIEWS:** Third and last of Alva Johnston's series of 3 articles on TV in this week's Satelview quotes this new reason for Petrollo's ban on musicians appearing on TV programs: heat of lights spoils varnish on violins, melts resin on bows, warps drums, takes elasticity out of accordions! .... House and Senate conferees met this week on the Petrollo Bill but only got halfway through, meet again March 26 .... Opening program of DuMont's new Wanamaker studio April 15 will include half hour quiz show directed by Tom Hutchinson, sponsored by Mueller's Macaroni; half hour psychological drama by George Lowther; plus film subjects .... FM and TV are on agenda of April 10 afternoon "fact-finding" session of American Assn. of Advertising Agencies convention at New York's Waldorf-Astoria.... Elmer Pratt, ex-FCC examiner, recently with Colladay, Colladay & Wallace, has set up his own office at 1703 K St., Washington .... Ruth C. Roosevelt Eldson, ex-wife of Elliott Roosevelt, is a principal in two new Texas FM applications; she owns 99% of KFJZ, applying in Ft. Worth, and 25% of KABC, applying in San Antonio .... Harvey Radio Labs' 250-watt FM transmitter (Model FMA) is due for delivery June 1; it incorporates the GE Phasitron modulator tube and is 76x25x22 in.
March 30, 1946

(For full story on Veterans Housing Order VHP-1, see Special Report herewith)

**FM stations pass the 800 mark:** As March draws to a close, 32 more applications for new FM stations can be reported (Supplement No. 14H herewith). Of these, 21 are from AM operators, 7 request Community stations. Also announced was Elias Godofsky's amendment of his Brooklyn application to ask instead for Community in Hempstead, L.I., which means one less among the 24 FM applicants set down for New York area hearing July 1 (see FM hearing schedule in our Special Report, March 16).

Veterans figure prominently among new applications -- Lt. Col. Lewis Rock, publisher of Dayton (O.) Journal-Herald; the brothers Tweel, of Huntington, W. Va.; and a group from Allentown, Pa. Also disclosed is fact that Bing Crosby has minority interest in application of Dick Richards' KMPC, Los Angeles.

This week brought 13 more conditional grants (Supplement No. 33B), so total is now 375. Disclosed among new conditionals is Commission's plan to give New Britain, Conn., one of Hartford's 6 Metropolitan channels; also that Pottsville, Pa., originally down only for Community channels, will get a Metropolitan. The addenda and changes reported in 14H bring total applications on FCC's books beyond 800 mark for first time. If you have Supplements No. 14A to 14H inclusive, you have a complete directory of all FM applications to date.

**Why we're not getting sets:** Not steel, not condensers, not resistors, but wood is the bottleneck in radio receiver production. Cabinet makers who make radio consoles -- and all but a few FM receivers and all TV sets will be console-type jobs -- are (1) making furniture for their regular customers, (2) not making radio cabinets because, they say, OPA price increases are too low to allow a profit on the narrow margins on which they operate for the radio trade.

This, and other pricing problems of radio set production, was revealed at an RMA press conference last Tuesday after an industry committee saw OPA Administrator Paul Porter. Parts makers, committee members emphasized, are not producing because increase factors granted last year are not sufficient for profitable manufacture. Shortage of materials, wage increases, etc., must be taken into account by OPA and higher ceilings must be fixed, they declared.

Only 300,000 radio sets, practically all AM table models in plastic housings, were produced from V-J Day to Christmas 1945 by 141 manufacturers, RMA reported. In 1941, some 3,500,000 sets were turned out by only 54 firms.

OPA indicated a sympathetic approach to the radio industry problems. RMA has set up a liaison committee to work with pricing agency officials, and is optimistic about quick action. OPA has lifted price controls from transmitters and completed associated equipment -- amplifiers, modulators, rectifiers, control panels and consoles, TV camera units and projectors, synch generators. It warned, however, that if prices jumped too far out of line, controls would be reimposed. Tube manufacturers were also given a ceiling price jump: 15.5% extra when tubes are sold to manufacturers, 20% when shipped to retailers.

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BIGGEST TV-FM PROJECT YET: By all odds the biggest investment in TV and FM contemplated by any single entity thus far, is the nearly $5,000,000 which the Los Angeles Times proposes to spend. One time owner of what is now Don Lee's KHJ, the newspaper is already holder of a CP for uhf color experimental TV station in Pasadena (Vol. 2, No. 9), being developed in cooperation with California Tech under a $60,000 budget the newspaper is underwriting. The Times-Mirror Co. has also applied for a commercial (black-and-white) TV and an FM outlet to be housed in a Hollywood building and to utilize a common transmitter site atop 5,995-ft. Mt. Disappointment, near Hollywood's famed Mt. Wilson.

It is undoubtedly the most ambitious venture into the new radio arts yet reported, and it is sparked by Publisher Norman Chandler and his consulting engineer, Col. Herbert L. Wilson, who has set up Los Angeles offices at 1000 North Seward St., with Engineer Edward Iannelli in charge.

A 10-story studio and office building, at an as yet undisclosed Hollywood location, will cost $3,000,000, the real estate already having been purchased for $100,000. Both the TV and FM applications must yet go to hearing, but the company is so confident of winning out that it has already had complete architectural and technical plans drawn up and has filed them with the FCC.

The FM station alone represents $279,500, not counting real estate -- transmitter, $94,500; speech input and associated gear, $170,000; antenna, $10,000; lighting, $5,000. The TV items include: transmitter building, $148,000; RCA transmitter, $99,500; antenna, $15,000; water supply, $60,000; auxiliary power, $100,000; cameras and audio equipment, $425,000; scenery and parts, $205,000; furniture, $100,000; film equipment, $20,900; lighting, $10,000; installation, $15,000; engineering, $5,000.

FM LOW POWER GO-AHEAD: In line with its stated policy of encouraging FM stations to get on the air at earliest possible moment, FCC will grant Special Temporary Authorizations (STA) to CP holders. STAs will permit them to broadcast commercially with reduced power until full-power transmitters are available. Nearly all transmitters are made so they can start with 250-watt or 1-kw unit, adding units to achieve higher powers. The STAs are in addition to the several authorizations we reported last week, allowing certain conditional grantees to go on the air non-commercially for 90-day period; frequencies assigned latter are not necessarily the ones they will get when their CPs are issued.

Commission this week also gave assurance that 20 kw, 500 ft. standard discussed by Asst. Chief Engineer Willoughby at Ohio State conference last week (Vol. 2, No. 12) is merely a "guide" for Metropolitan Stations in Area II, not a rigid requirement. Real criterion will be adequate coverage, which will dictate power-height requirements. Examples of variations are the 10 Engineering Approvals for Metropolitans reported in Supplement No. 33.

FEDERAL QUOTING PRICES: Federal Telephone & Radio Co. is quoting $150,000 as price of its 1 kw color TV transmitter with film dissector and basic accessories. Having custom-built some of CBS's uhf color equipment, it has taken no firm orders as yet but says it has "about 6 good prospects." However, it adds, these await establishment of technical standards (which FCC has shown no disposition to do yet) and the issuance of uhf commercial instead of experimental licenses.

FM FORMS SHORTER, SIMPLER: FCC is revising, says it is making shorter and simpler, its Form No. 319 -- "Application for New High Frequency Broadcast Station Construction Permit." Major purpose is to make job of applying for FM stations simpler, particularly for newcomers. Questions will be more directly concerned with FM. Included will be a new Proposed Service section (now Sec. 32 to 35) covering the new program analysis requirements recently propounded. Also, financial statements and engineering exhibits will be "streamlined" for compactness.
MEANING OF ORDER VHP-1: Don't be afraid to go ahead with your plans to put up FM or TV stations, notwithstanding the stringent wording of Veteran Housing Order VHP-1, issued March 26. Both FCC, which issues radio permits, and Civilian Production Administration, which will enforce the order, agree it will be possible to construct many radio stations without interference to the Veterans' housing program.

Both FCC and CPA, responding to inquiries Friday, asserted their belief that a considerable number of grantees could get on the air by limiting construction to absolute essentials. This would mean new radio construction can either come under the $1,000 exemption or permittees can apply to local CPA field offices for authorizations.

Thus there will be no "freeze" such as existed in wartime and, as stated in FCC release, "FCC proposes to continue processing applications with the understanding that the final decision as to whether construction will be authorized remains with the CPA."

So if you get an FCC grant, your way is clear. If you began construction before March 26, you can continue without any kind of authorization. If you can put up your station with construction costs under $1,000, you need no approval. Both those terms are in VHP-1.

But if construction amounts to more than $1,000, you must apply for authorization to the nearest CPA field office. And if there is no tight housing situation in your area, you have a good chance to get CPA approval. National Housing Administration reports that housing is not critical in such communities as Scranton, Pa.; Albany-Troy, N.Y.; Norfolk, Va.; Abilene, Tex.; Panama City, Fla., among others.

In areas where housing is tight, your chances are not so good. Some of the cities where this situation obtains are Washington, Atlanta, Denver, Louisville, Houston, Los Angeles. On the other hand, if in those tight communities you specify building materials not in short supply and if labor is plentiful, you have a better than even chance of getting CPA approval. For a listing of critical building materials, get a copy of CPA Priority Regulation 35.

Indications are that the housing crisis is going to change from time to time, from area to area. Norfolk, for example, not now considered a tight area (it has a 3% vacancy rate), only last year was one of the most critical, with a 1.4% vacancy rate. So your local picture may be desperate one month, less critical later. How long VHP-1 will remain in effect, no one in authority will venture to guess.

VHP-1 puts into effect a sort of priority system on building materials and labor. It does not forbid commercial construction in toto.

Issuance of the housing order struck the industry like a bombshell -- especially equipment manufacturers who have been promising early spring or summer delivery of new transmitters, let alone FM-AM combination receivers. For a brief spell, it was felt that all radio construction, particularly FM and TV but also including AM, must come to a stop. Some well-entrenched AM broadcasters even chuckled over the prospect of seeing the parvenu TV and FM set back perhaps for years.
But the joint FCC and CPA statement Friday served at least to ameliorate the blow, indicated that much construction can go forward as planned, roused strong hopes that restrictions will be only temporary.

It was apparent that the FCC was taken unaware by the CPA order, had not been consulted in advance, for its members confessed their puzzlement over their next step during the several days elapsing between issuance of the CPA order and their statement. Nor was the NAB apprised of the proposed restriction until it was issued to the press. On Friday, A. B. Willard Jr., NAB executive v.p., said NAB would file a brief with CPA asking it "to consider the problems created for the various phases of radio broadcasting by the CPA order virtually prohibiting commercial construction."

NAB will explain that predicted broadcast expansions, expected to provide 25,000-50,000 jobs directly and many more thousands indirectly in radio manufacturing industries, cannot be expected if the order sticks. NAB forsees curtailment of the 100 new TV stations predicted by the end of 1947 and the 2,000 FMs expected within 3 years, said Mr. Willard.

FULL TEXT OF FCC STATEMENT ON ORDER VHP-1, MARCH 29

The Federal Communications Commission today issued the following statement concerning the relationship of the Civilian Production Administration's Veterans' Housing Order VHP-1 and the radio licensing policies of the Commission:

During the war the Federal Communications Commission in cooperation with the War Production Board and the Board of War Communications adopted certain policies which substantially "froze" civilian radio production and installation. This freeze was essential because the same materials, factories and personnel were essential to the war effort.

The Civilian Production Administration and the Federal Communications Commission believe that the situation is now materially different and that except for the actual housing structures and facilities (e.g. transmitter houses, studio buildings, etc.) the construction of radio stations would have no adverse effect on the Veterans' Housing Program. It is pointed out that the CPA limitation order does not halt the construction of radio towers, panel boards, transmitters and other similar apparatus or equipment and that the erection of new buildings can go forward if the new construction does not cost in excess of one thousand dollars. If the cost exceeds one thousand dollars, the program must be submitted to the nearest CPA office for authorization where it will be measured by the yard stick of essentiality and non-deferability.

The one thousand dollar figure is the ceiling also for building repairs and alterations. However, there is no cost ceiling on repairs to mechanical equipment.

In view of the above the CPA and the FCC further believe that by limiting the housing plans for radio stations to absolutely essential construction a considerable number of permits will be able to operate satisfactorily until materials for more elaborate structures become available.

Therefore, the FCC proposes to continue processing applications with the understanding that the final decision as to whether construction will be authorized remains with the CPA. The CPA wishes it emphasized that the issuance of a permit by the Commission does not mean that the required construction will be authorized.

The FCC also stressed that requests for the interpretation of Housing Order VHP-1 should be addressed to nearest Civilian Production Administration construction office and not to the Commission.
BACKFIRES AND MORE DROPOUTS: Even as the TV go-ahead proponents were building backfires against CBS's wait-for-color offensive, still more TV applications were withdrawn this week. Latest withdrawals: Loyola University (WWL), New Orleans; and three from Pittsburgh -- Scripps-Howard, WCAE Inc. (Hearst), and Allegheny Broadcasting Co. (KQV). Thus Maison Blanche (WSMB) and the still-to-be-filed Times-Picayune applications are the only ones left for New Orleans' 5 channels; Westinghouse and DuMont alone are now seeking Pittsburgh's 4.

In its annual report for 1945 issued Tuesday, CBS again whacks black-and-white, reasserting its conviction that "until a full-fledged television audience is created, there can be little expectation of the income necessary to put television on a self-supporting basis." For this reason, it states, it "militantly sponsors color television in the ultra-high frequencies" -- so militant a campaign that it has accounted in large part for the many dropouts (though TV's high cost is doubtless an even stronger factor).

Before Cleveland's Federation of Women's Clubs, NBC's Jack Royal countered the CBS campaign by asserting: "There are some who -- crying in the wilderness -- are suggesting that television should wait for color. I feel that to be an absurd statement. Our country was not made great by waiting. Progress never waits."

This statement came shortly before Radio Daily took a poll of newsmen covering the UNO sessions who were asked after watching TV coverage on 12 RCA video receivers in the "overflow chamber" at Hunter College: "Do you think television in its present black-and-white form is acceptable, or should it wait for color?" Radio Daily said 80% of those polled were for today's TV, against waiting. But it did not indicate how many of the 700 correspondents were polled.

NBC immediately seized upon this for publicity purposes. It also got a good news play on its UNO video job, which included closed-circuit transmissions to 6 more TV receivers in Radio City besides the room-to-room showings at Hunter College. There were no telescasts on the air because its WNBT is shut down for reconversion to new channel. Images generally were reported excellent.

THE HOPE IS FM: FCC's provocative Blue Book on commercial broadcasting (Vol. 2, No. 10) has apparently signalized an open season for radio critiques. Whether by design or coincidence, two books that also give radio a hiding have just been published -- Charles A. Siepmann's "Radio's Second Chance" (Little, Brown & Co. $2.50) and Morris L. Ernst's "The First Freedom" (McMillan, $3). Both see in FM, with its potential of many more stations and more, better and specialized programs, the answer to their objections to present broadcasting. Siepmann, British-born, ex-BBC employee, recent FCC consultant, doesn't like the "economic controls" he discerns being exerted over today's radio, uses FM as the cue for his title. His book is literally a restatement of the FCC Blue Book (now available from the Commission in printed form) and of Commissioner Durr's recent speeches. Mr. Ernst, crusading New York attorney, preaches his perennial theme -- "the curse of bigness" -- and includes chapters on newspapers and movies as well as radio.

ALL FROM ONE TOWER: Twelve FM, 6 uhf color TV, 4 black-and-white TV antennas, plus various pulse-time modulation units for microwave transmissions -- these and other radio services will be possible simultaneously from the single 300-ft. tower which Federal Radio & Telephone Co. is installing at Nutley, N.J. That such common antenna towers should be used by TV and FM broadcasters, sharing them rather than each building his own, was recommended by Col. Soesthene Behn, IT&T president, at the ground-breaking ceremony last week. Project, scheduled for completion by end of this year, incorporates (after fashion of Paris' famed Eiffel Tower) facilities for housing transmitters, studios, lounges etc. at base of tower and on platforms part way up. Eiffel Tower, incidentally, is now being turned back to French by Army Signal Corps, according to Paris dispatches, and all U.S. radio equipment is being dismantled and shipped back to States.
TELEVISION NOTES: DuMont stockholders voted this week to increase Class A stock from 1,120,000 to 2,440,000 (only 1,046,040 outstanding), and amended charter to provide that Class A stockholders elect 5 of company's 8 directors instead of previous 4; Class B stockholders (who include Paramount) elect 3 instead of 4. Increase in stock permits acquiring additional funds when needed. Washington TV grants (Vol. 2, No. 10) were complicated by Evening Star's petition this week for Channel No. 4 or 5 instead of No. 7 first designated; claims low frequencies better, equipment more readily available. FCC accordingly gave all parties, including DuMont which gets the fourth channel in view of Philco's withdrawal, until April 8 to make channel claims, and may then assign without holding scheduled April 17 oral arguments. RCA is now converting TV sets to new channels, charging service fee; and Television Technicians Inc. (George F. Duvall) 7911 Third Ave., Brooklyn, is converting sets in New York area for $15 including pickup and delivery.... Loew's is one film concern unafraid TV will hit movie-going habits; it feels that once the novelty wears off, people, being gregarious, will resume weekly visits to movie around the corner, according to recent Loew's Theaters Newsletter. American Broadcasting Co., planning to expand its TV dept. in June, reported lining up General Motors for commercial video. Applicant for TVs in New York, Chicago and Waltham, Raytheon Mfg. Co. this week named J. Ernest Smith, with RCA research for last 12 years, as head of its microwave communication engineering.... Facilities for screen projection of TV are included in plans for new 2,500-seat movie house which RKO plans in Far Rockaway, Long Island. Answer to TV studios' torrid temperatures is reported found by DuMont -- a glass shield that absorbs 90% of light's heat. DuMont is said to be dickering for sole distribution rights with American Optical Co., developer of heat sponge. Milwaukee Journal reports its TV station WMJT, for which it has held a CP since prewar, should be on air late in 1947. RCA claims improved TV signals, particularly in service area fringes, with new antenna-receiver cable utilizing new plastics for uniform separation of wires.

VETS BECOMING 'HAMS': Look for a big market for amateur radio equipment, now that so many radio-trained veterans are back in mufti. William J. Halligan, chairman of NMA amateur activities section, forecasts more than 1,000,000 "hams" within the next few years. He predicts an early addition of 250,000 to 500,000 inasmuch as Government, unlike post-World War I period, is now encouraging the amateur. Many stores are already promoting surplus war equipment suitable for "ham" stations. Amateurs in past have been backbone not only of radio's technical manpower, but have been responsible for many of the major developments in electronics arts.

NEWS AND VIEWS: Petrillo Bill, approved this week by Senate-House conferees with one minor change -- word "extraction" replacing "tribute" -- repassed House Friday 186 to 16, and Senate is expected to act next week. Next, NAB industry committee meets April 7 in New York to prepare for sessions with Petrillo and AFM board next day.... Col. Jack DeWitt, Army radar's shoot-the-moon expert, recently CO of Belmar, N.J., radio labs, formerly chief engineer of Nashville's WSM and WSM-FM, got his discharge last Monday, is contemplating consulting practice in Washington.... Finch Telecommunications announces two new types of facsimile transmitter-receiver units, reproducing 30,000 and 9,600 words per hour respectively. Early fall delivery is expected for the 75-lb, 16x16x12" machines. Units can be used on any channel handling subcarrier frequency of 1.3 kc (300-2300 cps).... Detroit News' WENA went on the air this week with new 1 kw REL converter for dual operation on 44.5 and 96.9 mc bands.... Philadelphia Inquirer, keen about radio since acquiring WIP and WIP-FM, will underwrite Temple U's new School of Radio.... NAB President Justin Miller wired President Truman Friday urging remaining vacancy on FCC (Democrat) be filled by practical broadcast operator, asserting radio is not a public utility yet many members have been named from utility regulatory bodies or utility interests.... Capt. Pierre Boucheron, Farnsworth general sales manager, is now also managing company's broadcast division in charge of all AM, FM and TV activities.... Your set of 60 FM Channel Maps, plus extra blanks, which we are printing as a service to subscribers, will be in mails to you in about a week.
LATEST ON HOUSING ORDER: Further inquiries at CPA this week about impact of Housing Order VHF-1 (Vol. 2, No. 13) elicit these developments: 1) There's no use getting too perturbed over the order until CPA interprets it further and shakes down its field staff. 2) CPA is awaiting a report on industry's status, due from the FCC, before ruling on radio portion of ban. Meanwhile, NAB and TBA are filing briefs asking for liberalization in cases of radio construction, emphasizing many jobs and opportunities for vets in FM and TV. Several transmitter manufacturers have also filed appeals, pleading that unemployment will result if FM and TV are held up by too literal interpretation of order.

FM ALLOCATION MAPS: Our book of 60 FM Allocation Maps, covering commercial channels by cities, goes into the mails to you next week from our printer -- Supplement No. 21A. If you are concerned with FM, these maps should prove as useful to you as our previously published set of 13 TV Allocation Maps (Supplement No. 24) was to our clients concerned with television.

Our FM maps cover Metropolitan and Rural Channels No. 221 to 280 (92.1-103.9 mc). We did not prepare maps for Non-Commercial, Educational Channels No. 201-220 nor for Channels No. 281-300, because no channel assignments have yet been made on them. However, we have included 10 extra blank maps in your set, to be used as additional channels are assigned, and extra copies of these blanks will be made available at nominal cost.

We are indebted to the engineering department of Mutual Broadcasting System, and to its director, Col. Esterley C. Page, for the technical data that went into these maps. There is no extra charge for your set of FM Allocation Maps, but clients only may obtain extra sets at $15.00 each.

FCC RADIO SET SURVEY: FM and TV broadcasters have an enormous "promotion and circulation" job ahead of them if they hope to capture the ears and the eyes of the American audience. For it's a rather lugubrious picture of FM and TV set production prospects that the FCC paints in reporting this week on results of its survey of set manufacturers. Four out of 5 receivers scheduled for "probable production" this year, the report shows, will be AM sets only, including the expected deluge of cheap table models, portables, auto sets -- always the bulk of receiver production. Out of a total anticipated production of 21,129,760 units, less than 10% will include FM; and only about 115,000 TV receivers are in sight -- if the FCC report is to be believed.

Questionnaires were sent to more than 300 manufacturers, 85 of whom replied. But the FCC says only 4 of those not answering may be classified as large-scale producers. Here's what the 85 reported they expect to produce:

AM band only, 16,736,862 units, or 79.2%; AM-FM band, 1,689,750, or 8%; receiver type unspecified, 2,481,300, or 11.7%. None of the other categories ran as high as 1% -- FM band only, 86,286; TV band only, 44,706; AM-FM-TV combinations, 54,606; miscellaneous, 21,250. Then there were a scattering of oddments: AM-TV
only, 500; FM-TV only, 500; TV for Channels 1-6 only, 4,000; AM-TV for Channels 1-6 only, 10,000. And FM adapters are promised by 4 firms to the number of 47,000, FM converters by 3 firms to the number of 37,000.

Names of the 4 unreporting companies are not disclosed (Zenith admits it was one) so if they include any other major set producers the figures and percentages might be thrown entirely out of line, might even present an utterly different picture. It is hard to believe that AM-FM combinations will run less than 1 out of 10 sets produced, yet it is understandable that the set makers will make a strenuous bid for the immediate market, mostly cheap little sets, until enough FM and TV stations are on the air to create a demand for adequate receivers. Moreover, production lines are subject to overnight changes, and the FCC's figures may reflect tentative estimates only.

Obviously disappointed with its own findings, the FCC made this statement in releasing its survey: "In the light of the rapid progress being made for the development of FM on the station side, the Commission hopes that manufacturers may revise their production schedules to include a greater proportion of FM receivers." Then, on Friday, FCC sharply denied a UP story quoting an alleged FCC spokesman as saying that "in view of the very few FM sets to be produced this year, it is hardly worthwhile for the broadcasters to continue with station construction plans." No one in any responsible position has made such a statement, said FCC, adding that it is "erroneous, gravely misleading, does not represent the views of the Commission." The statement went on to say, "Far from discouraging broadcasters from continuing with their station construction plans, the Commission urges all of them to proceed with their plans with the greatest possible speed."

* * *

That the foregoing estimates probably represent the sum of guesswork on the part of the manufacturers -- OPA, labor and production problems being what they are -- is further indicated by the confusion still prevailing in the trade as to when FM and TV sets can be made available in quantity and at what prices. Few manufacturers know as yet, and they freely say so. However, a handful have ventured when they hope to be able to make deliveries to their dealers. Here's what little data we can get up to now from trade sources:

Probable FM deliveries and costs if determined: Stromberg-Carlson, March 15; Zenith, April, $54 to $295; Farnsworth, May, $200 to $1,375; Bendix, July, $60 up; Electronics Corp. of America, August; Sentinel, August, $70 to $300; General Electric, third quarter 1946, $60 up; Walls-Gardner, third quarter 1946; Lear, fall 1946. Stromberg, Zenith, Lear and GE still say they will produce two-band FMs.

Probable TV deliveries and costs if determined: Viewtone, May, $100; Belmont (Raytheon), July, $150; Farnsworth, August or September, $200 to $1,500; General Electric, third quarter 1946, $300 up; Emerson, September, $200; Lear, fall 1946; Electronics Corp. of America, latter 1946; Stromberg-Carlson, fall 1946 or spring 1947 depending upon demand; Sentinel, end of 1946 or beginning of 1947, $150 up. Most TV production apparently will be direct-viewing console models.

TELEVISION JUNKET: Mum seems to be the word among the big delegation of Commissioners and FCC staffmen who journeyed to Princeton and New York last Monday for a first-hand sizeup of the TV situation, particularly as respects the current color vs. black-and-white controversy. To a man they maintain a discreet silence when asked for comment on what they saw -- RCA's laboratory-version color, CBS's color, DuMont's new Wanamaker setup. Equally discreet, CBS's latest publicity merely mentions their presence; quotes President Stanton's report on sponsor-agency comments in favor of color; quotes him also as having urged the FCC to "be prepared to give prompt approval to commercial standards for color television when recommendations are received within the next few months."

So the next move seems to be up to CBS -- a formal request for hearing on proposed uhf color standards. Meanwhile, RMA's engineering standards committee has
been holding meetings, the latest 2 weeks ago, exploring purely technical phases of uhf TV. Indications are that it won't have recommendations until next autumn, if then. CBS engineers have been participating in the RMA discussions.

On Monday's TV junket were Commissioners Denny, Jett, Wakefield, Durr (Walker absent due to illness); General Counsel (commissioner-designate) Hyde; Chief Engineer Adair; Attorneys Wilkinson, Plotkin, Jorgenson; Engineers Willoughby, Braun, Simpson, Boese, Plummer; Chief Accountant Norfleet; and Walter James.

M-G-M AND OTHERS DROP TV: Unkindest cut of all to low-band TV was this week's withdrawal of Loew's (MGM) applications for New York and Los Angeles -- this despite fact that its big rival, Paramount, is pursuing its TV applications with unabated enthusiasm. Nor do Warner, Disney, Hughes Productions, Fox show any signs as yet of withdrawing their respective applications. Having previously dropped out of Washington race too, Loew's now has no TV applications on file. Reason for dropping, it said, was "to await further development of the art."

Also dropped this week were the TV applications of Westchester Broadcasting Co. (Macy newspapers) for White Plains, N. Y., and WHP Inc. (Stackpole newspapers) for Harrisburg, Pa. This leaves only Steinmans' WKBO seeking Harrisburg's one channel, and hearing scheduled for April 15 has been postponed to May 16 at behest of Steinman counsel due to their absence from country. Lancaster, Pa. TV hearing scheduled for April 18 has been postponed also, to May 20.

Not yet filed but reported preparing to apply for TV in Dayton and Springfield, O., is Charles Sawyer, ex-ambassador to Belgium, owner of AMs in those cities. Also contemplating filing for a TV Community in Trenton, N. J. is ex-Congressman Elmer Wene, who owns WTTM there.

In recent weeks we have reported more than a score of TV withdrawals and some additions. We will bring up to date and reprint our TV directory (Supplement No. 18) as soon as this situation stabilizes itself. Meanwhile, we suggest you bring your own records up to date by making all reported changes.

MORE EAS GRANTED, MORE VIPs APPLY: Nine more Engineering Approvals for new FM stations, the equivalent of CPs (see Vol. 2, No. 11), were issued by the FCC Thursday (Supplement No. 33C herewith). These bring the total EAs to date to 24, and their issuance attests to Commission's eagerness to get construction started quickly and more of them may be expected regularly henceforth. Again, as in the previous grants, power factors sometimes ranged high -- up to 243 kw.

FM applications are being filed at a faster pace now, and we'll have a full report on new ones shortly. Among this week's was one from John W. Studebaker, U.S. Commissioner of Education, and his son Lt. Col. John Gordon Studebaker, seeking an FM in San Diego, Cal., which the son proposes to operate. Another was from Frank Parker, the radio crooner, for a Community station in Danbury, Conn. Also seeking a Community, in New Bedford, Mass., is Max Kramer, formerly business manager of the New Bedford Standard-Times.

One of the most unusual FM applications yet filed is that of Elyria-Lorain Broadcasting Co., Elyria, O., capitalized at $100,000, which lists 57 stockholders, none holding more than 8%. Chairman is Neely Power, head of Colson Corp., truck and trailer manufacturers; president is Roy Aumel, head of local independent telephone company; and stockholders include such figures as Raymond Gram Swing, the radio commentator who is trustee of nearby Oberlin College; Ralph Henderson, publisher of Scripps-Howard's Columbus Citizen; Ronald Woodyard, former Ohio broadcaster, now owner of WINK, Fort Myers, Fla.; and numerous other local interests.

Granted a Special Temporary Authorization (STA) for 30 days to test WLW's tower as a prospective site for FM was Crosley Corp., Cincinnati, assigned 3 kw on 98.1 mc (Channel No. 251). And dropping its San Francisco FM application this week was Hearst Publications Inc.
RECAPITULATING FM APPLICANTS: Newcomers to the broadcasting field cut a big swath in the number of FM applications filed with the FCC, but they're still outnumbered about 2 to 1 by AM operators. We recapitulated our records of AM applicants as of March 30 (date of our Supplement No. 14H listing latest FM applications) and these are some of the things we found out:

There were 808 FM applications on file, including the handful already granted CPs or Engineering Approvals and excluding withdrawals.

Of these, 534 were from interests already identified with AM, 274 from non-AM interests.

That left approximately 425 AM stations in the United States that had not yet applied for FM, as of March 30, leaving out of account the nearly 100 holders of CPs for new AM stations.

Only States from which no FMs have yet been filed are Montana, New Mexico, South Dakota. No AMers have filed from North Dakota, Arizona and Puerto Rico either, but newcomers have asked for FMs in each of these States. Only States with all of their AMs seeking FM also are Connecticut, Rhode Island, Delaware. In such big cities as Cleveland, Cincinnati, St. Louis, Oklahoma City, Portland, all AMs have also asked for FM; in New York City, all but Bulova's WOV and the Watchtower part-time station WBBR; in Washington, all but CBS's WTOP (for reason that network is asking for maximum allowable 6 FMs in as many other cities).

Applications are heaviest from the most populous States, lightest from the lightly populated States. Most 50 kw AMs have applied for FM, but there are a few that have not, notably WRVA Richmond; WLAC, Nashville; KFWU, Corpus Christi.

DuMONT'S INDUCTUNER: Details of DuMont's new TV tuning system, which we reported in Vol 1, No. 3, were made public this week. The Mallory-Ware "Inductuner" covers, without switching, 44 to 216 mc -- all 13 TV channels and FM band. Virtues claimed include superior gain, image suppression, uniform band width, stability, simplicity, economy. Company expects to offer system to other manufacturers in near future.

TELEVISION NOTES: Arrival from England of Scophony's financial controller, W. G. Elcock, has led to all sorts of rumors about disposition of Dept. of Justice's anti-trust suit (Vol. 2, No. 10), but best bet still is consent decree -- this despite General Precision Instrument Corp.'s annual report last week stating company's position "that the facts do not support the charge and that the Government's action is wholly unfounded"; defendants have till April 26 to file answers.... Reaction to Rauland-GE demonstrations at Schenectady this week of microwaves transmitted large-screen theater TV was that it is "promising" but "not yet comparable to movies"; 11x18-ft screen looked yellow and production errors were described as "exaggerated to high degree"....With grant this week of CP for developmental color TV station in Washington, Cowles hopes to get signal on air by fall, using Westinghouse transmitter somewhere between 485-600 mc, housed in WOJ structure....First Philadelphia department store to buy local TV time, Gimbel's, has purchased two 15-minute periods on Philco's WPTZ....TV reception at UNO meetings enabled NBC commenators to give "eyewitness" reports without leaving newsroom.

NEWS AND VIEWS: Boston FM hearing got under way there Tuesday, Durr sitting, with 9 applicants seeking the 9 available channels; at last minute Bieberbach, seeking Waltham outlet, withdrew....Having decided to call its Los Angeles FM station KMGM, Loew's (MGM) is asking FCC to chance call letters of its WHMF, New York, to WMGM....FCC annual report for fiscal year ending last June 30 reiterates its belief 100 mc FM will provide superior signal; sees TV ready to go ahead on low band, but future in 480-920 mc band ....Western Electric has taken license from Maj. Armstrong to use his system in its dial-any-telephone mobile FM equipment; Bell Labs now making tests....Lt. Lamar A. Newcomb, ex-FCC and Navy radio engineer currently is sweating out living and office space in Washington preparatory to starting consulting practice; temporary address 703 Albee Bldg., phone RE 3931.
FM POLICY AND SMALL BUSINESS: FCC seized the occasion of publication this week of the Senate Small Business Committee's report on FM (a copy is enclosed herewith) to avow publicly what has become apparent to all observers of the FM field -- that its policy is not to assign away all Metropolitan channels in any one locality. No sooner was the Senate report issued, titled "Small Business Opportunities in FM Broadcasting," than the Commission issued a formal statement setting forth that policy which we publish herewith as Part I, Supplement No. 34.

With respect to the reservation of channels, it states it is granting FM permits city-by-city, but not assigning all frequencies in each city immediately. Thus far, for example, it has granted only 8 actual CPs for Washington's 11 channels (3 applications having been passed over). Conditional grants have been made where channels exceed number of applicants. Results of last week's Boston hearing are being watched, for there 9 applicants seek 9 channels and FCC may turn down several in order to "save" channels in line with the now expressed policy.

The Senate Committee's report makes three recommendations: (1) reserve some channels for veterans or small business applicants; (2) permit small-scale initial operation so FM can be started with modest budgets; (3) publicize opportunities for small business in FM. To the latter points, the FCC replied that modest beginnings for modest bankrolls are permissible under Special Temporary Authorizations (STA) allowing a grantee to go on the air with minimum equipment; that Community stations are available in great numbers for small businessmen; that FM should get publicity impetus from new primer now being drafted, titled "How to Apply for an FM Broadcast Station," which Senate committee will shortly publish.

HEARINGS OFF, DETROIT GETS TVS: Looks now like the log-jam holding up issuance of CPs for TV stations has been broken, with the FCC's action this week approving 2 Metropolitan TVs in Detroit -- to the Detroit News and King-Trendle. At the same time it called off April 24 hearing on Detroit's TV applicants, who had dwindled down to only 4 whereas 5 channels are available. It also called off May 13 hearing on Cleveland's 5 remaining TV applications for the 5 channels available there, but has made no grants as yet. Other hearings set for cities where the supply of TV channels exceeds or equals the demand (as in Pittsburgh, Baltimore, San Francisco) may also be called off; and decisions granting CPs in such cities may be expected to follow.

Detroit grants were the first post-war since the Washington TV hearings (Supplement No. 31). Though channels are available, the 2 other Detroit applicants were passed over -- The Jam Handy Organization (at its own request) and United Detroit Theatres Corp. (pending further investigation, presumably because it is a Paramount subsidiary). Previously, International Detrola and WJR had withdrawn their Detroit applications.

In Cleveland, DuMont, NBC, Scripps-Howard, United (Plain Dealer) and Western Reserve U remain as applicants, WGAR and WJW having withdrawn. All are believed
to be seriously intent upon securing TVs there despite the current campaign to discourage low-band monochrome TV in favor of uhf color. Scripps-Howard, which dropped its Washington and Pittsburgh applications, says it intends to pursue the Cleveland application because that is the city where E. W. Scripps founded the newspaper chain and it wants to make Cleveland a proving ground for later TV activities.

Western Reserve's Cleveland application is new, having been filed last week. It asks for a commercial channel but says it will operate non-commercially, says it is prepared to invest $100,000 less building costs and spend $3,500 monthly plus salaries. Barclay S. Leatham, professor of dramatic arts, is to be in charge, and WGAR's Morris Pierce has been engaged as consulting engineer.

Are hearings necessary? There will be fewer hearings on TV and FM applications than the FCC has scheduled (see full calendar in our Special Report, March 16). And there would be fewer still if applicants from certain communities, whose channels are in plentiful supply, would gang up and ask for grants without hearings -- stipulating their cases, as the lawyers put it.

That's the word from official FCC sources. Reasons for FCC's willingness now to avoid hearings are manifest: 1) Why hold hearings where there are more channels than applicants? 2) Why hold hearings when, as in the case of Pittsburgh's 4 available TV channels, there are only 2 applicants left -- DuMont and Westinghouse, on both of whom the FCC has full dossiers? 3) Why hold hearings when the already overburdened Commission can ill afford to spare personnel or time to conduct them?

Counsel for applicants are also asking why hearings should be held when the number of applicants exactly equals the number of channels, such as the long-drawn-out and perfunctory ones held on the 9 applications for Boston's 9 FM channels and on the 11 applications for Washington's 11 channels. Another case in point is Pittsburgh's FM hearing there April 15, Attorney David Deibler presiding, which goes ahead despite fact only 6 applicants are left for the 6 available channels, 2 (Butler and Eagle) having withdrawn to ask for Community channels.

Yet FCC spokesmen insist policy is to hasten TV and FM grants, point to steps already taken in calling off Detroit and Cleveland TV hearings (see story in this issue). But they also point out that strong pressures are being exerted to reserve some FM channels for later applicants, particularly veterans; that local interests sometimes demand the right to be heard against certain applicants, as was the case in Boston. Result is that Commission wants to point back to a record of "open hearings" in disputed areas in the event of later recriminations.

DuMont's big TV plans: indicating its firm faith in black-and-white TV, DuMont is pulling all the stops for next Monday's inaugural of its new Wanamaker studios, whose 50x60 ft main studio with 50 ft ceiling is said to be largest in the world. Two-hour inaugural program, with coaxial linking its New York WABD with its Washington W3XWT for two-way program exchanges, will include Governors and Senators from New York, New Jersey, Connecticut, plus contingent of VIPs from United Nations Conference and FCC Chairman Denni.

DuMont's 1945 annual report, out this week, reveals company planning a network of affiliated TV stations in addition to the 5 outlets it expects to have in its own name. (DuMont now holds a license for New York; has a CP for commercial operation in Washington; seeks stations in Pittsburgh, Cleveland, Cincinnati. Annual report indicates company's high hopes for its "Tele-recorder," a camera for recording TV shows on 16-mm film, with sound, for multiple broadcasts on a network or syndicate basis. Report also stated DuMont made only $46,280 last year -- but that was after $345,298 had been spent on TV station operation; is installing intra-store TV system for Wanamaker's; promises new TV receivers before this year is out; does not believe mechanical color TV will ever be satisfactory for commercial usage. In latter connection, DuMont published big newspaper displa
ads Friday reply to attacks on black-and-white, asserting: "Practical color television for the public is not yet in sight. Black and white television is ready to serve the nation now."

BUILDING FM-TV CIRCULATION: Second gleanings and thoughts on FCC's radio set production report of last week (Vol. 2, No. 14), showing that 85 out of 300 manufacturers surveyed calculate they will produce slightly more than 21,000,000 receivers this year -- of which less than 10% will include FM and only about 115,000 units will be TV:

1. RMA board members, meeting in New York this week, expressed skepticism, can't see that much production in sight in view of fact that only 550,000 radios were produced in January, 700,000 February, 1,000,000 March. Prospects of larger production are still dimmed by material, labor and other problems (with Westinghouse, supplier of 90% of all tube bases, still strike-bound) -- and best hope is that production may reach up to 2,000,000 per month by summer. RMA sources predict not more than 15,000,000 sets this year.

2. Small proportion of FMs may or may not be correct, for FCC admits 4 major firms failed to supply figures. Names of 4 are withheld, but Zenith admits it is of them, and its line is preponderantly FM. As for TV, Niles Trammell, president of NBC, which is an RCA subsidiary, was quoted this week as predicting 300,000 sets in hands of public by end of this year.

3. Biggest immediate threat to FM -- and TV, too, to some extent -- is flooding of market with cheap table models that cannot possibly give high quality reception; yet they may sell like hot cakes in absence of anything better.

4. It isn't the small number of FM and TV sets to be produced this year that counts -- it's where they are placed. In other words, FM and TV broadcasters, as they go on the air, must urge their local dealers to stock up and push FM and TV. The dealers are their "circulation departments." FCC must be prodded to help get stations on the air quickly, and manufacturers must channel their sets to communities where reception is available. That means a big local promotion job ahead for each FM and TV broadcaster.

DRIPPLE OF FM GRANTS: All 4 of Seattle's FM applicants, all also AMers, got Engineering Approvals this week (Supplement No. 33D herewith), but EAs went to only 4 out of 6 Conditional Grant holders in Portland, Ore. Each city has been allocated 12 channels, so there are still plenty to go around. Actual CPs were issued to 6 Area II EA grantees of last month, each having furnished the requisite program data. And the FCC noted a new FM category -- Conditionals to applicants having program approvals but who must yet have their engineering data approved; these are noted in Supplement 33D footnotes. Keep all our pink supplement series on file with Supplement 35 and you have a complete record of Conditionals, EAs and CPs to date.

FM RULES AMENDED: Joint program logs and station identification announcements for operators of AM and FM stations who duplicate transmission simultaneously were okayed by the FCC Thursday. Action was based on NAB petition, filed last November. Commission, however, denied NAB request that FM licensees be permitted to judge best hours of operating (Section 3.261). Because you should keep your FM Rules up-to-date, we are reprinting amended sections (Part II, Supplement No. 34), which we suggest you clip and paste over the proper portion of Supplement No. 7.

TVs TO GET CPs DIRECT: There will be no conditional TV grants, FCC announced April 11; CPs will be issued direct for cities where applicants do not exceed available channels. Before applications can be processed, Commission pointed out, they must be up-to-date and completely filled out, unless information is unavailable -- such as equipment data. If not, FCC warned, applications will be dismissed.
EFFECT OF PETRILLO BILL: It's the firm conviction of Rep. Lea, author of the Petrillo Bill, that duplication of AM programs over FM stations should again be possible. Interviewed, the Californian who sparked the bill through Congress (passed by the Senate 47-3, by the House 186-16), was emphatic on that point; declared that Section 506(a), Paragraphs 1 and 2, covering the hiring of more employees than desired by a station owner, specifically meets this problem. There is no doubt about the intent of Congress, he said. (For text of bill, see Part II, Supplement No. 28.)

Petrillo's next move is subject of much conjecture, the show business publication "Variety" predicting he will test the legislation in the U. S. Supreme Court. In some quarters, the remark of Colorado's Senator Johnson during Senate debate was regarded as significant: "So far as I know, Mr. Petrillo has offered no objection at all to this measure, and that is what has worried me." The statement was not altogether accurate, for at the eleventh hour there was an outpouring of opposition in name of American Federation of Radio Artists and some of its "big name" members, like Bing Crosby and Bob Hope. But the Senate ignored them.

This was a busy week for the AFM czar. Last Monday he met with NAB President Miller and a radio industry committee, discussing broadly (in a conciliatory atmosphere, according to reporters who were admitted for the first time) the whole question of radio and music. Then, on Tuesday, he threw a roundhouse at the motion picture industry by presenting it with 91 demands, 2 of which concern TV. He would prohibit use on TV of film or sound track with music by AFM musicians. If this becomes part of movie contracts, it would effectively deny TV a secondary source of talent since Petrillo last year prohibited musicians on live video programs.

The NAB-AFM meeting did not get down to specific cases, did agree to set up a joint working committee to take up particular problems. Next meeting is April 15. AFM contingent has not yet been announced, but radio members, in addition to Judge Miller, are Frank K. White, CBS v.p.; Paul W. Morency, WTIC and WTIC-FM, Hartford; Marshall Pengra, KRNR, Roseburg, Ore.

TELEVISION NOTES: Paramount still promises its TV newsreels on Paramount Theatre screen in New York by August, though plans haven't been abandoned for possible private showing of coverage of Louis-Conn fight June 19.... RCA's Dr. Vladimir K. Zworykin and other researchers, also developing theatre-screen TV, have been working in Hollywood with Warners, RKO, Disney and Republic.... Television Productions Inc., Paramount subsidiary, resumed telecasts Friday from its experimental WBXYZ, using Channel No. 5 from transmitter atop 6,000-ft Mt. Wilson; with Don Lee's W6XAO also back on the air (Channel No. 2), Los Angeles area thus gets TV service from two stations.... Color TV isn't contemplated when England's BBC resumes telecasts from London's Alexandra Palace June 7, operating 1½ hours each afternoon and 2 hours each night; 405-line system projects much same image as our monochrome, but London has some 30,000 prewar sets out as against only about 10,000 here.... NAB Ninth District (Illinois and Wisconsin) has recommended TBA come into association as separate department, as did FMBI last fall.

NEWS AND VIEWS: RCA joined Federal Telephone & Radio this week in petitioning CPA to put radio construction in $15,000 exempted class; CPA has taken no action yet.... Ira A. Hirschmann has purchased pioneer FM station WABF and experimental TV station W2XMT, New York, and will personally operate them, severing all connections with Federated Stores Inc., big department store holding company whose subsidiary Metropolitan Television Inc. has held licenses.... National Electronics Laboratories, 815 King St., Alexandria, Va. (Frank C. Mallinson), is experimenting with mobile FM on 30.56 mc and 39.54 mc in Washington area to serve doctors, nurses, taxis, ambulances, newspapers, etc.... Czechoslovakia is planning on FM in rebuilding her war-battered broadcasting system, says J. Ehrlich, technical head of the Ministry of Information, here studying our communications; he can be reached through the Embassy.... Inter-American Broadcasting Assn. conference in Havana, scheduled for May 10, has been called off until autumn.
IT'S THE LAW: That the Musicians' Union will test constitutionality of the Petrillo Bill, signed by President Truman Tuesday (text herewith as Supplement No. 35), is manifest. AFM Attorney Joseph Padway intimated as much to a UP reporter Thursday, added, "If an employer refuses to enter into an agreement with us, we shall continue to exercise our economic strength by strike, picket or boycott." A spot check of key broadcasters indicates that they are biding their time before renewing duplication of AM programs over FM transmitters, want to study the act more carefully. Next step in Miller-Petrillo convocation is establishment of permanent advisory committee to work out policies on national level -- among them FM and TV. This was decided at Monday meeting of joint committee, which will meet once again, date not yet set.

ONE-TO-A-CUSTOMER? If you are an applicant, or likely to be, for more than one FM station, don't be too disturbed by FCC's "one-to-a-customer" statement of April 10 in answer to the Senate Small Business Committee's suggestions (Vol. 2, No. 15). FCC, in a statement Friday, cleared up some of the misleading inferences being drawn. After you have received your first grant, you can still get up to the rules' limit of six (1) if you win out in a hearing -- as did NBC, in Washington, for example, or (2) if you offer FM service in a community where there are no other applicants -- the Speidel Newspapers' grants for Cheyenne, Wyo., and Reno, Nev., were based on just that reasoning. Not to be overlooked, either, is the promise of the Commission that when it has taken care of all single applications, it will backtrack to take care of multiple applicants (Supplement No. 26). And, of course, there are always exceptions to any policy.

TREND IS TO COMMUNITY FMs: Favored by a plenitude of channels (20 in Area I, 10 in Area II), more and more Community class FM stations are being sought in current applications. They're wanted because they are cheaper to build and operate, do not require as rigid engineering as Metropolitans and Rurals, promise better coverage than a 250-watt AM, can usually be had without going to expense of hearing.

In fact, when Pittsburgh area applicants went to hearing there last week, the two from Butler, Pa., withdrew, announcing they were changing to Community. A third, from Beaver Falls, asked to withdraw "without prejudice," indicating it would re-file for a Community. That left only 5 applicants for Pittsburgh's 6 available channels; decision is expected shortly.

Similarly, on eve of consolidated Cleveland-Akron area hearing in Cleveland next Monday, one applicant (United Garage) asked to change to Community in suburban Lakewood. That leaves 11 applicants for 10 channels, for Cleveland Plain Dealer, Akron Radio Corp. and Telair Corp. have withdrawn from Akron race. Another Akron withdrawal this week was Knight Radio Corp., Publisher Jack Knight having just concluded deal to buy 42% interest in Summit Radio Co. (WAKR), also seeking FM. Plain Dealer and Telair remain in for Cleveland.

Illustrating FCC's willingness to encourage Community applications, was its
conditional grant last week to Elias I. Godofsky, ex-manager of WLIB, Brooklyn. He got a Community FM permit for Hempstead, Long Island, New York City suburb, only a few days after he had amended his original Metropolitan application for New York. Thus he not only avoids participation in July 1 New York hearing (which has 22 applicants competing for 9 available channels) but gets his station without hearing.

This week brought forth two interesting Community applications. Siskiyou Bestg. Co., already applicant for Ashland, Ore. (Supplement No. 144), asked also for one in nearby Yreka, Cal., proposing to link them by radio relay to operate as unit to give adequate coverage in mountainous area. And Lt. Comdr. Jay R. David, of Lakewood, 0., who was 0-in-C of the Navy's radio stations at Kwajalein and Okinawa, asked for a station in Tiffin, 0., which he proposes to build for only $8,500.

Baltimore FM application dropped this week was that of WHOW Inc., formed by owners of WWDC, Washington, recently left out of Washington's 8 grants (Vol. 2, No. 12); they intend to press for a Washington FM rather than try for Baltimore.

EMERGENCE OF FACSIMILE: Long-dormant facsimile may yet prove FM's biggest boon, bearing promise of delivery of newspaper pages into home via radio. On the heels of Capt. William G. H. Finch's demonstration of his facsimile system to FCC observers last week, Inventor John V. L. Hogan this week showed his rival system to both FCC and the press. Observers reported they were deeply impressed by what they saw -- the Finch system (operating from his FM station WGHF) producing an 8½x11-inch newspaper in 2 minutes, the Hogan system (operating from FM stations WBAM and WQXQ) printing four 9½x12-inch pages of text and photos in 15 minutes.

Lay observers were amazed at striking clarity of images and speed of reception. At Hogan's Wednesday demonstration, he said fax attachments to FM receivers can be built only slightly larger than a portable typewriter case, should cost about the same as such a typewriter. GE will manufacture both transmitting and receiving equipment, he said. Still needed, however, are FCC commercial standards, unfreezing of equipment, determination of public wants and needs.

Hogan revealed that his Radio Inventions Inc. is being aided with finances by a group of broadcasters and publishers, organized late in 1944 as Broadcasters' Facsimile Analysis. They will be first to be supplied with dual scanning transmitting setups and 50 recorders each for field tests for program experimentation expected to start in about 15 cities within next 6 months.

At a private showing for his backers on April 10, Hogan demonstrated sound-and-fax with 15-minute playback of an air check of Tom Breneman's "Breakfast in Hollywood," synchronized with 3 photographs of the show and a full sheet containing a cartoon sketch of the radio program's dizzy-hat features. Balance of page was devoted to good-sized copy of the Ivory Flakes box and an easily identified blurb about the soap. This was one of 3 quarter-hour synchronizations produced by Jose E diDonato, of Compton Advertising Inc., who is making a special study of facsimile.

Besides the N.Y. Times, with which he is associated in the operation of WQXR-WQXQ, which he founded, Hogan is being backed by this group of newspaper and radio interests: Washington Post (WINX-W3XO); Chicago Tribune (WGN-WGNB); Cleveland Plain Dealer (WHK); Des Moines Register (WOL, Washington); St. Louis Star-Times (KXOK); Philadelphia Inquirer (WFIL and WFIL-FM); New Bedford Standard Times (WNBH); Toronto Globe & Mail; Pittsburgh Sun-Telegraph (WCAB); Boston Globe; WOR-WBAM, WABC (CBS) and WABF, New York; KYW, Philadelphia; WOKO, Albany; KMBC, Kansas City; WWL, New Orleans; WDRC and WDRC-FM, Hartford. WOR's Ted Streibert is chairman of BFA exec committee, with Wayne Coy, WINX; C. William Lang, WGN; Roger W. Clipp, WFIL.

AFM CRACKS DOWN ON TV FILMS: If the television industry wants films, it will have to make its own or have them made specially, under an agreement reported reached in current negotiations between movie companies and Petrillo for new studio contract. At Friday session in New York, producers agreed in principle to two anti-T clauses in AFM proposals, but not on wording which remains to be rephrased. Because virtually all firms contain music, effect is obvious.
MONOCROME TO UHF? MORE TVs DROP: Next strategic step in the wait-for-color campaign will probably be to ask FCC to shift all commercial TV, whether black-and-white or color, to the new experimental uhf band 480-920 mc. Thus whereas there are now only 13 low-band channels for 525-line black-and-white, there would be nearly 6 times that many in the high band for the same definition monochrome. And there might be 2 to 3 times as many channels available for color.

Moreover, so it's argued, any eventual shift from monochrome to color would render neither transmitters nor receivers completely obsolete if everything is centered now in the uhf band.

This is supposed to be the latest tack taken by CBS's Dr. Goldmark. Let those that want to operate black-and-white do so; let the color school go ahead too — but do it all on 480-920 mc. That may be the big argument advanced when CBS proposes its new standards for uhf TV. Against this argument, of course, will be the go-ahead-now proponents' conviction that we haven't had enough experience yet with uhf, don't know much about those channels; also that low-band offers better coverage.

Meanwhile, CBS undertook to refute argument that color TV is not feasible for network relay because coaxial cable cannot carry such high definition. On Friday, with Bell and CBS engineers present, it transmitted its color images via coaxial from its Madison Ave. studios to its Grand Central controls, thence on AT&T's coaxial circuit sent uhf color images to Washington and back to New York again where images were transmitted from its W2XCS atop Chrysler Tower. Though some decrease in definition was noted, CBS President Stanton stated test proved that network TV for color is as feasible now as for monochrome and that no modification of coaxial is necessary. AT&T is shutting down coaxial for awhile for technical changes, but CBS promises public demonstrations of cable color transmissions again when it reopens.

This week there were still more withdrawals, making 41 in all since we published the list of TV applicants as Supplement No. 18. First, stating it would wait for color, Disney withdrew its Los Angeles application (as M-G-M did 2 weeks ago), leaving 11 competitors for that city's 7 channels, all to be heard there May 20. Then United (Cleveland Plain Dealer) withdrew its Cleveland, Columbus and Akron applications, stating it would file immediately for uhf; that leaves only 4 applicants for Cleveland's 5 channels, and May 13 hearing has already been dropped.

Also withdrawn this week were Capitol (WISH) for Indianapolis, leaving only 3 applicants for 5 channels; Johnson-Kennedy (WIND) for Chicago, leaving 4 for 6; Louis Wasmer Inc. (KGA) for Spokane, leaving none for 5; and Hearst (San Francisco Examiner) for San Francisco. But this week the San Francisco Chronicle filed for that city, proposing to spend $343,000 on plant and $30,000 per month on operation, so that there are still 7 for 7 for the hearing scheduled there July 15.

Next hearing is set for Pittsburgh, April 25, but since only DuMont and Westinghouse remain as applicants for that city's 4 channels it is practically a certainty that hearing will be called off just as were the Detroit and Cleveland hearings (Vol. 2, No. 15).

FM UP FOR SALE: Ever since FCC ordered Evansville-on-the-Air Inc. to divest itself of one of its two AM stations (WGBF and WEDA), it has been shopping for another station somewhere else. This week, it looked as if it had found a buy — Associated Broadcasters' Indianapolis FM station WABW and its CP for AM station WBBW (250 w daytime on 1550 kc). Price, according to brief on transfer filed with FCC, is 1,350 Class A shares (no par value) of Curtis Radiocasting Co., holding company for the Evansville licensee. Associated's reasons for selling include more than $10,000 deficit WABW operation since October, 1945, when it went on the air. Application for transfer says equipment is worth $8,780. Evansville-on-the-Air also has an FM, WMLL, which it has operated since 1941.
MORE CPs FOR AM THAN FM: Oddly enough, in the light of the FCC's repeated avowals of zeal to get FM under way quickly, CPs for new AM stations actually outnumber combined CPs and Engineering Approvals for new FMs. And the granting of CPs for new Standard stations continues at a fast pace, hardly a week going by without a substantial number of grants. There were 8 new AM grants this week, 18 last week.

Inquiry at the FCC discloses that as of this week there are exactly 178 CPs outstanding for new AMs. Yet, to date, only 14 CPs and 26 EAs have been issued for FMs since the lifting of the wartime freeze (see Supplements 33 to 33D). The Commission, of course, regards its nearly 400 Conditional FM Grants to date as an earnest of its intention to get FM going, but holders of Conditionals can't do much until they know their channel, power and antenna specifications.

We are promised more EAs and CPs as soon as the Commission engineers can process them, but the pace has been slow; this week there were none at all.

Among the 178 new AMs authorized for construction, only 22 are applicants also for FM -- plus the one pre-war FM licensee (WABW, Indianapolis) holding an AM construction permit for 250 w on 1550 kc (WBBW). Most of the AM grantees are getting local or daytime assignments only; most doubtless are biding their time before applying also for FM. The FM applicants who also hold CPs for new AMs are:


CHEVROLET SIGNING FOR TV: First major automobile sponsor to contract for a commercial television series is Chevrolet, scheduled to be signed next Monday, thru Campbell-Ewald, by Paul Mowrey, ABC's TV manager, for 4 programs on DuMont's WABD. Contract is due to be closed with the aid of King-Trendle's WXYZ, the network's Detroit affiliate, which will thus receive cooperative credit in the projected Manhattan telecasts as well as experience in program planning, a useful item when it begins to exercise privileges of its recent TV grant (Vol. 2, No. 15).

NEWS AND VIEWS: President Truman told his Wednesday press conference he was considering several men for the FCC vacancy, but post will not be filled very soon; it had been understood job was being held open for Paul Porter's return....Asst. General Counsel Ben Cottone, has been named acting FCC general counsel, Rosel Hyde having been sworn in as commissioner Wednesday....DuMont offered Washington Star 3 kw transmitter for November delivery in answer to latter's objection to Channel No. 7 at oral argument this week....Loew's (MGM) got FCC grant this week of new handy calls for its FM stations -- WMGM for its WHRN, New York; KMGM for KTEL, Los Angeles....Lt. Col. Wm. C. Boone, back at FCC after duty on Army radio-radar, is now in charge of TV allocations....Wm. T. Davies, back from Army, who directed Farnsworth's mobile TV in 1939-40, is now assistant to Manager Pierre Boucheron of Farnsworth Broadcast Division; Paul J. Boxell, ex-press aide to Marine Commandant Gen. Vandegrift, is new director of company's public relations....If FCC approves, WSDC will be call letters of Everett Dillard's FM station in Washington.
HUBBARD Duplicating AM-FM: Dynamic Stanley Hubbard, president of St. Paul's NBC outlet KSTP, who clashed once before with Jimmy Petrillo but didn't get much industry backing, isn't going to dilly dally about duplicating his AM programs on FM now that the Lea bill is law (Vol. 2, No. 16). Having just put KSTP's temporary low power FM on the air (pending delivery of equipment for the 318 kw Rural station for which he holds a CP), Hubbard makes no bones about his purpose. Replying to our inquiry, he wired us Friday:

"It is our intention to duplicate our AM programs on FM to augment and intensify our present coverage. I have always considered Petrillo a law-abiding citizen and I would not be so presumptuous as to suggest that he might be considering violating our Federal laws. It must be remembered that when he defied Congress and President Roosevelt, there was no Federal law involved as today. We are now on air daily with FM."

PUBLISHERS LOOK AT RADIO: No longer the bone of contention of former years, radio was treated as "one of ours" by publishers attending this week's ANPA convention in New York. There was intense interest among them in the various facets of radio as discussed or demonstrated. This is gist and these were highlights of radio phases of the convention:

1) Publishers already in radio indicated again they are highly pleased with it as a public service and promotion medium, said it does not detract from newspaper advertising. 2) Most radio-publishers are planning to go into FM, some very big newspapers into TV also. 3) Many non-radio publishers propose to go into radio for first time via FM and are eager to promote FM. 4) Many more big and small newspaper-radio purchase deals are on the fire, about which you will be hearing soon. 5) AP's officers, board and executive committee are almost all publishers already in radio or planning to get into radio. 6) Facsimile demonstrations at Waldorf made deep impression on publishers, auguring new phase of news distribution, and Capt. Wm. G. H. Finch announced purchase of full UP service for his facsimile newspaper published via his FM station WGHT. 7) NAB's executive director, A. D. Willard Jr., in speech, called on editors to study FCC Blue Book on programs, urged them to join in fight for freedom of utterance, warned them that facsimile newspapers of future may be subjected to same licensing power and duress of FCC. 8) Many of the nation's most important publishers, both radio and non-radio, crowded the special showings of color TV staged for them by CBS, and they generally expressed themselves as deeply impressed -- so deeply that you can expect some more of them, who have applied for monochrome, to join the growing procession of applicant withdrawals.

CONSTRUCTION BAN AND FM: On the heels of CPA's turndown of industry requests that radio be placed in the $15,000 exemption class, we checked what some FM permittees are doing to get their stations on the air. While we didn't find a single case of
CPA approval for construction, there were indications that not all FM building plans are at a standstill. Some grantees are planning temporary housings that will come under the $1,000 maximum for radio construction; others are still shaping their plans and haven't yet approached CPA regional offices for special approvals; still more, usually satisfied AMers, are perfectly willing to hide their time until things loosen up, especially in view of the paucity of FM receivers.

In formally rejecting Federal Telephone & Radio's petition for $15,000 exemptions (also RMA's and NAB's), Washington headquarters of CPA indicated that appeals to local field offices would be given liberal treatment -- but it was evident CPA is itself still in organizational throes. For example, Beer & Koehl, owners of the Ashland (O.) Times-Gazette, eager beavers in the FM woods and new-comers to radio, could get no information from the Cleveland CPA office. In Washington, the Evening Star found the local CPA office wasn't yet set up this week to handle any applications.

However, some grantees say they don't think they will need to go through CPA red tape. Omaha World-Herald (KOWH) hopes to get its FM on the air with low power in temporary building costing under $1,000 to fix up, as yet has not been able to get delivery promise on 25 kw transmitter. St. Paul's KSTP, holder of CP for 318 kw, reports it has erected single-layer turnstile atop Hotel St. Paul with temporary power of 250 watts authorized this week, the construction job costing less than $1,000. Theodore Granik, the MBS Forum mediator who got a Washington grant, has determined that trailers and Quonset huts are available and says he is thinking of using one or the other to house his FM transmitter. Macon's WMAZ (which up to April 19 had not yet been informed by the FCC that it had been granted a CP on April 10!) reported its FM was at a standstill since plans involve costly move to another floor in present building to house both FM and AM operations.

MAY CHANGE FM NOMENCLATURE: Far-reaching implications for FM are seen in FCC’s current concern with Area II station designations, discernible in the several EAs granted recently that bear no classification. Solution may be forthcoming in week or so, may take form of a complete change of nomenclature for Area II FM stations.

Gist of the problem is this: Should a station which can cover almost an entire State because of its antenna height be favored with a Rural classification, and all that tag connotes, when it needs no greater power than that provided by a 1 or 3 kw transmitter? Or, conversely, how can the Metropolitan nomenclature be justified for a station whose coverage radius extends 80 miles or more?

Take Reno, Nev., for example. There; Reno Newspapers Inc. has been given an EA for 9.7 kw with an antenna height of 2,774 ft. Because of this elevation, the station is expected to serve most of Nevada, with a probable 3 kw transmitter. Should that station be classified Metropolitan or Rural?

A corollary to the problem is fact that classification of stations will play an important part in those Area II sections which someday may be incorporated into Area I. By virtue of a Metropolitan classification, such stations would be protected only to their 1,000 uv/m contour. Yet the Rules make no reference to power considerations for Rural stations. All that the Rules state is that a Rural station must cover a metropolitan district plus an additional area that is predominately rural in character. It is also understood the FCC has yet to complete its service area outlines for the majority of Area II channels.

While the Commission struggles with this problem, FM grants continue to dribble forth. This week's FM grants include 4 CPs, 8 EAs, 38 new conditionals (see Supplement No. 36A), as against 8 more new AMSs. Hearings were also designated for St. Louis and Atlanta, but no dates set. In St. Louis 5 applicants are contesting for 4 remaining channels, the other 5 channels being already allotted to 3 CP holders and 2 conditional grantees; in Atlanta, 5 applicants are vying for 4 available channels, the fifth being reserved for the 1 conditional in that city (see Supplement No. 36).
FCC READYING TV GRANTS: If you're an applicant for low-band TV but aren't sure whether you want to go ahead with your application, you had better make up your mind -- for FCC is preparing to act soon on many TV applications and grant them without a hearing, as it did in Detroit (Vol. 2, No. 15). In fact, the great number of withdrawals in recent months -- there were 6 more this week -- may mean no more TV hearings at all except possibly those scheduled for Los Angeles, May 30; New York, June 5; Philadelphia, June 17; San Francisco, July 17 (see TV hearing schedule in our March 16 Special Report). Pittsburgh hearing scheduled for April 25, was called off since there are only 2 applicants left for 4 channels.

From a peak of about 150, number of TV applicants has dwindled to less than 100 since turn of the year. This week's withdrawals were: Travelers (WTIC), Hartford; Star-Times (KKOK), St. Louis; Joseph M. Zamoski Co., Baltimore; WFIL Broadcasting Co., Philadelphia (but Philadelphia Inquirer, which recently acquired that station, is not withdrawing its separate application); Keystone (WKEO), Harrisburg, Pa. (but other Steinman station applications are still on file); WCAU, Philadelphia (withdrawal long expected because of its interlocking ownership with CBS; Dr. Levy accompanied announcement with promise to demonstrate CBS color locally soon, via coaxial from New York). Also out of running, though not yet formally withdrawn, is Alco group, St. Louis.

Formally filing this week for monochrome TV was Fort Worth Star-Telegram (WBAP), proposing to spend $334,500 on plant and $15,000 per month on operation.

WCBW RESUMES; DERBY FILM TELCcast: Despite CBS campaign for uhf color TV, highly successful thus far in persuading several dozen applicants to withdraw low-band applications, that network's low-band TV station WCBW, New York, resumed commercial operation on monochrome Saturday. To reconvert to its new Channel No. 2 (54-60 mc), it has been off air since Feb. 27; now it's back with Saturday, Sunday and Thursday 8:15 p.m. live programs; with films and remotes Wednesday and Friday nights. CBS is holding onto low-band for time being, it says, to study operations, perfect program techniques.

Besides getting contract for Gillette aural broadcast of Kentucky Derby May 4, CBS's television station has sold big sponsor Bristol-Myers (for estimated $1,000) film telecast next day of turf classic. Cameramen will shoot race on 16-mm silent film, fly it back to New York, telecast it with live commentary. Race runs little more than 2 minutes, but 15-minute movie will show background, crowds, etc. Agency is Doherty, Clifford & Shenfield.

Another reconverted low-band TV station, Philco's WPTZ, Philadelphia, now on Channel No. 3 (60-66 mc), which hitherto has not sold time, announced it was starting commercial operation May 1 from new studios in Architects Bldg., telecasting 2 hours each Monday, Wednesday, Friday nights. First time-buyers are Gimels and two local newspapers, Bulletin and Inquirer, each seeking its own TV station but planning to use WPTZ to gain experience.

URGE AM STATUS QUO PENDING FM: FM was projected into the FCC's perennial clear channel AM hearings this week when both CBS President Frank Stanton and ABC President Mark Woods urged no changes in existing AM allocations until FM is the public's accepted method of broadcasting. Stanton foresees FM supplanting AM in 3 years, Woods within 10 years. Allocation changes now would only be transitory, said Stanton, for "we believe that aural broadcasting of the future will be identified almost entirely with FM broadcasting." He even suggested eventual widening of FM band to include present TV Channels 5 and 6. Woods proposed FCC itself fix date of FM's acceptance as the basic medium, then review all broadcast allocations.

Stanton proposed a plan whereby a 200-station FM network might serve 90% of the U.S. population in 50% of the nation's area, augmented for daytime coverage where needed by AM stations and for night skywave coverage by only two 1,000-kw AM stations at around 1000 kc -- one located in eastern Colorado, the other in northern Kentucky. These AM's could fill in where FM's limited coverage fails. Alterna-
tively, he said Westinghouse's Stratovision system (of which you will hear more amazing coverage results soon) offers possibility that only 20 high-altitude planes could lay down FM signals that could be heard by 94% of the country's population.

To Commissioner Durr's suggestion that, to speed FM acceptance, FCC should set date after which no single licensee could own both an AM and FM station in same city, Stanton agreed it might hasten FM but thought FM would suffer if such limitation were effected too soon. He took position FM will win speedier acceptance by its ability to carry popular standard programs.

When Woods remarked that every standard AM set sold from now on will delay FM, pointing to FCC's recent survey (Vol. 2, No. 14), Chairman Denny called attention to fact that survey did not include 4 manufacturers "whose FM production is anticipated to be large." Referring also to the set survey, Stanton gave opinion FM set market will spurt and manufacturers will divert from AM to FM when demand is there. Every AM grant today is a setback for FM, said he.

TV ANTI-TRUST SUIT TO TRIAL: Consent decree in Government's TV anti-trust suit (Vol. 1, No. 16, 17, et seq.), which seemed likely up to midweek, faded as all 7 American defendants filed answers in N.Y. Federal court Thursday. So case goes to trial this autumn. Meanwhile, what has been bruited for long time -- that defendants were quarreling among themselves -- came into open.

While all answers denied illegality of alleged "patent cartel" contracts with Scophony Corp. of America, that defendant sprang surprise cross-claim for $1,500,000 and triple damages, under Sherman anti-trust act, against 4 of its co-defendants -- General Precision Equipment Co. (20th Century-Fox); Paramount Picture Inc.; Television Productions Inc. (Paramount); Scophony Ltd. (British). SCA President Levey also asked for $270,000 and other damages against the four.

General Precision President Earle C. Hines, still smarting from way Government initiated case with public announcement, held press conference Wednesday to reveal his answer, called it "a complete refutation....facts could easily have been ascertained by (Government) before suit was instituted by communicating with Paramount or Television Productions or ourselves." Meanwhile, deposition of British Scophony's controller William George Elcock was being taken; his counsel does not admit jurisdiction over his company, which has 10 days more to answer. Effect of pending suit on Paramount applications for TV licenses from FCC was subject of legal speculation; already FCC has "passed over" application of its Detroit subsidiary, United Detroit Theatres Corp., while granting others there (Vol. 2, No. 15).

NETWORK OF RURALS: Asking for 4 Rural FM stations, which it proposes to link into a network and operate commercially, the powerful Ohio Council of Farm Cooperatives showed it means business by refiling applications which had been returned last month as incomplete. If stations are granted, the Council will form a subsidiary, to be known as "Farm and Home Radio Inc.," to own and operate FMs in Lancaster, Ada, Dalton, Lytle, with an additional studio, but no transmitter, in Columbus. Engineering is being handled by engineering Prof. Robert C. Higgy of Ohio State U.

NEWS AND VIEWS: FCC Friday made final its Washington TV grants; made no changes in its proposed decision (Supplement No. 31). . . .Lemke Bill (H.R. 6174) directing FCC to include portion of 50 mc band in FM allocations has been submitted to the Commission for comment; Rep. Lea will determine on basis of FCC reply whether to hold hearings. . . .WEAXO, Don Lee's Hollywood TV, will carry its first night outdoor pickup when it trains cameras on William-Bolanos lightweight champion bout April 30. . . .Philco hopes to have TV receivers on market late in 1946, according to annual report. . . .TBA will conduct symposium on "Television and Education" at Institute for Education by Radio in Columbus, May 3-5; Prof. Kenneth Bartlett, Syracuse, chairman. . . .DuPont is showing an all-plastic TV receiver console at the New York National Plastics Exposition; set has 24x14-inch screen. . . .RCA has purchased Navy's big wartime tube plant at Lancaster, Pa., will manufacture its TV tubes there.
CHICAGO TVs GRANTED SANS HEARING: We told you last week FCC was preparing to act on pending commercial TV applications, grant them without hearing where supply of channels exceeds demand as it did in Detroit (Vol. 2, No. 15). On Thursday it did exactly that, granting CPs for Chicago to NBC and Zenith. NBC got Channel No. 5, with 21.8 kw and 592 ft antenna. Zenith got Channel No. 2 with 4.5 kw and 580 ft. NBC's grant is its second postwar, first having been for Washington (Vol. 2, No. 10); it also holds TV license for New York. Zenith held a prewar CP for TV and already holds an experimental license for Channel No. 2. But its president, Gene McDonald, recently plumped strongly for color TV and against low-band TV; whether he will go ahead under new grant is conjectural. Chicago still has 4 channels left, and it is likely the remaining applicants (ABC, Raytheon, WGN) will also get grants without hearing if their engineering and financial records are in order. Meanwhile, Worcester Telegram & Gazette, apparently loath to get grant now, yet unwilling to drop its application formally, wrote Commission this week to ask it not to act on the application until it completes a "survey" of TV field and makes up its mind what to do.

'TASK FORCE' TO SPEED FM GRANTS: Smarting under criticism of its slowness in issuing CPs for FM stations, while granting them right and left for new AMs, FCC this week pushed through 20 more CPs, 9 of them for Rurals, also granted 3 EAs and 1 Conditional (Supplement No. 36B herewith). Coincidently, it was indicated it proposes to issue CPs and EAs in greater quantity by setting up an engineering "task force" -- assigning group of its engineers to do nothing but process FM applications for month or so -- as soon as it decides what to do about Area II FM station classifications (Vol. 2, No. 17). "Task force" is expected to overcome main reason for delay in getting FM rolling, which is shortage of engineering personnel.

FM enthusiasts' disappointment with slow rate of FM grants has been directed mainly at paucity of information in outstanding conditionals which do not specify frequency, power, antenna heights. FCC staffers maintain applicants and their lawyers and engineers are themselves partly to blame because of incompleteness of applications (lack of engineering, financial, corporate data).

Meanwhile, fact remains that as against only about 60 CPs and EAs for FM thus far (Supplements No. 36, 36A, 36B), there are now nearly 200 CPs outstanding for new AM stations (FCC granted 9 more this week). There are also more than 600 pending applications for new AMs. This prompted Commissioner Durr's self-criticism in Columbus speech Friday that "Commission is today still devoting more time to processing of new and enlarged standard broadcasting stations than to processing of FM applications." Durr's thesis was that broadcasters are not meeting postwar obligations, aren't converting to new and better FM, are showing "disturbing inclination to cling to old system rather than give free rein to a new system." But he recognized fault was at least partly the Commission's.

New FM applications apparently have slowed down to snail's pace, only 16 having been filed in last 3 weeks, mostly from newcomers (Supplement No. 14-J).
STILL MORE DROP TV, AND WHY: From what we gather from both principals and counsel, it's not only CBS's uhf color campaign and the huge costs involved in TV but also the temper of the times -- building bans, labor problems, and now the newest Petrillo edict against films -- that accounts for the wave of withdrawals of TV applications which we have been reporting weekly. This is borne out, too, by fact that with few exceptions even those who say they've been "converted" to color haven't yet applied for uhf experimental frequencies. In effect, they intend to "sit television out," let the big boys like RCA-NBC, DuMont and Paramount carry the ball for the time being.

This week a half dozen more applications were withdrawn -- and, on top of these, Milwaukee Journal, holder of a CP for TV since prewar, dropped its CP, stating it would apply for uhf instead. The latest dropouts were: Fox West Coast Theatres Corp., and Consolidated Broadcasting Corp., for Los Angeles; A. Frank Kat-zentine, for Miami Beach; St. Louis Globe-Democrat and Thomas Patrick Inc., for St. Louis; Twentieth Century-Fox Corp., for New York (see Part III, Supplement No. 18). These withdrawals make it all the more likely there will be few hearings on TV applications since there are no cities left except New York, Philadelphia, Los Angeles, San Francisco where supply of channels is under demand (Vol. 2, No. 17).

In fact, Baltimore hearing scheduled next Monday has been "continued" without date (3 applicants for 3 channels) as was April 25 Pittsburgh hearing (2 for 4). Harrisburg TV hearing is still set for May 16 but there are no applicants from that city. Three applicants for Baltimore have dropped out, but there are still 3 for 3; in addition to Hearst and Baltimore Sun, a new comer filed this week -- Radio-Television of Baltimore Inc. Its application states it will spend $242,000 on installation, $20,000 per month on operation, has proposed tieup with Johns Hopkins, plans AM and FM also. Its principals are Ben and Herman Cohen, owners of local men's store and real estate; Sam Carliner and Herbert Levy, attorneys; Frederick L. Allman, War Dept. radio engineer who owns WSPA, Harrisonburg, Va.

PETRILLO MAKES POSITION CLEAR: In addition to stating unequivocally that his ban on AM-FM duplication stands, AFM President Petrillo deals TV a paralyzing blow by his edict that Musicians Union members "shall not play for television in any form until further notice." He implements his no-film-for-TV agreement with film producers in article in International Musician, union house organ, which dispels hope indefinitely for lifting ban on "live" video music in effect since February, 1945. His action on FM may be tested in light of Leo Bill, but as respects TV it hits the same as if records and transcriptions were barred from radio. On his film agreement, the New York Times commented editorially Thursday: "This was just as if the International Ladies Garment Workers Union had passed a resolution that suits cannot be worn by red-headed women."

On FM, Petrillo states "we cannot permit the services of our members for both types of transmitters for one fee." He reasons: "The Federation was in a just position all the time, because FM employs separate announcers and engineers to do FM only. Why should they not employ musicians in the same manner?" Prefacing these remarks, he recalls that FCC at one time ruled (it was not a ruling, but merely a proposal--Editor) broadcasters were not permitted to carry same program on AM and FM stations, later reversing itself. But he says, AFM did not change its mind. As to TV, he states it "is not going to grow up at the expense of the musician."

CPA ON VHF-1: CPA, in a supplement to its VHF-1 (See March 30 Special Report), this week stated officially what it has been assuring broadcasters informally -- that tower installation, transmitters and receiving equipment would not come under restrictions of the order. But restrictions still cover construction involving building alterations. Criterion still is: Does project use labor and material applicable to housing? And exceptions to $1,000 limitation are procurable locally under certain conditions.
**BIG BOUT SEEN DOOMING TV:** As NBC announced exclusive rights to telecast Louis-Copa fight June 19 via its WNBT, with Gillette as sponsor, its TV v.p. Jack Royal called big bout "springboard for the greatest boom television has yet seen." Promoter Mike Jacobs said it should do for TV what 1921 Dempsey-Carpentier fight did for radio. (Neither mentioned inability of public to get sets yet, though Royal told an NAM audience in Philadelphia Thursday that TV sets will be in dealers' hands "within a few months" in cities having stations, and will cost $200 to $300.)

Prizefighting, being confined to small enclosure, is particularly well adapted to TV coverage, and black-and-white is just as suitable as monochrome movies. Covered by 5 TV cameras, including 3 RCA Image Orthicons, bout will be viewable on most of the 10,000 TV sets now in hands of public — in New York on WNBT (which resumes regular schedule May 9), in Philadelphia on Philco's WFTZ (piped via coaxial), in Washington at private showings planned for special guests and Capital VIPs. Curiously enough, though NBC got TV rights, ABC holds network broadcasting franchise, Gillette also sponsoring. And if Paramount wants to carry through on its proposed theater TV projection of the bout (Vol. 2, No. 15), it will have to make deal with NBC which holds TV rights on all Madison Square Garden boxing.

**TV FORCES COUNTER CBS:** CBS's Peter Godmark returned from West Coast this week in time to deliver paper on color TV before technical meeting of Society of Motion Picture Engineers in New York next Friday, but he was noncommittal (as was TV v.p. Adrian Murphy also) on reports the network is preparing Los Angeles and Chicago color demonstrations. Unless these are planned off-the-line, they are unlikely, for a while at least, since CBS still doesn't hold experimental uhf licenses for those cities as it does for New York, though it has applied for frequencies.

And so seriously intent is CBS on uhf color that, lacking its own manufacturing facilities, it has discussed with Raytheon a purchase or exchange-of-stock deal — but that company, itself an applicant for low-band TV in New York, Chicago and Waltham, Mass., is understood to have shown no interest. There have been intimations before (Vol. 1, No. 1) that CBS might itself go into manufacture of receivers capable of picking up its chromatic images. Meanwhile, in addition to its recent license to Westinghouse (Vol. 2, No. 10), CBS this week also licensed Federal Telecommunications Laboratories Inc. (IT&T) to manufacture uhf color transmitters under its inventions.

Meanwhile, the let's-go-now forces were moving to counter CBS's highly effective campaign for uhf color as against low-band monochrome. DuMont, in new booklet on color TV to be published next week, asserts flatly it will take minimum of 6½ years "before commercial color television can proceed on an orderly basis." It reckons 3 years for development of color, 1 year each for standards and field tests, 6 months minimum for FCC approval, 1 year for stations and receivers.

This week, Sonora's President Joseph Ceral, also an RCA director, loosed blast against CBS for what he called its "campaign of irrelevancies and falsehoods, designed only to confuse the American people until CBS has time to catch up with its more astute competitor, NBC....a campaign of obfuscation designed entirely to bewilder and delay." He spoke to South Bend Chamber of Commerce.

Then NBC, also as countermeasure to CBS campaign, seized upon Television Magazine poll of 35 consulting engineers for publicity blast. Asked to predict when color TV would be ready, 29 replies were recorded; 20 reportedly predicted TV was this far away (the rest being noncommittal): 1 year: Frank H. McIntosh; 2 years: George C. Davis, Henry B. Riblett; 5 years: Victor J. Andrew, John H. Barron, William E. Bennis, Joseph A. Chambers, John Creutz, A. James Ebel, Alfred N. Goldsmith, John J. Keel, Andrew D. Ring, Harold C. Singleton, Ernest J. Vogt, V. Watson; 6 years: Everett Dillard; 7 years: Benson D. Gille; 10 years: H. Verne Anderson, Paul F. Godley, Garo Ray. There were enough ifs, ands and buts in answers, we're told by some of the engineers, that precise dating is not altogether accurate; so you can expect CBS will soon see to it that another poll is conducted, another result reported.
LIMIT ON METROPOLITAN FM?  FCC engineers' intent to set 20 kw-500 ft ratio for Metropolitan FM stations in Area II came into open Friday during Washington engineering conference on Cleveland-Akron applications. But engineers for applicants balked like steers, said they wanted to use as much power as possible to cover wider areas. United Broadcasting (WHK) wanted 90 kw for 703 ft antenna height; NBC, 36.5 kw for 621 ft. NBC's Ray Guy said he had to use 10 kw anyway, so might as well serve more listeners by operating at full capacity.

Engineering conference, first of its kind, was postlude to last week's regular hearings at Cleveland. Another engineering conference, postlude to recent Pittsburgh hearing, is scheduled for next Tuesday in Washington.

Next regular hearing on FM applications will cover Dayton-Springfield area, will be held in Dayton starting next Monday. Six applications are on file for 5 channels (Supplements No. 14A to 14H), Crosley dropping out this week, and Charles Sawyer, applicant for both Dayton and Springfield, may be expected to drop one of these. Scheduled thereafter is Indianapolis hearing there, May 13.

TV-FM IN KING-TRENDELE DEAL:  American Broadcasting Co., not yet a TV or FM licensee but planning extensive operations in those fields, inherits a CP for TV (Vol. 2, No. 15) and an FM conditional grant (Supplement No. 36), both for Detroit, if FCC approves its proposed $3,650,000 cash purchase of King-Trendle's WXYZ, Detroit, WOOD, Grand Rapids, and Michigan State Network, disclosed Friday. ABC said King-Trendle operations grossed $2,557,000 in 1945, noted it would sell WOOD (now NBC affiliated) to conform with network rules. Deal was revealed shortly after ABC Chairman Ed Noble announced network was asking both FCC and SEC approval of public offering of some of its shares, about $5,000,000, as part of expansion program decided upon after reported dickers with Marshall Field and others to sell network for $15,000,000 had come to naught. Network is TV and FM applicant for New York, Chicago, Los Angeles, San Francisco, where it already owns AM stations; already holds conditional FM grant for San Francisco.

FMBI BOARD TO REVIEW 'MERGER':  Even if board of FM Broadcasters Inc. (FMBI) should decide at its special meeting in Washington next Thursday that its "merger" with NAB isn't working out satisfactorily, probably nothing can be done about it until full FMBI membership meets coincident with NAB convention in Chicago Oct. 21. In light of FM's recent troubles, there is growing feeling among certain Fmers that NAB (of which FMBI is now a department) isn't doing right by FM, isn't promoting it adequately, is too involved with AM problems to give it attention it needs, especially now. They want FMBI revived to concentrate on their own problems, especially promotion campaign to urge FM set buying, on advice about new construction, on pressuring FCC to speed up CPs for FM. On other hand, others feel NAB has done all it can, has accomplished all it was asked to do under the "merger" agreement except in 3 instances -- getting more channels for FM, getting license extensions to 3 years, getting authority for FM broadcasters to choose own hours of operation.

NEWS AND VIEWS:  CBS was stopped from filming Kentucky Derby and televising it next day on WCBW, as planned, when ATSE insisted it held 16 mm film rights; rather than get into dispute with union, CBS dropped idea... DuMont will unveil its complete line of TV receivers, due on market in late summer, to dealers and others in New York, May 6-8.... Standard Brands has signed year's contract with WMBT-NBC for weekly one-hour variety show, said to be first of kind sponsored by major radio advertiser; series begins May 9, 8 p.m., EDT, thru J. Walter Thompson... If you want technical details on the inexpensive Electronics Research Inc. FM converter (Vol. 2, No. 11), see Radio News for May... Charging New York Daily News with bias and intolerance, American Jewish Congress petitioned FCC for right to intervene in New York FM hearing July 1; newspaper objected, denied allegations.... Howard S. Frazier and Paul F. Peter, ex-NAB engineering and research chiefs, have formed radio management consultant firm of Frazier & Peter, 1730 Eye St. NW, Washington.
May 11, 1946.

USE YOUR WEEKLY REPORTS: There were no FM permits or TV grants by FCC this week, though it was in session Friday and may announce some more Monday (Saturday is a non-workday for Federal employees). So the usual Supplements reporting CPs, EAs and conditional grants are omitted. However, we include with this newsletter a set of Separation Index Sheets for your loose-leaf binders, with directions for filing your Supplements and newsletters for ready reference. We suggest you maintain your file for your own convenience. It will save you a lot of unnecessary queries to Washington about the status of FM and TV applications, grants, etc.

$6,000,000 DEAL FOR WCAU: Some $3,500,000 in cash reserve, securities and real estate assets are included in the $6,000,000 deal, announced Wednesday, whereby Philadelphia Record proposes to acquire the Levy-Paley owned 50 kw WCAU along with WCAU-FM. Thus actual purchase price requiring FCC approval (and 60-day period to advertise for other bids, under new FCC rule) really involves about $2,500,000 cash, as engineered by Cleveland newspaper broker Smith Davis who also has handled Publisher David Stern's newspaper financing and Jack Knight's purchases of Miami Herald, Detroit Free Press etc. It is biggest single station deal on record, exceeding Philadelphia Inquirer's purchase of WFIL and WFIL-FM for $1,900,000. ABC purchase of Michigan State Network for $3,650,000 (Vol. 2, No. 18) involves 2 stations and network operation. Levys stay with WCAU under contract, go on newspaper board. Newspaper plans new combined radio-newspaper plant, with provision for 612-ft uhf color TV tower, on valuable downtown block acquired with station. One reason for sale is fact that the Levy brothers' large stock ownership in CBS, plus Bill Paley's minority interest in WCAU, have led to WCAU being regarded as virtually a CBS-owned station, and Washington trend is to limit network ownership. At one time Levy rejected another publisher's offer of $3,000,000.

PETRILLO, FM AND NAB: Eminent jurists asked for opinions on recently enacted anti-Petrillo legislation (Supplement No. 35) have expressed firm views it can be made to stick, won't be declared unconstitutional if and when tested by AFM. One of these is ex-Judge Justin Miller, who left Federal appellate bench to head NAB, who this week advised stations affected to discuss their problems with local U.S. district attorneys. But meanwhile, in view of network contracts with musicians union that run till next February, and reiterated ban on AM-FM duplication, no one seems disposed to risk a strike or walkout on whole network for this or some other reason Petrillo might cook up. Yet anything might happen, any day now.

This is situation that obtains as of today despite attitudes expressed -- but not formally acted upon -- at NAB board and music committee meetings here this week that time has come for showdown; despite, too, unverified reports that several AM-FM broadcasters are already duplicating. If they are, they won't admit it; chances are that they are duplicating local shows only, though these too are prescribed by Petrillo so far as live musical programs are concerned. If there are network duplications, they probably include only non-musical shows.

Leonard Asch, pugnacious operator of Schenectady's independent FM station
WBCA, a full affiliate of Mutual, which has lost that network's sustaining and sponsored musicals and a revenue of some $700 per week as result of Petrollo ban, spoke to NAB group Thursday, got very sympathetic audience for his plea for support if he should duplicate and test Petrollo edict. He said he is willing to do so, pay his own legal costs, but of course network can pull the plug. However, no action was reported. Said NAB's executive v.p., Jess Willard: "Currently it is the FM broadcasters who are suffering most directly from the ban on duplication. The prohibition is a retarding influence on the growth of this new and better service for the American people. It is a vital question to FM operators and of major concern to NAB. The question, you may be sure, heads the list of items in our negotiations with Mr. Petrollo."

FMB committee, as expected, left to full membership meeting, to be held concurrent with NAB convention next October, question of final merger with NAB, where former FM trade association is now operating as a department. Sentiment of AM members was pretty largely to stay with NAB except perhaps for a special promotional campaign on behalf of FM as a whole. But nothing will be done on that either until October.

After NAB board met with President Truman at White House Thursday, Judge Miller told newsmen they went to discuss with him implications of Petrollo actions as well as of FCC Blue Book. Mr. Truman was quoted as saying, "There must be complete freedom of radio."

FM PROJECTS AND ANGELS: Getting financial angels for new station projects doesn't seem to entail much difficulty these days, judging from some applications filed with FCC. It has just been disclosed, for example, that Ohio-Michigan Corp., seeking both FM and AM in Toledo, is backed by Electric Auto-Lite Co., 33.3% stockholder, to the tune of $150,000. But its president is Lynne C. Smeyb, ex-NAB engineering chief now with War Dept., its other officers and stockholders Harold J. True, v.p., news commentator for Detroit's WWJ, and Nicholas J. Walinski, secretary, formerly asst. Attorney General of Ohio -- each a 22.2% stockholder.

A new AM-FM applicant for Philadelphia appeared this week in the person of Patrick Joseph Stanton, now general manager of Philadelphia's WDAS, which also is an FM applicant separately. Though Mr. Stanton is applying personally, his application discloses he is backed for $90,000 by James T. Duffy Jr., president of Read Machinery Inc., York, Pa.

This week ex-FCC Chairman James Lawrence Fly, now an attorney in New York, withdrew FM application of Book-of-the-Month Club, leaving 21 applications still on file for New York's 9 available channels; more may be expected to drop, or change to Community status, before July 1 hearing. Dropping its Los Angeles FM application was Warner Bros., operating AM station KFWB. (For list of New York and Los Angeles FM applicants, see Supplements 14-A to 14-J.)

Next FM hearing scheduled covers Indianapolis, starting there next Monday, with Walter Emery, former assistant to Commissioner Walker, sitting for FCC. While 8 applicants are listed for 6 available channels (Special Report, March 16), it is expected Evansville on the Air Inc. will drop in view of its pending deal to purchase Indianapolis' existing FM station WABW (Vol. 2, No. 16).

New FM applications since we published Supplement 14-J are relatively few, this week's being Telemusic Inc., for Hartford, Conn., headed by Murray L. Grossman, ex-commercial manager of WBRY, Waterbury; Charleston (W. Va.) Daily Gazette; Radio-Television of Baltimore Inc., also applicant for TV there (Vol. 2, No. 18); WLPM, Suffolk, Va.; Skyway Broadcasting Corp., Asheville, N.C., headed by Charles M. Britt, wholesale grocer, and his nephew, Charles B. Britt, just out of Air Corps; WRVA, Richmond, refiling its previously withdrawn application; Topeka (Kans.) State Journal, a Stauffer newspaper; Colony Broadcasting Corp., New Haven, headed by Sam Botwinik, realtor, and ex-gob Sol Chain, who ran Navy's WXLB in Adak, Alaska.
WESTINGHOUSE, RAYTHEON AND TV: Strike-freed Westinghouse is getting wobbly about its 5 pending low-band TV applications (Supplement No. 18), and it won't be surprising if all or some of them are soon withdrawn. Company's inclination has been to go along with RCA-NBC in promoting TV now, but its new receiver line includes no TV sets because it can't see much market in view of the multitudinous withdrawals of station applicants in recent months. That it custom-built some of CBS's uhf color apparatus and has taken out patent license with CBS, is cited as evidence Westinghouse is getting lukewarm toward low-band TV.

You can expect some news to break soon also from Raytheon, applicant for TV stations in New York, Chicago and Waltham, Mass., though its officials are silent about rumors of withdrawals and reports of negotiations with CBS (Vol. 2, No. 18).

This week's TV withdrawals were Warner Bros., applicant for Los Angeles; J. E. Rodman (KFRE), for Fresno; WDEL Inc., for Wilmington, Dela. Latter leaves the Steinmans' Lancaster, Pa. application the only one they have left on file since dropping the one for Harrisburg (Vol. 2, No. 17). Warner dropout leaves only 8 applicants in race for Los Angeles' 7 available channels, scheduled for hearing there May 20 (see listing in March 16 Special Report). There were intimations at FCC that another withdrawal or two might cancel that hearing. 20th Century-Fox, which with MGM, Disney and Consolidated previously withdrew, gave as its reason for dropping both Hollywood and New York applications that video situation is "too confusing" at present to warrant investment of about $1,500,000 in monochrome stations.

Milwaukee Journal, in dropping its prewar CP for TV (Vol. 2, No. 18), stated its action was taken "with the full realization that high frequency color TV is still a long way off -- possibly as much as 5 years from now." It gave as reasons for dropping: building restrictions, long wait for equipment delivery, uncertainty of network service out of Chicago; and said this might mean 2-3 years before a low-band station could be completed, which means such station "might have only some 2 years to operate before uhf color becomes a reality."

Plumping for uhf color was IT&T President Sosthenes Behn in his annual report, which told of Federal's manufacture of CBS's transmitter and concluded that high definition color was "indefensible in the not-too-distant future." But RCA's President David Sarnoff at his annual meeting this week reiterated faith in today's monochrome TV, pointed to historic import of Louis-Conn telecast June 19, and added: "We firmly believe that color ultimately will provide an added interest in certain television programs for the homes as it does in certain motion pictures for the theater. However, the majority of television programs will, we believe, continue to be in black-and-white, as they are in the movies, even when color is available. Although color processes have been available to the movies for years, only 6% of the feature motion pictures shown in the theater today are in color."

GE DELIVERING 250-w FM: GE's Russ David reports his company begins delivery this month on its backlog of 250-w FM transmitter orders, but will need 4 months more before it can fill new orders. GE schedule calls for new 1 kw transmitters by October, 5 kw by November, 10 kw by March, 1947 and 50 kw "in about a year." Number of 250-w orders was not indicated but since units are basic, it should be possible for those stations to get on air though with less than authorized power. FCC has stated it will authorize lower powers when requested so that some sort of FM service can be made available as soon as possible.

SHARED TRANSMITTER AND SITE: Federal Telecommunications Laboratories Inc. (IT&T), now licensed to build CBS color equipment (Vol. 2, No. 18), has cut out an interesting FM development schedule. Noteworthy is its pulse time work. Successfully applied in the past to transmission of many telephone signals on a single channel, idea is being adapted to FM to allow as many as 8 programs broadcast simultaneously on one channel, around 3 mc wide. Chief advantages are use of best transmitter site and single transmitter by several stations.
LODGE CARRIES THE BALL: Notwithstanding heavy attack from clear channel proponents at FCC hearing this week, Bill Lodge, CBS director of general engineering, stuck to his guns and gave as his "firm opinion" that Columbia's projected 200-station FM network would give better service than the same number of AM stations. The average number of stations on each of the 4 big networks is about 200. The CBS plan, first introduced by President Frank Stanton (Vol. 2, No. 17), proposed additionally to cover those areas of the country not served by the FM net by a number of 50-kw AMs for daytime and by only two 1,000-kw AMs for nighttime.

Although the network's FM network projection was only worked out on a 50 uv/m contour basis for each station, Lodge stated that it was his belief that good FM signals could be received as low as 5 uv/m and that such a "usable" signal would still give better service to rural listeners than many now receive even from the best AM station. The FM net would cost $8,270,000 to construct, Lodge estimated, and $3,320,000 to operate annually. He submitted to the Commission a table listing the stations in the FM net, city by city, with radiated power and antenna height indicated for each. Power ranged from a high of 320 kw for Minneapolis-St. Paul, with antenna height of 750 ft, to a low of 250-w, with antenna heights of 250 ft, for such cities as New London, Conn.; Albany, Ga.; Salina, Kan., Lima, O.

Opposition to Lodge's optimism centered on whether smaller communities could economically support more than 1 or 2 FM stations. Also brought into question was whether it was right for a community to be deprived of a choice of at least the present 4 network programs when the number of FM stations, under the allocations, is limited to 2 or 3 stations in some cities.

PORTABLES FOR FM ARE OUT: If you've considered using a Quonset hut or a trailer to house your transmitter in order to beat need for CPA approval, forget it. CPA this week interpreted Order VHP-1 to mean restrictions apply to erection of portable or prefabricated housings if they are to be placed on foundations, connected to ground by plumbing, wiring, etc., or if they are to remain at one place for an undetermined time. So, if the job costs more than $1,000, you still have to get approval from your nearest CPA field office; if it doesn't cost that much, you can, as before, go ahead without any red tape. First reported CPA okay for FM construction was application of Alliance (O.) Review, holder of FM conditional, which got clearance from Cleveland field office to remodel 3-story brick structure.

ADAPTING ORTHICON FOR MOVIES: Look for RCA's light-amplifying Image Orthicon, or "magic eye," to be developed and applied by motion picture industry as basis of high-speed, lightweight, noiseless camera. Dr. Zworykin's recent Hollywood visit seems to have borne fruit, judging from statement Thursday by Loren L. Ryder, Paramount director of recording in Hollywood, to New York conference of Society of Motion Picture Engineers. Said he: "The improved Image Orthicon now available to television may point the way to a higher speed, lighter and noiseless camera with a picture recorder operating off stage in a manner similar to sound recording. The light amplifier demonstrated by Dr. Zworykin may have application to existing type cameras and lenses."

SOUND AND SIGHT: During coal emergency, FCC has waived minimum hours, powers for all broadcasting; Chicago's WBKB has cut telecast schedule to 4-5 p.m. weekdays....Freed-Eisemann in New York this week unveiled 7 consoles with FM, promised dealer deliveries in 30 days, demonstrated them via local FM stations....Emerson announced 3 FM models, ready late this summer, ranging from $60-$200, said it was delaying TV line until fall....Excellent popularized story on FM, captioned "Something's happening to radio and listeners shouldn't miss it," appears in May "Science Illustrated"....WMBT's new antenna atop Empire State Bldg. is 61 ft high, 1,250 ft above sidewalks of New York....Possibility that ban on films for TV in proposed FM-movie contract may be regarded by Dept. of Justice as restraint of trade under Sherman Act, is said to be holding up Potrillo contract with movie makers....New FCC Order No. 130-C this week permits amateur experimentation in FM on various bands from 27 mc up, also TV here and there from 420 mc up.
FM MAKES NURSE SLOWLY: So jammed is the FCC clerical staff, that not a single grantee of a CP for either FM or TV has as yet been notified of his grant by the Commission. All the grantee knows is what he reads in the trade press, despite fact that CPs and EAs for FM at least began to be issued in mid-March. Inquiry at the Commission brings the frank admission that it's due to "lack of personnel and pressure of other business," but first formal notifications will go out next week.

To the FM grants tabulated in our Supplements No. 36, 36A and 36B, the Commission this week added 8 more CPs, 9 EAs and 16 Conditionals (see Supplement No. 36C herewith). Withdrawn this week, at request of grantee, was the Conditional recently awarded Crooner Frank Parker for a Community station in Danbury, Conn. Also withdrawn were FM applications of Dorothy S. Thackrey (New York Post) for Los Angeles and San Francisco, though she is pursuing TV applications in those cities (see story in this issue). There were unverified rumors Mrs. Thackrey may dispose of her recently acquired AM stations in Los Angeles and San Francisco.

Indianapolis FM hearing this week went on there as scheduled, no dropouts. Next FM hearing is in Chicago June 3, with 18 remaining applicants seeking 12 available channels. Publisher Jack Knight, having recently bought into Johnson-Kennedy Radio Corp. (WIND), has withdrawn his separate Chicago application. Engineering hearing on recently completed Dayton-Springfield (O.) FM cases takes place in Washington May 21; for Indianapolis applicants, also in Washington, May 28.

9 TV GRANTS WITHOUT HEARING: As predicted, the FCC this week got around to granting more TV applications without hearings in cities where the supply of channels is adequate. Standing by its support of low-band TV, proudly proclaiming it was now making video service available in 15 cities, the Commission authorized CPs for 9 out of the 80-odd applicants remaining after recent wholesale withdrawals. It intimated others may be forthcoming soon also if their engineering and other files are brought up-to-date, noting particularly that hearings probably won't be necessary now on Pittsburgh, Cleveland and Baltimore applications. These were the 9 grantees announced Friday and facilities assigned:

Worcester Telegram Publishing Co., Worcester, Mass. (WTAG), granted Channel No. 5 with 13.6 kw visual power, 10.8 aural power, 772 ft antenna height. Grant was made despite fact applicant, whose manager recently signed CBS station advisory board manifesto in favor of uhf color, asked FCC to hold off until it makes up its mind whether to withdraw (Vol. 2, No. 18).

Raytheon Manufacturing Co., Waltham, Mass., granted Channel No. 2 with 50 kw visual power, 30.7 kw aural power, 373 ft antenna height.

The Outlet Co., Providence, R. I. (WJAS), granted Channel No. 11 with 50 kw visual power, 50 kw aural power, 420 ft antenna height.

A. S. Abell Co., Baltimore (Baltimore Sun), granted Channel No. 2 with 17.1 kw visual power, 17.1 kw aural power, 397.4 ft antenna height.

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National Broadcasting Co., Cleveland (WTAM), granted Channel No. 4 with 19 kw visual power, 19.5 kw aural power, 568 ft antenna height. (NBC now holds a license for New York, and CPs for Washington and Cleveland.)

Havens & Martin Inc., Richmond, Va. (WMBG), granted Channel No. 3 with 12.16 kw visual power, 6.4 aural power, 465 ft antenna height.

KSTP Inc., St. Paul, granted Channel No. 5 with 13.68 kw visual power, 6.48 kw aural power, 547.1 ft antenna height.

Intermountain Broadcasting Corp., Salt Lake City (KWDY), granted Channel No. 2 with 13.2 kw visual power, 7 kw aural power, 542.4 ft antenna height. (Applicant has long held an experimental CP for TV, now gets commercial.)

Oregonian Publishing Co., Portland, Ore. (KGW), granted Channel No. 6 with 10 kw visual power, 11.2 kw aural power, 98.4 ft antenna height.

The Commission indicated that 46 of the applications still on file may also be granted without hearing, but pointed out that some of their data is still incomplete. Its reference to 15 cities to which it was making low-band TV available was to Chicago, New York, Schenectady and Philadelphia (where stations are already operating); Detroit (where it recently granted 2 without hearing, as reported in Vol. 2, No. 15); Washington (where it has authorized 4 stations, as reported in Supplement No. 31); and the foregoing 9. Total really is 16, if you count the 2 experimental stations already operating on commercial channels in Los Angeles.

* * * *

Other TV news developments of the week:

1. Four more applicants withdrew: Kansas City Star Co.; World Publishing Co., Omaha; Palmer K. & Lois C. Leberman, New York; WDAS Broadcasting, Station, Philadelphia (Supplement No. 18). In addition, FCC returned as incomplete application of Western Reserve U, Cleveland, for a commercial station (Vol. 2, No. 15).

2. One more new application was filed -- Paul Block's Toledo Blade, stating it is ready to spend $175,000 on a TV installation. It was designated for hearing along with Fort Industry Co. application (George Storer).

3. Crosley Corp. replied to rumors it might drop TV by stating it will pursue applications for Cincinnati and Columbus definitely, but Dayton application "depends much on where we can locate our transmitter service in Cincinnati. It conceivably could be used to serve Dayton." Leberman's withdrawal from New York, he advised us, does not mean he will drop his Seattle (KRSC) application.

4. General Electric reported it expects to make first TV sets, using 10-inch direct-viewing tube and costing about $300, available to public in August or September "in areas where stations are now operating or will soon be on the air." Other sets, it added, will follow shortly thereafter, including large-screen projection models. Transmitters and studio equipment are already being manufactured at new Syracuse plant and will be delivered early in 1947.

5. Continuing his counter-blasts at CBS for its espousal of uhf color TV as against low band (Vol. 2, No. 18), Sonora's President Joseph Gerl, speaking again Wednesday at Evansville, Ind., called CBS campaign "calculated sabotage" and added: "The truth of the matter is that color TV, despite the experimental work, is not ready for public use, that color transmitters are at least twice as costly as other transmitters, and that color TV receivers are at least twice as expensive as ordinary TV receivers... If the American public were to wait until color TV were ready... the wait would be at least 5 to 7 years."

6. And Stanley Hubbard of KSTP, which got its TV grant this week and has already placed order for an RCA transmitter, also took occasion to blast color claims by issuing a statement that "they can be demonstrated under carefully controlled conditions existing in the research laboratory" and opining color is at least 5 years away. Deploiring "misleading propaganda," he declared "black-and-white TV is ready and desired by the public today... many broadcasters are going to be caught asleep at the switch and will be replaced by those willing to pioneer."
NOT YET DUPLICATING: All sort of rumors of AM-FM duplication are rampant, but inquiries disclose no verifications as yet. Don Lee's KHJ-FM denies it is duplicating MBS musical programs, its executive v.p. Lewis Allen Weiss wiring us: "We do not believe that the Lea Bill provides any protection for such duplication." Nor is Stanley Hubbard's KSTP-FM carrying anything yet other than news and transcriptions. Latter, incidentally, is on air with a home-built 250-w transmitter, although its Rural CP calls for 318 kw. Its engineers report test reception covering 25 miles, but say some of first FM receivers coming out apparently had FM added with only one stage so do not have sufficient sensitivity to pick up signal more than 15 miles away. Hubbard says he expects to have his 10-kw RCA transmitter operating by Sept. 1 with effective radiated power of about 80 kw.

PARAMOUNT PROBE IN L. A. HEARING: Into the already muddled TV situation, the FCC this week interjected still more jumble — to the undisguised consternation not only of principals and counsel but of the diminishing school of adherents to its own policy favoring low-band TV now. Entirely unheralded at the eleventh hour, it added new issues to the Los Angeles TV hearing, scheduled to start there next Monday with Asst. General Counsel Harry Plotkin sitting as examining officer on the 7 remaining applications for the 7 available channels.

Last Wednesday, it advised counsel of additional issues to be made part of Los Angeles hearing: (1) an investigation into stock ownership and management interest of Paramount in DuMont; (2) an investigation of Paramount's interest in pending TV applications of Television Productions Inc., for San Francisco; United Detroit Theatres Inc., Detroit; New England Theatres Inc., Boston; Comerford-Publix Theatres Corp., Scranton, Pa.; Interstate Circuit Inc., Dallas; Maison Blanche Co., New Orleans (see Supplement No. 18). Inquiries have to do with multiple ownership rule, limiting number of TV stations to 5 to one company.

Though Commission said issues were prepared last May 2, it didn't notify counsel until 2 weeks later, giving them scarcely time to prepare cases, let alone catch trains or planes to Los Angeles. Recognizing this, Chairman Denny agreed to separate DuMont inquiry from Los Angeles hearing, but will hold a separate hearing on that later in Washington. Meanwhile, DuMont's other applications remain on ice despite plentitude of channels — for Pittsburgh, where it is one of only 2 remaining applicants for 4 available channels; for Cleveland, where there are only 3 applicants for 5 channels; for Cincinnati, where there are 3 for 4. (DuMont already has a station in New York, holds a CP for one in Washington, these designed to be part of projected network.)

But the Paramount inquiry goes ahead. Paramount's Paul Raibourn is in L.A. for hearing, presumably will answer the questions. Its TV holdings include: (1) all Class B stock ownership in DuMont, a minority of the total issue, but with 3 out of 8 directors; (2) its subsidiary Balaban & Katz's license for WBKB, Chicago; (3) its subsidiary Television Production Inc.'s experimental license for W6XYZ, Los Angeles, presently operating in low-band; (4) its control or part ownership in the 6 other applicants mentioned (although its connection with Maison Blanche, part of big dept. store chain, is rather obscure even in FCC records).

Inquiry is to be conducted with idea of preventing "monopoly" control of TV — if not on still wide open low-band, then later on high-band when low-band pioneers will presumably expect prior consideration. Inquiry was ordered in face of fact that FCC itself is being embarrassed by wholesale withdrawals of low-band applications — so many in recent months that there are only 4 cities left where demand exceeds supply of channels (Los Angeles, San Francisco, New York, Chicago) — and in face of possibility Paramount, one of few remaining movie companies willing to risk investment in low-band, may also be goaded into withdrawing in disgust.

Los Angeles hearing finds these applicants remaining in race for that city's 7 channels: Hughes Productions; Earle C. Anthony Inc.; Don Lee (already operating experimental W6XAO on Channel No. 2); National Broadcasting Co.; American Broad-
TWO-BAND TV SUGGESTED: There's talk now -- but talk only -- about possibility of correlating low and high band TV standards in such a way that a 2-band monochrome receiver might be manufactured at cost slightly more than a low-band set, thus perhaps laying the spectre of obsolescence. Adding color, of course, would make cost of receiver commensurately higher, requiring second chassis in same cabinet.

Idea is attributed to FCC Commissioner Jett (though he won't acknowledge it) as possible way of resolving current controversy between rival low-band monochrome and uhf color schools. It is predicated on agreement of latter, notably CBS as chief proponent, to accept 525-line video standard for uhf which CBS is understood to be willing to do. It also presupposes that other technical details, including most problem of uhf propagation characteristics, can be made common to both systems.

RMA's video standards committee has received no specific proposal from FCC or anyone else, says its chairman David B. Smith, Philco engineering v.p. Nor has RTBP Panel No. 6 received any concrete recommendations, though FCC Chief Engineer Adair did bring up subject at one of its recent meetings.

This highly technical subject inevitably will come up when hearings on uhf standards are called by FCC, which it has promised when asked for. CBS has said it will ask for hearings "soon" but neither it nor any other advocate of abandoning low-band in favor of uhf has indicated when. Meanwhile, though many withdrawing low-band TV applicants have said they plan to go to uhf color, only CBS's experimental license on uhf video band 480-920 mc is outstanding. The only CPs for such experiments thus far issued are to Cowles Broadcasting Co., Washington; Kansas State College; Times-Mirror Co., Pasadena (Los Angeles Times in collaboration with California Institute of Technology). Also with license authorizing experimentation in uhf transmission, though not necessarily color, is Balaban & Katz (WBKB) Chicago; and holding CPs in this category are Raytheon and Zenith, Chicago; Sherron Metallic Corp., Brooklyn; North Jersey Broadcasting Co., Clifton, N. J.; Farmsworth, Ft. Wayne; Metropolitan Television Inc., New York City; P. R. Mallory & Co., Indianapolis; Philco, Philadelphia, Washington, New York City.

Only applicants thus far for uhf TV (in addition to CBS's additional requests for St. Louis, Boston, Chicago and Pasadena) are Milwaukee Journal and Continental Television Corp., Boston. Don Lee, already in low band, says it will immediately seek uhf permit "to explore color television," meanwhile has modified low-band application to ask for 5 kw instead of original 50 kw.

STAGE AND SOUND: NAB officials are still hinting at test case on Lea Bill but can't say from what quarter it may be expected; meanwhile, there is possibility President Miller and his advisory committee may hold another meeting with Petrillo before AFM June convention. . . . CP's 16mm film "The Story of FM" can be secured through local dealers or by writing company's Electronics Dept., Syracuse, N.Y.; there is no charge for loan of 17-minute movie. . . . Telecast of Louis-Conn fight June 19, will be piped via coaxial to Washington, where NBC will stage special showings to top VIPs from White House, Supreme Court, Congress; meanwhile, NBC pulled its TV apparatus out of United Nations conference rooms at Hunter College, needing it for fight and other TV events. . . . Kaufmann's, big Pittsburgh dept. store, is inviting producers of goods to take part in its intra-store TV demonstrations with RCA June 17-29. . . . Emerson will seek to enter TV field in a few months with an "industrial" television system installed in a big New York dept. store. . . . American Optical Co. reports that the corrector plate used in the Schmidt system of large-screen TV can now be made of glass, with attendant superiority and economy over the plastic plates made pre-war. . . . FCC Commissioner Paul Walker this week got his expected third-term nomination from President Truman.
FM CLASSIFICATION CHANGES: Due from the FCC next week is a revision of FM Rules that will substitute for present Community, Metropolitan and Rural station nomenclature a dual system of classification. New system, according to our information, will classify FM stations in only two categories according to an established power-antenna height ratio. Exact nomenclature of the two categories is undetermined.

That some change in FM station classification was brewing, has been apparent for some time. Although present Rules indicate no fixed ratio between power and antenna height for Area II stations, FCC engineers at recent engineering hearings in Washington let it be known they were using the 20 kw-500 ft antenna height ratio, as established for Area I Metropolitan stations, for Area II Metropolitan stations also (Vol. 2, No. 18). In some instances, the FCC, in granting conditionals or EAs, was unable to fix proper designations and left station classifications "to be determined" (Vol. 2, No. 17).

INCOMPLETE DATA SLOWS FM: One big reason why FCC is issuing CPs for FM at such a snail's pace, is that many applicants and their attorneys and engineers have filed inadequate data. Out of 205 applications thus far examined as to engineering details, the Commission reported Wednesday, 115 require additional data which has been requested. And many others have failed to submit the requisite statement as to program plans. But you can't blame the overburdened FCC staff entirely if you still haven't been apprised what your channel, power and antenna height must be.

This week there were only 6 CPs issued for FM, plus 6 Engineering Approvals (EAs), as reported in Supplement No. 36D herewith. Actually, since it began issuing CPs and EAs, the Commission has granted only 52 of the former, 29 of the latter (see Supplements No. 36 to 36D). EAs are automatically granted CPs as soon as program-promise data is filed (Vol. 2, No. 11).

According to FCC records, 441 conditional grants have been made since Oct. 8, 1945. Applications on which there has been no action at all, it says, totaled 256 up to May 22. Involved in hearings are 131 applications -- but not even the heavy April hearings (Boston, Pittsburgh, Cleveland-Akron) have been reported on as yet. Commissioner Durr conducted Boston hearing nearly 2 months ago (April 2) but his report is held up while engineers study record, and there's possibility that an engineering hearing may also be necessary.

That the Commission means business in requiring program plan data, was evidenced again this week when, in renewing certain AM licenses after perusing their program logs in the light of policy laid down in its recent Blue Book, it stated: "The Commission's action in granting current renewals should not be construed as an indication that in all instances the program structures are in keeping with the overall public service responsibilities enunciated by the Commission from time to time...current renewals are being granted on the showings made but with the expectation that all licensees will review their program structure...in instances where
there appears to be an extreme disregard of public service responsibilities, a hearing will be ordered on current renewals."

In other words, as applied to FM, this is a warning that applicants get off on the right foot by filing program promises which they will be expected to perform --- or else!

3 MORE TV GRANTS, 5 MORE DROP: Three more TV grants without hearing this week re-emphasized FCC's determination to stand by its approval of low-band video, indicated anew its intention to issue CPs as quickly as possible to qualified applicants in cities where channel supply is adequate. Meanwhile, 5 more withdrawals of TV applications were made known -- one of them the Westinghouse application for a station in its home city of Pittsburgh. Wednesday's TV grantees were:

Hearst Radio Inc., Baltimore (WBAL), granted Channel No. 11 with 14.4 kw visual power, 7.3 kw aural power, 458 ft antenna height. (Commissioner Durr voted for hearing because station has been cited for alleged program deficiencies.)

Radio-Television of Baltimore Inc., Baltimore, granted Channel No. 13 with 31.65 kw visual power, 20 kw aural power, 410 ft antenna height. (This application was filed less than a month ago by newcomers to radio, see Vol. 2, No. 18.)

Albuquerque Broadcasting Co., Albuquerque, N.M. (KOB), granted Channel No. 2 with 15 kw visual power, 8 kw aural power, 18 ft antenna which will have overall height of 100 ft above ground and 5,240 ft above sea level. (Principal is C. M. Pepperday, publisher of Albuquerque Journal.)

Baltimore is only city with multiple TV applications where all applicants have now secured grants, the third having been last week's grant to Baltimore Sun (Vol. 2, No. 20). City is allocated 3 channels; 3 other applicants had withdrawn.

The week's dropouts, in addition to Westinghouse, were: WAVE, Louisville, leaving only WHAS on file for that city's 2 channels; WOW, Omaha, leaving none on file for that city's 3 channels; WIRE, Indianapolis, leaving only WFBM Inc. and the William H. Block Co. dept. store on file for that city's 5 channels; and Television Productions Inc. (Paramount), for San Francisco (see story below).

Our information is that WHAS and WFBM are also seriously considering withdrawal. Westinghouse withdrawal from Pittsburgh leaves DuMont as only applicant there, though that city is entitled to 4 channels.

Whether Westinghouse will drop either or both of its 2 remaining applications -- for Boston and Philadelphia -- is conjectural. But it is plumping strongly for its own system of Stratovision broadcasting for both TV and FM (see story on next page) and may decide that this offers better possibilities on uhf. (Incidentally, we erred in Vol. 2, No. 19, in stating that Westinghouse was applying for 5 TV's; actually, it had applications in for 3 TV's, 5 FMs.)

We erred last week also in listing Chicago as one of 4 cities where channel supply exceeds demand and in failing instead to say Philadelphia. The Chicago situation is that it is entitled to 7 channels; already has one occupied (by Balaban & Katz's WBKB); has 2 CPs issued (to NBC and Zenith); has 3 applications still pending (ABC, WGN, Raytheon). Philadelphia gets 4 channels; has one occupied (by Philco's WPTZ); has 6 applications pending (Bulletin's WPEN, Gimbel's WIP, Inquirer's WFIL, Seaboard's WIBG, Westinghouse's KYW, and non-radio-owning Daily News), all scheduled for hearing June 17.

* * * *

Los Angeles TV hearing there this week, with 8 seeking 7 channels (Vol. 2, No. 20), was being watched with hawk eyes by movie industry, eager to get further inklings on possible impact of TV on their business. Our correspondents report it was proceeding slowly, looked at week's end like it would go into better part of next week. Late Friday, Paramount's Washington counsel withdraw its subsidiary
Television Production Inc.'s application for San Francisco, stating it intended to concentrate on Los Angeles because of greater importance of that city to TV. This now leaves 6 for 6 in San Francisco, presaging probable dropping of July 15 hearing. It also means Paramount is now involved in 5 pending applications (Vol. 2, No. 20), in addition to its Chicago subsidiary's already-licensed station WBKB. Mystery of its relationship with Maison Blanche (WSMB) New Orleans application was cleared this week when inquiry disclosed that WSMB Inc. is owned 50% by Paramount, 50% by big department store.

STRATOVISION TESTS SUCCESSFUL: Westinghouse officials are certain now that "Stratovision holds the answer to transmission problems which have delayed TV and FM expansion by limiting their service to big-city audiences." Certainty, in fact, has displaced their former frank attitude that the thing looked foolproof on paper but that "we won't know the answers until we try it" (Vol. 1, No. 1). Try it they did -- and the results achieved thus far with their "skyhook transmitters" convince them, as Vice President Walter Evans reports, that "the day is not far distant when economically practical TV and FM radio services, for farm and city homes alike, will be available all over the land."

Within next few weeks, Westinghouse and its collaborating Glenn L. Martin Co. will announce a regular schedule of flight times, and will ask FM set owners to report on reception on 107.5 mc. Test flights begun last December have carried their specially equipped monoplane over courses embracing Baltimore-Wilmington-Philadelphia-New York-New Haven and Washington-Richmond-Rocky Mount, N.C. Flying circle courses at 25,000 ft, plane has transmitted usable signals 240 airline miles with only 250-w power. Stratovision plans envision a few dozen such planes serving whole country, including rural and remote areas not now reachable with 35-50 mile line-of-sight radius of ordinary FM and TV transmitters.

SOME NEW FM'S GET GOING: Though plagued by all sorts of obstacles -- equipment delays, CPA restrictions, lack of receivers -- a corporal's guard of FM stations nevertheless is getting going under FCC's special temporary authority (STA) policy. Latest to join the select list of FMers actually putting out signals, but with minimum power, is Portland Oregonian (KGW) which went on air 50 minutes after receiving FCC blessing May 7. It joined Supreme Broadcasting's WRCM, New Orleans, and KSTP, St. Paul, latter using home-built transmitter. Three other FM grantees have STAs to broadcast: Patriot Co. and WHP Inc., both Harrisburg, Pa., and New Orleans Times-Picayune, but reports on their activity are still lacking.

While it is difficult to get data on who are receiving local CPA approvals to build, Washington gleams that numerous exceptions are being made to the $1,000-minimum rule, depending on local conditions. Last week KOMO, Seattle, holder of CP for FM, got approval for $500,000 building for its AM-FM-TV projects. Best advice to proposed builders still is to try secure dispensations from district CPA offices; complete addresses of 71 such offices now available from Washington CPA headquarters in Release No. 329. While you're at it, ask also for Supplement No. 2 to VHP-1 which explains what is meant by "beginning construction" and may be valuable to broadcasters finding it difficult to decide whether their installations were begun before or after March 26 issuance of VHP-1.

MANY AM'S IGNORE FM: Our records show that only 32 out of the 198 outstanding CP holders for new AM stations have also applied for FM; also that about 375 AM licensees have not yet applied for FM. The latter are largely in thinly populated western areas, where operators don't think they need FM because ground conductivity of their AM signals is generally quite good. Thus no AM operators in Montana, New Mexico, North Dakota or South Dakota have applied for FM, none also among the 15 in Alaska, Hawaii or Porto Rico. Latest list of FM applicants (Supplement No. 14K herewith) discloses 13 already operating AM and 11 newcomers. Among new applicants are Larus & Brothers (WRVA) for Richmond and Norfolk; the Oklahoma City Oklahoman interests, along with Gov. Kerr of that state, for Peoria, Ill.
THEATER PROJECTION OF TV: Even if Paramount fails to secure video sub-rights from NBC to project on screen of New York's Paramount Theater an "instantaneous newsreel" of Louis-Conn fight June 19, you can expect a demonstration of Paramount's system of delayed (1½ minutes) telecasting to theater screens some time in August, as promised. As in case of Louis-Conn fight, if carried, projections will be shown first only to invited groups. The public isn't going to be let in -- yet.

That TV is not an immediate problem to the motion picture exhibitor "because no practical method of video projection has yet been presented," is opinion of Lester B. Isaac, director of projection and sound for Loew's Theatres (MGM). At recent confab of Society of Motion Picture Engineers, he declared it would not be practical to interrupt regular film shows for unscheduled news by TV. He found fault with both RCA and Rauland methods of instantaneous projection, said construction of average movie theater does not provide convenient location for a TV projector within the limits for satisfactory throw from projector to screen. Also, some proposals for clearing space for a TV projector in the center of the theater would cause elimination of seats, an uninviting prospect for exhibitors. Storage system of recording the TV image on film seems practical, he said, but to him it is just another way of presenting a newsreel.

BIG CHICAGO FM HEARING: Next hearing on FM, biggest to date in point of numbers, is scheduled for June 3 in Chicago's Board of Education Bldg., with FCC Counsel Sam Miller probably the presiding officer. Allocated 17 channels (Supplement No. 21), Chicago already has 5 licensees (Supplement No. 32) -- so that the 18 applicants now on the docket (and any more that may file before June 3) will compete for 12 available channels. Hearing is expected to last perhaps 3 weeks. With recent withdrawal of Knight Radio Corp. (since Publisher Knight bought into WIND) and Oak Park Amusement & Realty Co. (MGM), these are the applicants scheduled to be heard:

Agricultural Broadcasting Co. (WLS); Amalgamated Broadcasting System (Amalgamated Clothing Workers Union); American Broadcasting Co. (WENR); Balaban & Katz Corp. (Paramount); Chicago Federation of Labor (WCFL); Drovers Journal Publishing Co. (WAAF); Dual Engineering Corp.; United Automobile Workers (CIO); Johnson-Kennedy Radio Corp. (WIND); Lincoln-Belmont Publishing Co. & Myers Publishing Co.; National Broadcasting Co. (WMAQ); Raytheon Manufacturing Co.; Telair Co.; Gene T. Dyer (WAIT); John A. Dyer (WGES); WJJD Inc.; Radio Station WSBC; Nathan Schwartz. (For details about applicants, see Supplements No. 14A to 14J.)

SIGHT AND SOUND: Veteran FCC technical information chief Dr. L. P. Wheeler, past president of IRE, retires this week to join venerable radio scientist Greenleaf Whittier Pickard at Newton Highlands, Mass., to do special job for U.S.-Canadian military on radio problems in northern climes; also retiring from FCC, at 62, is V. Ford Greaves, its RID San Francisco supervisor. ...Promoted from acting to permanent status were these FCC Engineering division chiefs: James E. Barr, Standard; Cyril M. Braum, FM; Curtis B. Plummer, TV....Denver Post's first foray into radio, sponsorship of Barnet Nover Washington transcriptions on KOA, presages that newspaper's entry into FM (Denver has 10 channels, only 2 applicants) and possibly also TV; friendlier policy toward radio attributed to new Publisher Palm Hoyt, formerly with Portland Oregonian....David B. Smith, Philco v.p. in charge of engineering and chairman of the RMA television systems committee as well as of RTI Panel No 6, has been elected to board of directors of Philco Corp.; Larry F. Hard; home radio set division chief, has also been elected to board....TBA attorney Bill Roberts is planning to petition FCC to postpone July 1 beginning of 23-hour-per-week rule until video settles down to more normal state....DuMont's Washington TV station, W3XWT, will probably broadcast Louis-Conn fight, taking NBC telecast off line and putting it on the air for the few score sets in capital....July "Reader's Digest" features condensation of Alva Johnston's recent Statevepost series "Television -- Boom or Bust"....G. Emerson Markham now heads up all GE broadcasting stations in Schenectady as manager (AM-WGY, FM-WGFM, TV-WGRB), succeeding Rauland, resigned....Bendix of Baltimore hopes to start production of receive with FM in August with 2 models, one 7 tube and one 11 tube.
WHAT TO DO WITH SUPPLEMENTS NO. 37: Two copies of Supplement No. 37 (proposed changes in FM Rules and Standards) are sent you herewith -- one to be filed with your Supplement No. 7 (Text of Rules Governing FM Broadcasting) and one with your Supplement No. 9 (Standards of Good Engineering Concerning FM Broadcast Stations). While these changes are still in the proposed category, they will very likely be made permanent after June 15. If there are any further changes, we will advise you; meanwhile, these should keep your files on FM Rules and Standards up-to-date.

CLASS A AND B FOR FM: Predicted nomenclature changes for classes of FM stations, doing away with old Rural, Metropolitan and Community classifications, will shortly go into effect under proposed Rules amendments announced this week (Supplement No. 37 herewith). Soon they will be known simply as Class A or Class B stations.

Disquietude created at first by the proposed change has given way to a general feeling, as we gauge the pulse of the experts, that the Commission actually makes no radical departure in its approach to FM. Rather, the belief now prevails that it has merely changed the Rules to conform to present practice in granting assignments. New Rules were formulated on the basis of experience gained since Commission began making FM grants last autumn.

Crux of the proposed changes, which become effective without the usual hearings or oral arguments unless objections are raised before June 15, is the newly created Class B category. FCC engineers had found, under old Metropolitan and Rural classifications, that many a Metropolitan station in Area II, by reason of topographical heights, could operate with low power and yet cover half a State (Vol. 2, No. 13); whereas other Metropolitans, to cover just their own service areas, needed 10 times as much power.

Moreover, FCC had been adhering to a 20 kw-500 ft formula for Area II Metropolitans (Vol. 2, No. 17), yet the old Rules made no mention of such ratio. And in a number of cases the Commission was unable to determine whether a proposed station should be classed Metropolitan or Rural.

Thus, what the Commission has done in proposed amendments is to enumerate power-antenna height ratios so that applicants -- and their engineers -- can determine definitely where they are going. Consensus seems to be that the changes are all to the good, provide greater flexibility for assignments, correct vagueness of original regulations.

The proposed amendments, boiled down to their essence, mean this:

Class A stations correspond to old Community stations, but with power range of from 100 w to 1 kw. The 250-ft antenna height remains on the books for this type station. Separation also remains on a mileage basis as before (50 miles co-channel, 35 miles adjacent channel). No allocation plan is established for Class A stations. Old Community channels (Nos. 281-300) are designated for Class A stations, in all parts of U.S. No facsimile channels are reserved in Area II as before (but fax can be broadcast by FM operators either multiplex or after FM broad-
cast hours). Class A stations will not be assigned to principal cities; however, 10 such channels will be available for such cities having less than 6 FM stations (for present, FCC will not assign this type station to metropolitan cities where there are at least 4 Standard broadcast stations operating).

Class B stations combine old Metropolitan and Rural classifications, and will be assured protection in all sections of country to 1,000 uv/m contour. Power for Class B stations in Area I may start at 10 kw and 300 ft and go up to 20 kw and 500 ft. In major cities, with 250,000 population or more, Class B stations must put out at least 20 kw with 350 ft antenna height. Area II Class B stations can have minimum of 2 kw and 300 ft up to maximum of 20 kw and 500 ft. Exceptions for higher powers will be granted upon proper showings. Channels No. 221 to 280 are allocated for Class B stations and the current allocation plan stands.

Added to areas contiguous to Area I, for which applications will be given "careful study," are Virginia, West Virginia, North Carolina and South Carolina. Engineering standards are also amended to conform to Rules changes. Non-commercial educational FM stations Nos. 201-220) are not affected.

COLOR TV GAINING CONVERTS: Growing affinity between Westinghouse and CBS in matter of uhf color TV is being bolstered by former's Stratovision tests (Vol. 1, No. 1; Vol. 2, No. 21) revealing that ultra-high frequencies have excellent propagation characteristics when broadcast from "skyhook" transmitter. CBS not only has ordered some of its color equipment from Westinghouse, but its engineers have been eyeing Stratovision experiments closely. And Westinghouse's Walter Evans is a confirmed believer in uhf color TV, though confesses he is not sure of its timing. The timing factor, of course, is nub of whole low vs. high band argument.

Top echelons of both Westinghouse and General Electric, which fathered RCA and NBC, owned those companies along with AT&T until forced to separate by Government decree, have been evincing intense interest in CBS's color. They make no bones about fact they have been deeply impressed by what they were shown -- demonstrations which RCA's Sarnoff and NBC's Trammell, though invited, have never seen though many of their engineering and other executives have. One big company's highest executives, after a recent private showing, put CBS's Chairman Bill Paley through the stiffest kind of quiz, came away convinced of his complete sincerity if not yet entirely sold on optimistic CBS claims of immediacity. No one has ever questioned the intense sincerity of CBS's research chief and color TV inventor, Dr. Peter Goldmark.

Westinghouse explains its withdrawal of Pittsburgh low-band TV application (Vol. 2, No. 21) as due to fact that coaxial cable (hence network programs) is still some years away from that city. Present plans do not call for dropping its Boston and Philadelphia TV applications because, it is explained, the coaxial renders network service feasible and the company wants to hook up with NBC in TV just as its AM stations do in standard broadcasting. In other words, though leaning toward color, Westinghouse isn't letting itself be counted out of monochrome and promises to build low-band if granted CPs.

Meanwhile, the 60 custom-built color TV receivers which GE has made to order for CBS (at prices reputed to be far out of reach for public sale) are said to be ready for delivery, presumably will soon be placed around New York City. Meanwhile, too, CBS is still operating its low-band monochrome WCBW on regular schedule -- evoking frequent chiding, to which its reply is that it is retaining its low-band station to study program techniques and viewer reactions. But as a prelude to every night's telecasts on WCBW, it broadcasts this not too thinly-veiled statement:

"Good evening! We hope you enjoy our program. The Columbia Broadcasting System, however, is not engaged in the manufacture of television receiving sets, and does not want you to consider these broadcasts as inducement to purchase television sets at this time. Because of a number of conditions; we cannot predict how long his television broadcasting schedule will continue."
PETRILLO PICKS A GUINEA PIG: Chances ought to be better than even that the Lea Bill will be upheld in the court test Petrillo is deliberately forcing by calling a strike against the Chicago Drovers Journal's WAAF, a relatively obscure, non-network-affiliated, daytime station which he apparently has chosen for the guinea pig role because, as he says, "That station makes $200,000 profits. If they're going to grow, we're going to grow with them. They need 6 men to turn the platters and play music and could have an organist, a piano player and a fiddler."

Coming so soon after the bill's passage (Supplement No. 35), coming at a time when the country's dander is up against union excesses, based on an out-and-out "featherbed" demand (that the station hire 3 more unwanted and unneeded disc jockeys) -- the test case has the usual bad psychology pattern Petrillo has always followed. If the law sticks -- and Rep. Lea and others who had a hand in it are sure it will, though other legal pundits say it won't -- whole music problem may clear.

It's Chicago Federal District Attorney J. Albert Woll's next move (he's a son of AFL's Matthew Woll). There seems to be little doubt the case will go all the way to the Supreme Court. So we may have lower court action before summer ends, Supreme Court decision by end of the year. That the lordly Caesar either was undecided up to the last moment which station to tackle, or may be contemplating action against other stations, was indicated by fact that his press release Tuesday left space for filling in other names; the call letters "WAAF" were typed in. That he's plenty sure, feels sure of his ground, is probably done with friendly negotiations with NAB, was manifested when he told reporters, as he pounded fist on table: "I'm ready to face the music, gentlemen. I demand that the Government keep its hands off. It should permit the unions and big business to handle their own affairs. Congress has shown that it is working for special interests."

By special interests, he explained, he means "the NAB, big business and Wall Street." Being czar in his realm, there is little doubt that his AFL's annual convention in St. Petersburg next Monday will go along with him. Meanwhile, prospects of further across-the-table parleys with NAB, on which Justin Miller placed so much store, seem to be fading, though the matter of a "joint advisory committee" is still on NAB's agenda.

NEW YORK TV HEARING NEXT: Only 6 applicants for New York area's remaining 4 TV channels are docketed for the hearing starting in Washington next Monday, with FCC Examiner Alfred Guest presiding. Withdrawing this week were Raytheon Mfg. Co. and Sherron Metallic Corp. Raytheon already holds CP for TV in Waltham, Mass. (Vol. 2, No. 20), still has application pending for Chicago. Sherron, holder of CP for experimental TV, stated it would concentrate on uhf color. At week's end, these were applicants still docketed for N.Y. hearing: Bamberger (WOR); American Broadcasting Co.; New York News; WLIB Inc. (New York Post); Debs Memorial (WEVD); Bremer Broadcasting Corp. (WAAT, Newark).

Los Angeles hearing (Vol. 2, No. 20) concluded there last Tuesday, but Asst. General Counsel Harry Plotkin, presiding officer, is not due back until week of June 10. The 8 applicants seeking 7 channels must next attend engineering conference in Washington, tentatively set for June 20, and FCC must yet conduct its projected inquiry into Paramount-DuMont relationship (Vol. 2, No. 20) before Plotkin submits his recommendations.

BUILDING BAN TIGHTENED: Impact of CPA Administrator John Small's order tightening up on non-housing construction approvals for the next 45 days -- issued to all field offices this week -- means that you're going to have a tougher time getting okayes for radio construction during that period. Small actually directed his field men to reduce dollar approvals by two-thirds during the 6-week period. Still, if you can prove that your installation won't affect the veterans' housing program (through the use of non-critical materials or if you are in a non-critical housing area) you have a chance. And you can always appeal to CPA's Washington headquarters if you think the local board hasn't been fair.
THE WEEK IN FM: Eve of Chicago FM hearing (Vol. 2, No. 21), to be conducted there starting Monday, found 2 applicants withdrawing -- WLS and WIND -- leaving 16 seeking 12 available channels. One or more other dropouts can be expected. WLS gave as reason for dropping that it wants to "study Rural station," indicated it may file again. Peoria hearing there July 5 will have one less applicant, with F. F. McNaughton dropping, leaving 7 for 4 (Supplements 14A to 14K).

This week brought 21 more CPs, 1 more EA for FM stations (Supplement No. 368 herewith). Only one new application was filed all week -- that of CBS for Washington, where 8 grants have already been made but 3 channels are still unassigned (Vol. 2, No. 12). CBS already has 2 FM stations, in New York and Chicago; now has applications in for Boston, Los Angeles, Washington, St. Louis and Minneapolis; asks they be granted in that order. Although Minneapolis hasn't been withdrawn, presumably it would be left out in the cold under 6-station rule.

FCC Friday proposed decision to deny CBS purchase of AM station KQW, San Francisco, on grounds CBS already owns 7 AMs (6 of which are 50-kw outlets) and has minority interest in 2 other AMs, that eighth station would tend toward concentration of control; Jett and Wakefield dissented. Also, this week, reason why Book-of-the-Month Club dropped out of New York City FM hearing (21 for 9 channels) was shown in Ira Hirschmann's application to buy Metropolitan Television Inc. (WABF); Club is lending $200,000 to finance deal, including $106,000 purchase price.

NOT MANY SETS IN SIGHT: Outlook for radio set production this summer still isn't bright, boding ill particularly for cabinet models containing FM and TV. Shortages of copper, steel and wood are reason why manufacturers forecast production decline this month, continuing at low ebb possibly until September. Copper is in "most critical" category now because of recent strikes both at mines and mills. Some manufacturers are getting dribbles of copper through surplus property sales, refabricating parts to their own purposes. Steel shortage is still being felt as result of recent strike. Wood needed for cabinets is in exceedingly short supply, though a few firms have followed Crosley's lead in sending buyers out into the country to scrounge for it. Sawmills are still concentrating on low grade lumber and cabinet makers prefer to make furniture on which there is larger profit margin. Crosley, incidentally, has bought up a cabinet plant of its own.

SIGHT AND SOUND: Detroit News plans immediate installation of Finch system to operate on its FM station WENA's high-band channel (No. 245), will publish miniature newspaper starting every midnight. Importance Westinghouse attaches to Stratovision (Vol. 2, No. 21) is emphasized by naming of Col. John A. Holman, coordinator for company's 5 FM stations, to additional post of business director for Stratovision, headquartering at Baltimore plant and reporting to V.P. Walter Evans. With staff war-trained in designing and constructing radio-radar stations, headed by Ira Kamen, Colan Electric Corp., 1042 Atlantic Ave., Brooklyn, N.Y. is offering FM and TV applicants a "packaged service" that includes design, installation, construction plus aid in seeing papers through FCC; its brochure is available on request. Public offering of $14,000,000 in new stock, reducing Chairman Ed Noble's holdings from 75% to 35%, is involved in proposed financing program of ABC submitted to FCC; money is needed for expansion program, including acquisition of King-Trendle stations and Michigan State Network (Vol. 2, No. 18). Capt. William Crawford Eddy, director of Balaban & Katz's TV station WKBK, wartime head of Navy's radio-radar school in Chicago, has been recalled by Navy for several months temporary duty in connection with Naval Electronics TV program. Merger of General Instrument Corp. into Emerson Radio & Phonograph Co., voted this week, combines assets of $20,000,000, involves expanded TV and FM set production plans. RCA Institutes is conducting 4-week-course in TV for broadcast station engineers, starting June 3. Legion of Merit went this week to CBS v.p. for TV, Col. Larry Lowman, for his wartime work with OSS. John H. Midlen, ex-Army, and William Thomson, ex-Navy, have joined Washington radio law firm of George O. Sutton. John W. Guider, partner in Hogan & Hartson, big Washington law firm handling many radio cases, has been named as defense counsel for Tojo in Tokyo trials; he recently was released from Navy.
NEXT ON THE TV AGENDA: Philadelphia TV hearing in Washington June 17, next on FCC's agenda, looks like it will have 5 applicants for that city's 3 available channels (one channel being already occupied by Philco's WPTZ). Withdrawal of Seaboard Radio Broadcasting Co. (WIBG) is anticipated next week, leaving the following in the running: Westinghouse (KYW); Philadelphia Inquirer (WFIL); Pennsylvania Broadcasting Co. (Gimbel's-WIP); William Penn Broadcasting Co. (Philadelphia Bulletin-WPEN); Philadelphia Daily News, reportedly negotiating to purchase WDAS.

TV hearing docket will then be cleared except for San Francisco hearing scheduled there July 15, with 6 applications still on file for 6 channels. That hearing may possibly be dropped since all but two of applicants (Associated Broadcasters Inc. and San Francisco Chronicle) have already laid their cases before Commission in Los Angeles hearing where they are also seeking video outlets. The other 4 are: Hughes Productions, Don Lee, American Broadcasting Co., Dorothy S. Thackrey (New York Post).

Four more TV applicants withdrew this week: Stromberg-Carlson Co., Rochester (WHAM); WEBR Inc., Buffalo (Buffalo Courier Express); WFBM Inc., Indianapolis; Jam Handy Organization, Detroit.

RESERVE PLAN FOR FM CHANNELS: A proposal that every fifth FM channel allocated for Metropolitan and Rural stations be held in reserve for one year in certain areas was advanced Friday by FCC. Although at first blush the plan to "cold storage" channels would seem to be radical, by actual count it would hold back only enough for 93 stations inasmuch as it is applicable only to those communities allocated more than 4 channels. Move was proposed in order to provide backlog for late-coming veterans and small business men, although Commission's formal order merely states as its reason that the radio act "may be better effectuated and the public interest may be better served by a reservation of metropolitan FM channels under certain conditions."

No such plan is suggested for the 20 channels in the non-commercial educational band (88.1-92.2 mc), even though there are so few applicants for those that the band is still literally wide open. Nor are all of the commissioners sold on the proposal, which must be formally acted upon after oral arguments ordered for July 12 for which interested parties must file appearances by July 9.

Proposal obviously is result of Commissioner Durr's insistence since he first suggested reserving channels last year, bolstered by Senate Small Business Committee Report (Vol. 2, No. 15). No city as yet has had all its channels assigned. But in several cases, the proposal if it becomes final, may play hob with hearing plans. In Chicago, for example, the 12 applicants who think they are seeking 12 available channels (see story in this issue) may find they have been contesting for only 9. In New York, the 20 remaining applicants may be bidding for only 5 channels (20 are assigned, 11 occupied, 4 may be reserved).

Under the proposed policy, no channels would be held back if a community was assigned a maximum of 4 in the FM Allocation Plan of last Dec. 19 (Supplement
Although no order has yet been promulgated, first apparent application of the proposed reserve plan came Friday when the Commission vacated its March 20 grants to 8 Washington applicants (Vol. 2, No. 12) and published proposed findings to grant the 98 as heretofore but offering 3 unsuccessful applicants further opportunity to win the 9th channel. Washington had 11 channels allocated, but apparently only 9 are now open for assignment. It's a good bet, too, that CBS, now an applicant for Washington (Vol. 2, No. 22), will file to get into the running via any hearing that may be held. Commissioners Denny and Jett wanted to assign the 9th channel to Capital Broadcasting Co. (WWDC) but were outvoted.

Analyzing the effects of the proposed order, in the light of the Dec. 19 Allocation Plan, only the New York and Los Angeles metropolitan areas would have as many as 4 channels held in reserve. Three channels would be held back from Chicago and San Francisco; 2, from Boston, Washington, Detroit, Denver, Minneapolis-St. Paul, Albany-Schenectady-Troy, Buffalo, Cleveland-Akron, Portland, Philadelphia, Salt Lake City, Seattle, Milwaukee.

Areas from which one channel would be held back are: Phoenix, Little Rock, Fresno, Sacramento, San Diego, Hartford, New Haven, Jacksonville, Miami, Atlanta, Evansville, Indianapolis, Des Moines, Wichita, Louisville, New Orleans, Shreveport, Baltimore, Springfield, Mass., Grand Rapids, Jackson, Miss., Kansas City, St. Louis, Springfield, Mo., Omaha, Rochester, N.Y., Syracuse, Cincinnati, Columbus, O., Dayton-Springfield, Oklahoma City, Tulsa, Harrisburg, Pittsburgh, Scanton-Wilkes Barre, Youngstown-Sharon, York, Pa., Providence, Chattanooga, Knoxville, Memphis, Nashville, Brownsville (Tex.) area, Corpus Christi, Dallas, Fort Worth, Houston, San Antonio, Richmond, Spokane, Tacoma, Charleston, W. Va., Clarksburg, W. Va.

FILM BAN IMPACT ON TV: There's profound conviction in high places, both official and industry, that musicians union-movie studio pact against making films available to TV is a combination in restraint of trade and thus amenable to Sherman anti-trust act. But movie lawyers, though first admitting apprehensions on that score, won't admit yet that part of pact has been formalized; at least, the radio lawyers can't get their hands on a copy. Meanwhile, TV broadcasters, when they try to rent a film, are quoted such outlandish prices that musical film telecasts are out of question. Subject may be aired as part of FCC inquiry into Paramount-DuMont relationship (Vol. 2, No. 20), tentatively timed for June 20 in Washington.

Telecasters now can't depend too much on musical films as source of program supply, just as necessary to them as recordings are to audio broadcasting. So they're playing up news events, which they can film themselves when they can't cover them live. Thus NBC's own film crew on June 1 shot Detroit's automotive jubilee parade, telecasting it next day on WNBT; did same thing with President Truman's recent address to Congress. And ABC got rights to films of BBC's postwar television reopening in London June 7, planned to fly them back for immediate editing and telecasting from DuMont's WABD. ABC also is arranging with its local affiliates to film local events for the TV programs it is producing on WABD and on Schenectady's WRGB against the day when it can operate its own stations.

Meanwhile, TV program schedules emphasize non-musical shows such as dramas, quizzes, spelling bees, cartoons, sports events. There are films, of course, but these are largely industrial (like Atchison, Topeka & Santa Fe's show carried on WNBT last Wednesday) and Government's release on inflation which, with an Alaskan travelog and a tennis training film, were featured this week on Don Lee's W6XAO. Latter station, incidentally, also showed several musicals, "Jazz and Jitters" and "Cow Country Kid," and Frederick Faer conducting the National Philharmonic, which presumably it filmed itself or bought or rented from independent producers. And Balaban & Katz's (Paramount) experimental W9XZB, Chicago, recently tried out a slide-film show with a DePaul professor lecturing on biology.

Despite artificial restraints on TV, big sponsors seem to be jockeying for best time segments on existing stations. J. Walter Thompson, for Standard Brands,
last week signed second video period on WNB TV (Sundays, 8 p.m.) for a cartoon quiz, in addition to its one-hour Thursday variety show "Hour Glass." Young & Rubicam, for Bristol-Myers Co., starts June 9 on WNB TV (Sundays, 8:30 p.m.) with travelog film with live commentary by Mrs. Carvath Wells; and same agency, for Gulf Oil Corp., starts June 20 (Thursdays, 8:15 p.m.) with animated newseasts and newsreels on CBS's WCBW. Latter sponsorship would seem to set at rest rumors CBS may close down its low-band TV station for summer.

And DuMont, promising TV sets this fall, as does GE (Vol. 2, No. 20), reports it will deliver to dealers more than $7,000,000 worth of receivers before end of year (at least 20,000 sets), stated it could sell 5 times that many except for production obstacles. DuMont added that 96% of the 5,000 owners of prewar TV sets in New York area said they planned to turn them in for new sets.

THE TERRIBLE TEMPERED JIMMY: You've doubtless read plenty in the public prints about Jimmy Petrillo's outbursts, threats and dire warnings at his AFM convention in St. Petersburg this week, so it's not necessary to go into details. Politically, his strategy now seems to be to make common cause with Labor (with a capital L) in its grievances against the Truman administration. Legally, he intends to stand arrest to test constitutionality of the Lea Bill in his "featherbed" case against Chicago's WAAF (Vol. 2, No. 22). Editorially, he doesn't seem to have a friend, even though many newspapers question both the efficacy and constitutionality of the Lea Bill as an antidote to either his rampages or those of other labor leaders.

Petrillo's unanimous reelection as AFM's president was a foregone conclusion. One poll revealed 6 delegates opposed to his policies, but they hardly raised a voice and a resolution endorsed his "each and every action." But when he started calling names, referring to Congressman Dondoro as "that bum...he's a gimme-gimme politician," it didn't sound as though he felt he was on secure grounds in threatening a network and recording strike in case the U.S. Supreme Court sustains the Lea Bill. That sort of threat was in line with his usual indiscreet public relations. (Hiring a public relations man actually was on the convention agenda and was referred to the AFM board.)

As for that bete noir of the musicians union, Rep. Clarence Lea, he was renominated last Tuesday by both his Democratic and the Republican parties of his California district! So political threats on that score don't seem any more disturbing than his threat against Congress if it should pass the Lea Bill, or against the Supreme Court if it should uphold the legislation.

Notwithstanding Jimmy's tantrums, NAB insists it plans to proceed in its negotiations with AFM (Jimmy willing, of course). Still placatory, still evidently believing that a soft answer turneth away wrath, NAB took the position in a statement issued Friday "that neither legislation nor judicial determination can obviate or diminish the necessity for the industry and labor to sit down together and reach fair agreements by proper discussion, adjustment and negotiation. Resort to any other procedure is wasteful, inconclusive and can only breed bitterness and resentment." NAB's position is that no matter what happens, the broadcasting industry must continue to deal with Petrillo and his musicians.

Meanwhile, in Chicago, U.S. District Attorney J. Albert Woll was reported ready to institute action against Petrillo and the AFM in the WAAF case. He was reported as saying he was awaiting "particulars" from the FBI, which was asked to investigate the case, and that "a draft of the charges has been prepared."

TV COST CALCULATIONS: Los Angeles and New York TV hearings of last few weeks served to disclose that the real enthusiasts for TV, their enthusiasm apparently undimmed by the campaign against low-band monochrome, are ready to go all the way financially. Fully cognizant of the large costs involved, some applicants, particularly in New York, actually figure on substantial revenues from the start to reduce intial losses. General attitude, as gauged at hearings, which ended for N.Y. applicants
Thursday, for Los Angeles applicants the week before, seemed to be, "We want to get into television now and are prepared to give it whatever financial injection is necessary to make it pay -- and we're convinced it will pay."

ABC's Mark Woods said his network, seeking stations in Los Angeles, San Francisco, Chicago, as well as New York, plans to spend $10,000,000 on TV-FM facilities the next few years; will spend $1,500,000 for first year's TV operations in Los Angeles, $1,071,000 in New York. He guessed annual income might run $600,000 in L.A., $900,000 in N.Y. Amplifying ABC's quest for $14,000,000 of open market financing (Vol. 2, No. 21), Woods told hearing that Chairman Ed Noble last January turned down a $25,000,000 offer for the network.

Bamberger (WOR) figures on N.Y. plant costs of $643,000; first year operations, $1,175,604; net sales first year, $335,950. It forecasts 200,000 TV sets in N.Y. by July, 1948. New York Daily News figured $574,971 installation cost, $562,198 cost of first year operations. WLIR Inc. (New York Post) figures $299,415 installation, $416,730 first year. Bremer's WAAT, Newark (owned by Serutan interests), stressing northern New Jersey service, calculated $211,679 installation, $200,300 first year, $150,000 income first year. Debs Memorial's WEVD, testifying it would devote two-thirds of time to foreign-language programs, one-third to English (reversing its present audio schedule), figures on $284,015 for initial outlay, and up to $994,740 investment; its financing would include $500,000 from the Jewish Daily Forward.

Los Angeles cost calculations went even higher. Earle Anthony (KFI) said he is ready to put up $1,800,000 for TV. Los Angeles Times has budgeted $4,340,000 for TV and FM, including $3,000,000 for construction (Vol. 2, No. 13). Hughes Productions would spend $1,850,000 on installation, $109,000 on operations for starting month of January, 1948. Dorothy Thackrey (New York Post) estimated, for her proposed L.A. and San Francisco TV, $500,000 installation cost each, $300,000 operations cost for each first year. Several L.A. applicants figured on links with San Francisco, Hughes stating he will use radio relay if coaxial is not available.

MORE FM HEARINGS AND GRANTS: Chicago FM hearing drones into its second week there next Monday, its first week's routine enlivened by excitement occasioned by Washington attorney Frank Fletcher's (he represents Chicago Drovers Journal-WAAF) narrow escape in LaSalle Hotel fire by clambering down 15 flights of fire escape ladder. After hearing started Monday, 4 more applicants withdrew -- Raytheon, Dual Engineering, Telair, Nathan Schwartz. This left only 12 applicants for the 12 available channels (Vol. 2, Nos. 21 and 22). Under the allocations (Supplement No. 21) Chicago got 17 channels but already has 5 occupied by prewar licensees (Supplement No. 32). Next FM hearing is next Monday in Providence, where 6 applicants have filed for 6 channels (see Special Report, March 16). Examiner Guest will probe particularly into possible overlap of Yankee's proposed Boston, Providence outlets. The Commission issued 20 CPs for FM this week (Supplement No. 36F herewith), bringing total CPs to date to 93.

SIGHT AND SOUND: Appointment of Ben Cottone as FCC general counsel this week was accompanied by other staff reassignments, including move of Ralph J. Renton to NARBA engineering committee; Edward W. Allen Jr. to head technical information division, with Raymond Asserson his assistant; LeRoy Schaeff to head broadcast accounting....Even though defendants are still in dispute among themselves, settlement of Dept. of Justice TV anti-trust suit (Vol. 2, No. 17) is still in prospect; General Precision Equipment Co. (20th Century-Fox), Paramount and Television Productions have been granted extension until July 8 to answer cross-complaints of American Scophony and Arthur Levey, according to stipulation and order filed by both sides in N.Y. Federal District Court....Dropping out of forthcoming New York hearing (July 1) was New York Sun, leaving 20 now applying for 9 remaining channels....With the acquisition of 22,000 acres of standing timber in North and South Carolina, Philco believes it has licked the lumber shortage for radio and phonograph cabinets....Successful voice communication on shf amateur band was reported this week by GE, which utilized 21,900 mc for two-way phone over 800 ft of wave-guides.
BOUT DOOMS TV, BUT FEW SETS: There isn't the slightest doubt, judging from eager inquiries to dealers and stations in the New York, Philadelphia and Washington areas, that TV would enjoy a boom right now -- if sets were available. But they just aren't, and only station guests, prewar set owners and their guests will be able to look in on telecasts of the Louis-Conn fight in those cities next Wednesday night. Here in Washington, VIPs have been invited to special NBC showing off coaxial in the Statler, 20-odd receivers to accommodate some 600-700 spectators. Network executives have had to exercise almost god-like tact in turning down requests for tickets. About 90% of the White House, Congressional and Supreme Court entourages have accepted invitations. DuMont will telecast bout over its experimental W3XWT to the dozen or so sets in Washington, will accommodate about 50 guests in its studios, will serve some 200 more in city's Touchdown Club.

QUESTION FM 'RESERVE' PLAN: It's too soon to say just how the industry feels about the FCC's proposed plan to put some FM channels "on ice" for a year (Vol. 2, No. 23). Some attorneys are questioning legality of the move, claim Commission has no authority to withhold a facility if a qualified applicant applies for it. Walter Damm, chairman of the FMBA executive committee, is considering meeting of his group (now part of NAB) to consider matter. But most broadcasters are not commenting until they study proposal at greater length pending July 12 hearing.

As authority for the plan, FCC legalites point to one of the main purposes of the proposal -- to enable small cities near large metropolitan cities to have their own stations rather than rely on signals from big city neighbors. This, FCC staffers say, brings plan within purview of Sec. 307(b) of the Communications Act, which refers to "equitable distribution of broadcast facilities." Examples of this possibility for small towns are the Pittsburgh area, where McKeesport, for example, could use one of the steel town's channels; or the Boston area, which has a host of small and large but important periphery communities.

Back of the FCC's thinking is that the reservation plan offers veterans and small businessmen later chance to get into FM, gives them time to make arrangements and gather capital. Naturally, this point of view has enthusiastic support of Senate Small Business Committee and veterans' organizations. Senator Murray, chairman of the Senate Small Business Committee, wrote to Acting FCC Chairman Denny that it was "a step in the right direction." He added, "I hope that the Commission will adopt other and further rulings designed to encourage small business in the field of radio broadcasting and to prevent the development of monopolistic tendencies." Veterans' groups have not made up their minds yet as to appearances, but indications are that several will testify in favor of the proposal.

A major legal point is whether plan should apply to channels on which hearings have already been held. Point is made that applicants went into such contests in good faith for certain number of channels and might now find they had contested for smaller number than was allocated at time. FCC attorneys counter this by referring to one of issues made part of all FM hearings, "to determine on a comparative basis which, if any, of the applications...should be granted."

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NEW YORK FM HEARING JULY 8: New York metropolitan area's FM hearing was postponed from July 1 to July 8 by FCC Commissioner Jett's order Friday after joint counsel request. Reason was that July 4 holiday would intervene, and counsel want hearing to continue uninterrupted during several weeks period seen needed to cover big docket. Instead of usual staff examiner, a commissioner may preside.

One more applicant withdrew from New York this week -- Greater New York Broadcasting Co. (WNEW). As previously reported, earlier dropouts from New York contest were Supreme Broadcasting System, New York Sun, Book-of-the-Month Club, Elias I. Godofsky (who changed to Community and Secured CP for Huntington, Long Island). This leaves 19 contestants to date, as listed in our Special Report of March 16. Of New York area's 20 allocated channels (Supplement No. 21), 11 are already occupied (Supplement No. 32), leaving 9 channels available unless Commission goes through with its "reserve plan" and holds back 4 (Vol. 2, No. 23).

Chicago and Providence FM hearings ended this week, and recommendations of examiners should be forthcoming soon. Meanwhile, Commission this week issued 13 more CPs for FM in noncompetitive areas (Supplement No. 38 herewith), bringing total to date to 106. Also granted during week were a dozen more new AMs. Ordered to hearing, but dates not yet designated, were all Philadelphia and remaining Toledo FM applicants.

Meanwhile, new applications for FM stations are now coming in dribbles, only a handful having been filed since we published Supplement No. 14K. Among new applications are one for a Community in Pasadena, Cal., in which Washington Attorney Andrew Haley is 60% partner with several others, including Tom Olson, owner of KGY, Olympia, Wash.; one by Variety Broadcasting Co., for Dallas, headed by Lee Seegal, producer of Vox Pop, Dr. I.Q. and other programs, who already holds a conditional for Houston; one by the Nurns for Mobile, where they recently acquired WNOB; one for a new Community station in Brooklyn, N.Y., filed by Brooklyn Broadcasting Service Inc., 1110 E. 23rd St., headed by Edgar Sanford, a radio director.

Another interesting development in FM is possibility that Jimmy Petrillo's AFM may file for stations of its own, following the example of United Automobile Workers, International Ladies Garment Workers Union and Amalgamated Clothing Workers Union, multiple applicants (Supplement No. 25). AFM's St. Petersburg convention last week voted resolution to probe FM field with view to encouraging locals to operate own stations, stating "FM will foster better music, and the answer to better music lies in the musicians themselves."

MORE DROP, TV HEARINGS OFF: Unexpected withdrawals of Westinghouse and Gimbel's from Philadelphia TV hearing docket, plus predicted dropout of WIBG, leaves only 3 applicants for that city's remaining 3 channels -- Inquirer (WFIL); Bulletin (WPEN); Daily News, new to radio. Accordingly, the FCC Thursday cancelled hearing scheduled in Washington next Monday. Same thing is now almost sure to be done with San Francisco hearing scheduled there July 15, with 6 remaining applicants for 6 available channels (Vol. 2, No. 23).

Commission by reason of past hearings has full dossiers on Inquirer and Bulletin, as it has on 4 of the 6 San Francisco applicants, so that all they need do now is file additional records pertaining to their TV plans. It seems a foregone conclusion that most if not all of the applicants will get their CPs in a matter of a few weeks. If San Francisco hearing is also called off, that will complete the Commission's docket of hearings on TV cases unless it schedules more.

Report that Inquirer or Bulletin might effect tieup with Philco's WPTZ, Quaker City's sole existing TV station, is denied by both. As for Westinghouse, which previously had dropped its Pittsburgh application, it still has one on file for Boston where its present plans are to conduct its only low-band TV project.
Gimbels' withdrawal was a complete surprise, for up to this week its officials had stated their firm intention of going ahead. WIBG counsel asked for postponement of hearing; when denied, they withdrew to "wait for color."

There were no other TV dropouts this week, though it was indicated that Raytheon, recently granted a CP for its home city of Waltham, Mass., will probably withdraw its Chicago application shortly. Raytheon has already dropped New York application. And Lancaster (Pa.) Television Corp. is seen practically certain to drop its application for a station there.

PETRILLO CASE IN COURT: The fat's in the fire, so far as James Caesar Petrillo's test of the constitutionality of the Lea Bill is concerned. Attorney General Clark in Washington, and Federal District Attorney J. Albert Woll in Chicago, announced simultaneously Thursday that a criminal information had been filed in Chicago against the AFM president for violating the act when he called a strike on Chicago's WAAF to compel it to employ 3 unneeded additional union members (Vol. 2, Nos. 22 and 23). The act calls such featherbedding a misdemeanor, subject to $1,000 fine and a year in jail. Jimmy told his recent St. Petersburg convention he'll go all the way in the courts, threatened also to call a network strike if law is upheld.

Meanwhile, there were reported rumblings of discontent with Petrillo regime in AFM's big New York Local 802, where 19 members are questioning recent election of local's officers in State Supreme Court. Jimmy is one of defendants. But his iron-clad hold on national membership is such that this case is hardly expected to affect the larger issues of AFM's relations with radio.

Legalistic language of case against Jimmy, boiled down, says WAAF already employed enough personnel to perform actual services needed, yet Mr. Petrillo "wilfully and by the use of force, intimidation, duress and by other means did attempt to coerce, compel and constrain said licensee to employ additional persons....said 3 additional persons not being needed by said licensee to perform actual services." Petrillo appeared in Judge Walter LaBuy's court Friday morning, flanked by Counsel Joe Padway; judge gave Padway until July 15 to file motions, Aug. 5 briefs, gave government until Sept. 9 to file reply briefs.

FM RULES CHANGES SEEN FINAL: Since no objections have been received by the FCC to its proposed FM Rules changes (Supplement No. 37) up to date (deadline for comments is June 15), we are reissuing our cumulative log of FM grants as Supplement No. 38 herewith, consolidating and revising our previous listings as published in Supplements No. 36 and 36A-F which can now be discarded.

Although the FCC order formalizing the change in station classifications and power-antenna height equations is not expected until next week, our new cumulative log indicates the new station nomenclatures -- old Community now Class A, all others now Class B. Where power was designated in excess of the 20 kw-500 ft ratio established for Class B stations, no change will be necessary since such stations will be considered exceptions to the formula. Grants made with classifications undetermined automatically become Class B. FM grantees and applicants need make no move until or unless the Commission says otherwise. We are told there will be few such requests.

TBA REQUESTS SHORTER HOURS: Indications are that the FCC will look with favor on the TBA request to defer, until Dec. 31, 1948, the 23-hour-a-week rule for TV stations, scheduled to go into effect June 30. TBA's petition cited obstacles in path of full-fledged TV operations -- labor problems, construction ban, transmitter and receiver production delays, Petrillo's film edict, the slow pace of CPs. TBA also asked that the rule be modified so that new TV operators could reach minimum through a graduated scheme that would permit them to start with 4 hours weekly and reach the 28-hour level in one year.
HERE COME THE SETS: Slowly but steadily, FM sets are reaching the dealers. Sparked by Zenith and Philco, sets have gone into such major FM markets as Kansas City, where KOZY and KMBC-FM are on the air; Washington, which has Everett Dillard's W3XL and the Washington Post's W3XO; Columbus, where WELD is operating; Schenectady, where Leonard Asch's WBCA and GE's W2GF are putting out signals. Also showing up with FM are Stromberg-Carlson, Stewart-Warner, Scott, Magnavox.

Coincidentally, promotion by FM licensees and recent grantees has taken a spurt. In Schenectady, FM broadcasters began plugging FM in newspaper ads; Zenith in full-page displays. In Washington, demonstrations for members of the FCC have taken place as well as meetings for dealers. Early public response is reported more than gratifying, auguring well for set distribution once they are available.

Meanwhile, CPA this week took over control of all sawmill output and increased mandatory set-asides for the housing program to 50% of all production. This hits particularly at radio manufacturers who have been working out means of assuring lumber supply for cabinets (Vol. 2, Nos. 22 and 23). And controls on steel were reimposed for the third quarter for the same purpose, housing, making it more difficult for radio manufacturers to count on supply for radio chassis.

IN DEFENSE OF MONOCHROME: Monochrome applicant Philadelphia Inquirer (WFIL) carries a long article by Merrill Panitt this Sunday (June 16), titled "Scientific Double Talk Hampers Progress of Visual Broadcasting" and castigating many broadcasters for their complacency and eagerness to seize upon CBS color campaign as excuse for not breaking up TV "chicken-egg" routine. Writer likens situation to that in FM, says some broadcasters have applied without enthusiasm but "just to be on the inside in the event television ever amounted to anything." Anther defense of low-band TV appears in June "Popular Science," in which Author William P. Vogel Jr. appraises TV today as "simply a half-way house for the art....that promises a good deal of occupancy." Regardless of speeches and fighting (about color vs. monochrome) he concludes commercial TV is here now, will not be "obsolete any more than standard broadcasting was made obsolete by FM."

SIGHT AND SOUND: Reason for FCC Commissioner Durr's recent votes in favor of holding hearings where AM stations request changes in facilities was stated by him this week; he believes investigation would show that FM would better serve to improve a broadcaster's service rather than improvement of existing AM and that money spent on improving AM service means that much less for FM....Philip Bergson, FCC litigation chief, has resigned, becomes partner in Washington law firm of Keane, Wilner & Bergson, Barr Bldg..... New name of ex-FCC Chairman James Lawrence Fly's New York law firm is Fly, Fitts & Shuebruk, RCA Bldg., other partners being William Fitts and Peter Shuebruk....Harold Mott has resigned from FCC law staff to open offices at 1411 Pennsylvania Ave. NW, soon will be joined as partner by Vincent Welch, who is also resigning....DuMont this week finally received formal notification from FCC that it has been granted CP for 5 kw Washington commercial TV station, which will replace its present experimental W3XWT; call letters will be WTTG, honoring its engineering director, Dr. Thomas T. Goldsmith....NBC has developed microwave TV transmitter for field pickup relays that operates on 9300 mc with .05-watt power; because antenna puts out an shf signal only 3 degrees wide, the transmitter's effective radiated power amounts to 450 watts, gain of 9,000....Paramount isn't going to reveal its movie-screen TV projection system in New York's Paramount Theater on occasion of Louis-Conn fight, as first planned, but may unveil it later this year....CBS has yet to extend its uhf TV operations to other cities, but meanwhile it has site for station atop Mt. Wilson, near Los Angeles, which has been graded in preparation for construction....Farnsworth president E. A. Nicholas, announcing near completion of company's new Fort Wayne TV-FM-AM Center, says Farnsworth will file for commercial TV soon and will show "definite feasibility of practical and economical television broadcasting in cities of middle metropolitan size."....Bendix announced plan to set up experimental color TV station at Baltimore plant, coincident with signing (as did Federal and Westinghouse previously) 5-year patent license with CBS to manufacture color receivers and transmitters.
FM RULES, STANDARDS CHANGED: No objections having been raised from any source, it's now Class A (for former Community) and Class B (for former Metropolitan and Rural) stations in the FM nomenclature -- all as explained fully in Vol. 2, No. 22. In formalizing the Rules and Engineering Standards amendments in a June 20 order, FCC made a few additional slight changes from the proposed amendments published by us as Supplement No. 37. Accordingly, for your convenience, we are sending you the new amendments herewith in full text -- Rules amendments as Supplement No. 39, Standards amendments as Supplement No. 40. Discard Supplement No. 37 and file these new Supplements with your texts of Rules and Standards, as directed.

FIGHT TELECAST BIG SUCCESS: First big league demonstration of today's television, RCA-NBC's special showings of the Louis-Conn fight Wednesday night, was a tremendous success, should give TV the same popular impetus that Graham McNamee's 1921 broadcast of the Dempsey-Carpentier fight gave AM. When some 800 persons in Washington, mostly VIPs (Very Important Persons Indeed), manifest such intense preoccupation with the event itself, take the excellence of the images for granted, evince an eagerness to procure sets of their own, you can be sure that TV has arrived. Now all we need are more telecasters (and the event may bring recalcitrants back into the fold) and more receiving sets which, with labor problems about solved and the end of materials shortages in sight, should be coming to market reasonably soon in cities having stations.

It may have been a poor fight, but it was a great telecast -- its success epitomized by a Washington Post writer's ecstatic reaction, "Wonderful stuff, this television....good for a thousand year run." And by such oft-heard comments from viewers as: "Why pay $100 for a ringside seat, when we can see this?" "Where can I get a receiver of my own?" "What's all this talk about holding television back?"

The event itself, of course, was a natural for TV. Five cameras, 2 of them Image Orthicons using the new supersensitive tube that is virtually capable of seeing in the dark, all focused on the ring and the crowd for remarkably clear closeups and panoramas. Never was Announcer Bob Stanton obtrusive, leaving plenty of silence for the viewers' own voluble comments -- always part of the fun of going to a prizefight. Even the Gillette commercials were well done, though the use of still shots, as contrasted with Waltham Watch's animated time signal, was not as effective as might be. More than 2 hours of main event and preliminaries held interest throughout.

Washington's audience in the Statler, which saw the telecast off the coaxial (with very little loss of definition and about as well as they would have seen it off the air in New York) was divided into groups of up to 50 in small rooms in which 21 receivers had been installed. Most had the 11x8 inch direct viewing tubes, some were 22x11 inch projection models. There was little to choose between them; for intimate gatherings in the home, the smaller set will be entirely acceptable, should sell well if kept within the $200 range.

Pleased as punch was Brig. Gen. David Sarnoff, whose faith in TV has been
undiminished through the years that his company has spent $15,000,000 on its development. He was at the Statler show, obviously enjoying the congratulations heaped upon him by cabinet members, lawmakers, jurists and scores of other big brass. Understandably, he couldn't resist a crack at the anti-monochrome campaign: "Sure, we'll have color eventually, but not as now on an experimental basis. I gave color 5 years a year ago. I still say 4 more at least. Those who promise it within 6 months, as they did a year ago, will eventually be right. But shall we stop this kind of service to the American people in the meantime?"

There were plenty of headaches for the stagers up to the last minute -- not technical but labor union, but the fight went on. New Yorkers saw it via NBC's WNB T; Philadelphians from Philco's WPTZ, linked via coaxial; in Schenectady, GE's WRGB got it via relay. DuMont's experimental W3XWT, by gracious arrangement with NBC, telecast it to the few sets in Washington, played host to 125 enthusiastic viewers in its studios, while 350 more watched at Capital's Touchdown Club, 110 in Times-Herald's offices, 290 at Navy's Bureau of Ships.

Indicating the popular appeal was the showing by George's, big Washington dealer, who invited the public in big newspaper ads to come to its main store and see the fight on the two $130 Viewtone sets it was able to get. Store packed 500 in, said it could sell hundreds of sets immediately if they were available.

Very little publicity was given event, but at Princeton Laboratories Wednesday night RCA projected Louis-Conn fight on its 22x18 ft outdoor theater screen for employees and townsfolk as picked up on rhombic antenna direct from WNB T, New York, using special 60,000-volt Kinescope receiving tube. Images were reported bright with good definition.

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Flushed with success of Louis-Conn telecast, RCA indicated its new line of TV receivers will be ready very soon, its officials confident they will sell all they can produce. No price list or delivery schedules were disclosed, but they should be announced any day now. Meanwhile, DuMont broke prices of its new deluxe telesets in big Wanamaker ads Friday, illustrating Westminster model (18-inch screen) with FM-AM-shortwave-phonograph at $2,400; Revere model (13-inch screen), with same, at $1,500; Hollywood model at $800. Emerson Thursday held New York preview of its TV table model (7-inch screen) at $150, its "chairside" console (10-inch screen) at $250, prices still approximate; said production starts next week, estimated 8,000-10,000 sets before end of year.

TELEVISIONARIES? Zenith's ebullient Gene McDonald still can't see advertisers footing the bill for adequate TV, insists the public will gladly pay for TV programs, calls those who think in terms of sponsorship "televisionaries." That's his thesis in an article in June 29 Collier's, in which he suggests TV be wired to home or theatre, or a picture scrambler device be employed, so public can pay for programs. Zenith holds recently granted CP for low-band TV station but makes no low-band receivers, McDonald insisting they'd be obsolete in year or two. In article, he discloses his company is about to go on air with experimental color, is making color receivers for its own use.

END OF FM HEARINGS IN SIGHT: Cleanup of FCC's hearing docket on FM cases is in sight with prospects now that none will be scheduled during August; more may be set later. This week Chicago Tribune's subsidiary, Midwest FM Network, dropped its FM applications for Fort Wayne, Peoria and Grand Rapids, keeping only Milwaukee. Left on FM hearing docket are Fort Wayne hearing there, postponed to June 29; Peoria hearing there July 5; New York hearing there July 8. As against 10 more CPs for new AM stations granted this week (including 3 in Gadsden, Ala., pop. 37,014, and already having one station!), the Commission this week issued only 4 more CPs for FM, 7 Conditionals (Supplement No. 38A herewith).
FT. WORTH GETS TV, MORE TO UHF: Enthusiastic Harold Hough, director of Amon Carter (Fort Worth Star-Telegram) radio interests, informed Friday that his company was granted CP for new TV station, wired: "We expect to build this station as quickly as we can. We will start operating it even if there isn't a single television set in the State of Texas. We realize the transmitter must come before the receiver."

Fort Worth low-band grant (Channel No. 5, 34.4 kw visual and aural power) was first in some weeks, though others pend. Friday, also, FCC granted Milwaukee Journal, which had dropped its prewar CP for low-band, an experimental CP for uhf TV; also granted Cowles' WOL, Washington, which already holds developmental CP for uhf color and plans CBS system, another CP for uhf facsimile.

Second major broadcaster to specify plan to use CBS color equipment in applying for experimental uhf TV was Providence's Cherry & Webb (WPRO) which this week asked FCC for assignment in 460-920 mc band, preferably 700 mc, with 1 kw power; said it will order Westinghouse transmitter, with receivers from GE or others, using Westinghouse and CBS engineers as consultants and McNary & Wrathall as supervisors. It proposes to spend $185,000 on plant. Aside from Cowles and CBS itself, applicant for uhf stations in Boston, St. Louis, Chicago, Pasadena, these are the only broadcasters as yet actually carrying out avowed purpose of going to uhf color, though many low-band dropouts have given that as their reason.

Four more low-band TV applicants withdrawing are WGAL Inc. and the Lancaster Television Corp., both of Lancaster, Pa.; Comerford Publix Theatres, Scranton, Pa. (part-owned by Paramount); and Michael Alfend, et al. (Alfco Co.), St. Louis (Supplement No. 18). This leaves only Pulitzer Publishing Co. (Post-Dispatch) for St. Louis, all other applicants there having withdrawn.

FM PROPONENTS' DANDER UP: Jim Shouse, who directs the powerful WDLW for Crosley, went through some stiff quizzing from FCC members last Wednesday about his attitude toward FM. He had delivered a distinctly bearish speech about FM the week earlier before Colorado convention of National Editorial Assn.; had described FM as just another way of doing same thing as AM; had suggested AMs might be available to small town publishers, cautioning that FM sets were still few and not many in early prospect. Commissioners Denny, Jett, Durr, sitting en banc in hearing on Crosley's proposed $1,700,000 purchase of Hearst's WINS, New York, seized upon the occasion to question Shouse closely, indicated their strong disagreement. Shouse said they were his personal views, admitted to Jett he had never heard FM under storm static conditions. Several commissioners wanted to know why Crosley wants an FM in Cincinnati (where it has a conditional grant) and in Columbus; why does it contemplate seeking FM in New York, too? Shouse stuck by his guns, forecast adverse impact on FM when TV gets going, disagreed with view of FM enthusiasts (often expressed by commissioners themselves) that FM will eventually spell doom of present-band local and regional AMs. Few will question good sense of his admonition to editors to "look before leaping" into any business, but it is apparent Shouse has provoked a debate between the big and little fellow in radio, the ins and outs, that will continue to flare.

PARAMOUNT TV INQUIRY: Here's how Paramount will present its case to the FCC Monday in answer to the Commission's request for full information on its extensive holdings in TV stations and applicants: Outright subsidiaries -- Television Productions Inc. (licensee of experimental W6XYZ, Los Angeles, and applicant for commercial license there); Balaban & Katz (licensee of TV station WBKB, Chicago); New England Theatres Inc. (Boston applicant); United Detroit Theatres Corp. (Detroit applicant). Minority interests -- DuMont (owns all 560,000 Class B shares and beneficially 4.1% of the Class A stock; elects 3 out of 8 directors plus secretary, treasurer, asst. treasurer); Interstate Circuit Inc. (Dallas applicant); Comerford Publix Theatres Corp. (Scranton applicant, which withdrew this weekend). Paramount will also show that it owns 50% of Paramount-Richards Publix Co., New Orleans, which is 50% owner of WSMB Inc.; other half owner of WSMB is Maison Blanche Co., New Orleans dept. store, applicant for TV.
CHARGES FM SETS HELD BACK: Idaho Senator Taylor has asked Attorney General Clark to investigate radio manufacturing industry under antitrust act to find out whether it has banded together to withhold FM sets from public -- another instance of sentiment building up for FM that will be hard to ignore. Though manufacturers will doubtless plead materials shortages (with good case), pressures on Capitol Hill are being exerted by consumer, labor, liberal groups. Taylor's letter says FM superiority is "universally conceded," calls AM sets "outdated models," asks Justice Dept. to probe whether (1) manufacturers have "conspired" to withhold FM during 1946, (2) trade associations have been "active in influencing the failure to incorporate FM in 1946 receivers," (3) manufacturer-ownership of AM stations is influencing delay, (4) manufacturers want to sell 20 million outdated AM sets, then resell same consumers modern receivers in year or two.

The Senator, who sparked recent Small Business Committee report on FM (Vol. 2, No. 15), uses April FCC set survey (Vol. 2, No. 14), now pretty well discredited because some big producers failed to report anticipated production, to show less than 10% of 1946 sets will incorporate FM. RMA President Cosgrove estimated at industry convention last week that about 13 million sets would be produced this year, whereas FCC report estimated 22 million. The 13 million will be largely AM table models, which is bothering FM proponents, though set makers are known to be having great difficulty getting lumber for console models.

First charge that manufacturers were deliberately withholding FM was made at recent Chicago FM hearing when UAW-CIO, one of applicants, wanted to subpoena RCA's Sarnoff to explain why there weren't FM sets. Union withdrew request when assured RCA would be represented at Chicago FM engineering conference in Washington June 27, and would explain. Automotive union advocated consumer campaign to educate members to wait for AM-FM combinations, said it plans to probe possibility of AM adjuncts to FM stations it seeks. It already holds conditional grant for Detroit, seeks outlets also in Los Angeles, Chicago, Flint, Cleveland, Newark.

CABINET BOTTLENECK: OPA's 3% boost for radio cabinet makers, effective last Thursday, brings prices up 21% over October 1941 levels. Whether this will make much dent in future volume of cabinet production, necessary for FM-AM consoles and TV sets, remains to be seen. Industry leaders are not too sanguine, especially in view of still critical shortages of lumber (Vol. 2, Nos. 22, 23, 24).

FM and TV played relatively small part in RMA convention in Chicago last week, concerned mainly with shortages and OPA pricing policies. Aside from Ben Abrams' (Emerson) recommendation that manufacturers promote FM and TV as means of diversifying their line of home receivers, only other accomplishment of interest was setting up of an RMA Service Committee, headed by Stromberg-Carlson's F. L. Cranger, to investigate and formulate policy on TV installation and maintenance.

SIGHT AND SOUND: It was fate's irony that Dr. John L. Baird, Britain's father of TV, should have died last week, at 58, just a few days after his company had demonstrated telecasts of London's big victory parade, using his new 23x21 inch direct viewing tube; telecast marked resumption of London's TV, shut down since war's outbreak, which started in 1926 with BBC using Baird system....Reporters were mightily impressed with FM demonstration during press jaunt to FCC monitoring station at Laurel, Md.; static made 20-mile distant AM station WITH, Baltimore, unintelligible but signal from its developmental FM, W3XMB, was faultless even though AM field intensity is 520 uv/m there and FM's is only 98 uv/m....Specializing in radio communications and industrial electronics, newly formed Engineering Research Associates Inc., St. Paul, Minn., has opened broadcast consulting division in Washington, with offices at 827 14th St. NW; John E. Parker, of Auchinloss, Parker & Redpath, investment bankers, is president of company, comprised of some 50 associates, most of whom were in Navy communications research....Potential market for 9,603,000 TV sets in urban areas where there is telecasting is forecast for next 5-6 years by Sylvania's research chief, Frank Mansfield.
FM ON THE AIR: FCC recapitulation of FM stations now on air or ready to go on immediately, issued this week, shows 55 commercial and 3 developmental stations giving program service now in 36 cities: number includes 10 post-war newcomers. Thirty are on new band only, 4 on old only, 22 on both. The new stations, temporarily on minimum power, are: KRCC (Contra Costa Broadcasting Co.), Richmond, Cal.; WRCM (Supreme Broadcasting System Inc.) and WTPS (Times Picayune), New Orleans; KSTP-FM (KSTP Inc.), St. Paul; WIL-FM (Missouri Broadcasting Corp.), St. Louis; KOAD (World Publishing Co.), Omaha; WCOY (Capitol Broadcasting Co.), Raleigh; KGW-FM (Oregonian Publishing Co.), Portland; WHP-FM (WHP Inc.), Harrisburg, Pa.; KAMT (Texas A & M), College Station. See Supplement No. 32 for full data on pre-war licensee and CP holders.

PARAMOUNT’S DIM VIEW OF SCOPHONY: Paramount is so disappointed with Scophony patents for large-screen TV, it is ready to "clear out" of the British company at once. So said Paul Raibourn, the motion picture company's TV executive, at the FCC hearing in Washington this week. In fact, Raibourn was reported as saying after the hearing that he would "soon" submit a severance plan to Justice.

Raibourn intimated at the hearing, which was a continuance of the Los Angeles TV meeting, that the Scophony patents were "worthless." He declared that the picture company was ready to abandon its interest in the Levey organization.

The hearing, held to determine Paramount's holdings in other TV applicants, brought out pretty much what we reported it would last week (Vol. 2, No. 25). Only other point of interest was the denial by both Raibourn and Allen B. DuMont that there was any agreement between the two companies whereby DuMont was to use Paramount films for its TV stations, or Paramount, DuMont equipment for its outlets.

Neither Howard Hughes nor Thomas Lee (Don Lee) appeared. Hughes pleaded that Army contracts necessitated his presence at his plant; Lee reported illness. FCC announced that both would be interrogated in Los Angeles July 24 by FCC Commissioner Wakefield.

RCA'S PLANS FOR FM SETS: There's no doubt that if enough fuss is raised about the slim number of FM sets being produced these days, the ensuing publicity will bring to the attention of the public the fact that a radio without FM is, as one FM proponent advertises, a "Model T radio." Therefore, the charges that have been hurled these last few weeks by labor-liberal-consumer groups that set makers are trying to retard FM by not producing FM sets (Vol. 2, No. 25) and which culminated Friday in the appearance of Joseph B. Elliott, RCA-Victor v.p. in charge of the Home Instrument Dept., may be considered all to the good.

But Elliott made it clear that RCA is not conspiring to hold back FM by not producing a sufficient number of sets soon enough, and certainly isn't to be pilloried any more than half-a-hundred other radio manufacturers for its marketing policies. RMA, shortly after the FCC released the results of its survey on set
production early in April (Vol. 2, No. 14) gave the best answer: Radio manufacturers are in business to sell sets; if the public wants to buy an AM set, well -- caveat emptor. That's still a marketplace slogan.

Astute questioning by UAW-CIO counsel -- for it was that Chicago FM applicant that called for an RCA representative to explain the company's FM production plans -- brought out the following points: That RCA started postwar production with "tried and tested" AM table models because that was the quickest way to get sets onto the postwar market; that engineering for an FM circuit was approved only in March; that AM-FM sets will begin going to distributors in September.

Of RCA-Victor's line, eliminating portable, battery-operated and automobile receivers, about 60% will be AM-FM combinations, Elliott stated. These will be consoles, he said, selling from $69.95 up to $400, although there may be 2 or 3 table models at the lower price. All RCA consoles will contain AM-FM bands, Elliott revealed, except one model which is essentially a record player. No model selling for less than $69.95 will contain FM, he declared, since the company "doesn't consider it commercially feasible," and doesn't want to compromise the quality of FM by incorporating it in the less expensive sets. RCA will not manufacture sets with FM alone, he announced.

Above all, that this was still part of the Chicago FM hearing and that part of UAW's strategy was to weaken the case of NBC, one of the applicants, must not be forgotten. The linking of RCA's plan for FM production with NBC's application for an FM station in the windy city, to the detriment of the latter, was implied, but not proven, since Elliott disclaimed that his FM production plans were based in any way on NBC's attitude toward FM, or vice-versa.

On other fronts of the FM production battlefield, Attorney General Clark has acknowledged Senator Taylor's letter asking for an antitrust investigation of radio manufacturers, said he would advise the Idaho solon further after the charges had been studied. RMA officials had no comment to make on the Senator's allegations, but one spokesman referred questioners to RMA President Cosgrove's remarks at a press conference in Chicago during the recent industry convention there. Cosgrove, who is also the manufacturing v.p. of Crosley Corp., had told reporters then that FM sets were not being made primarily because of component shortages, OPA, lack of wood for cabinets. FCC had no comments, but an official recalled that in its survey on set production it had commented thusly: "In the light of the rapid progress being made for the development of FM on the station side, the Commission hopes that manufacturers may revise their production schedules to include a greater proportion of FM receivers."

CONTROLS BEING LIFTED ON TV SETS: Removal of all price controls from TV sets is being readied by OPA this weekend. The order, expected early next week, in effect completes decontrol on all TV products. Earlier this year, price ceilings were lifted on TV transmitters and tubes. Since the industry is still plagued with shortages however, RMA officials do not see much change in the video receiver picture.

Some relief is expected if the OPA renewal bill is passed over President Truman's veto (up for Congressional action as we go to press). The revised bill directs OPA to take into account production factors not previously allowed in radio set pricing. It also provides for a readjustment of price increase absorption policies. If the OPA bill is not repassed by Congress and if no temporary renewal is voted all price controls will be off.

CPA Administrator John D. Small in his most recent monthly report on production said that 1,075,000 domestic radios had been shipped during May, an increase of 75,000 over April. Although gains were reported in such typical items as radios washing machines, and other consumer durable goods, the CPA chief painted a general picture of production considerably under capacity in the face of continuing heavy demands for all types of goods and materials.
WANTS MORE, NOT LESS, FM CHANNELS: If the FCC wants to reserve some FM channels, let it assign more frequencies to FM. That's the sentiment of the industry, expressed in an NAB-FM Executive Committee (FMBI) resolution adopted this week. Not only does the FM Committee object to the Commission's proposal to "cold storage" some present FM channels, but it urges that the Commission "indicate at this time a specified portion of the spectrum for future allocation to FM broadcasting for the further development of this service."

Surprising support for the reservation plan has come from several farm organizations, notably the National Council of Farm Cooperatives and the Farmers Union. Both have indicated they will be represented at the hearing July 12, and will base their advocacy of the proposal on farm groups' need for more time to carry out FM plans. Other support for the plan is expected to come from veterans organizations, most of which report that they are studying the question. The legislative representative of one such organization reported that he was "inclined to favor the plan," but wanted more time to study its details before deciding whether his group will appear officially or not.

Meanwhile, following the FM Executive Committee meeting, Wayne Coy, one of its members and director of the Washington Post's WINX and W3XO, not only reiterated his belief that TV Channel No. 6 (82-88 mc) should be added to the FM band but went a step further and recommended that TV Channel No. 5 (76-82 mc) also be brought into the FM fold. In this he was backed by C. M. Jansky Jr., Washington consulting engineer, who added, "That will be only a starting point. This shows that the Commission erred in not assigning sufficient channels to take care of all comers."

The FM Committee felt that "reservation of channels at this time will obstruct the speedy development of FM broadcasting." If the Commission follows its recommendations and provides additional channels for FM, "such action would assure equitable distribution of service to the listening public...and would provide facilities for both present and future applicants and would contribute to the sound development of FM broadcasting," the Committee concluded.

FEDERAL'S 8-BAY ANTENNA: A power gain of 9 is Federal Telephone & Radio Corp.'s boast for its new 8-bay, square-loop FM antenna, unveiled to the Washington consulting engineering fraternity last Tuesday. Features claimed include lower cost for transmitter, since 20-kw can do the work normally required of 50-kw; savings in operating costs, since the smaller powered transmitter uses less power to operate; feasibility of a power gain of 20 with 16 loops. Prices range from $2,200 for a 2-element antenna to $12,400 for a 12-element radiator. The 8-bay antenna is priced at $8,400. Booklet on new antenna, released this week, is available from the company's headquarters, Newark 1, N. J.

TV FRONT THIS WEEK: Exactly two days after the Louis-Conn fracas, Wanamaker's, big New York department store, advertised its DuMont TV sets in a full page in the New York Times. At the close of business next day, more than 50 sets had been ordered, amounting in dollar volume to more than $100,000. As of the middle of this week, orders have amounted to more than $2,000,000. That's how much demand there is for TV, DuMont officials explain.

CBS's recent discreet silence was broken this week by Adrian Murphy, TV chief, reported as saying: "The basic interest that color gives to television is still required, just as much now as before. Color is an extremely important factor in television's future progress and there's no change in our thinking on the subject." He was also reported as revealing that CBS was purchasing an image orthicon camera for its low-band, black-and-white WCBW, New York, and was experimenting with a similar camera for its experimental color operations.

FCC Friday granted TBA request for deferment of 28-hour-a-week TV rule until October 31, but denied additional request that a graduated compulsory mini-
mum for new TV stations be permitted; said however, individual TV stations could ask for such exemptions.

New calls assigned TV stations recently authorized are: WNBW (NBC), Washington; WTVW (Evening Star), Washington; WWBR (Bamberger), Washington; KKOB (KOB), Albuquerque, N. M.; WAAM (Radio-Television of Baltimore), Baltimore; WTVR (WMMS), Richmond. FCC also announced that San Francisco hearing, scheduled for July 15, had been cancelled.

**DATA NEEDED FOR CPs:** No FM grants at all were made this week by FCC, except educational CPs to College of the Pacific, Stockton, Cal., and Santa Monica School Board, also in California. But 10 CPs were handed out this week for new AM stations. Reason for lack of FM grants, FCC tells us, is (1) conditional grantees are still laggard in filing program plans and additional engineering data requested by Commission, and (2) new applicants aren't submitting complete information.

In fact, Commission staffers indicate that **if conditional FM grantees don't come through with needed additional data soon, applications will be thrown out.** Also, FCCers want to do away with circumlocutory conditionals and EAs entirely, process new applications directly into CPs. But to do this, applicants must submit complete data. It would even help if applicants got CAA approval for antenna sites and tower heights as soon as they heard that all their other material has been found acceptable, it was stated.

Applications filed since issuance of our Supplement No. 14K total 14 (Supplement No. 14G herewith). Among them is one by Board of Missions and Church Extension of The Methodist Church, for New York City, which has as one of its vice presidents Bishop G. Bromley Oxnam, noted writer and lecturer. Church plans network with ecclesiastical groups in other key cities. Also among new applicants is Beloit (Wis.) Daily News, joining large group of non-AM newspapers applying for FM.

**STRUGGLE FOR FM CHANNELS:** New York City's 19 FM applicants are bore-sighting their big guns for the July 8 hearing there. Though 9 channels are open, competition is sharpened by possibility that only 5 will be immediately available, should FCC make final its intention to reserve channels (Vol. 2, No. 23). UAW-CIO has dropped out but will file for Class A in Newark; inclusion of Methodist group (see story above) keeps number at 19.

In Washington, only city so far where FCC has rendered proposed decision after hearing, CBS (WTOP), a recent applicant, asks to be considered in race, emphasizing importance of city to network and vice-versa. WWDC, which FCC proposes to leave out because of past AM programming (Denny and Jett dissenting), filed opposition, saying CBS was too late, has too many FM applications (5 including Washington) already has 2 FM stations, also said affiliate could take care of net locally. WWDC further objected that some of the 8 applicants favored by the FCC had proposed program structures in no way superior to WWDC's.

**EIGHT AND SOUND:** Attorney General Tom Clark is quite busy on radio matters this week; hard on the heels of Senator Taylor's letter about FM production (Vol 2, No. 25), Rep. Clarence F. Lea (Dem., Calif.), author of the Petrillo Act, wrote to the Dept. of Justice asking that an attorney other than J. Albert Woll, Chicago Federal D.A., be designated to try the WAAF case (Vol. 2, No. 24) because Woll is son of AFL vice president Matthew Woll....James L. Middlebrooks, engineering director of the Marshall Field stations, has been named NAB director of engineering; he reports July 1....Bendix announces that it will show its new FM line to radio dealers for the first time at the American Furniture Mart, Chicago, July 8-10; line consists of a table model and a radio-phonograph console....Announcement of a $60,000,000 "Telecity" in the New York metropolitan area was made Friday by Lawrence B. Elliman, Manhattan realtor; although he refused to divulge the backers or the location, Elliman said the TV center would occupy 1,000 acres and would include 24 motion picture studios, plus service, maintenance and laboratory facilities.
NEW FM CALL LETTERS: Among the 115 call letters assigned to new FM stations, only 31 asked for and got four-letter calls. All the other FM stations, operated by AM broadcasters, have just hyphenated "FM" to their AM call signs. Quite a number of the 31 grantees that got brand new signs are also AM broadcasters who apparently prefer to build a new identity for their FM adjuncts and thus did not desire to use their current AM calls. All the grantees listed (Supplement No. 33A herewith) are either CP holders or have received EAs.

TV, A RECAPITULATION: We propose soon to issue a new TV directory to bring up to date our Supplement No. 18, but in the meantime a recapitulation may be in order in view of recent grants and withdrawals of low-band applications. TV hearing schedule has been completed; further grants may be expected momentarily. Both hearing cases and non-hearing cities should be getting TV grants in reasonable numbers during the next few months in view of the apparent plenitude of channels.

As things stand now, there are only 6 commercial TV stations on the air on regular schedule: DuMont's WABD, New York; CBS's WCBW, New York; NBC's WNBT, New York, GE's WRGB, Schenectady; Philco's WPTZ, Philadelphia; Balaban & Katz's (Paramount) WBKB, Chicago.

In addition, there are 5 experimental low-band TV stations operating on more or less regular schedules: Don Lee's W6XAO, Los Angeles; Television Productions' (Paramount) W6XYZ, Los Angeles; DuMont's W3XWT, Washington (also holder of Commercial CP).

Thus, today, only 6 cities in the United States are actually getting any TV service. However, the FCC in recent months has issued construction permits for 21 more commercial TV stations in 14 cities. These went to the following:


Pending decisions on recent hearings are the applicants from New York and Los Angeles. New York applicants are: Bamberger (WOR); Bremer (W2AT); American Broadcasting Co. (WJZ); New York News; WLDB Inc. (Thackrey); Dobbs Memorial Radio Fund (WEWD). Los Angeles applicants are: Earle C. Anthony (KFI); Don Lee (KHH); NBC; ABC (KECA); Los Angeles Times; Television Productions Inc. (Paramount); Dorothy S. Thackrey (KLAC).

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From a peak of some 150 applicants for low-band TV, only 41 remain in the pending file — and it may be anticipated there will be further withdrawals from among them. Last week there was one withdrawal, that of E. Anthony & Sons Inc. (New Bedford Standard-Times) from Boston. This leaves the following applicants still on file:

Riverside, Cal. -- Broadcasting Corp. of America (KPRO). San Francisco -- American Broadcasting Co. (KGO); Associated Broadcasters Inc. (KSF0); Don Lee (KFRC); Hughes Tool Co.; Dorothy S. Thackrey (KYA); San Francisco Chronicle.


Dallas -- Interstate Circuit Inc. (Paramount); KRLD Radio Corp (Times-Herald). Seattle -- Radio Sales Corp. (KRSC).

WE SUGGEST YOU READ: Plenty of good reading matter about radio, in its various facets, if you're inclined that way these summer days. There's Frederic Wake- man's "The Hucksters" which all the radio advertising fraternity seems to be relishing -- a devastating satire on agency-sponsor relationship growing out of the author's experience on the Lucky Strike account....well worth reading. Among n books also, there is Fielden Farrington's "The Big Noise," another iconoclastic novel about radio, this one's hero starting his career as announcer on a Terre Haute local, working up by devious and backbiting steps to Radio City, his own agency and all that....we haven't read it yet, but the publisher's blurb calls it "a mature novel about mature people going crazy in a crazy business."

On the periodical side, there's a lot of reading matter of more intimate TV-FM trade interest. If you've read James Shouse's speech, or reports on his speech detracting FM before National Editorial Assn. (Vol. 2, No. 25), by all means read the letter of reply by Maj. Armstrong published in the June 31 Broadcasting; not much more need be said on the subject, except perhaps the comment that Jimmy Shouse astute business man and chief of the nation's most widely propagated station (WLW), stepped out of his depth that time.

You may find it worth your while to read the talk on "Radio Tomorrow: FM" which the editor of these reports delivered at the Pacific Advertising Assn. convention in Spokane last week. Martin Codel is still laid up with a bad case of blood poisoning contracted while fishing in Puget Sound, but we'll send you a copy of his talk on request. He tells us also to recommend that you TVers write to Ted Smith, TV manager of J. Walter Thompson Co.'s Hollywood office, for a copy of his speech on video program problems given on the same panel. Neither of the talks was very adequately reported in the trade press. On the subject of TV also, we suggest reading John Southwell's article on "Why Should Potential Television Advertisers Start Now?" in the June 23 Printers' Ink which, by the way, now carries more good "how" articles on radio than the radio trade journals.

And for a layman's reaction to TV reception of the Louis-Conn bout, the several columns under Talk of the Town in the June 29 New Yorker are enlightening. There also is an interesting piece by Albert N. Williams in the June 22 Saturday
Review of Literature on ABC, its top personalities and its problems -- first, it is said, of a series designed to "distill the Columbianess of CBS, the Nationalness of NBC, and the Mutuality of MBS."

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Must reading, if the rampages of the ineffable James Caesar Petrillo affect you in any way, is New York Post's Victor Riesel on "Petrillo of the Musicians Union" in the July American Mercury. It will help you understand the mental complexes of labor's thickest skinned, most arbitrary and most powerful boss (he can change the AFM constitution at his personal will or whim). Some excerpts worth quoting:

"At Toots Shor's celebrity-packed restaurant, a paunchy, petulant gentleman was grousing to a local night club editor. Between long swigs of beer, the chubby customer was complaining bitterly over the then current elevator strike: 'I hadda walk down thirty-four flights. It's hard on an old man like me. Those gahdamn unions! They'll ruin this country."

"Was this a Wall Street playboy speaking? No, the lament came from America's highest-priced labor leader -- James Caesar Petrillo, president (some call him boss, czar and dictator) of the American Federation of Musicians. He was the leader of 180,000 musicians -- from the fiddler at Polish weddings to Jose Iturbi and even Tommy Dorsey, the hep-cat's delight. His union had provided him with sufficient power to defy successfully Franklin D. Roosevelt, the State Department, the OWI, Elmer Davis, Congress, the Army and Navy, and to ban production of musical records in the United States for two years, to order Army and Navy bands off the air, to cancel broadcasts scheduled by Presidents and Vice-Presidents, to prevent child orchestras from being used by the radio chains. He was all of this, yet he was slamming the unions...because to little Caesar Petrillo only one union counts -- the AFM which pays him $49,000 a year including expenses."

PARAMOUNT’S SECOND TV STUDIO: In anticipation of a commercial TV license, Paramount will open a second video studio shortly on company lot in Hollywood to accommodate projected stepup in programming for its experimental outlet W6XYZ. The new studio, measuring 59x75 ft., will be followed by an announcing-type studio for interviews. With the present small studio using 4 cameras, equipment will be increased accordingly. Film pickups will be put into operation for both 16mm and 35mm projection. An additional mobile unit -- company now has one -- is also scheduled.

BIGGEST FM HEARING YET: New York FM hearing, starting there Monday with largest roster of competing applicants yet, will doubtless last several weeks, winds up FCC's schedule of hearings to date. At end of Federal work week last Wednesday, there were 18 applicants docketed out of original 24, slated to compete for 9 channels -- possibly only 5 if FCC goes through with its proposed "reservation plan" (Vol. 2, No. 23). New York FCC legal staffman Al Guest, who also conducted New York TV hearing, is slated to sit as examiner in Room 110, Federal Bldg., Foley Sq. On one point rival applicants were reported preparing to stick together: in petitioning FCC to make New York City an exception to reservation plan under which 4 of city's 20 allocated channels would be "frozen" for one year.

Withdrawal of Atlantic Broadcasting Co. (WHOM, Newark), which Cortes brothers have sold to Generoso Pope, publisher of New York Italo-Americano, leaves these applicants for the area's remaining FM channels:

WNX Broadcasting Co. Inc.; News Syndicate Co. Inc.; WMCA Inc.; Debs Memorial Radio Fund Inc. (WEVD); Frequency Broadcasting Corp.; American Broadcasting Co. (WJZ); Hearst Radio Inc. (WINS); Bernard Fein, WLIR Inc.; Peoples Radio Foundation Inc.; Metropolitan Broadcasting Service; NMU Broadcasting Co. Inc.; Amalga- mated Broadcasting System Inc.; Unity Broadcasting Corp. of New York (ILGWU); North Jersey Radio Inc. (WBYN); Radio Projects Inc. (Newhouse Newspapers); North Jersey
FM's second round of hearings has not been scheduled yet, but 7 cities have
been designated, probably will be calendared for September. Designated for hearings
are all applicants for Bridgeport, Conn., including Stamford and Danbury; Greens-
boro, N.C.; St. Louis; Atlanta; Mansfield, O.; Toledo; Philadelphia.

HOLDING THE LINE: What has been hinted as consumer discrimination in the purchase
of radio sets -- people aren't buying unknown brands -- may be a good thing for FM.
For, if enough people become shopper-wise about radio receivers, there may be a
boom in the sale of AM-FM combinations that will result in putting FM over despite
threat of a glut of cheap AM table models. That's the consensus of many sharp ob-
servers in the industry.

Whether OPA is reinstituted or not, radio set manufacturers are generally
anxious to see one pricing policy continued. That is the maintenance of markups
to the level put into effect by OPA and with few exceptions agreed upon as fair by
the industry. Should 100% markups became prevalent again, industry leaders fear
that the so-called consumer bark may actually turn into a buyers' strike. Industry
leaders are also anxious not to provoke public by too sudden or drastic price rise.

RMA President R. C. Cosgrove, in a public statement 2 days after OPA's
demise, called on the industry "to continue very reasonable prices, as near present
prices as possible, on radio sets and parts."

TV FILTER TRAPS OUT FM: FM interference, which has been harrying TV reception
because of the upward shift in FM frequencies, is being trapped out of video sets
in metropolitan New York by RCA's new rejection band filter. This FM wave-trap
attachment, designed to eliminate such interference within reasonable limits, is
being furnished free to owners of TV sets converted by RCA. When sufficient
quantities are produced, the service is expected to be extended to all video receiv-
ers for a $10 charge. Already installed in New York are some 50 to 75 of these traps,
principle of which may be incorporated in new TV sets.

IGHT AND SOUND: Radio-keen Philadelphia Inquirer (WFIL-FM), which like rich Los
Angeles Times, San Francisco Chronicle, Detroit News, is preparing to spend mil-
ions on TV, got knockout pictures of Louis-Conn prizefight on street full hour
ahead of wirephoto; simply photographed them off TV screen in Philco's WPTZ; New
York Mirror did same thing, using its own Viewtone model for pickup, had page
spread out in 90 minutes....GE announced this week that consoles incorporating both
FM bands, plus AM and phonograph players would begin reaching dealers in August,
with FM table models scheduled for production that month; company is also filling
orders for more than 125 FM transmitters, and is also making 2-way taxi FM with
"selective calling," says system keeps all cabs off air except one called....

United States Television Mfg. Corp., New York, says it plans to begin TV deliveries
in August or September, with prices ranging from $195 to $2,500; company indicates
large screen (16x21-inch) projection models will account for 75% of production....
Farnsworth research chief B. Ray Cummings, at Fort Wayne FM hearing last week,
reported his company expects to produce some 60,000 FM combinations by year's end,
though none have yet been shipped....Bell Labs announced Saturday a new vacuum tube
that has extremely wide band coverage (800 mc), with an amplification factor that i
higher than ever before accomplished (10,000); known as a "traveling-wave" tube, it
is said to have important potentials for TV networks....W. W. Watts, RCA-Victor Gen-
eral Sales Manager, has been appointed v.p. in charge of engineering products, RCA-
Victor, it was announced Friday; he succeeds Meade Brunet, who has been named manag-
ing director of RCA International Division, vice Edwin N. Clark, resigned....Joinin
law firm of Hayes & Hayes is Eugene L. Burke, resigning as senior FCC broadcast at-
torney Aug. 1....Featherbed observation of the week: New Yorker cartoon showing pet
shop salesman telling customer: "You have to buy two canaries, ma'am. It's Petrillo.
BIGGEST BATCH OF CPs FOR FM:  FCC really got to work on FM grants this week and cleaned up huge pile accumulated during 2 weeks of no grants.  With addition of 61 CPs (Supplement No. 38C herewith), total is now 171; in addition, 5 conditionals and 2 EAs came out. At other end of the hopper, new applications have shown a slight lift, with an unusually high proportion for Class A.

FM RESERVATION, PRO AND CON:  Abundantly clear at Friday's FCC oral argument on reservation of FM channels was Commission's opinion that 88-108 band was here to stay, that if additional frequencies were desired to accommodate latecomers, the old frequency argument would have to be reopened and that FCC didn't welcome it. Thus ruled out of argument was the very controversial proposal to carve new channels from other services—notably TV. CBS's proposal to expand FM into TV channels 5 and 6 wasn't heard; NBC, TBA and DuMont were spared necessity of low-band defense.

Surprising to us was fact that few of the passionate arguers, either pro or con, seemed to realize that proposal to reserve every fifth Class B channel didn't mean 1/5 of some 1500 but only total of 90-odd, since plan contemplates holding channels only in areas where 5 or more are assigned. Our impression was that even most of those against plan thought it fair and just, but wanted specific exceptions made.

Principal development, therefore, was question of FCC's legal right to withhold available channels. Attorney Ted Pierson, representing Yankee Network, WWDC and others, contended intention of Congress in Communication Act was that FCC grant all channels to qualified applicants, but if better qualified people came along after 3 years, transfer licenses to latter. Commission pointed out that practice hadn't worked out in AM, implied that power to allocate channels carried corollary power to withhold.

FCC seemed quite impressed with testimony of Attorney Bill Roberts, who, coming originally to protect low-band TV and finding it unnecessary, drew interesting parallel describing action of CAA regarding newcomers and veterans in aviation. CAA, faced with mighty clamor for air-line service from almost every community, adopted policy of caution rather than granting franchises left and right.

Senator Glenn Taylor of Small Business Committee, tied up on Senate floor, sent statement over for record. Well-known proponent of reservation, he felt FCC should reserve even more than proposed one-out-of-five, hoped set production would make unnecessary reservation beyond a year, that small business men could then afford to step right in. He also couldn't resist crack at AMers "who come to FM merely to establish squatters rights" — and he referred specifically to public utterances of WLW's James Shouse (Vol. 2, No. 25).

Farmers' groups and cooperatives strongly favored reservation, pointing out increased interest in FM, but slowness of democratic process, in their organizations. They were worried, too, about dragging FM set production. Said C. Maurice
Waiting of National Council of Farmer Cooperatives, "If manufacturers don't seem interested in making FM combinations, we'll have to think of making them ourselves." He added co-op was constantly urging its millions of members not to buy AM alone.

While FM hearing waxed hot in New York, where reservation would be felt most keenly, representatives of 3 New York applicants came to Washington for argument. Hoyt S. Haddock, NMU, was against withholding, claiming legal obligation of FCC to grant all 9 available channels in New York. Unity Broadcasting Corp. (ILGWU) favored reservation, except for New York, saying applicants there were already sufficiently diverse. Peoples Radio Foundation was for plan, attacked pre-war grants to New York AMs.

Raymond Kohn, president of Penn-Allen Broadcasting Co., fighting veterans' outfit from Allentown, Pa., said his group was just lucky enough to get out of service in time to apply, might otherwise have been left out in the cold. He also lashed bitterly at NAB and others for "legalistic double-talk" instead of FM promotion, accused set manufacturers of bare-faced insincerity, of giving FM the run-around.

ST. LOUIS TV GRANT; MORE COMING: You can expect up to a dozen more TV grants, in non-competitive situations, in reasonably short order. For the FCC's staff has processed about that many still-pending applications for Commission approval, while 23 await further data requested from applicants -- largely incomplete engineering or accounting details. FCC staffers say while pending TV file, including hearing cases, should be cleaned up by August, though date is still to be set on hearing for Toledo's 2 applicants (Fort Industry and Toledo Blade) for that city's one allotted channel.

This week the Commission granted its 22nd postwar TV application (for grantees, see Vol. 2, No. 27). To St. Louis' sole remaining applicant, Pulitzer Publishing Co. (Post-Dispatch), it granted Channel No. 5 (76-82 mc), with 18.15 kw visual power; aural power to be determined; 524-ft antenna height. Post-Dispatch officials advise us that they already have full RCA equipment on order, with delivery promised by end of year. They expect to be telecasting from tower atop Post-Dispatch building by early March.

On Friday also, the Commission made final its conditional TV grants of last April 10 (Vol. 2, No. 15) to the Detroit News and to King-Trendle. The Detroit News was given Channel No. 4 (66-72 mc), with 17.1 kw visual power; 7.7 kw aural power; 583-ft antenna height. King-Trendle was granted Channel No. 5, with 16 kw visual power; 14 kw aural power; 379-ft antenna height.

The spectacle of a TV grantee surrendering its CP occurred this week. The Worcester Telegram & Gazette, granted Channel No. 5 on May 16 (Vol. 2, No. 20), asked the FCC to vacate its CP. Its AM station WTAG being a CBS affiliate, and its manager Ed Hill having signed the CBS station advisory committee manifest, in favor of uhf color as against low-band monochrome TV, the withdrawal was not unexpected. The newspaper company said it prefers to wait for uhf but, like most others who have said the same thing in dropping out, it has not yet applied for experimental uhf frequencies nor indicated when it will apply. Real reason for this, like most other TV dropouts, is high cost.

FIVE YEARS OF FM: First fulltime independent commercial FM station in the country, Leonard Asch's WBCA, Schenectady, celebrates fifth anniversary next Wednesday, July 17. Without any AM affiliation, it has operated on 16-hour-per-day schedule since 1941, steadily building up a faithful audience in the Albany-Schenectady-Troy area. One of best engineered FMs in the business, a real pioneer, WBCA has been a veritable "shrine" for prospective FM broadcasters and technicians, always welcomed by Manager Asch and his staff. They probably know more about actual operating problems of FM than anyone else in the field.
AUSTRIAN SEES THEATRE TV SOON: A true believer and an unswerving one is Ralph B. Austrian, president of RKO Television Corp., subsidiary of the big film company, formed as a "program manufacturing agency" — for TV. Said Mr. Austrian to the RKO Radio Pictures sales meeting the other day: "We have seen very few (TV) programs produced by live talent which could be classed as passable entertainment and we are therefore more than ever certain that 70% to 80% of manufactured entertainment, to be acceptable to the public, will have to be done on film in the form of 15 and 30 minute shorts." RKO Pathe's Studios on upper Park Avenue is ready to do that job.

But Mr. Austrian went even further, spoke up about Theatre Television in such positive terms as to leave his hard-headed movie colleagues with something to mull over. He described instantaneous TV in the theatre "capable of projecting large brilliant pictures approximating the size of a motion picture normally shown." Then he described the "delayed method." He said, "This consists of a high quality TV receiver that could be located in any part of the theatre where space is available. Coupled with this receiver and part of it is a motion picture camera which photographs the image upon standard motion picture film as it appears on the TV tube. This film is capable of being developed as a positive print in about 2 minutes...it will be possible to run a newsreel in a theatre or a number of theatres within 3 or 4 minutes after the event takes place...."

"I still believe that practical theatre television is between a year and two years away."

As if to lend emphasis to Austrian's conviction, the big DuPont company this week announced perfection of a new film specially adapted to TV which, it stated, carries a special emulsion to obtain more detail in both highlights and shadows of outdoor scenes where lighting cannot be controlled. NBC cameramen are to use it for first time in Washington Monday, shooting President Truman's review of famed 442nd Infantry Regiment of Nisei soldiers; film will be flown to New York for telecast over WMHT in negative form.

PROCEDURE CHANGES: Since FCC has, in practice, been carrying out most provisions of the Administrative Procedure Act (Public Law No. 404) affecting hearing examiners, etc., law won't radically change procedures; such is opinion of attorneys studying law. Principal change seems to be extension of quasi-judicial function of examiners in some types of cases. Most provisions of act go into effect Sept. 11, others Dec. 11, full act by June 11, 1947.

ABC TELLS PLANS FOR TV-FM: Fifteen years -- that's the length of time ABC President Mark Woods reckons it may take for complete replacement of all AM by FM in the Detroit area. A 60% replacement is likely within 7½ years, he calculates. But, he emphasized, that's for Detroit -- elsewhere, he believes, hard-hitting, promotion-smart FM operators might well build up sufficient audiences to operate in the black within 18 months.

Mr. Wood was testifying before full FCC Tuesday on ABC network's proposed purchase of King-Trendle's WXYZ, Detroit, WOOD, Grand Rapids, and the Michigan State Network for $3,650,000 (Vol. 2, No. 13) -- of which $850,000 is to be regained by resale of WOOD. He was pressed, notably by Comm'r Durr, why ABC was willing to pay so much for its own Detroit outlet when it could build an FM station for a fraction of that cost. His reply was need for "immediate earning power." Also, he was queried at length about ABC's FM and TV plans, which include a CP for TV which it would inherit in acquiring the King-Trendle interests plus the conditional for an FM in Detroit.

Reaffirming his oft-iterated faith in FM as a better way of broadcasting, Woods said he regarded FM as the only way ABC could possibly match NBC and CBS power-wise and frequency-wise. He urged AM-FM duplication wherever possible in
order to avoid ABC's competing with itself, as did Red and Blue networks under the old NBC setup. He told how ABC has encouraged its affiliates to apply for FM and become part of ABC's projected 243-station FM network. He said 121 have already applied, 87 have yet to apply -- and in 35 markets ABC wants both AM-FM outlets.

Queried about the network's TV plans by Commr. Denny, Woods stated unequivocally, "We expect to make money out of television over a period of time. We don't expect to go broke on it, Mr. Chairman." How long would ABC have to operate its projected 5 TV stations (it has none yet) before breaking even? Three years, probably less. How about the paucity of TV receivers? Just put out the programs and people will clamor for sets, was Woods' reply.

Not only the King-Trendle purchase deal, but also a total proposed expenditure of $3,255,383 on the TV and FM stations it has applied for (thus far has conditional grant only for FM in San Francisco), are reasons for ABC's proposed new offering of 1,000,000 shares of stock for which it expects to derive around $14,000,000. Acquisition of WXYZ and grants for TV and FM would give network AM-FM-TV combinations in 5 cities. These and proposed TV-FM construction costs were listed as follows:

New York -- TV, $922,170; FM, $29,825. Chicago -- TV, $486,000; FM, $76,100. Los Angeles -- TV, $923,838; FM, $98,750. San Francisco -- TV, $386,500; FM, $98,750. Detroit -- TV, $200,000; FM, $33,460.

PROBLEM OF TV INTERFERENCE: Growing seriousness of interference, particularly from FM, on TV reception is given technical treatment by DuMont's research chief, Dr. T. T. Goldsmith in July's Electronic Industries. Since much interference is due to use of superheterodyne circuits, FCC engineers say no change in allocation would eliminate problem. Goldsmith indicates careful engineering of receivers can cut interference to minimum.

SIGHT AND SOUND: Authentic set production figures soon will be available monthly from RMA, serving as true guide. RMA spokesman says June figures not yet ready but indications are FM combinations will comprise only small proportion; ensuing months should show substantial rise as FM stations go into operation and distributors channel their sets to markets where FM service is available....Pilot Radio's claim to having first table model with new FM band ($129) doesn't jibe with Zenith's production of table AM-FM model containing both old and new FM bands (priced around $60), an excellent set....RCA, one of few non-licensees of Armstrong's FM patents, has been licensed by Philco to use its Advanced FM System and other patents....Disclosed among contributors to Senator Wheeler's primary campaign is Sol Taishoff, of Broadcasting, down for $200; Wheeler, chairman of Senate committee handling radio, has as his candidate for FCC vacancy J. Burke Clements, present chairman of Montana Industrial Accident Board....Washington law firm of Cramer & Haley breaks up, with Radio Attorney Andrew Haley alone again, due to Gen. Myron C. Cramer's appointment as judge on Tokyo war crimes tribunal; Gen Cramer is Army's ex-JAG....Litigation was almost over on Government's TV antitrust suit (Vol. 2, No. 17) this week, when Justice Dept. objected to some basic terms of joint settlement proposed by concerned parties; time to answer American Scophony's cross-complaint was extended for remaining 6 defendants until July 15....FCC made final proposed allocations in 920-960 mc band; 940-952 mc is available for FM studio-transmitter links, with space available in upper portion of 920-940 mc band if more needed. Also issued was proposed allocation for non-government services in 152-162 mc band, which includes police, mobile radiotelephone, railroad, etc....Resigning from FCC to enter private practice are Jeremiah Courtney, Assistant General Counsel in charge of Safety and Special Services, and Norman E. Jorgensen, of Broadcast Division; they're now part of firm of David, Courtney, Krieger & Jorgensen, with office at 1707 H St., NW., Washington, D. C.
FILLING IN THE SPECTRUM: In making mass allocations Friday for various services (police, aeronautical, forestry, etc.) in high frequency range above 25 mc, FCC announced that FM broadcasters in 42-44 mc band must vacate frequencies by Jan. 1, 1947. Before then, Commission will consider whether to let them shift temporarily to TV Channel No. 1 (44-50 mc) or require them to go to 98-108 mc exclusively. Only a handful of existing FM stations apparently are affected -- Yankee's WMTW, atop Mt. Washington, N. H. (43.9 mc); Maj. Armstrong's WFMN, Alpine, N. J. (43.1 mc); City of New York's WNYC-FM (43.9 mc); plus a few developmentalists like Washington Post's W3X0 (45.2 mc) and a few others.

Also assigned, subject to oral argument if desired by industry interests, were bands for TV pickup -- 1,295-1,425 mc; TV pickup and TV studio-transmitter link -- 6,800-7,050 mc and 12,000-12,500 mc. For complete details "revision of its table of frequency allocations between 25,000 kc and 30,000,000 kc," we suggest you write FCC for its 12-page mimeographed document dated July 19, 1946 and titled Public Notice 95704; or else write us and we'll get it for you.

FM FREEZE PLAN ORDERED: Like it or not, FCC has decided to make its FM Class B channel "freeze plan" stick -- primarily, to mollify those modest, hesitant entrepreneurs who have no AMs to ride until FM pays off; secondarily, to support channels for "satellite" cities not provided for in original tentative allocation plan (Supplement No. 21).

Championed by Senate Small Business Committee, Secretary of War Patterson, veterans' groups, cooperatives and unions, FCC order puts 92 channels in 69 cities on ice until June 30, 1947. Anyone can file for the reserved channels any time until then, assured his application will get equal consideration with any others filed, at hearings, if necessary, after July 1, 1947. Freeze was ordered Wednesday, announced Thursday, less than week after pro and con oral arguments last Friday (Vol. 2, No. 28).

Plan, in essence, means that in those 69 cities allocated 5 or more channels, every fifth channel is frozen for future assignment to applicants in the principal city of the area concerned or in "satellite" cities. FCC defines satellite cities as those with population of 25,000 or more, falling in area of cities in which channels are reserved. "Falling in area" means within radius of 30 miles of principal city in Area I; within 50 miles in region from Area I to Mississippi River; within 100 miles in region from Mississippi River to West Coast; within 50 miles for Los Angeles and San Francisco.

Order is retroactive, affecting cities where hearings have already been held. Thus, New York City's 18 applicants are currently knocking themselves out over 5 channels, rather than the 9 originally available. Areas like Los Angeles, District of Columbia, Chicago, Boston, Providence, where applicants were holding their breaths because applications equaled channels, now have a scarcity. San Francisco presents unusual situation -- 6 lucky applicants in area got conditionals before freeze, 10 remaining have to compete for 9 channels at hearing there Aug.

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WHAT WHEELER DEFEAT MEANS: There were un concealed smiles of satisfaction as word trickled through the FCC's perpetual Clear Channel hearing last Tuesday that Senator Wheeler had conceded his defeat for renomination. Reason for the smirks wasn't hard to adduce. It means that, after next Jan. 1, when he is retired, the Montanan's sway over radio, as chairman of the Senate Interstate Commerce Committee which writes radio law, has been broken. It means the end of the potent influence he has exerted over radio and the FCC, often at the instance of fast-moving Ed Craney, owner of Butte's KGIR, his intimate mentor on broadcasting. Even now Senator Wheeler has a Montanan candidate for the FCC vacancy (Vol. 2, No. 28) whom President Truman may or may not appoint.

Irreconcilable isolationist Senator Wheeler, on the prompting of Craney, has been adamant on the subject of high power for broadcasting -- opposed it so vigorously that he fathered a Senate Resolution limiting AM powers to 50 kw maximum. This restraint has hung over the heads of regulators and broadcasters alike for a decade or more -- has thwarted all projects, whether they made engineering sense or not, to utilize higher powers as needed and as radio techniques advanced. It was this resolution that killed off WLW's highly successful 500 kw transmissions, which the Crosley station is now seeking anew. It still stands despite demands from Governors and Senators of Western States for power and more power -- the only way to reach their remote areas. Wyoming's Senator O'Mahoney even asked for 500 kw for his State at current Clear Channel hearings.

Nor has Senator Wheeler evinced any particular interest in FM or TV, for which not a single application has ever been filed from his State.

Question now is, who will succeed Wheeler as chairman of his radio-ruling committee? If Democrats stay in power after November Senatorial elections, job is due to go to Senator Barkley of Kentucky, but he probably won't take it if he remains as majority leader of Senate. Next in line then would be Senator Johnson of Colorado, not particularly versed in radio. If GOP should gain control, a mathematical improbability, chairmanship would go to Senator Wallace White Jr., of Maine.

SIGHT AND SOUND: New York FM hearing is being protracted by interposition of insistent allegations Patterson-McCormick Daily News is anti-Semitic, hence should not get FM station; hearing, which now has 18 applicants seeking 5 channels (4 channels having been "frozen") drags into third week Monday....Washington Post, for its FM station W3XO, has purchased Philco's 350 ft tower 2 miles east of Falls Church, Va., 5 miles from center of D.C., expects to have it operating on both high and low bands early August; tower is ideally located 740 ft above sea level, was built by Philco with original intention of using it for TV....Claiming Lea Act unconstitutional, as expected, Petrillo filed motion Monday in WAAF case (Vol. 2, No. 24), claiming violation of 1st, 5th, 10th, 13th Amendments to Constitution; he has until Aug. 5 to file briefs to support motion, Government must answer by Sept. 9, then oral argument can be scheduled.... Fabulous Howard Hughes, critically injured after plane crashup, asks delay only until Aug. 9 in giving his Los Angeles TV application testimony to Commissioner Wakefield; Don Lee's Tommy Lee will go ahead with his deposition on date originally scheduled for both -- July 24 in Los Angeles.... New officers of RTPB (Radio Technical Planning Board) taking over jobs Oct. 1, are: Haraden Pratt, Mackay Radio, chairman; James L. Middlebrooks, NAB, vice chairman; George W. Bailey, ARRL and IRE, secretary; Will Baltin, TBA, treasurer....DuPont has another try coming to prove merits of its new "Telefilm" (Vol. 2, No. 28), for test telecast on WNBT of Washington parade films shot Monday afternoon compared poorly with positive movie prints; weather or bad camera handling may have been at fault....Raytheon, describing new "Cascade Phase Shifter" frequency modulator in its FM transmitters, claims circuit simplicity, easy adjustment, low tube cost, negligible maintenance....Popular radio sales veteran "Gus" Eaves, recently with Graybar, has become sales chief for Finch Telecommunications Inc., facsimile leader, which has appointed Graybar as distributor of all its products....Zenith's pioneer FM station WWZL, Chicago, on Aug. 1 changes its call letters to WEFM (E. T. McDonald).
ILGWU WOULD BUY 22,000 FM SETS: "FM must have receivers and, by God, here's what we're doing about it." That was what International Ladies Garment Workers Union's Subsidiary, Unity Broadcasting Corp., asserted, in effect, at New York FM hearing in reporting it had arranged with a radio set manufacturer (name unrevealed, but not one of largest) to deliver 20,000 FM-AM table models at cost to union members within 90 days, if and when union got station grant. Project would involve some $700,000-$800,000, members to pay for sets on installment plan. Claiming 170,000 members in New York City alone, ILGWU said it would order more sets as demand grew. It is applicant also for FM stations in Boston, Philadelphia, St. Louis, Los Angeles, already holds Conditional for Chattanooga.

Proposal came Thursday, just before Friday's windup of acrimonious three-week-long hearing. While touchy subject of N. Y. Daily News' editorial policy was shelved to simmer for probably a couple of months, speculation boiled as to who of the 17 applicants would get 5 unreserved channels. As expected, Hearst Radio dropped after FCC approval of sale of WINS to Crosley (Vol. 2, No. 29) but Crosley, in turn was left out in cold when FCC turned down its last minute petition to get in on New York fight.

First fruits of reservation plan (Vol. 2, No. 29) appeared in New York when young Henry Morgenthau III, son of ex-Secretary of Treasury, speaking for predominantly veteran group, indicated intention to apply for one of New York's 4 reserved channels.

FCC HYPOS FM CHANNEL SQUATTERS: Apathetic FM conditional grantees and CP holders, who think they're going to squat idly on their channels, doing nothing while letting "George" build the FM audience, are going to feel the heavy hand of an irked FCC. The Commission thinks many of them can start with interim equipment, as some already have, pending delivery and installation of full equipment. And the commissioners, all of them ardent FM advocates, distinctly do not go along with theory that egg must come before hen -- receivers before transmitters.

Reports of dilatory tactics led FCC Friday to send all grantees a 16-point questionnaire asking, among other things: whether and when orders for transmitter, antenna, supporting structure, have been placed, and promised delivery dates; whether transmitter and studio sites must be purchased or leased; whether construction has begun at either transmitter or studio locations; whether application for building permit has been submitted to local CPA and result; what's being done about interim operation. Replies must be returned within 15 days of date specified in CP as required commencement date for construction (2 months after issuance).

"Delays cannot be permitted," says FCC in sharp accompanying statement. Where Commission has asked for additional engineering data from conditional grantees preliminary to issuing regular CPs, and under old policy was willing to wait 90 days, it now will wait no longer than 30 days. In cases of "undue delay" in furnishing information, it will."review the grant to determine whether the application should be designated for hearing and the grant cancelled." After CPs are

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issued, the statement of the Commission says it expects station construction "be carried forward expeditiously." If extensions beyond usual 8-month completion date are asked, it will "review the application with particularity to determine whether such extension application should be granted or designated for hearing."

It added: "In acting on requests for extension of time, the Commission will consider the promptness of a permittee's efforts to secure equipment and other materials and his efforts to provide an FM broadcast service promptly with interim equipment. Even though complete equipment may not be immediately available, the Commission expects permittees to use the interim equipment to provide an early FM service and to install remaining equipment as rapidly as it becomes available. Such operation is now being conducted by a number of conditional grantees and permit holders" [under STAs, as reported in this issue and in Vol. 2, No. 26].

* * *

The manager of the broadcast equipment division of one of the larger manufacturing companies tells us something that bodes little good for immediate TV or FM -- something the FCC might well inquire into....something that Idaho's Senator Taylor might better consider than waste his time on prodding the Justice Dept. to witch-hunt for an obviously non-existent "conspiracy" on the part of radio set manufacturers to hold up FM receiver production (Vol. 2, No. 25 and 29).

This chap relates that he has dozens of orders on his books, particularly for FM equipment -- but they are conditional orders. The condition? That he promise if and when they are turned into firm orders (meaning when CPs are granted) he will not deliver the equipment too soon! In fact, some of his accounts want definite commitments that they won't receive their equipment for at least 6 months; others ask him to make sure they don't get delivery for a year.

The orderers, of course, are primarily AM broadcasters who really don't want FM, who are getting it for "insurance only," who want it retarded as long as possible, who would scuttle it if they only could.

We can't tell you what company it is, or who told us about this situation, but you can take our word for it that our report is authentic. It elucidates much of what we learned ourselves during a recent swing around the country, plus what one of our staff members is reporting as he currently tours the country. With a few individual exceptions, there is no great enthusiasm for either TV or FM among what Maj. Armstrong calls the "entrenched interests" (the existing broadcasters), particularly west of the Atlantic seaboard.

**BRICK ACTIVITY IN FM:** Additional indication FCC doesn't consider as hard and fast its "one-to-a-customer" idea regarding grants to multiple FM applicants, as explained to Senate Small Business Committee (Supplement No. 34 & Vol. 2, No. 16), was conditional grant this week to NBC in San Francisco (Supplement No. 38D) herewith). NBC already has pre-war licensed WEAF-FM, New York, and FCC also had proposed to grant it a CP in Washington (Supplement No. 38).

San Francisco FM setup continues curious. With Scripps-Howard dropping there (but applying at same time for Knoxville, Tenn., where it owns WNOX), contest stood even-Steven at 9 applicants for 9 unreserved channels with hint of a newcomer about to file. FCC thereupon postponed indefinitely Comr. Wakefield's projected Aug. 14 hearing there, conditionally granted 5 this week, including NBC, making 11 conditionals in Bay area thus far (Supplement No. 38 and 38D).

Meanwhile, 17 more CPs were granted this week while FCC was preparing schedule of full hearings for "tight" areas; dates should be available "in a matter of weeks." Los Angeles hearing, however, should be calendared any day now. In the meantime, also, eagerness of some CP-holders to get on air was recognized and applauded by FCC as it granted STAS, allowing programming from temporary sites or with temporary power, by Loyola U (WWDH), New Orleans; United Broadcasting (W8XUB, developmental), Cleveland; R. G. LeTourneau (no call yet), Toccoa, Ga.; Thomas Patrick (KWK-FM), St. Louis; Central N. Y. Bstg. Corp. (WSYR-FM), Syracuse
PLANNING THEIR TV STATIONS: Among low-band TV's relatively few remaining eager beavers, we find the pioneering Detroit News (WWJ and WENA) signing contract with DuMont for complete transmitter installation, atop 700-ft. Penobscot Bldg., by next Nov. 15, which would make it first post-war and first newspaper-owned TV station to take the air. Just as enthusiastic, just as anxious to get going soon as possible, are St. Louis Post-Dispatch (KSD), Philadelphia Inquirer (WFL & WFL-FM), Fort Worth Star-Telegram (WRAP), likewise CP grantees. But they may not make it this year (due to equipment delays, building restrictions), though they hope to get going early next year. Pulitzer's Post-Dispatch, in fact, carried strong editorial July 16, then trade paper ads, affirming faith in low-band TV, asserting it isn't waiting for color -- not after success of Louis-Conn telecast.

Then there's Havens & Martin, Richmond, Va. (WMBG), who no sooner got their TV grant May 17 than they changed their name-head to superimpose upon it in color type this legend: "Tomorrow Television also programmed by NBC." This company is laying plans to merchandise TV sets locally itself, when it gets its station going, just as it did AM sets in its pioneering days. Writes Wilbur M. Havens: "I feel we are about to enter a period of development not a great deal different than that experienced in the early days of radio broadcasting." In those days, he relates, his company was distributor for Philco batteries, operating a 15-watt broadcast transmitter on the side; then it took on distributorship of Philco socket powers, promoted them on the air, made its profits by selling them. That was in the early Twenties, before broadcasting began to pay its own way.

This week the FCC granted one more CP for TV -- to American Broadcasting Co., in Chicago, assigning Channel No. 7 (174-180 mc), with 50 kw visual power, 15 kw audio power, 615 ft. antenna height. This leaves Chicago Tribune's WGN Inc. only remaining applicant for Chicago, a previous grant having been made to NBC, and Johnson-Kennedy and Raytheon having withdrawn. Assigned 7 channels, with one already occupied (by Balaban & Katz's WBBK) and with 2 CPs now outstanding (NBC and ABC), Chicago has 4 more channels available. ABC grant gives network its second TV, first having been acquired with purchase of WXYZ, Detroit (Vol. 2, No. 29).

To date, 25 post-war TV's have been authorized by FCC, leaving only 34 pending applicants in FCC files. Some of these will be granted shortly. Latest to drop application is Louis G. Baltimore (WBRE), for Wilkes-Barre, Pa.

TELEVISION NOTES: To his board Tuesday, Zenith's Comdr. Gene McDonald reiterated his conviction advertisers won't support cost of TV, which he says needs "boxoffice"; he reported Zenith is working on color TV, but said it won't market black-and-white receivers for present frequencies "because such receivers would become obsolete within a year"....On the other hand, ABC's director Paul P. Mowrey told WLW Summer Radio & Television Institute in Cincinnati Friday that "this fall and winter will very likely see a preponderance of commercial support for video that radio did not enjoy until the end of its first decade," citing also "eagerness on part of industry to get its toes wet in the enticing pool of video"....And in August issue of magazine Radio Mirror NBC's v.p. in charge of TV, John Royal, says new TV transmitting equipment is being erected in a dozen cities; also that there are TV sets on market now and that TV is now a "going concern"....Rotating TV sponsorship is involved in 26-week deal being negotiated by ABC with Grey Adv. Agency, which would turn over program every 4 weeks to a different client-sponsor. Proposed for production via DuMont's WABD is video adaption of "Powers Charm School," now heard over ABC....Live-wire WBKB, Chicago (Balaban & Katz-Paramount), reports logging 29 hours of telecasting last week, 16 hours being remotes including Chicago Cubs ball games and boxing-wrestling matches -- believed to be a record in TV....RCA's plans for theatre television indicate big-screen lag may not be as far behind home video projects as has been supposed. Also working on theatre TV are DuMont, GE, Rauland Corp....Dr. Lee DeForest, the inventor, is now living in Chicago, working with his old friend U. A. Sanabria (American Television Laboratories) on problem of larger TV screens.
WAITING TILL WEATHER COOLS: CBS's color TV campaign is expected to be renewed unabated not later than September, whether or not it has by then made formal request of the FCC for hearings on proposed standards for opening up the uhf bands commercially. By October, GE factory at Bridgeport is expected to have delivered all of the custom-built color TV receivers ordered by CBS. Only one has been delivered thus far. Meanwhile, CBS this week concluded tieup with important N. Y. department store, Lord & Taylor, for a window promotional display for tint TV, calculated not only to sell color but to unsell monochrome. Later it is planned to place color TV receivers at strategic points throughout metropolitan area for demonstration.

Coincidently, DuMont is preparing for September deliveries of its first de luxe black-and-white receivers, so New Yorkers will be subjected then to barrage of claims and counter-claims. As for current negotiations by CBS's own low-band Station WCBS with Ford Motor Co., through J. Walter Thompson Co. (also RCA-NBC agency), for sponsorship of Madison Square Garden and other sports events, CBS executives say this is perfectly logical: program techniques are being mastered pending shift to color.

SIGHT AND SOUND: Unless with outgoing Chairman Wheeler's blessing it sneaks through during these closing days of 79th Congress, fire-eating Senator Tobey's sweeping resolution (S. Res. 307) to investigate FCC, introduced Wednesday, would seem to have little chance of passage; among other things, it proposes probe of much-controverted shift of FM to high-band, Tobey being keenly interested because Yankee's rural-covering Mt. Washington station is in his state (N.H.) and because he claims high-band won't serve rural audience. If resolution squeezes through, he would probably head between-sessions Interstate Commerce Committee subcommittee putting FCC on grill....With recent defeat of Senator Wheeler, it's conjectural whether he can now put over appointment of J. Burke Clements, of Montana Industrial Accident Board, to FCC vacancy even though it is apparent now Paul Porter isn't leaving OPA to return to FCC; anti-Wheeler Senator Murray of Montana is understood to oppose Clements....Murray Garsson, one of principals in smelly munitions combine under Senate Meade Committee investigation, was once associated with late FCC Commissioner George Henry Payne in several enterprises when latter was in "public relations" business....Having dropped its FM application for Peoria, Grand Rapids, Ft. Wayne (Vol. 2, No. 25), Midwest FM Network Inc., subsidiary of FM-boosting Chicago Tribunes, also dropped its Milwaukee application, which probably spells end of its regional FM network plan....Marshall Field's $700,000 purchase of KJR, Seattle, if approved as expected, means another application for FM since all Field stations are in FM swim -- with CPs already issued to KOIN, Portland, and WAIS, Cincinnati, while WJJD, Chicago, is one of competitive applicants there; Seattle already has 4 CPs for FM (Supplement No. 38), is entitled to 10 channels....CPA; eager to further Veterans' Educational Program and showing increased leniency in permitting construction of laboratories, shops, etc., indicates it will also ease building problems of Educational FM....Farnsworth showed table TV set at recent Chicago Furniture Mart show, with 7-inch screen, 6 channels only; as part of package, company showed dipole, remotely controlled for orientation but price is in addition to set cost....Trend in TV set marketing is to include installation and 1 year service charge in price of receiver; Sonora, for example, is already working out deals with local service organizations....Despite reported plans by manufacturers to put out converters for present FM sets, only one model is known to be on sale in the New York area, that being a one-tube Hallicrafters job retailing at $15. 

....Applying for two new portable TV relays, RCA intends to use some mighty high frequencies -- 480-920 mc, 1,295-1,375 mc, 6,950-7,050 mc, 10,600-13,000 mc -- and with only 20 watts....Nice thought, naming DuMont's Washington TV outlet WTUG, for its research chief, Dr. Thomas T. Goldsmith; as it named WARD for Dr. Allen B. DuMont, and as GE named WGRB for video-boosting Dr. W. G. R. Baker....Highest power yet assigned anyone in FM -- 400 kw on 97.1 mc, 480 ft antenna -- went this week to Minneapolis' WTCN, an amendment of previous 192 kw grant; before this, St. Paul's KSTP had the highest power FM assignment, 318 kw.
CBS SIGNS BIG FORD TV DEAL: Another fillip for black-and-white TV came this week—and from CBS. That network, despite its campaign for uhf color, put over one of the sweetest deals yet for the exploitation of TV when it signed Ford Motor Co. to sponsor telecasts of Madison Square Garden events other than boxing over its monochrome station WCBW. J. Walter Thompson Co., Ford agency, one of the few advertising agencies long alerted to TV (possibly by reason of fact RCA-NBC are among its clients), handled the deal.

Ford spokesman, apparently satisfied low-band TV will get big audience when sets start moving to public this fall, remarked that the Ford company "assumes leadership in the automobile industry in the use of this dramatic medium for the presentation of automobile models, where the visual element is so important." CBS President Frank Stanton said CBS now has "perfect proving ground for developing techniques of televising sports," added that deal makes available wealth of program material for development of "the kind of TV everybody wants—color TV" and will "give the whole TV art a big push along the road to growing up."

REVISED FM CHANNEL PLAN DUE: Ever since FCC issued its city-by-city FM channel allocation plan on Dec. 19, 1945 (Supplement No. 21), it has stressed tentative nature of channel assignments. When it reissues its revised FM channel plan, due out within the next week or two, it will again stress the impermanence of its allocations. In fact, there never will be a permanent outline of FM channel assignments, since the Commission intends to continue juggling channels to meet demand—limited, of course, by engineering factors such as separation of channels, interference of stations, service areas, etc.

Revised FM allocation plan will include changes made since the first plan was issued. Some of these changes were made public when the FM reservation plan was adopted two weeks ago (Vol. 2, No. 29). They include 1 channel to Winchester, Va., taken from Washington, D. C.; 1 to Annapolis, Md., from Baltimore; 1 to Atlantic City, from Philadelphia; 1 to Hagerstown, Md., from York, Pa.; and 1 to Poughkeepsie, N. Y., from New Haven, Conn. Such situations as that existing at Fort Smith, Ark., will also be justified—3 applicants given conditional grants, whereas present allocation plan only assigns city 2 channels. Revised plan will also add extra channels to some cities where demand exceeds supply.

REQUIEM ON CAPITOL HILL: When Senate Committee on Interstate Commerce met for last time Wednesday, it took no action on Senator Tobey's resolution for probe of FCC, with particular attention to FM allocations (Vol. 2, No. 30). So the Tobey proposal is dead for this session unless Congress comes back on special call by President and Tobey then puts it over. Similarly dead is Rep. Lemke's bill to direct FCC to assign portion of 50 mc band to FM. And signing of Congressional Reorganization Bill by President Truman means departing Senator Wheeler's Interstate Commerce Committee becomes known as Senate Committee on Interstate & Foreign Commerce—amalgamates 4 old committees: Interstate Commerce, Manufactures, Commerce, Interoceanic Canals. Thus North Carolina's Senator Bailey becomes second
Senior Democrat among the 15 members of new committee, ranking much ahead of Colorado's Senator Johnson who was senior after Wheeler on old committee. Senator Bailey, not particularly identified with radio, would probably take chairmanship since ranking member Barkley of Kentucky is majority leader and would not have time for committee work.

**Decisions Soon in FM Cases:** Now that FCC for better or worse has fixed its one-year "reserve channel" policy (Vol. 2, No. 29), you can expect decisions soon on hearings already held on rival FM applications for Boston, Pittsburgh, Cleveland-Akron, Indianapolis, Chicago, Providence, Fort Wayne—in that order, more or less, inasmuch as staff is trying to clear first cases first.

Long overdue decisions (Boston, Pittsburgh and Cleveland-Akron cases were heard in April) were held up primarily because of after-thought "freeze policy." Imposed ex post facto, as the lawyers say, it cuts down number of channels applicants thought they were striving for, may thus cue some rejected applicants to appeal from reservation plan that puts every fifth channel in major cities on ice for year.

Final decision on Washington FM grants of last March, first to be announced (Vol. 2, No. 12), and first to go to oral argument heard last Tuesday by full Commission, may also be expected momentarily. Nub of issue is whether previously "passed over" WWDC or newcomer Chesapeake Broadcasting Co. should get capital's ninth unreserved channel. New York decision will probably be last out, for it was last to be heard and engineering hearing must yet be held in Washington. Even after technical details are cleared, decision may be delayed by reason of intrusion of "race prejudice" issue into July hearing in effort to prove that the New York Daily News is not fit to be FM licensee.

Even aside from that issue, regarded by many as extraneous and unfortunate, it's going to be a tough choice for FCC—picking who among the 17 rival applicants should get area's 5 remaining unreserved channels. But Commission, by freezing 4 channels, made things tough for itself. It virtually has invited the wrath that will inevitably descend upon it whomever it selects, especially from the always voluble labor and left-wing groups so well represented among applicants. Everybody seems to be guessing—and it's nothing but that—which 5 will win out. Perhaps most educated guesses are those in poll of competing counsel taken during dragging hours of July hearing in N. Y. Asked to list who they thought would get the 5 grants, replying lawyers unanimously agreed on WJZ and WMCA; placed N. Y. Post's WLIB and "one of the New Jersey applicants" next; thought "one of the unions" (ILGWU got most votes) or WEVD might get fifth channel. Poll was taken by WLIB counsel Leo Rosen.

**Reluctant Retailers:** Paralleling sluggish attitude of some dealers toward pushing FM receivers, even in cities where FM service is already available, is a similar "shy-away" policy in matter of TV sets. In a comprehensive roundup of big city dealers' views, Fairchild Publications' alert "Retailing and Home Furnishings" (July 18) reports general retailer reluctance to go all out for TV—in a few cases, even, a cynical outlook. Typical are such remarks as: "No more of this preselling for us—we've had enough of that." "Store management is now unsold on television...[it] is still a long way off so far as the public is concerned."

Trade journal's survey indicated, however, that many large store owners in cities like New York, Albany, Philadelphia, Chicago, Los Angeles (which already have TV service) and in Washington, Milwaukee, San Francisco, have tentative plans for displaying sets when DuMont, GE, RCA, etc. really begin delivering them. Some dealers are planning "room setups" for display, are already installing coaxial leads and conduits. But majority of sellers say they don't yet know physical requirements for adequate demonstrations, are somewhat fed up on glowing manufacturer promises to public which have not materialized in real goods. So they say they prefer to "wait and see" before getting themselves or their customers excited.
TO NAB OR NOT TO NAB? FM and TV get more "talking over" at NAB board meeting
in Colorado's salubrious Estes Park next week (Aug. 5-7), but you can't expect
action of any consequence. Right now NAB staffmen assigned to FM are concentrating
on "strong panel" for Oct. 21 special FM session at Chicago convention, will
shortly announce list of speakers. This week all FM license applicants and others
were mailed form letter from NAB's FM Dept. director Bob Bartley calling attention
to session, open to all, whether NAB members or not (though latter must pay $5
registration fee). Bartley also enclosed a form with space for suggested questions
to be put to speakers, who for most part will be pro-FM.

Meanwhile FMBI's Walter Damm, recognizing complaints about that organi-
zation's "merger" into NAB, reports majority of FMBI board feel final decision
is up to full membership of still-corporately-existent (but pocketbook-poor) FMBI
which will have own separate meeting during Chicago convention. Replying to
suggestions by Milton Sleeper, publisher of FM and Television Magazine, that a
separate FM association be formed again, Damm agrees that "FM promotion and the
steering of FM into right paths...needs to be supervised by a group that has a
real interest in FM." But he says an association of FMr's to do a real job would
need an annual budget of at least $100,000, which he thinks isn't forthcoming
from those whose exclusive interest is FM. Most AM-FM operators won't join a second
association, he admits.

ONLY 37 CPs MAILED; FM BOXSCORE: Though FCC reports that as of Aug. 1 it had
granted 191 CPs for FM stations, fact of matter is that only 37 actual construction
permits have as yet been mailed to grantees. About 100 more pend Civil Aeronautics
Administration approval of transmitter sites and tower heights, and the rest
are being held up for a miscellany of reasons. Hence there will be inevitable and
excusable delays in returns of "what-are-you-doing-about-FM" questionnaires sent
grantees last week (Vol. 2, No. 30) along with statement indicating Commission
won't stand for undue delays in getting started.

This week 12 more CPs, 26 conditionals were granted, and there was one de-
letion (Supplement No. 38E herewith), in reporting which the FCC proudly capitul-
ated this boxscore of FM grants to date: 48 stations licensed, 191 CPs, 437 condi-
tionals, 168 applications in hearing, 208 applications pending. You can find data
on all these in our Supplements No. 32, 38-38D and 14A-14M.

With this week's grants, Commission designated consolidated hearings
(dates not yet set) on 18 applications from Los Angeles area (Supplements 14A-14M);
on Baltimore applications of Hearst Radio (WBAL), Tower Realty Co. and Radio-Tele-
vision of Baltimore Inc.; on Bridgeport (Conn.) applications of Bridgeport Herald,
Yankee Network and any others from that community; on San Jose (Cal.) applications
of Santa Clara Bostg. Co. and FM Radio & Television Corp. It also renewed 34
licenses of existing FM stations, most of them over objection of Commr. Durr, who
insisted they should be required to file program analyses. His colleagues out-
voted him on grounds existing FM operations are too tenuous, too sparse (6 hours
per day is all they need be on air) to require them to hew to too rigid program
schedules at this stage.

The man who gave up his grant (an EA for 95.7 mc, 10.1 kw, proposed
atop Lookout Mountain) was Mark K. Wilson, Chattanooga contractor, so that facility
is now wide open.

STADIUM WOULD CONTROL TV: To allay fears of TV's encroachments on boxoffice on
part of owners of ball parks, race tracks and other sports stadia, Televents Corp.
of America, headed by Mortimer Loewi, executive assistant to Allen B. DuMont, has
approached some of them with offers to install permanent video equipment, including
camera chains, at no cost except for profit-sharing arrangement. By controlling
pickup equipment, stadia interests could bargain directly with sponsors or theatres
rather than with stations or networks. TCA also plans filming daily 15-minute
news digests of sports, special events, plans to get going this fall with initial
capitalization of $150,000.
Nazi Tape Recorder: For the most part, nothing really exciting in the way of electronic devices was captured from the Nazis during the war — we and the British were so far ahead of vaunted German science, particularly in radar, as to make them look like amateurs. However, Royal V. ("Doc") Howard, the prominent Pacific Coast engineer, ran across something he says was "pretty neat" while leading his team of OSRD circuit-tracers around the European battle areas. It's a magnetic tape recorder using a plastic tape coated with magnetite — or just plain rust. Howard says its performance is the best yet — literally, out of this world. Photostated details can be had from the Dept. of Commerce's Office of Technical Services, Washington -- document numbers PB-12659, PB-1027, PB-1346, PB-3586. Incidentally, abstracts of all patents seized from German and Japanese nationals can be obtained from Alien Property Custodian, National Press Bldg., Washington.

Television Notes: Add big league sponsorship of TV: by Esso Marketers, carrying films of Paris Peace Conference opening and of Bikini atom bomb tests, flown over and telecast over NBC's WNBT; by Alexander Stores Inc., starting live audience participation program Sept. 10 for 10 weeks on WABD, handled by ABC; by U. S. Rubber Co., sponsoring ABC's filmed video broadcasts of recent Minneapolis Aquacentennial over 5 stations. Proposed Macy-CBS TV deal (Vol 2, No. 30), whereby program costs would be shared by country's biggest retail outlet with manufacturers, is reported called off because N. Y. store deems scheme is poorly timed:... NBC's WNBT, New York, disputes claim of WBKB, Chicago, for one-week record of 29 hours of telecasting (Vol 2, No. 30); WNBT carried 34½ hours during 6 days starting July 8, including 5 days of tennis pro championship pickups. While tennis telecasts are reported as clear and absorbing as prizefighting or wrestling, Washington News' Eddie Hogan, after viewing coaxial relay to capital of baseball from Polo Grounds, opines screen much too small to do justice to baseball, camera unable to follow flight of ball. But Sportswriter Hogan adds, nevertheless, that when TV sets are on market, "I'll stand in a GI line if necessary to buy my set."

Sight and Sound: Rival Finch and Hogan facsimile projects going forward, with former signing big Paris newspaper France-Soir for full equipment setups for France, Belgium and Algiers; GE reports Hogan's order for transmitters and equipment is on the line, will be delivered to newspapers and others for tests in 12 cities early next year. FCC made final this week rules governing procedure on sale or transfer of control of broadcast stations; only change from those proposed under Avco decision refers to exceptions, which are spelled out in greater detail. Globe Wireless and International Business Machines have asked the FCC to approve transfer of 3 micro-wave TV-FM relay CPs to GE, which is engineering New York-Schenectady network now; Globe will retain option to purchase facilities after they become operative, plans then to extend broadcast and business machine net to Chicago. Washington consulting engineer John Barron, for FM site surveys, has purchased new Cessna 140, has also ordered a Seabee, already has used plane to locate transmitter near Troy, N. Y.; Barron has added to his staff Lt. Comdr. J. Gordon Keyworth, ex-chief of WELI, New Haven, just out of Bureau of Ships electronics division; Carl T. Jones, ex-Navy flier; Ralph E. Patterson, ex-RCA... For a reasoned temperate exposition of FCC's Blue Book, read "Whose Radio" in July Atlantic Monthly by Edward M. Brecher, former aide to ex-FCC Chairman Fly, now general manager of Metropolitan Broadcasting Corp., one of Washington's 8 FM grantees....And for some brilliant newspaper writing on radio subjects we commend N. Y. Herald-Tribune's "Radio in Review" column by John Crosby, subject of story in current Time Magazine....Sailing for Sweden Aug. 10 on S. S. Gripsholm is E. W. Engstrom, RCA Labs v.p. in charge of research, radio delegate on Royal Swedish Academy's Scandinavian research and industry tour; off by plane for Europe last week was John F. Royal, NBC v.p. for TV, who will "explore television and film facilities" on Continent....Another STA was authorized this week to an FM grantee; WQAM, Miami, received permission to put out a 250-watt signal from a bent dipole atop its AM tower....One of biggest boosters of FM, GE is now starting delivery of combination receivers to dealers, will begin sending them table models in September. Powerful AFM Local 802 of New York lost its president of 12 years Wednesday with death of Jack Rosenberg at 51.
QUIETUS AFTER KESTEN? The slight, high-strung, boyish-looking chap who launched CBS's color TV campaign in announcing that network's post-war video policy April 27, 1944 -- Paul W. Kesten -- resigned this week as vice chairman and director, for reasons of health. Actually 48 this month, a business genius who came up from the ranks and who as executive v.p. ran CBS during the war years while Bill Paley was overseas, Paul Kesten has long been ailing from chronic arthritis and has been on leave since last winter. Though continuing as consultant and invited "to rejoin Columbia on a full-time basis just as soon as he has fully recovered," his passing from the scene arouses much conjecture. For it comes at a time when CBS seems to be soft-pedaling its uhf color campaign while at the same time signing top-flight sponsors (Ford, Bristol-Myers) for its low-band monochrome station.

Some profess to read into Kesten's departure the passing of the slash-bang era of promoting color while deprecating monochrome. That may or may not be so; we don't know. But certainly Kesten's absence from the CBS scene the last six months or more did not seem to change CBS policy materially, through it has not since had so articulate a spokesman. Nor is CBS, in view of what its top officials have said for the record, let alone its enormous investment in color development and equipment, likely to want to lose its identity as the foremost color proponent and as claimant to basic patents in that field.

This summer's quietude regarding color may be explained by fact that Dr. Peter Goldmark and staff have just completed readjustment of their entire color system to compensate for change in frame rate -- from 20 to 24 per second -- to permit greater brilliancy of images. Also helpful in telecasting movies is fact that 24 frames is same as used in films.

WHEN THE RACE RUNS HOG-WILD: Still pouring forth on FCC decision days is a plethora of CPs for new AM stations -- 10 this week, 20 last week, 10 the week before, etc. So that up to today the number of construction permits outstanding for standard broadcasting stations has reached the fantastic total of 303! This leaves out of account "proposed decisions" that favor new station grants, of which there were 14 this week alone, with dozens more pending practically sure of approval.

In other words, 303 new AM stations, plus, are to be built and added to the 974 already licensed as of Aug. 10. Compare this with the FM box score to date: 217 CPs, 5 EAs, 283 conditionals (see Supplement No 41 herewith).

Since FM grants did not begin issuing until last March, it is perhaps fairer to compare the FM totals to this year's AM grants only, which numbered 272, more than 60 since July 1. For it really was not until this year that the FCC began to run hog-wild in authorizing new AM stations regardless of need or engineering standards -- and despite its avowed purpose of encouraging FM as the future medium of local and regional broadcasting in the United States. So, as against the 272 CPs for AM during 1946 to date, the FCC has authorized only 222 FMs (CPs plus ETs). We don't count the 283 conditionals because they are not much help, so far
as basic construction and planning factors are concerned, until they become CPs or EAs specifying actual frequencies, powers, antenna heights, etc.

Of the 303 CPs outstanding for new standard stations, mostly covering local low power or daytime outlets (that inevitably ask later for better facilities), we count only 51 who have also applied for FM (some already granted). Reason why more AM newcomers haven't applied at same time for FM, as told to us by highly qualified source, is that many fear if they ask for both the FCC will grant the FM and not the AM. And truth of matter is that, even if they honestly intend going into FM, they want AM first since they see in it chance for immediate income.

Our survey shows that about 600 AM stations are applying for FM (including the AM-affiliated pre-war FM licensees and CP holders, listed in Supplement No. 32). The rest (nearly 700) are not seeking FM -- more than half. This means that, while AM interests are dominant among applicants for and recipients of FM grants so far, they aren't the whole show by any means.

Just the same, not much credence should be given alarums about a new "duopoly" rule or interpretation requiring eventual separation of FM-AM interests. In fact, FCC will shortly issue statement reiterating it is not now contemplating any separatist move. Even Commissioner Durr knows it can't be done without taking financial, technical props out from under FM, setting art back many years, because for most part the non-AMers going into FM are small fry without radio know-how. Despite evidence that some AMers would like to throttle FM because of its threat to the status quo, there are still enough of them with "honorable intentions" toward FM to warrant encouraging them all to get into the swim.

TV PROSPECTS LOOK UP: Several low-band TV withdrawees will probably reapply shortly. You can also expect a few brand new applications. Washington counsel are cagey about disclosing files they are preparing, but several big league concerns are known to be preparing to return to the fold. They are entities who can afford the cost, who still hanker to be classed among the video pioneers.

Only one we are at liberty to report on as yet is E. Anthony & Sons Inc., publisher of the New Bedford (Mass.) Standard-Times (WNBR), which had applied for Boston but felt forced to withdraw when an option on a highly favorable antenna site atop Hancock insurance building failed to materialize. Progressive Publisher Basil Brewer has lost none of his interest in TV, nor has it been diminished by reports of elaborate TV plans of some of his newspaper confreres (Vol. 2, No. 30).

One TV transmitter manufacturer has indicated he has a few orders for equipment from companies that have not even filed for facilities as yet. He won't tell us who they are, but he assures us they are bona fide prospects for low-band TV, delaying primarily because of the complexities involved in preparing the requisite FCC engineering data. And, as if to bear this out, RCA's most recent trade ad lists ex-Congressman Elmer Wene's WTTM, Trenton, N. J., as having placed a firm order for TV equipment, though FCC records do not show it has yet applied.

Reasons for heightened interest in TV may be variously ascribed: (1) to widespread favorable publicity won by black-and-white during highly successful Louis-Conn telecast, (2) to eagerness of many radio advertisers and their agencies, to grab off choice time segments on existing stations, (3) to promises of early delivery of TV receivers in those cities having video service, (4) to unswerving faith in today's system manifested by executives of such big companies as DuMont, General Electric, Paramount, Philco, RCA, et al, not to mention the various newspaper publishers, broadcasters and others holding the 25 CPs thus far issued by FCC.

Fact that Ford bought video rights to all Madison Square Garden sports except boxing, using CBS's low-band station WCBW in New York (Vol. 2, No. 31), has served to focus new interest on commercial aspects of the medium. This week big Bristol-Myers (Ipana, Vitalis, etc.) already using NBC's WNBT for a Sunday night travelog, bought Sunday 8:30-9 p.m. spot for 52 weeks, also on WCBW, obviously to tie up best looking-in time. And other big sponsors like Standard Brands, Standard Oil, Firestone and the various watch companies have for some time been testing
the medium, tending to attract still more and to discount fears TV cannot be made to pay its own way.

As for audience, Sylvania Electric Products Inc., in another of its market surveys just reported, adduces that on basis of "nearly 10,000,000 families" said to have been interviewed "9,603,000 urban families expressed the desire to spend $2,416,446,000 for home television sets in the next four or five years providing telecast facilities will be available." Sylvania's Frank Mansfield reports the average family thought it would have to pay $200 to $250 for a set, though 5.9% thought it might cost over $500; that a set designed for an audience of four (meaning small screen) would fill need of 80% of the families interviewed; that 71.8% want color TV but only 22% said that they would pay over $100 extra for color; that people think of TV for sports (33%), drama (20%), news (19.4%).

Changes in Your FM Log: Several changes in frequencies of existing FM stations have been approved by FCC in recent months, though no official announcements were ever made. These are the new frequency assignments (with channel numbers) which you should correct in Part I of your FM Directory (Supplement No. 32): KDKA-FM, Pittsburgh, 92.9 mc (No. 225); WHEF, Rochester, N. Y., 95.9 mc (No. 245); WNYC-FM, New York City, 95.3 mc (No. 237). Pittsburgh and Rochester changes were made to eliminate TV intermediate frequency interference. City-owned WNYC-FM went back on air this week after 10-week reconversion shutdown, now operates 2-11 p.m. daily.

While you're at it, you should make these corrections and changes also in your FM Directory: Los Angeles, change call letters KTLO to KMGN; Chicago, change call letters WWZR to WEFM; Alpine, N. J., change assigned new frequency of WFMN to 92.1 mc (No. 221), though it isn't being used as yet by Maj. Armstrong station; New York City, change licensee of WABF to Hirschmann Broadcasting Co., Ira Hirschmann, president and chief owner; New York City, change call letters WHNF to WMGN; Philadelphia, change transmitter location of WFIL-FM to Philadelphia Savings Fund Society Bldg.; Milwaukee, change WTMJ-FM power to 349 kw, antenna height to 645 ft.

The Future is FM: FCC's belief that the future of broadcasting is FM was re-affirmed last Monday at Clear Channel engineering hearing. FCC and industry engineers, in submitting suggested revisions of AM engineering standards, had recommended 30 kc separation for Standard stations in same area, as against present 40 kc separation. Both Acting Chairman Denny and Commissioner Jett immediately pointed out that if 30 kc separation proposal was accepted, it would mean re-shuffling AM allocations. "The Commission does not want to consider a general re-juggling of the Standard band when we are moving into FM," Denny declared. But commissioners did agree to utilize narrower separation standards for new AMs.

Crosley's Cosgrove Bullish: Apparently not in entire accord with his fellow Crosley executive, WLN's James Shouse (Vol. 2, No. 25), RRE President R. C. Cosgrove, who is Crosley manufacturing v.p., told appliance men in San Francisco last Wednesday: "I predict that frequency modulation will come along very rapidly this fall." Delay in volume set production, he said, was caused by retooling necessary when FCC reassigned bands, by component shortages and critical lumber (for cabinets) situation. TV is likely to become "the greatest unit in the radio industry," he added. "I believe that black and white will be on the market in volume some years before color television."

More About to Get STAs: Any day now these operators may expect to receive STAs (special temporary authority) from FCC for interim operation of their FM facilities with lower-than-assigned power in accord with Commission policy to encourage getting on the air as soon as possible: KPZE, Fresno, Cal.; WIOD, Miami; WITH, Baltimore; (now operating developmental W3XMB); WBEN, Buffalo; KTOK, Oklahoma City; KVIN, Grants Pass, Ore.; Beckley Newspapers Corp., Beckley, W. Va., new to radio. Seventeen other CP holders are already on the air under STAs, most of them waiting delivery of full equipment (See Supplement No. 41 herewith).
JANSKY PRODS EDUCATORS: C. M. Jansky Jr., the Washington consulting engineer who as a young instructor of electrical engineering at the U of Minnesota built its pioneer broadcasting station KUOM (ex-WLB), thinks educational radio has another chance in FM—a chance it muffed in AM. An early co-worker of Maj. Armstrong's, and an ardent proponent of FM, Mr. Jansky told the U of Wisconsin Public Service Radio Institute last Monday educators should pioneer FM as they did AM 25 years ago. No use trying to crash AM again, he said, for "the trend is toward a general deterioration of standards of (AM) protection." Moreover, "there are far more FM receivers in the hands of the public than there were AM sets in the early 1920's." Factors holding back FM today were summed up as: (1) lack of vision, (2) opposition of entrenched interests, (3) "misguided rules and policies regarding FM adopted by the FCC." Again he called for widening FM band to included 50 mc band, saying only obstacle in way of more FM channels is TV channel assignments for which there is little real demand. It's conjectural whether the Jansky speech will have effect of prodding more educational institutions to use the 20 FM channels (88.1 mc to 91.9 mc) reserved for them; thus far only 6 are licensed, 19 hold CPs, 23 are applicants, though there's room for many hundreds.

EVERYBODY HAPPY IN ST. LOUIS: FCC cleaned up St. Louis FM tangle in hurry Friday, rendering hearing unnecessary, when Mississippi Valley Broadcasting Co. (WTMV) dropped out, avowedly to apply for Class A later. Two new channels were added to originally allocated 9; with 2 reserved, score was 9 for 9. Five having already received grants, the remaining 4 received conditionals (Supplement No. 41). This is first instance where major city got more channels than originally allocated, bearing out flexibility of allocations possible in some areas....One of St. Louis grants went to Unity Broadcasting Corp. of Mo., ILGWU subsidiary, further evidencing relaxation of one-to-a-customer rule (Vol. 2, No. 50). Union already holds conditional for Chattanooga, still has applications pending for New York, Boston, Philadelphia, Los Angeles.

PROBLEM OF TV RELAY: A hearing seems likely on the proposed TV pickup and STL (studio-transmitter link) allocations put out by FCC several weeks ago (Vol. 2, No. 29). Objections to Commission's recommendations have come in from TBA, Philco, NAB, NBC, DuMont, AT&T. Broadcasters' objections revolve around FCC's qualification that TV pickup and STL channels will be available only if wire lines are not. Philco goes further and wants inter-city channels allocated too. AT&T believes it should be licensed for all TV relay channels, so it can offer broadcasters either wire lines or radio relay on a common carrier basis.

SIGHT AND SOUND: FCC this week approved transfer of pioneer New York FM station WABF from big department store ownership (Bloomingdale's, Abraham & Straus) to Hirschmann Broadcasting Corp., majority-owned by Ira Hirschmann, publicist and patron of good music; lending Hirschmann $200,000 to cover $106,000 purchase price, etc. is Book-of-the-Month Club, which recently dropped own FM application....NAB Chicago convention panel on FM Oct. 21 is to comprise: FCC Acting Chairman Denny; Lester Nafzger, general manager of pioneer WELD, Columbus; Dr. W. R. G. Baker, GE v.p., for RCA; T. A. M. Craven, Cowles stations' engineering v.p.; Walter J. Damm, FMBI president and chairman of NAB's FM executive committee...." Favorably impressed" were FCC Commrs. Denny, Jett, Hyde who with 9 staffmen junketed to Waltham, Mass. Thursday for tour of Raytheon plant and demonstration of Raytheon's FM relay between that city and New York, along with multiplexed fax....Long legal processes in Petrillo's featherbed case against WAAF, Chicago, testing Lea Bill, are seen as inevitably delaying final adjudication; last Monday's deadline for filing AFM brief for dismissal was postponed to Aug. 15, and Government's reply date extended to Sept. 19....Doesn't look like Capt. John W. Guider, recently out of Navy, will return to his partnership in big Washington law firm of Hogan & Hartson (Duke Patrick, Karl Smith, Lester Cohen); he filed this week for 250-watt AM in Littleton, N. H., where he makes his home most of year....Further delay in decision on Los Angeles TV hearing is foreseen by reason of postponement of applicant Howard Hughes' deposition (from Aug. 9 to Sept. 16) while he recovers from plane smashup.
MESSING UP THE STANDARD BAND: Most pertinent observation we've heard yet on FCC's current hog-wild policy of granting new AMs almost as fast as applied for: "We're messing up the standard band so badly, that most broadcasters may have to go to FM for their own protection."

Remark came from a highly placed official, commenting on our story last week (Vol. 2, No. 32) pointing out that CPs for new AMs stood at 303 -- to which can be added 3 more granted this week. This official agreed that a duopoly rule now or later, to force separation of AM-FM ownership, may not be practicable; but he suggested that the FCC might make declaration of policy that all AM channels, after a certain length of time, are to be allocated for purposes for which they are best suited (namely, high power and long range coverage) and that all local and most regional stations must operate on FM.

Though most new AM grants are for local low power or daytime outlets, they are so congesting the already crowded AM band as to render engineering standards meaningless in many cases. And, as if to bear out our observation that the new AMs no sooner get their foot in door than they seek better facilities, thereby creating still more congestion, was petition this week by 12 recently authorized daytimers, organized as Daytime Petitioners Assn, asking FCC to give them full time on channels shared by U.S. with Mexico.

2 TV GRANTS, MORE COMING UP: Two more TV grants announced by FCC this week -- to Westinghouse for Boston and to the Buffalo News -- are forerunners of still others to be granted any day now. In addition, first of predicted new applications for low-band TV was filed by WTCN, Minneapolis-St. Paul, largely owned by the Ridder newspaper interests, proposing to spend $136,500 for installation with transmitter atop Minneapolis' tall Poshay tower. KSTP Inc., St. Paul, already holds CP for a TV station there (Vol. 2, No. 20).

Since their data is now virtually completely processed by FCC, next TV grantees very likely will be: Courier-Journal and Times Co. (WHAS), for Louisville; WJAC Inc. (Johnstown Tribune), for Johnstown, Pa.; J. W. Birdwell, for Knoxville, Tenn.; Radio Sales Corp. (KRSC), for Seattle. For detailed data on these applicants, see Supplement No. 18. Assignments to this week's grantees were as follows:

Westinghouse Radio Stations Inc., Boston (WBZ and WBZ-FM), granted Channel No. 4 (66-72 mc) with 10 kw visual power, 7.5 kw aural power, 500 ft. antenna height. Note: This was only remaining Westinghouse application, its previous ones for Philadelphia and Pittsburgh (Vol. 2, Nos. 21, 22, 24) having been dropped.

WBEN, Inc., Buffalo, N. Y. (Buffalo News), granted Channel No. 4, with 14.4 kw visual power, 7.2 kw aural power, 378 ft. antenna height.

These grants bring to 27 the number of CPs for low-band TV now outstanding, leave 47 applications for low-band still on file, of which 16 are involved in hearings. Commission this week also authorized first dual call letters for a TV
station--KOB-TV to Albuquerque, (N. M.) Broadcasting Co., which got grant last May 21. Dual call was in accordance with policy of permitting FM stations, if desired, to use call letters of their AMs followed by letters FM.

NEW CALENDAR OF HEARINGS: On heels of first final decision on any FM hearing yet held, covering Washington cases, FCC Friday issued calendar of post-Labor Day hearings on FM (Supplement No. 42 herewith). Applications from 10 cities are involved, all save one to be heard in those cities. Buffalo hearing is scheduled on technicality, probably won't ever be held.

TV docket is nearly concluded, as evidenced by fact that only TV hearings listed are in Toledo, Sept. 3, with Fort Industry Co. (George' Storer) and Toledo Blade contending for that city's single channel; and for Pittsburgh, Oct. 22, where single remaining applicant, DuMont, is included merely on technicality pending conclusion of Paramount-DuMont inquiry and probably won't ever be heard.

Heard, granted, reheard and sweated over again since March, the Washington FM situation finally was resolved this week when FCC granted 9 available channels. Eight went to those favored in original decision (Vol. 2, No. 12), ninth to Capital Broadcasting Co. (WWDC), previously "passed over." Denied was Chesapeake Broadcasting Co., which is making up mind whether to take decision to court or apply for one of city's 2 reserved channels. Decision also specified slight change in facilities originally granted. Changes are shown in Supplement 41A herewith which also reports week's 14 new CPs, 3 other modifications. Week's grants bring to 231 number of CPs for FM issued to date.

AFL STANDS BY PETRILLO: In or out of the AFM, you won't find many union men who, in private discussion,condone the hamstringing tactics of Czar Jimmy Petrillo with respect to AM-FM duplication, TV film bans, pickups of children's orchestras, foreign music etc. That was evidenced by his failure to muster any appreciable support against the Lea Bill (Supplement No. 35) which recently passed both houses of Congress overwhelmingly (Vol. 2, No. 15).

Comes now the AFL executive council, meeting Tuesday in Chicago, with promise of uncompromising support of Petrillo's test case, in which Government charges violation of act in coercing Chicago's WAAF to employ more persons than needed (Vol. 2, No. 22). Though AFL insiders are known to hold no brief for many of Petrillo's zaristic actions and his public-be-damned policies, AFL President Green said Lea Bill "contained principles and imposed restrictions which, if upheld, would crush the freedom of all American workers and destroy the American trade union movement....[AFM and Petrillo] are fighting for the liberties of every worker in this country and for the very existence of every trade union in the United States." If employers object to "standbys" of type Petrillo imposes on radio, this ought to be worked out in negotiation (!), said Green.

COMPROMISE ON TV LINKS: FCC proposal to limit TV operators' use of pickup and STL channels only where wire lines are not available (Vol. 2, Nos. 29 and 32), has aroused so much objection that Commission very likely will permit use of channels whether telephone company has lines or not. That this be done was the consensus at FCC staff meeting Thursday. Staff viewpoint is expected to prevail, thus meeting objections of TV broadcasters who have written in (ABC, CBS, GE, Philco, Washington Star). Accordingly, hearing may not be necessary, though GE is still perturbed about allocation to TV relay service of frequencies it is now using for New York-Schenectady relay system and has asked for hearing. Commission staffers hope compromise can be reached whereby GE could continue using presently assigned frequencies on experimental basis. Staff also felt there was no reason why AT&T should not also be licensed to provide TV pickup and STL service via these frequencies on public utility basis. Meanwhile, Bell Labs (AT&T) has asked FCC for 30-day STA for its Class I Hollywood experimental station to do developmental work on 4280-4380 mc for TV pickup and STL service between Mt. Wilson and downtown studios of W6XAO, Don Lee, and W6XYZ, Television Productions.
3 MORE WOULD TEST COLOR: After a hiatus in uhf color TV applications, 3 hit FCC in a surprising flurry this week—none from monochrome dropouts who had retired to "wait" for color. Don Lee's energetic TV chieftain Harry Lubcke indicates in his application for Hollywood (asking 555-590 and 850-885 mc) that he really intends to explore the thing to the ultimate— all-electronic, stereoscopic, stereophonic color employing 35 mc band-width. Bendix Radio, part-owned by General Motors, setting aside $101,500 for its 600-620 mc project in Towson, Md., states it plans to work with CBS, help evolve standards, study propagation. And in St. Louis, where Post-Dispatch holds black-and-white CP and where 4 low-band applicants had backed out, along comes St. Louis University (WBEI), never a TV applicant, with a $160,000 program of intensive propagation investigation in 480-920 mc band.

Meanwhile, RMA's TV system committee, headed by Philco's engineering v.p., Dave Smith, is still working on uhf TV standards. CBS apparently has acquiesced to the 525 line per frame standard. But other considerations must yet be worked out, and it doesn't look now as if the engineers (unless, as promised, CBS proposes its own) will be able to propose uhf TV standards much before early part of next year, if then. Several systems will be proffered, it is understood, and then engineers of the individual companies will go to work on them before they are laid before FCC. Even should CBS come in with suggested standards soon, FCC no doubt would turn its recommendations over to a Commission-Industry committee which would comprise many, if not all, of the same men who constitute present RMA committee. Not much hope is held out for Commissioner Jett's suggestion (Vol. 2, No. 20) of a standard of systems to make dual-band receivers possible. Too many technical complications, let alone cost factors, are said to be involved to make it workable.

TV TELETYPING TESTS WELL: Auguring another facet in TV service, news tape was superimposed for first time on a TV test pattern, with what our correspondent present describes as "nearly satisfactory results," at a closed-circuit preview of the DuPont-INS project for WABD executives Wednesday. Using receiving part of a No. 14 Teletype Corp. newsprinter, method consists of feeding tape through Hausch & Lomb Ballopticom projector, reflecting tape into an iconoscope, which superimposes it on an image already on screen. Insufficient illumination in projector at trial showing is expected to be corrected by substituting 1,000-watt bulb for 500-watter in Ballopticom. Minor bugs also remain to be removed. Starting next Monday, regular "shows" of news are scheduled during WABD's test pattern periods, 3-5 p.m. daily, and during patterns preceding every telecast. Thought is that bulletins on major news can be superimposed on telecasts in future. INS has assigned writer and operator for service, plans brief new style of newswriting with such rules as no more than one comma per sentence, no quotes to begin a bulletin.

'BRUSHOFF' FOR FM CHARGED: Looks like FM is going to be "hot potato" of NAB convention. Some of more ardent FM boosters indicate so much discontent with Oct. 21 FM agenda that they're already talking up a rump session. They see in NAB-FMBI schedule what one calls "the grand brushoff for FM"—only 3 1/2 hours in all being devoted to such a major subject, of which 2 1/2 are assigned for the general luncheon and FM panel, only one hour for the FMBI membership meeting to determine whether present "merger" with NAB should be made permanent.

These are only a few of the squawks. Objections are heard to a panel (Vol. 2, No. 32) that excludes such authorities as Armstrong, Janisky, DeMars or David on the engineering side, yet includes T. A. M. Craven, never noted for his enthusiasm for or advocacy of FM. Also that panel requires questions in writing beforehand, which may take up so much time that there will be no time for questions from floor. Objectors even indulge in personalities, not always fairly.

FMBI board is sticking to plan to let full membership decide whether "trial marriage" with NAB should continue or organization revived. One member said much of "noise" is being raised by elements that never even belonged to FMBI. He admitted not all FMBI board are happy about present setup, but felt over-all industry problems are common to both FM and AM, should therefore be handled by one
big well-heeled trade association. Still another asserts there isn't ghost of a chance to muster enough members, raise enough fees to support separate organization inasmuch as most FMers are AMers who won't join two associations. On other hand, he felt that FBI might be resurrected to conduct hang-up promotion campaign to sell FM to manufacturers, dealers and public, and that those AMers serious about FM would gladly pitch in for such a task which might well be handled by qualified advertising and publicity setups.

TELEVISION NOTES: LATSE can be expected to pull in its horns on unionization of creative workers in TV following major setback it got Thursday when NLRB upheld Radio Directors Guild in recent election at CBS; despite limited present application of ruling to 14 CBS employees, effects are considered precedent-setting for future organizational efforts. Look for AFTRA to revive dormant problem of actors' scales and jurisdiction in TV when it holds convention in Los Angeles Aug. 23, though trade quarters think jurisdiction will finally fall on Associated Artists & Artists of America, AFL. Paramount, first to hire "scouts" to view and report on all video shows, now has two writers from its subsidiary Television Productions in Hollywood, studying Paramount story files with view to determining what film scripts can be converted to TV and at what cost. Granted CP for TV in Chicago a few weeks ago (Vol. 2, No. 50), ABC has placed order for equipment with RCA, isn't sure whether it will build there first or in Detroit, where it also holds CP for TV by virtue of recent purchase of WXYZ (Vol. 2, No. 29). THA convention at New York's Waldorf-Astoria Oct. 10-11 will have transmitting equipment exhibition by DuMont, Federal, GE, RCA. Receiver manufacturers displaying their sets will be: DuMont, Farnsworth, GE, Philco, RCA, Sonora, Telicon. Latest big-time sponsor to be signed for TV is the Borden Co., which will produce "I Love to Eat" on NBC's WNET Friday nights at 8. Scripps-Howard Radio's v.p., recently returned Col. Jim Hanrahan, is taking up headquarters in Cleveland to supervise plans for company's newly authorized TV project (Vol. 2, No. 29). Best educated guess is still that consent decree will resolve Government TV patent cartel suit against Scophony, et al. (Vol. 1, Nos. 16 and 17; Vol. 2, No. 1), dragging along since last December. Counsel were still apparently far apart after N.Y. confabs Friday when Justice Dept. men came up from Washington, held conferences with defense lawyers who now go back to clients; more parleys are foreseen, then settlement.

SIGHT AND SOUND: George B. Porter, 45, who died suddenly last Sunday while dining with a client in San Francisco (he choked to death on a piece of food before aid could be summoned), was first FCC assistant general counsel (1934) in charge of broadcasting, served for a time as acting general counsel of old Radio Commission, started own Washington radio law practice in 1940. Besides his wife, he is survived by three young children; office plans are still unsettled, according to his associate, Charles E. Thompson. It's unofficial yet, but Charles Hubert, FCC senior attorney now with Standard Broadcast Section, Law Dept., will be next chief of FM Section (Sam Miller, present chief is due to head new Hearings Section). Add to Supplement No. 41 list of FM grantees allowed on air with STAs (indicated by dots): Maryland Broadcasting Corp. (WTH), Baltimore; Isle of Dreams Bestg. Corp. (WIOD), Miami. Due for STAs soon are: Central Louisiana Bestg. Co., Alexandria; WBEN Inc., Buffalo; Eastern Carolina Bestg. Co. (WGBR), Goldsboro, N. C. GE's new FM transmitter tube, GL-5D24, designed to handle final stage of low-power installations or driver for high-powers, features short internal leads, zirconium-coated plate; details of all GE transmitting and industrial tubes are carried in new booklet, EZX-10, obtainable from company's Tube Division, Schenectady. New, enlarged second edition of Federal Telephone & Radio Corp's "Reference Data for Radio Engineers" (which went into 50,000 run first edition) can now be obtained from company's Publication Dept., 67 Broad St., New York City 4, for $2, or $1.60 in batches of 12 or more. FCC's new "Rules and Regulations Governing Utility Radio Service," effective Sept. 9 unless substantial objection is raised, can be obtained from the Commission either by writing for Mimeo. No. 96548, or we'll get it for you. Correction: Philadelphia Savings Fund Society Bldg., Philadelphia, is new site of WFEN-FM transmitter, not WFIL-FM as reported last week.
TIGHTER BUILDING CONTROLS: Little relief seems to be in sight on CPA's limitation on non-housing construction under Veterans Housing Order VHP-1 (Vol. 2, No. 13). In fact, this biggest hindrance to new TV and FM construction will probably get worse before it gets better. More stringent measures are in the works to make it even more difficult to get approval for construction of transmitter housing, studios and offices. What these further limitations will be, no one will say yet -- but they will be severe, no doubt of that. An inkling was given in CPA order to field offices last June to cut commercial construction approvals by two-thirds, supposed to run only 45 days but still in effect.

Veterans Housing Expediter Wilson Wyatt told Veterans Advisory Council Wednesday that "further steps will be taken in cooperation with CPA to strengthen existing limitation orders to assure the necessary flow of materials into the veterans program." Only ray of sunshine is that CPA seems liberally inclined to vets, numerous among FM applicants, in cases of commercial construction. One recent listing of 33 approved projects included 12 veteran-owned. Veterans housing program runs through 1947.

TURNING POINT SEEN FOR SETS: It's axiomatic that more and still more FM receivers must be manufactured and distributed before the industry can really get going. To Maj. Armstrong, inventor of and prime spokesman for FM, the outlook is very encouraging. He ought to know, for his royalty ledgers on both transmitting and receiving equipment should tell the best story of what's happening. The Major wears a satisfied smirk these days, says he's confident this winter will be turning point for the new broadcasting art which he believes will cast old systems to limbo. He sees set production as the key, and his information is that this fall and winter will see a changing picture in favor of FM.

RM's July production figures hardly bear out that optimism, however. Its census, embracing at least 90% of the nation's production, shows 1,081,853 sets for July, of which 19,642 contained FM. This compares with 1,052,597 for June, of which 17,272 were FMs. Not a very big FM showing, to be sure, but then such big producers as GE, Philco, RCA. Stromberg are barely getting under way; trade forecasts see big upsurge in September, with FM enjoying huge demand. Indeed, in a few cities already (notably Milwaukee, according to Walter Damm), dealers simply can't unload sets that do not contain FM, due to promotional buildups; probably due also to high cost of table models (about 70% of production), most of which do not contain FM.

That set distribution is looking up, is also indicated by July tube production figures, which reached new peak of 17,979,636, better than 5,000,000 ahead of June. And RMA estimated that as of last Tuesday (Aug. 20), exactly one year after WPR rescinded its order banning civilian radio production, the industry had produced a total of 8,000,000 sets. RMA leaders met this week, decided to ask CPA to decontrol radio since they regard production now as keeping pace with supply.
FM GRANTS, SLOW BUT STEADY: FCC granted only 8 CPs for FM this week (Supplement No. 41B herewith), bringing total to 239, but the rate of grants is now dependent largely on applicants themselves. For the Commission says it is caught up and acts almost immediately when sufficient data is submitted — unless, of course, application is awaiting a hearing decision. Conditional grantees (261 outstanding) are being prodded to supply requisite additional information (Vol. 2, No. 30) so that they can be moved into CP bracket. At other end of processing line, new application influx (Supplement No. 14N herewith) is only fair — 21 arriving since publication of our Supplement No. 14M. Eleven are new to radio, 4 are newspapers, of which only Scripps-Howard (for Knoxville) is already in AM.

SPONSORS GRAB OFF FOOTBALL TV: Not only best time segments on existing TV stations but exclusive video rights to major sports events, are quarry in scramble for early telecasting advantages already discernible among ad agencies and their clients. Fulfilling forecasts that sports will be backbone of TV programming, two football sponsorships have just been signed. Ford Motor Co., which has tied up Madison Square Garden sports except boxing (Vol. 2, No. 31), has purchased video rights to Columbia U grid schedule on WCBS-CBS, through J. Walter Thompson Co., will make TV debut next month with telecast of rodeo from Garden. Goodyear Tire & Rubber Co. has purchased N. W. Ayer's football package, consisting of 7 of Army's 8 contests and 3 NYU or Fordham games over WNBT-NBC. Five of Army's games will be from West Point, for which relay will be installed. Army-Navy classic from Philadelphia is excluded since Mason is expected to tie it up for Gillette.

GE's WRGB, Schenectady, hopes to get grid games from WNBT, depending on results with new relay system; it has no mobile equipment for local pickup yet. Don Lee is currently negotiating for telecasts of big games in Los Angeles area. ABC also has grid deal on fire, hopes to be ready with announcement this week end. ABC's 35 mm short of National Gold Cup motorboat races, set for Aug. 31-Sept. 2 at Detroit, will be sponsored by Texas Co., making its TV debut, over Dumont's New York and Washington stations (WABD and WTTG), plus WRGB, Schenectady, and WBKB, Chicago. Deal involves almost $3,000 for production, with outlets showing film gratis. With some TV sets due on market about time grid season begins, football is expected to give art big boost since it is particularly well adapted to telecasting — much more so than baseball, though even latter has its current vogue (over WNBT and WBKB).

FM PAY'S ITS WAY IN TEXAS: When and how can FM be made to pay? Well, here's a whiz of a story of commercial enterprise reported to us this week from Houston, where dealers count only about 50 FM receivers in town to date. Yet dynamic Roy Hofheinz, who at 21 was a county judge, is now co-owner of KHTT and KHTT-FM, has already done these things: (1) Got a conditional grant from FCC Aug. 1; (2) went on air under STA exactly 17 days later, using composite 250-watt transmitter with 27-ft. triple turnstile atop 90-ft. pole pending Aug. 31 delivery of 1 kw job; (3) starts commercial operation Aug. 31, noon-10 p.m., with 6 top-grade sponsors; (4) has enough assured revenue first month to make FM outlet pay own way easily.

Sponsors are transit company, bank, department store, furniture dealer, plus (ever willing to push FM) Zenith and Stromberg-Carlson. Each pays $17.50 per hour per day for institutional plugs only, at 15 minute intervals. Programs all feature fine music, none duplicating AM. Three of sponsors never before used radio. Revenue assured from 180 hours sold: $3,150. Future prospects: "Great," says Hofheinz. How he did it: personally sold sponsors on idea of being first to use FM in Texas, on appealing to music lovers with high fidelity, on "growing up" with their audiences, on doing it at small cost compared to promotional and good-will value. Scripps-Howard's Houston Press is pitching in with publicity, foreseeing recrudescence of lush radio manufacturers' space advertising accounts of one and two decades ago. Interest will be stimulated by locating receivers in sponsor showrooms, local clubs, public gathering places.
STAs ARE FINE—BUT: More and more FM grantees are getting FCC's enthusiastic go-ahead signal in the form of STAs, allowing stations on the air from temporary sites with less than full, ultimate facilities. Programming now, or soon to be, are 25 stations; about a half dozen more can expect STAs shortly.

But grantees must be warned that an STA is not an unmixed blessing. The simple facts are these: though a 250-watt transmitter, with a one-bay antenna mounted on a telephone pole is still superior to many times that power on AM, that superiority can't always be realized unless -- and this is important -- the receiver is operated with an adequate antenna and properly matched lead-in. If this is not done in electrically noisy locations, signal may not completely override noise, thus giving listener totally erroneous impression. It's up to FCC to make certain STA-holder knows this and latter must pass warning along to set dealer who, 9 times out of 10, just doesn't know. Already at hand are aids which conscientious and enterprising FM broadcaster, realizing this responsibility to his listeners, can pass on to public. Most recent Montgomery Ward catalog offers Amphenol and Hallcrafters receiver dipoles, also Hallcrafters "under-the-carpet" antenna. But, neatest trick is rapidly growing stunt of servicemen who improvise own folded dipole from Amphenol 300-ohm twin transmission line, tacked to attic wall (for height) with lead-in run down to receiver position. Urged by Everett Dillard (KOZY), Kansas City dealers report excellent results; in Washington same expedient is used by M. C. Sprinkle, Scott distributor, with marked improvement in reception.

APPLYING WAR-SAVVY TO TV: Richard L. Campbell, research lab chief of DuMont during 1938-41, finds present television full of technical ills. Determined to do something about it, he has gathered about him a group of engineers from famed MIT's Radiation Laboratory and from MIT radio-radar armed services technicians school. Financially backed by several New England manufacturers, including Grant J. Holt, New England Screw Co., and Abraham Zimble, Babson-Dow Co., he formed Continental Television Corp., 150 Causeway St., Boston, to design, build, consult on TV gear.

Campbell claims that with war-gained knowledge, whole system of TV can be made cheaper, less complex, less bulky, less subject to obsolescence, produce a better image. For example, he says synchronizing equipment can be boiled down to one-fifth of present physical equipment and new techniques can far reduce complexity and inefficiency of camera networks. Pursuing those objectives, Continental has applied to FCC for experimental TV station in Boston and is now testing equipment to work with both high and low bands, says it has $100,000 for program. Operating under STA, company has signals out on Channels 11, 12, 13 plus 590-615 mc.

TELEVISION NOTES: July production of TV receivers totaled only 41, reports RMA; trade dope, however, is that assembly line production is now in works for fall and winter sales in cities having stations....With completion of engineering data, due to be filed with FCC next week, you can expect Chicago Tribune's WGN Inc. to get its TV grant, last in that city awaiting action. Among forthcoming TV grantees we listed last week, we had J. W. Birdwell for Knoxville (where he lives and formerly owned WBIR); his pending application is for Nashville, only TV filed for that city....Though FCC is anxious to render decision on Los Angeles TV hearing (Vol. 2, No. 23) and act on San Francisco applications which depend on the decision, it still won't do so until it gets deposition of Don Lee's Tommy Lee or excuses him as it did Howard Hughes last week....Not much doubt about seriousness of application of KRBD (Dallas Times-Herald) for low-band TV despite its CBS affiliation and Manager Clyde Rembert's signing of CBS affiliate board resolution of last February favoring uhf color (Vol. 2, No. 9); Dallas firm has asked FCC to give it Channel No. 4, has submitted other technical data....Realty news from N.Y.; Preferred Obligations Inc., owned by George Reynolds, attorney, has project to recondition the million cu. ft. $6,500,000 studio project in Bronx, launched in 1913 to house old Biograph company, and rent it to film and video producers; owner proposes spending $150,000 to revamp two long-abandoned buildings, is calling project "Television City," has designated Daly-Meibauer Co. as rental agents....CBS, just granted STA to operate TV relay in New York on 850-900 mc with 12 watts, is using
transmitter built by Remington Rand, which has been making military electronic equipment....Cost to CBS of Acme Newspictures photos contracted for TV use is $162.50 weekly for up to 65 pictures....As an aid to TV and movie coverage of United Nations meetings, special lighting is being installed in UN's new home on Long Island, focused on each delegate's desk and controllable by cameramen in special booths at rear of auditorium....Inadvertently, we reported wrong Toledo TV hearing date last issue; it's to be held there Oct. 3, with Toledo Blade and Fort Industry Co. contending for city's single channel....A TV exposition for Chicago in early spring 1947 seems to be looming; that was consensus of meeting of TV manufacturers' sales and advertising executives Wednesday when they met to organize committee to back Electric Assn. in its drive to make Windy City country's top TV center (Vol. 2, No. 29).

'HAM TACKLES TV WITH $7,500: If TV weren't so darned expensive, as the "hams" say, or so much more than a one-man job, amateurs would be throwing pictures all over the ether -- because they're fascinated with TV. But here's one itching circuit-tracer who filed for low-band experimental this week, planning to give the thing a whirl at an outlay of only $7,500 -- peanuts in the TV game. George R. Call, attorney and transportation company owner of Sioux City, Iowa, a ham since 1913 who now operates WSMBW, plans to put a 100-watter on Channel 9 (186-192 mc), programming 4 hours weekly with help of city's Little Theatre movement. Having served in the Signal Corps during both wars, perhaps he can show some of the thousands of enthusiastic but penurious ex-military radio men, who would be "hams," that it takes no million bucks to broadcast an image. Others falling roughly in a category with Call are William B. Still, New York Negro radio engineer, licensed to experiment with W2XJT on 230-236 mc, and Gus Zaharias, electronics engineer for Carbide & Carbon Chemical Corp., Charleston, W. Va., holder of CP for Channel No. 2 (54-60 mc).

SIGHT AND SOUND: You can accept as accurate, despite all sorts of rumors about his heading up new FM or other radio projects, the Variety interview from Mexico quoting Paul Kesten as saying he quit CBS (Vol. 2, No. 32) to seek permanent cure of his chronic arthritis -- and for no other reason; moreover, Bill Paley isn't sort of chap who makes standing offer to take him back unless he means it....Add buildup for NAB's Oct. convention: news releases from major networks reporting that radio's royalty and their retinues will be on hand, including Trammell, Mullen, Paley, Stanton, Noble, Woods, et al.; not yet released is fact that Maj. Armstrong, left off FM panel of first day's session (Vol. 2, No. 32), is being invited as guest of honor at FM luncheon....Expected to aid in cutting down interference problems in both TV and FM, as well as making production and servicing easier, are RMA's IF (intermediate frequency) standardizations announced Friday of between 21.25 mc and 21.9 mc for TV and 10.7 mc for FM receivers; also recommended was that TV antenna-to-receiver transmission lines be 300-ohm characteristic impedance, comprising parallel unshielded pairs....Tide Magazine's leadership panel was asked whether FM is expected to offer any advantage to the advertiser over those presently offered by AM; as reported in current issue 35% said yes, 26%, no; 35%, don't know....Pioneer independent FM operator Leonard Asch (WBCA, Schenectady) is listed as prospective manager, Bertha Ryan Asch 10% stockholder, Harold E. Blodgett, v.p. and 10% of Patroon Bstg. Co., applicant for 10 kw fulltime AM outlet on 1540 kc in Albany, which otherwise has separate ownership from WBCA....Odes E. Robinson, W. Va. Network's chief engineer, who also does consulting work, applicant this week for new AM local in Bluefield, W. Va....Stephen Tuhy Jr. has left Hayes & Hayes, is opening Washington radio law practice of his own at 407 Albee Bldg....Walter Damm, FMBI president, spending this week at New England summer home of Yankee's FM pioneer John Shepard 3rd, planning ways and means for NAB-FM convention confabs....Adding his voice to Rep Lea, who made same request, Dr. Joseph E. Maddy, director of U of Michigan's Interlochen Music Camp, whose youngsters' annual concert Petrillo has banned from networks, wired Atty. Gen. Clark Friday to remove J. Albert Woll as prosecutor in current WAAF test case in Chicago inasmuch as Woll is son of an AFL v.p.....RCA-Camden's popular Ted Smith was upped to sales manager of RCA's engineering products dept. this week.
EFFECTS OF FM CHANNEL REVISIONS: By juggling Class B channel assignments, FCC's revised city-by-city assignment plan, due out next week, adds 76 channels to 54 cities, takes 20 away from 19 cities. We will publish plan in detail as soon as issued, as revision of our Supplement No. 21 which contained original assignment plan as issued by Commission last December. Immediate salubrious effect will be to obviate need for hearings in 3 cities -- Miami, Fla.; Lima, 0.; Wausau, Wis. -- caused by excess of applicants. Also, new plan achieves net gain of 56 channels for nation, making possible more than 1,600 Class B stations. Most of gain is in Area II, since additions and deletions in Area I are largely shifts.

Other highlights of FM week: Tentatively scheduled for Sept. 23 in windup of New York hearing, with tag-end testimony against News Syndicate Co. (N. Y. News) airing allegations of race bias. Conflict of Los Angeles hearing date with NAB convention Oct. 21-24 was resolved by postponement to Nov. 18, with a commissioner, yet unnamed, to preside there. Designated for hearing was Charlotte, N.C., where 4 are vying for 3 channels. And to Philadelphia Sept. 9 hearing, making score 8 for 4, was added newly-filed Franklin Bestg. Co., headed by Lawrence M. C. Smith, attorney formerly with Government. Called off is Wilson, N.C. hearing (Supplement No. 42) with withdrawal of P. D. Gold Publishing Co.

SMALL CITY TV GRANT: Another city in the under-100,000 class got a TV this week, with authorization of a CP to WJAC Inc., owned by wealthy Tribune interests of Johnstown, Pa. (pop. 66,688). Granted was Channel No. 13 (210-216 mc) with 9 kw visual and 6.8 kw aural power and 971 ft. antenna height. Previously (Vol. 2, No. 21) FCC had granted TV also to KOB-Journal interests of Albuquerque, N. M. (pop. 35,449). Otherwise, all TV grants have been in major metropolitan areas.

Johnstown grant is 28th thus far. More are due shortly, though one more withdrawal -- that of J. W. Birdwell, for Nashville -- will be announced next week. Birdwell, ex-operator of WBIR, Knoxville, ordered dropout shortly after learning FCC was about to grant his CP. Among grants that may be expected (in addition to those reported in Vol. 2, No. 33) probably will be Chicago Tribune's WGN Inc., seeking Channel No. 9, which completed filing full engineering and other data this week. Chicago is entitled to 7 channels, has one in use (WBKB) and 3 CPs outstanding (Zenith, NBC, ABC), with no other applicants besides WGN.

GRANTS BOTTLENECKED AT CAA: One reason for long lapse between FCC grant of a CP and actual arrival of the "instrument" itself is need for CAA approval of antenna sites and tower heights under its authority over air navigation hazards. Add this factor to normal time necessary to clear papers through FCC channels, and you have reason why only 7 CPs for TV (out of 28 granted) and 28 FMs (out of 244 granted) have thus far been delivered. FCC has been granting CPs in recent months conditioned on CAA approval. That agency has been swamped due to personnel shortage and need, it says, to "compromise" some 4 out of 5 radio cases. The TV grantees who have received their actual permits from Washington include the 4 in Washington (WWBR, Bamberger; WTTG, DuMont; WNBW, NBC; WTAM, Star), plus WTVR, Havens & Martin, Richmond; WAAM, Radio-Television of Baltimore; KCBG, St. Louis Post-Dispatch.
NEW CALLS FOR CBS OUTLETS: In a parlay of call letters approved by FCC Thursday, CBS is authorized to change names of all its New York outlets -- and says it will do so about Nov. 1, giving itself time for a promotional buildup. Network's key AM station WABC becomes WCBS; TV station WCBW becomes WCBS-TV; WABC-FM becomes WCBS-FM. Relay stations WEHG and WSHK become WABC and WCBW, respectively. Changes were made possible after deal with ABC-affiliated WCBS. Springfield, Ill., which agreed to change its AM to WCVS and its projected FM to WCVS-FM.

THUMBS DOWN ON INTERLOCKING FMs: Indicating it intends to permit no duopoly ownership of FMs, even interlocking minority interests, FCC this week issued conditionals to WDEL and WILM, Wilmington, Del., but stipulated that WDEL-owning Steinman brothers (of Lancaster, Pa.) must relinquish their one-third interest in WILM. Formerly they owned all of WILM, but station is now two-thirds owned by Alfred G. Hill, publisher of nearby Chester (Pa.) Times. Similar situation arose before when FCC qualified FM grant to Baltimore Sun (Supplement No. 41) by stipulating two of newspaper's stockholders must relinquish holdings in AM stations also asking for FMs. One was H. L. Mencken, with 1½ interest in WCAO; other was Harry Black, 17% stockholder in WPBR. Problem arose also in FM applications of WLVA, Lynchburg; WBTM, Danville; WSLS, Roanoke, all in Virginia, for which hearing was scheduled but later cancelled when Allen interests indicated they would relinquish their holdings in WBTM and WSLS.

RADIO COLUMNS REAPPEARING: Death of veteran radio writer Zeh Bouch (ex-New York Sun), in Albany last Monday at age of 45, recalls era when radio cumulating, technical and otherwise, was top stuff in newspapers crowded with advertising from radio set manufacturers. As more newspapers go into FM and TV, as radio receiver advertising possibly spurs to regain lineage leadership it once shared with automotive, some observers foresee recrudescence of that era, revival of radio pages of '20s and early '30s that have all but disappeared from newspapers. A few like N. Y. Times never gave up Sunday radio pages at least, always had radio experts on staff -- especially if they owned stations. N. Y. Herald-Tribune recently added caustic critic John Crosby, writing daily column on programs mostly. Scripps-Howard's Washington News recently inaugurated Saturday news and program spreads, with plenty of advertising from radio and music dealers. San Francisco Chronicle, holder of CP for TV and conditional for FM, next week starts daily column titled "Air Check" by Paul Speegle, gave it big promotion sendoff this week.

FCC EQUIPMENT APPROVALS: Lack of performance data is the only thing holding up FCC approval of FM transmitters. Six manufacturers have already received tentative approvals, with RCA's 250-watt transmitter (BTF-250A) and the same company's FM exciter unit (MI-7016) having been granted full approval only this week. In case of some 10-kw and 50-kw transmitters, tentative approvals have been granted solely on design blueprints; equipment hasn't even been built yet, explain FCC engineers. Unqualified approval for most of the transmitters, now only semi-approved, may be expected in near future since companies concerned are known to be producing and delivering units. These are the transmitters found tentatively qualified by FCC or basis of its FM engineering standards (Supplement Nos. 9 and 40):

Federal -- 191A (1 kw); 192A (3 kw); 193A (10 kw); 194A (50 kw).
GE -- BT-1-A (250 w); BT-2-A (1 kw); BT-3-A (3 kw); BT-4-A (10 kw).
REL -- 549A-DL (250 w); 518A-DL (1 kw).
RCA -- BTF-1C (1 kw); BTF-3B (3 kw); BTF-10B (10 kw).
WE -- 501B-1 (250 w); 503B-1 (1 kw); 504B-1 (3 kw); 508B-1 (10 kw).
507B-1 (50 kw); 501B-2 (250 w); 503B-2 (1 kw); 504B-2 (3 kw);
506B-2 (10 kw); 507B-2 (50 kw); 508B-2 (25 kw).
Westinghouse -- FM-1 (1 kw); FM-3 (3 kw); FM-10 (10 kw); FM-50 (50 kw).

Full approvals have been given two types of frequency monitors: REL Type No. 600, GE Type No. BM-1-A. TV transmitting equipment requires no FCC approval under present FCC rules.
TV ENTREPRENEURS BUSY: Busier than proverbial bird dog is ABC's TV dept., headed by Paul Mawrey, which this week announced deal with BBC to exchange newscasts for telecasting. In first batch, London gets shots of current Cleveland Air Races. CBS waived video rights to races, for which it holds exclusive broadcast rights, demonstrating what ABC calls "sort of cooperation that benefits the whole television industry." ABC, unlike NBC and CBS, has no TV outlets of own as yet (holds CPs for Chicago, Detroit) but places its programs on existing stations, goes in heavily for filming sports, news, etc.

Meanwhile, NBC announced exclusive rights to N.Y. Giants vs. Green Bay Packers charity football contest at Polo Grounds Sept. 20, inaugurating season of grid pickups that are "naturals" for TV (Vol. 2, No. 34). For seventh successive year, Philco's WPTZ will telecast U of Pennsylvania games this fall from Franklin Field; plans for covering Philadelphia Eagles pro games are also in the works. And DuMont is reported negotiating for TV rights to New York Yankees pro football team in hope of selling sponsorship to Ford, already scheduled to sponsor Columbia U home games as well as Madison Square Garden sports on CBS-WCBS. Next prizefight to be telecast will be Servo-Robinson championship on NBC-WNBT Sept. 6, Gillette sponsoring. In Chicago, Balaban & Katz's WBBK (Paramount) announced it is "going commercial" Sept. 1, issued rate card based on estimated receivers in city (about 500). Time costs will increase as sets increase; hour rate now is $100, half hour $60, 15 minutes $40, 2-minute live spot $30, film spot $20.

TV CLICKS AT STATE FAIR: There has never been any doubt in the minds of TV people how video would click once the average man and woman saw it in operation. But response to ABC's closed circuit demonstration this week at Iowa's famed State Fair at Des Moines has surpassed even the most optimistic hopes. "Retailing," the Fairchild publication, reports TV show was Fair's top attraction, its attendance exceeding even grandstand shows. Practically two-thirds of all information desk inquiries were for directions to the video tent.

ABC reports TV tent was crowded to capacity from the very first performance. Tent had seats for 300 to watch the performance on a dozen RCA receivers. Ten were direct-viewing models, accommodating up to 20 viewers each; the other 2 sets were projection models. Cost of the TV exhibit is estimated at $100,000, and was sponsored by Cowles' KRNT. RCA setup was headed by Joe Jenkins, has thus far been seen in Philadelphia at Gimbels (Vol. 1, Nos. 10 and 11), in Memphis at Lowenstein's, in Pittsburgh at Kaufmanns, all big department stores.

STAs POINT THE WAY: Tally the hundreds of FM applications, conditional grants and CPs as much as we will -- but the figures mean nothing market-wise to manufacturer or dealer, nor program-wise to listener, until actual broadcasters can be listed. To the log of prewar FM licensees (Supplement No. 32), all of them still operating on more or less regular schedules, may now be added the growing phalanx of STA holders. These are the stations actually programming, or at least authorized to go on the air immediately, albeit with skeleton facilities. They number 24 as of this date; 5 more pend assured FCC approval; 9 other requests for STAs are on file.

BEATING BUILDING BAN: CPA's tightening restrictions on commercial construction, adding more barriers to radio building plans, haven't deterred some enterprisers eager to get going. NAB's engineering director, Jim Middlebrooks, before his war service in charge of CBS engineering construction, recently chief engineer for the Marshall Field stations, has been telling inquirers to exert their ingenuity to duck CPA entirely -- making sure a construction job costs no more than the $1,000 limitation. Since towers are exempt, some broadcasters have found they can use prefabricated metal garages, quonset huts, even log cabins, to house transmitters and yet come within $1,000 cost. One broadcaster actually went into building business with CPA approval, put up a home for a veteran, employed the veteran to care for his transmitter, housed in one of the rooms. Another bought a house, did same thing. Local conditions vary, but even further cut of 25-30% in CPA approvals should not cause broadcasters to give up, says Middlebrooks; survey local situation, see what's available, exercise ingenuity, he advises. CPA Administrator Small's announcement of new restrictions came Wednesday, confirming warning by Housing Expeditor Wyatt (Vol. 2, No. 34). Wyatt's National Housing Administration is expected to take over entire enforcement program from CPA in near future.

CONFUSION ON FM QUERY: Admitting that instructions about answering its FM granteeprodding questionnaire (Vol. 2, No. 30) are confusing, FCC is notifying all conditional grantees and CP holders that questionnaire is not to be filled out until latter actually have construction permits in their hands. Deadline is 15 days after date specified for beginning of construction. Commission has received flock of answered questionnaires and bewildered queries from confused grantees who have not yet received actual CPs.

SIGHT AND SOUND: Decision on Boston FM hearing should be forthcoming in next few weeks. Commissioner Durr, who heard cases there last April, is hopeful he can have it out of way before he leaves for Moscow Telecommunications Conference Sept. 23 as member of U.S. delegation headed by State Dept.'s Francis Colt DeWolf....

Neither TV nor FM applications of News Syndicate Inc. (New York News) are expected to be affected by death in auto accident Thursday of Roy C. Holliss, acting president since recent death of Capt. J. M. Patterson. Business Manager F. M. Flynn, who may succeed Holliss, has been handling radio contacts....FCC attorneys say that new rules concerning legal procedures (FCC Public Notice 97564), adopted Aug. 27 and promulgated to implement Public Law No. 404, incorporate only minor changes; discussion of rules, open to bar and press, will be conducted Tuesday by Asst. Gen. Counsel Harry Plotkin....Having determined by survey that principal reason for TV withdrawals is cost, DuMont plans to offer a 1 kw community-type video installation at under $100,000 to include everything from studio to transmitter. Preliminary data for layout have been submitted to FCC....FCC staffers say commercial facsimile still awaits proposed standards from major industry proponents, notably W. G. H. Finch and John V. L. Hogan, who have not yet compromised differences...."Simpler" application forms for new stations are due from FCC in couple months, but changes proposed so far are not radical....Raytheon's claims for its new 10-watt monitoring amplifier, designed for either FM or AM, include: low distortion, excellent frequency response, high gain, simplicity of operation and servicing....Extensive data on 94 transmitting tubes, including hf and uhf, is contained in GE's new 600-page loose-leaf manual; copies are available for $2 from company's Electronics Dept., Schenectady....In proposed $550,000 purchase of WJBK, Detroit, Fort Industry Co. (George B. Storer) interests acquire also an FM conditional, which means one FM would have to be dropped since company is already conditional grantee in Toledo, applicant in Miami, Atlanta, Wheeling, Lima, Zanesville....Bristol, Tenn.'s WOPI reports its newly authorized FM (Supplement No. 41A) will be on air by Nov. 15 from 2,210 ft Whitetop Mountain, in nearby Virginia....New legal assistant to CBS's Earl Gammons in Washington office is James Neu, recently out of Army, replacing Kenneth Yourd, now on N.Y. staff of Gen. Atty. Julius Brauner....Chicago Federation of Labor's WFCF got 50 kw grant from FCC Thursday, upped from 10 kw on 1000 kc....Charles E. Thompson, associate of late George E. Porter (Vol. 2, No. 33), on Oct. 1 rejoins Washington law office of Andrew G. Haley (new address: 1703 K St. NW), with whom he was associated as partner in 1942-44.
TV ON THE UHF GETS NUGGET: Within only few weeks after FCC received their applications (Vol. 2, No. 33), Don Lee and Bendix received CPs for experimental uhf color TV. Grants Thursday went also to two other TV experimenters whose plans were previously reported: Continental Television Corp., Boston (Vol. 2, No. 34); RCA, two mobile relays (Vol. 2, No. 30); and to Conestoga Television Corp., Lancaster, Pa. Last named is really a club of engineers at RCA Lancaster plant who want to get Philco's WPTZ programs locally. Headed by Philip A. Richards, group plans to place station on hill near Lancaster, rebroadcast WPTZ signals locally on 600 mc, as picked up from Philadelphia. They'd rather use low band, but no channel is available for such purpose, so they're building or adapting receivers for uhf.

Belated mailings this week of 3 more actual CPs for new low-band TV stations brought to 10 number who have actually received permits (Vol. 2, No. 35). With CPs went call letter designations, as requested: KSTP-TV, St. Paul; KDYL-TV, Salt Lake City; KCPR, Chronicle Publishing Co., San Francisco. CPs are to be sent as fast as possible, but 18 other TV grantees must yet get their "papers from Washington."

TV-FM DECISIONS DUE: So jammed are FCC's quarters that personnel working on TV and FM cases, besides being crowded as many as to an office, have overflowed into the law library, where they don't even have desks. This lack of physical accommodations for middle and lower echelons of staff partially accounts for slow action on many pending cases -- notably on hearings held as far back as early April (Boston FM). Nevertheless, though this first week after end of summer vacations brought no more CPs for either FM or TV, only 10 new conditionals for FM (Supplement No. 41D herewith), speedup all along the line may now be expected. Promised before month ends is Boston FM decision, to be followed by decisions in other FM hearing cases possibly in order of their calendar (Special Report, March 16, 1946). Big New York FM competition (18 seeking 5 available channels) will be completed with hearing in Washington Sept. 23 on engineering and race bias complaints against applicant New York News. Expected within month also are decisions on New York TV hearings which started in May (6 seeking 4 channels) and on Los Angeles hearings which of June (8 for 7).

IFMB IN LIEU OF FMBI IN NAB? Plumping strongly for a separate Association of Independent FM Broadcasters (IFMB), with voting membership limited to FM independents but with AMers and manufacturers admitted on a non-voting basis, is Milton Sleeper in August issue of his magazine, "FM and Television." Idea is opposed in statement by FMBI President Walter Damm (WTMJ-FM), but supported by independents I. A. Hirschmann (WABF, New York), George A. Mayoral (WRCM, New Orleans), Capt. W. C. H. Finch (WGHP, New York). On the other hand, Manufacturer Arthur Freed calls for new association open to all "whose exclusive purpose would be the active support of all needed regulations and publicity which would accelerate the widespread broadcasting of FM programs."

Some definite attitude should be forthcoming from next Tuesday's meeting of EMers at Maj. Armstrong's home in New York's swank River House. Invitations over the signature of FM's inventor have gone to leading independents, including Leonard

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L. Asch, Everett L. Dillard and Ira A. Hirschmann, and to such other FM enthusiasts as Ray H. Manson, C. M. Jansky Jr. and Wayne Coy, the latter v.p. of FMBI. Two topics will be paramount at this meeting: (1) Whether FMBI should be reconstituted as an independent trade association or its merger with NAB made permanent; (2) If FMBI is not revived as a separate entity, whether a separate FM organization devoted only to promoting the new medium should be formed. It is also understood several of the Major's friends will attempt to persuade him to permit low-band FM flame to die out on plea that continuing the controversy will only give sustenance to FM's ill-wishers, will only serve to confuse the public.

Our own survey of FMBI board, all but three of whom are AM operators, thus far indicates preponderance of sentiment in favor of making merger with NAB permanent at Chicago convention Oct. 21, though some are still undecided and several don't like NAB's handling of FM to date. Non-AM board members are G. E. Gustafson, Zenith; C. M. Jansky Jr., no longer even an FM licensee, having sold his W3XO to Washington Post; Marion Ayers, Shelbyville (Ind.) publisher, named to succeed Westinghouse's Lee Wailes, whose Shelbyville Radio Inc. holds conditional for FM. Other board members and their AM affiliations are: Walter J. Damm, WTMJ, Milwaukee, president; Wayne Coy, WINX, Washington, v.p.; Arthur Church, KMBC, Kansas City; W. R. David, GE-WGY, Schenectady; Gordon Gray, WSJS, Winston-Salem; George Lang, WGN, Chicago; Clarence Leich, WEOA, Evansville, Ind.; Ray H. Manson, WHAM, Rochester; Cecil Mastin, WNBF, Binghamton, N.Y.; C. W. Myers, KOIN, Portland, Ore. (recently sold to Marshall Field); John Shepard 3rd, Yankee Network; T. C. Streibert, WOR, New York.

**FM Band to Stick:** You can take acting FCC Chairman Denny's word for it: the FM channel band (88-108 mc) won't be changed. The Commission has made up its mind, so manufacturers holding back on FM set production because they fear "uncertainty" of present FM allocation structure are afraid of nothing but a chimera. Radio set manufacturers, in more numbers than is healthy for future of FM, have been talking this line whenever asked about their FM production plans. The story goes something like this, told us by one of the country's leading manufacturers:

"The main obstacle in the way of providing an adequate supply of FM receivers is the uncertainty in the matter of channel allocations for FM. It is hardly necessary to state that the delays of nearly a year since VJ-Day to get into production on FM receivers are due mainly to the change of allocation from the 50 mc range to the 100 mc range in the broadcast spectrum. While the FCC has definitely allocated the 88-108 mc part of the spectrum to FM, it is apparent from the shortage of FM channels in the New York area that something must be done to increase the number of FM channels, if FM is to supply the type of service originally contemplated for FM operation. So long as this uncertainty exists, there will be a tendency on the part of receiver manufacturers, as well as prospective purchasers of FM receivers, to hold back and find out how this matter of channel allocations will be settled finally."

Denny goes even further. If the Commission got a petition today asking for a change in the FM band, he says, a hearing would be set for the day after tomorrow, the Commission would meet the next day, and a decision would be rendered the following day. And, he intimates, the decision would be negative. "The Commission has only recently reviewed the FM allocation picture," he said, referring to the Zenith and GE petition to widen the band to include portion of 50 mc band (Vol. 2, Nos. 3, 4 and 5), "and views the present assignment as final. Receiver manufacturers may safely make plans to go ahead with construction of receivers on this band."

About the recent Tobey and Lemke bills, introduced during the last days of the 79th Congress (Vol. 2, No. 31), Denny refused to comment. But from other Commission sources it was learned that the feeling is that Congress will have to legislate any change in the FM structure; the Commission will not revise the present allocation which it feels is based on the best available engineering evidence.
REvised FM ASSIGNMENTS: When FCC put out its first FM channel allocation plan back in December, it emphasized the assignments were only tentative and the plan would be revised from time to time. This week the first revised plan was issued (Supplement No. 43, herewith) which adds a net of 55 channels to original allocations. It adds additional channels, where possible, to cities where demand exceeded first allocations; subtracts channels in cities where assignments were overabundant.

Area II got all but a few of the additional channels. Should demand warrant, FCC indicated additional channels are available in all but crowded metropolitan areas (such as Seattle, Tacoma, Portland, Los Angeles, San Francisco, Ft. Worth, Dallas). In Area I, some of the larger cities (Washington, Philadelphia, Worcester, New Haven, Hartford, among others) lost a channel or two, but deleted channels in most cases went to "satellite" communities. In other cases (Baltimore and Annapolis, Md., for example, or Chicago and Hammond, Ind.) satellite cities were incorporated into major city's metropolitan area.

Over-all, 78 new channels were added, mostly to medium size cities, while 23 channels were taken away from other metropolitan areas. (Full list of cities gaining or losing channels are reported in Supplement No. 43).

Further revisions of the channel allocation plan can be expected, for the new plan is carefully labeled tentative. This will be especially true when the more than 300 new AMs, now only CP holders, get on the air. The Commission did not take new AM stations into account when revising the newly issued FM channel assignment outline, which is still broadly based on assigning at least 50% more FM channels than there are AM stations in a given community. Commission staffers indicate it is their hope to continue this ratio as closely as possible.

THE PHILADELPHIA STORY: Two sudden dropouts leave 6 applicants asking for 4 available FM channels in Philadelphia hearing starting there Monday before FCC Examiner-Counsel team of Charles Hubert and Al Hall. City has 5 pre-war stations, 1 pre-war CP outstanding. Bowing out were Amalgamated Broadcasting System Inc. (Amalgamated Clothing Workers Union), though it has large membership there, and Percy B. Crawford, conductor of Young People’s Church of the Air. Dropout by union, which holds conditional for Rochester, N.Y., and is applicant in New York and Chicago, is seen by some as attempt to strengthen New York case.

Novel sidelight of hearing will be testimony of Patrick Stanton, v.p. and manager, but not stockholder, of WDAS, and grantee of recent AM-CP in his own right. He'll serve as principal witness for WDAS, reveal his forthcoming resignation, turn around and serve as star witness supporting his own FM application. Another WDAS protege will offer competition to the parent station; Charles Stahl, former commercial manager of WDAS, is substantial stockholder in Crescent Broadcasting Corp. Philadelphia hearing is first of new fall calendar (Supplement No. 42).

GRANTS CAN'T BE STOPPED: FCC's current open-handed policy in granting CPs for new AM stations (more than 300 now outstanding) has many broadcasters disturbed -- but NAB tells them nothing can be done about it under Supreme Court ruling prohibiting Commission from considering economic injury to existing stations. Moreover, reasons NAB board, to give FCC that authority would acquiesce in its right to regulate business side of broadcasting, which industry violently resists. So unless Congress does something about curbing AM grants (altogether unlikely), it looks like real survival of fittest fight ahead on AM wavelengths, with FM complicating audience-division problem still further.

NAB policy was enunciated in letter Friday to perturbed owner of KGFL, lone little local in Roswell, N.M. (pop. 13,443), where 2 more stations are sought and may be granted if FCC continues policy of wholesale grants. Complainant intends to carry protest to NAB convention next month, his plea meanwhile evidencing deep concern of broadcasters in many cities where new stations are being added. Existing owners claim community can't support so many new outlets, hence they are neither in public interest nor a necessity.
PULSE TIME 'GRAND CENTRAL': Dubbed "Radio's Grand Central" by reporters who watched demonstration this week, Federal Telecommunications Labs (IT&T) utilized pulse time modulation (PTM) to send 8 different signals simultaneously from atop IT&T Bldg. in downtown Manhattan to its laboratories in Nutley, N.J. Applied to broadcasting, system's potential advantages are seen by engineers as: (1) that it affords huge saving in equipment, inasmuch as many emissions can be fed through single transmitting system; (2) that it makes possible utilization of one best transmitter site by numerous broadcasters (Vol. 2, No. 19).

Federal's station, granted CP this week, used about 3 mc band width on 930 mc to broadcast high fidelity FM programs, AM programs, telephoto and facsimile, news ticker, teletype, transmissions and recordings -- all at same time. Engineers say question is still moot (and these experiments will help decide) whether PTM effects frequency economy, i.e., whether more stations can be crowded into smaller portion of spectrum.

TELEVISION NOTES: RCA's long-awaited line of TV receivers will be demonstrated before month is out to press and distributors. Four models are scheduled, with first production to go to metropolitan N.Y. area which with 3 telecasting outlets is expected to provide cue to future production and price public will pay....Fall-winter season of CBS uhf color TV demonstrations, halted for summer, are due to start any day now; included will be live pickups, whereas previous shows were confined to film....Chicago telecasters formed themselves into a committee Wednesday to cooperate with Electric Association in its drive to make Windy City tops in TV (Vol. 2, Nos. 29 and 34); WBKB's Bill Eddy was elected chairman of TV panel, which includes I. E. Showerman, NBC; James L. Stirton, ABC; Frank Schreiber, WGN; Carl J. Myers, WGN....U.S. Television Mfg. Co. has secured commercial rights to Dr. Frederick A. Kolster's single, broad-band antenna that covers the TV and FM channels. Dr. Kolster developed simply designed, inexpensive universal antenna for Navy during war....Long reluctant to telescast motion pictures, Television Productions (Paremount) will overcome its aversion to film on air by inaugurating 16mm movies over its Hollywood experimental outlet, WSXYZ, as soon as delivery of equipment is made in about month.

SIGHT AND SOUND: Complete AM-FM duplication will be the order next week when Washington Post's WINX-FM goes on air under STA granted Thursday. Station plans to operate 14¼ hours a day on both high (92.9 mc) and low (43.2 mc) bands, the former with 2 kw radiated power. No time will be sold until January, when some separate programming will be attempted....Rep. Lea says rather than stir up unnecessary controversy, he's not pressing for replacement of Chicago Federal District Attorney J. Albert Woll in forthcoming Petrillo-WAAF test case (Vol. 2, No. 34); he says he understands Dept. of Justice intends to relieve Woll's awkward position (being son of AFL v.p.) somewhat by appointing man to share prosecuting job....That facsimile can utilize microwave relays for long-distance transmission was successfully demonstrated recently by Raytheon when it sent maps, photographs and text over its New York-to-Waltham circuit; Hogan Fax equipment was used on a 4.8 kc band within a 15 kc channel on 4,000 mc....On air with interim operation is KRFM, Fresno, Cal., putting out 19 hours per day, with plans including extensive list of football games exclusively for FM station; sale of time starts Jan. 1....Stanley Kemper, ex-radio editor of "Retailing," has a book titled "Television Encyclopedia due off the Fairchild Press in late fall; he's now connected with National Household Equipment Corp, 56 Court St., Brooklyn....Olympic Radio & Television Inc., formerly known as Hamilton Radio Corp., has acquired new plant at 3101 38th St., Long Island City, N.Y., enabling it to quadruple output of "Olympic" brand radios....Latest of Washington radio fraternity to seek station of own is Col. Herbert E. Wilson, consulting engineer, who has filed for 1 kw fulltime on 780 kc in Rutland, Vt., where he has a home....Earl H. Gammons, who succeeded Harry C. Butcher as director of CBS Washington office, and Howard Meighan, in charge of network's owned and managed stations, this week were upped to v.p. rank....Big turnout from every phase of radio industry expected for dinner at New York's Waldorf Sept. 30 honoring RCA President David Sarnoff on completion of 40 years of service to radio.
TELEVISION VIA STRATOVISION: Westinghouse is getting ready to put "vision" into Stratovision, this week asked FCC for use of TV Channel No. 6 (82-88 mc), reports it is acquiring a surplus B-29 for projected tests. Company says it will take 6-8 months to prepare plane for low-band tests over New York area, expects to enlist collaboration of NBC and DuMont. B-29 with its roomy, pressurized cabin is considered ideal for purpose, easily capable of requisite 25,000 ft. or higher altitudes. "Very satisfied" with results of FM tests to date (Vol. 2, No. 21), company engineers have had to defer proposed uhf color TV tests from their "skyhook" due to unavailability of equipment.

Meanwhile, Westinghouse is going forward with plans for recently granted Boston TV (Vol. 2, No. 33), has acquired tract of land adjacent to Harvard stadium on Charles River where new AM-FM-TV studio building will be built, WBZ-FM and TV tower will be located. That is, unless by time building can begin, engineers have proved to company's and FCC's satisfaction that Stratovision, not ground stations, is practicable and most desirable for both FM and TV. Incidentally, though still hush-hush, strato-testers have also compiled data on AM transmissions said to have startling implications.

FM GRANTS AND HEARINGS: This was big week for FM grants (Supplement No. 41E hereby), with 21 more CPs authorized, 5 more conditionals, 6 modifications of previous CPs (some involving considerable height-power changes). Noteworthy, too, is fact that 20 new AMs were also granted, bringing total CPs for AMs outstanding to about 350. Conditional FM granted WDEL, Wilmington, Dela., was taken back, ordered set for hearing on question of service area overlap with WGAL, Lancaster, Pa., also holder of conditional and owned by same interests. Week's grants bring total to 265 CPs, 290 conditionals, 5 EAs outstanding.

On the hearing side, Philadelphia situation eased greatly when another applicant withdrew, Crescent Broadcasting Corp., in addition to 2 dropouts previously reported (Vol. 2, No. 36). Hearing ended there Thursday with 5 seeking 4 channels. Hearing on 6 applicants for 3 channels allotted Bridgeport (Conn.) area starts there Monday. WSTC, Stamford, originally down for hearing, decided on smaller game, dropped out, asked for Class A, got conditional almost immediately. For remaining applicants, see FM hearing calendar (Supplement No. 42).

CBS COLOR TV RIDES AGAIN: CBS isn't relaxing its campaign for uhf color TV one whit, merely because of summer publicity letup. Friday's highly impressive demonstrations to newsman of its first uhf live-talent pickups in color dispel any such idea. In fact, the network now definitely promises it will present formal proposals for standards to FCC "before end of the year." Its officials think the RFPB panel on television should do the recommending. But if it won't, they will. They will go to public hearing even if, as before, they stand virtually alone against a solid block of low-band monochrome proponents eager to get the admittedly good low-band TV going now rather than wait for the "promises" of the still-maturing ultra-highs.

Comment of reporters ranged from "just like good kodachrome" to enthusiastic exclamations of "terrific" after Friday's showings, echoing what Washington
engineers who saw private previews earlier in the week (and who think in terms of practical obstacles) said in perhaps more restrained tones. Demonstrations lasted 30 minutes. Single orthicon camera picked up not only stills of famous paintings but action pictures of boxers, a singer and a model demonstrating highly colored apparel, bright lipstick being applied, a crimson package of cigarettes (Fall Malls). Colors were described as "softer and more pleasing" than in film showings of last winter (Vol. 2, No. 5). "Lush views, in brilliant color, virtually unmarred by breakaway or fringing," was the way our correspondent described them. Sultry Songstress Jeri Sullivan lip-faked a recorded song (music can't be televised under Petrillo ban) and was a big hit, in a full-blown recumbent closeup. Even the fast action of prize-fighters was without blur.

Images had to piped via coaxial from laboratory on fifth floor to viewing room, due to "leak" in the line to transmitter, but viewers were assured off-the-air images would be just as good. So confident are network's TV developers that they now plan experimental color telecasts from Madison Square Garden, where Ford sponsors sports on CBS's low-band WCBW (Vol. 2, No. 34). A mobile image orthicon will be installed.

As for receivers, the 20 custom-built models made by GE on CBS order are in hands of executives; few of the new order just placed with Bendix are expected to be seen by the public. At Friday demonstrations, aluminum-backed screen provided such high intensity lighting as to render darkening of room unnecessary. CBS says when color TV sets go into mass production, they shouldn't cost over 10-15% more than low-band sets.

TV GRANTS TO CBS AFFILIATES: First CBS affiliate to get a low-band TV grant is Dallas Times-Herald's KRLD, which FCC Friday awarded Channel No. 4 (66-72 mc) with 46 kw visual power, aural power to be determined, antenna height 519 ft. Grant was 29th to date. It stands out particularly because (1) most of the AM-affiliated grantees of TV to date are NBC members, (2) KRLD Manager Clyde Rembert was one of 3 signers of CBS Affiliates Advisory Board's resolution last February supporting demand on FCC for commercialization of uhf color TV (Vol. 2, No. 9). Another Signer was Manager E. E. Hill, of WTAG, Worcester, which also got a CP for low-band TV but turned it back to Commission.

Another CBS outlet, Cherry & Webb's WPRO, Providence, is first affiliate to carry through on plans to experiment with that network's uhf color TV system. This week it got CP for experimental TV, channels and power to be designated, on which its application stated it was prepared to spend $185,000 (Vol. 2, No. 25).

Publisher Paul Block's Toledo Blade withdraws its application for TV in Toledo this week, thus obviating need for hearing scheduled there Oct. 3 and virtually assuring city's single channel will go to only other applicant -- Fort Industry Co. (George Storer-WSPD). Latter interests own string of AM stations, plan legal limit of 6 FMs, say they will pursue low-band TV plans in Toledo and later perhaps in other cities. Comdr. Storer recently named an ex-Navy colleague, John Koepf, as TV manager in addition to duties as head of Fort Industry's Washington office; Lee Wailes, ex-Westinghouse, now Storer general manager, is headquartering in Detroit.

Block radio interests, represented by H. G. Price, stationed at AM-FM stations WWSW-WKOT, Pittsburgh (Post-Gazette), indicate no intention of withdrawing Toledo FM application, scheduled for Sept. 30 hearing. Withdrawal leaves exactly 43 low-band TV applications on file, including 8 in Los Angeles and 6 in New York awaiting hearing decisions. A recapitulation of these and the CP grantees to date will be published shortly.

UNIONS NOT SO KELL-BENT? UAW-CIO dropped application for Los Angeles FM outlet this week. Coming in wake of Amalgamated Clothing Workers Union's withdrawal from Philadelphia hearing concluded there Thursday, some eyebrows were raised, questions
provoked whether unions are getting cold feet about going into radio via FM. Tele-
graphic inquiry to UAW's radio director at Detroit headquarters, Allen Sayler, one-
time FCC staffman and son-in-law of Senator Wheeler, brought response that executive
board decided to quit Los Angeles race "to concentrate on Detroit, Cleveland, and
Chicago FM applications at present. No other applications to be dropped." Flint
application wasn't mentioned, though it's on file. Union already holds conditional
for Detroit; it withdrew from recent New York race with statement it would seek
Class A station in Newark. As for Amalgamated, it holds conditional for Rochester,
N.Y., was party to New York and Chicago hearings pending decision, which is full
extent of its FM quests now. Other big union applicants, International Ladies Gar-
ment Workers Union, shows no sign of letup in seeking all 6 permissible FMs; it
holds CP for Chattanooga, conditional for St. Louis, was party to Boston, New York
and Philadelphia hearings and definitely will participate in Los Angeles hearing.

QUIRKS IN NEW FM RECEIVERS: Besides danger of poor showing FM faces when STAs put
out inadequate signals (Vol. 2, No. 34), there now arises another plaguing problem:
imperfect receivers. It's much the same story as in early days of broadcasting --
hastily produced sets, improperly engineered, sometimes jerry-built with inferior
parts (also true of some of today's cheaper AM models). Fortunately, their number
is few, yet a correspondent writes us from Fresno, Cal.: "All the FM receivers we
have been able to experiment with, of the type being offered for sale by retailers,
have some sort of difficulty or imperfection about them. They are either micro-
phonic, they drift, or they have insufficient band width to accept FM modulation
at 100% without extreme distortion."

A check among people who know indicates these findings are not general;
post-war sets haven't really been in use long enough to bear generalizations.
Certain, however, is fact that some do have quirks in them. To credit of manu-
facturers eager to preserve integrity of their trade names and precious relation-
ship with dealers and public, be it said they act quickly to remedy faults. Pilot
Radio Corp., for example, called back to factory all its many-band table models
because of faulty FM design. Philco has an improved model out after one false
start. Others are clearing up difficulties as they develop, welcoming criticisms.
There's also simple fact that few repairmen as yet have sufficient experience or
education in FM to do adequate job.

Here's something else, but don't lie awake worrying about it: Engineers at
Bureau of Standards Central Radio Propagation Laboratory, picking up weak FM sig-
nals at extreme limits of reception, have been troubled with "cosmic noise" coming
from, of all places, the Milky Way. Honest, that's what the man says.

BIG BOYS NEARLY ALL PRO-FM: Clear Channel Broadcasting Service, comprising sixteen
50 kw AM stations intent on maintaining integrity of high power on clear channels
for rural-remote coverage, avows in press release issued by Director Vic Sholis
this week that its members are engaged in no "sinister conspiracy to hold back FM."
On contrary, 9 of its members are now operating FMs, 2 are preparing for interim
operation, 4 await CPs, one (WLS, Chicago) withdraw FM application (Vol. 2, No. 22)
only to enable it to make further engineering studies looking to rural FM outlet.

Fact is that all but handful of 50 kw AMers, though they would seemingly
need FM least of all, are applicants for FM, if not already operators or grantees.
Laggards are chiefly locals and regions. Only 50 kw AMs we count who are not
even applying for FM are: KVOO, Tulsa (which, however, is underwriting Tulsa U's
FM outlet); WLAC, Nashville; KWKH, Shreveport, La.; KWBU, Corpus Christi, Tex.;
KOB, Albuquerque, N.M. -- all communities with plenty of available channels (Sup-
plement No. 43), so they still have time to apply. And another facet in 50 kw atti-
ture toward FM is pointed up by one of Sholis' pioneer FM members, Dr. Leon Levy
(WCAU-FM, Philadelphia), who thinks one good reason why there should be an FM trade
association independent of NAB is to refute accusations that AM operators are
deliberately trying to stifle development of FM; he thinks NAB has lost its iden-
tity in NAB, therefore should be revived.
EXPERIMENTAL-AUXILIARY RULES: New Part 4 of FCC Rules and Regulations Governing Experimental and Auxiliary Broadcast Services, issued this week, amounts to little more than a tightened up residue of old Part 4. As constituted now, Part 4 codifies all rules pertaining to experimental TV, facsimile, developmental, remote pickup, ST. Formerly in Part 4, but now in Part 3 as independent, regular services are commercial FM and TV rules (published by us as Supplements No. 7 and 17, with amendments), non-commercial educational FM, international broadcasting. New Part 4 will be printed eventually by Government Printing Office; until then, you can ask FCC for mimeograph copy (Public Notice 97659), or we will get it for you.

MAJ. ARMSTRONG EXPLAINS: "Only exploratory" were discussions among group meeting in Maj. Armstrong's N.Y. apartment Tuesday, who focused their attention primarily on how to promote FM rather than on FMBI problem (Vol. 2, No. 36). Consensus was FM's future depends on how fast stations get on air (with full powers) and how soon sets reach market (manufacturers reports optimistic). Said Maj. Armstrong, correcting possible misapprehensions arising out of our story last week: "No invitation was issued by me for any meeting for any purpose. Mr. Leonard Asch (WCBF) gathered together a group of FM pioneers who met at my home for the purpose of discussing some of FM's problems. The principal topic of discussion was how to meet the new series of attacks that are being directed at FM, now that it is emerging from the near chaos caused by the shift in frequencies."

RECORDING NOTES: Loew's Inc., parent company of Metro-Goldwyn-Mayer, operating WHN and WANGM (FM), New York, and holder of CP for KMGM, Hollywood, announced entry into phonograph record field this week, using label "M-G-M Records," producing at former GE plant at Bloomfield, N.J. purchased from government for $1,000,000, using Zenith distributors; Frank Walker is general manager, C. Gordon Jones, chief recording engineer....Technology Instrument Corp., Waltham, Mass., reports a new noise suppressor that operates automatically on variable noise-to-signal basis (i.e., cuts off at low level when signal is low, high level when signal is high); FMers have been unhappy broadcasting high quality recordings strained through existing low-pass filters which cut out background noises (needle scratching, etc.) by reducing the frequency range of the signal....Referring to our story on German magnetic recorder using plastic tape (Vol. 2, No. 31), S. J. Begun, Brush Development Co., Cleveland, tells us paper tape developed by his company is probably less expensive, as good, some ways better, than plastic. He also reports home recorders, using tape handling frequency range of 100-5000 cps, available "very soon."

SIGHT AND SOUND: Same unnamed manufacturer who agreed to produce 20,000 table model AM-FM sets for International Ladies Garment Workers Union (Vol. 2, No. 30) is reported to have made commitment to Col. Harry Wilder (WSYR-FM, Syracuse, N.Y.) to deliver 2,500 sets to local dealers as result of his advertised plea. Deal won't cost Wilder cent; meanwhile he's plugging FM hard via AM....Philco denies it's ever considering selling its pioneer TV outlet WPTZ, Philadelphia, to CBS, ABC or anyone else, as rumored; nor is big set maker contemplating production of uhf color TV receivers at instance of CBS, which Philco executive says would be "foolish" unless and until FCC commercializes uhf, which in turn must await standards....Rivalled only by $5,000,000 Los Angeles Times TV-FM building project (Vol. 2, No. 13), Chicago Tribune's new structure will cost even more, current blueprints including multi-channel tower, vast studios and outdoor TV "theatre" or plaza to accommodate 40,000 persons....N.Y. World-Telegram used Raytheon mobile two-way FM equipment Thursday to link reporter with rewrite desk with flashy results, especially when slot man directed reporter to scene of fire and got story direct; stunt got page 1 play with pictures, will be repeated Thursday with Boston Herald-Traveler....Farnsworth gives October as date for appearance of its $250-$300 table model TV set with 6½ x 8½ screen, 22 tubes; TV-only console is next....New Orleans Times-Picayune, holder of FM conditional, Friday was granted CP for new 1 kw daytime station on 940 kc....Westinghouse's KEX, Portland, Ore., only one of company's 6 AM stations without an FM adjunct, Friday was given power boost to 50 kw on 1190 kc....GE has just shipped its 50th FM transmitter, all 250 watters, has orders on hand for more than twice that many additional.
Printers Strike

A work stoppage of Washington printers is imminent, effective next week. Even during current negotiations with employers, union has ordered members to cut overtime work to minimum, do no work at all Saturdays. Since Saturday is our press day, we are accordingly forced to take this job to an outlying shop—despite most cordial relations with our printers and our desire to take no sides in current controversy. Our new printer is unable to secure typewriter-type matrix for his linotype, hence this publication in conventional type. We'd be interested to know your reaction to this temporary change of format.

NBC also changing calls: NBC, too, is changing call letters of its New York broadcasting outlets Nov. 1, under FCC approval granted Friday.

WEAF and WEAF-FM become WNBC and WNBC-FM—the changeover rendered simple by fact no one else had WNBC call. Network hasn't asked for it yet, but there's talk of changing TV station WNBT to WNBC-TV.

A few weeks ago (Vol. 2, No. 35) FCC also authorized CBS's WABC to change to WCBS, WABC-FM to WCBS-FM, WCBW to WCBS-TV. But CBS had to get quid pro quo to WCBS, Springfield, Ill., to get the call, latter changing to WCVS.

Two more TV grants: Top-flight newspaper publisher Mark Ethridge, of the Louisville Courier-Journal (operating 50 kw WHAS), was deeply impressed by CBS's color TV demonstration during publishers' convention in New York last spring. But he wasn't sufficiently convinced of its imminent practicality, apparently, to do what so many others were then doing—withdraw his application for low-band monochrome. On Thursday, WHAS became the second big CBS-affiliated outlet (first was KRLD, Dallas, Vol. 2, No. 37) to be granted a CP for commercial TV. It was granted Channel No. 9 (186-192 mc), with 9.6 visual and 7.2 aural power, antenna 529 ft. Same day Iowa State College of Agriculture and Mechanic Arts at Ames, which long has operated daytime AM station WOI, also got CP for TV—Channel No. 4 (66-72 mc), 13 kw visual and 10.4 kw aural power, antenna 508 ft. Like its AM, it will operate on non-commercial basis. Thursday grants brought CPs outstanding to 31, left only 41 applications pending.

Knock-down and drag-out: During some 20 years of Federal regulation of the radio wave-lengths, a few broadcasters have been forced off the air for technical violations of one sort or another—but none has ever lost his license on account of over-commercialism or low-quality programs. Thus this week's application for the 50 kw facilities of Hearst's WBAL in Baltimore, cited in FCC's blue Book of last March as a "horrible example" of over-commercialized operation and ordered to hearing on its license renewal, takes on the aspect of a cause celebre.

In effect, the pre-war "Washington Merry Go Round" partners, Drew Pearson and Robert S. Allen, intervene in the license renewal proceeding (scheduled for hearing Oct. 1, but due for postponement) and tell the FCC: "We can, and promise we will, do a better job of programming WBAL in the public interest, convenience and necessity; therefore, we should be given its facilities."

Now that the FCC requires "promises of program performance" from each applicant and licensee (legality of which is bitterly disputed by industry spokesmen, though no one has yet essayed to test its power), Pearson-Allen application offers test (1) whether Commission can fix program yardsticks, general or specific, commercial or sustaining, without violating free speech, (2) whether 3-year licenses are to be automatically renewed, as has been case up to now, or are subject to review and forfeiture if program promises are not kept. Property rights issue won't cut much ice, based on statute and courts' attitude up to now.

That it will be a knock-down and drag-out fight, possibly going to U.S. Supreme Court (none of whose "Nine Old Men" remains on bench) if
Pearson-Allen win first round before present liberal-minded Commission, is foregone certainty. Hearst will battle to bitter end to protect property worth millions, on basis of its reputed $750,000-a-year earnings.

A colorful Washington newsmen about to be discharged from the Army, the much-decorated, 46-year-old Col. Allen is a combat veteran of both wars, lost an arm in battle last year while serving as General Patton's G-2, has been convalescing at Walter Reed Hospital until lately. He eagerly wants the station, plans to run it himself, has radical new program and public service ideas. Each reporting himself worth "in excess of $100,000," Allen is president and he and Pearson are equal stockholders in the newly formed applicant Public Service Broadcasting Corp., capitalized at $500,000. They may bring in other local stockholders later, to offset inevitable charges (and counter-charges) of absenteeism. Pearson owns a farm near Baltimore, votes in Maryland; Allen would reside in Baltimore, though plans include additional studio in Washington.

Politically, the case is loaded with dynamite, with Marylanders certain to form into pro and con camps. Pearson has conducted a running feud for years with Maryland's powerful Senator Tydings. Personality recriminations seem inevitable, and hearing is certain to probe Hearst's financial setup and review Pearson's record of controversies and libel cases. Interesting sidelight is whether the 4 Hearst newspapers carrying Pearson's "Merry Go Round" column will now drop it. Col. Allen, incidentally, is not returning to the column, his immediate plan being to resume his old post as chief of the Washington bureau of the Philadelphia Record. That newspaper is due shortly to take over WCAU and WCAU-FM in deal awaiting FCC approval (Vol. 2, No. 19), plans to use Allen as a commentator.

230 CPs, 259 CONDITIONALS: "Status of FM Applications" report released by FCC Thursday would be very fine if it didn't look like a cryptogram and wasn't just as hard to decipher. What report does is break down FM conditionals and pending applications into categories showing what is necessary before they can be converted into CPs. But applications are listed by file numbers only. Thus, when you receive your copy (FCC is sending them to all applicants), you may be able to find your number and know where you stand—but that's about all, unless you know somebody else's numbers.

According to report, 65 stations are on air (16 under STAs, 49 licensed), 864 are in various stages leading up to actual radiation. Of the 864, CP-holders number 270, conditionals 261. Involved in hearings are 137 applicants, and 196 await other FCC action. Our figures, including this week's 10 CP grants, give 280 CPs, 259 conditionals (Supplement No. 44 herewith).

Included in report is FCC's first public indication that it is granting on a two-to-a-customer basis now, rather than previous one-to-a-customer. The 31 applications listed from those who already have two, the report says, will vegetate until Commission has worked over those from people who have either one grant or none.

Incidentally, seekers of Class A (Community) stations would do well before applying, to make certain such a channel is available for their city. FCC this week notified Brooklyn Broadcasting Service, Inc., which applied in June (Supplement 14L) that there is no Class A available for Brooklyn, though first Area 1 allocations of last October (amended in December) said Class A was available there.

Engineering on New York applicants should be cleared up by coming Tuesday in Washington hearing. Then the question of New York News editorial policy remains to be heard before books can be closed, decision rendered. Of hearings finished, Bridgeport wound up early this week with 5 applicants for 3 channels when Danbury News-Times dropped.

TV SETS—AT A PRICE: A full-page ad in Thursday's New York Times, offering TV sets "ready for delivery" with "actual screen size 21 x 16 inches, as big as this page," followed up another highly successful prizefight telecast (Louis-Mauriello bout) the night before.

But—far from promising mass TV set availabilities in New York, let alone in the few other cities already enjoying television program service, the ad's payoff came in the smaller type at the bottom of the page:

"Prompt delivery limited number 'Tele-Symphonic' built-in custom installations $2750 (approx). In magnificent imported mahogany cabinets $1995. 'Telesonic' 10" Direct View Television, AM-FM, record changer $745. Popular priced sets, starting with compact 7" table model approximately $195, late fall delivery" (Italics ours).

There you have the TV set situation today—a few highly expensive receivers available now, those within reach of the average man's pocketbook still merely promised. The company advertising was United States Television Mfg. Corp., whose "UST" trade-mark is as yet relatively obscure. Ad appeared, curiously enough, day after big TV-promoting RCA demonstrated two table model TV sets to its dealers in New York (prices unstated) and promised deliveries "in limited quantities" early in November. Two console models, one with large-screen, were also shown, but no deliveries promised. RCA refused entry to
newsmen, its publicity director telling them: "Frankly, the reason is simply that, with production and availability still not a reality, the best interests of television would not be served by a splurge in the press at the present time."

Reason behind failure to offer sets in quantity as yet lies in production problems, including unavailability of requisite wood. Nevertheless, set makers are hoping for best, expect they'll catch up with demand as aroused by expanding activities of telecast stations. Nine manufacturers have engaged to show their prospective models at Television Broadcasters Assn. convention in New York's Waldorf-Astoria Oct. 10-11: Crosley, DuMont, Farnsworth, GE, Philco, Raytheon-Belmont, RCA, Sonora, Telicon. There are others known to be getting ready, too.

PLENTY OF SPONSORS: Plenty of sponsors available for TV's handful of existing stations (Supplement No. 18), judging from current time purchases and increasing interest being manifested by big advertisers and agencies. Ford Motor Co., in addition to signing Madison Square Garden sports and Columbia U football on WCBW-CBS (Vol. 2, No. 34), this week also bought Northwestern U football games on WBKB, Chicago, after having assumed sponsorship of N. Y. Yankees pro grid games on WABD-DuMont. Alexander Stores last week began sponsoring ABC-produced charades program, "Play the Game," on WABD. Reid's Ice Cream Sunday started thrice weekly one-minute weather forecasts on WCBW. In Chicago, Commonwealth Edison last week became first sponsor on WBKB since station issued Sept. 1 rate card (Vol. 2, No. 35), continuing "Telequizicals" it formerly produced on cost-sharing basis. And Philco's recently commercialized WPTZ, Philadelphia, last week started Sears Roebuck's "Sears Visiquiz," first use of TV by mail order house.

ENLISTING THE SET MAKERS: "Our FM grant makes it extremely imperative FM receivers be channeled to this market. Appreciate receiving names and addresses of all FM receiver manufacturers, including distributors and sales representatives in our area . . . ."

So runs a telegram we received the other day, one of a series of queries we've had along the same line. We immediately contacted Radio Manufacturers Assn., and for the sake of others who may be in the same boat, here's the nub of the advice we passed on:

Consult the latest RMA Trade Directory (we'll get it for you, if you wish), on page 84 of which you will find a list of members of RMA Set Division who represent perhaps 90% of U.S. set manufacture. RMA says all of them, if not already making FM sets, should be doing so as soon as conditions permit. Determine from that list, after checking with your local dealers, the manufacturers having distribution in your area, and contact their sales managers as listed in the alphabetical portion of the RMA Trade Directory (pages 20-76). You will have to ask respective sales managers to advise you names and addresses of their distributors and sales representatives in your territory.

Certain manufacturers are known to be more eager than others to invade FM field, and your local dealers should know who they are. Work hardest on them, for you may stand better chance of interesting them in your local problem than most of smaller companies. On the other hand, it is possible some smaller companies may have particularly good distribution channels already set up in your area, and may leap at chance to work with you in your campaign to get listeners for your FM outlet. Certainly, any manufacturer with the productive capacity would be stupid not to take advantage of the new market you are opening up.

One more suggestion: O. R. Wright, of pioneer FM station KOZY, has just finished doing just what we suggest in foregoing paragraphs. He will be glad to tell you what he found out, at least so far as his area is concerned. Write him at Station KOZY, Porter Bldg., Kansas City, Mo.

MOST SETS STILL LACK FM: There's an interesting sidelight to current pokey pace of FM set production, which according to latest RMA figures took dive down from 19,642 in July to 13,892 in August. According to sources that ought to know, some manufacturers are purposely underplaying FM in their promotion and advertising right now because they're afraid they will be swamped with calls for FM sets from dealers and distributors—and they simply don't have them yet, Main reason for lack of FM sets, as reported by RMA's President R. C. Cosgrove, Crosley general manager for manufacturing, is shortage of wood for consoles, most of which will include FM. But he says consoles should be plentiful during spring 1947; in fact, he said, some set makers are already cutting down small set production preparatory to switch-over.

Sharing platform at Washington's Electric Institute Wednesday with Everett Dillard, consulting engineer and FM booster, Cosgrove did not quite share Dillard's enthusiasm for FM. Dillard told dealers FM means "folding money" for them (higher priced sets, greater profit margin), warned against incurring customer ill-will when selling expensive consoles without FM. On his part, Cosgrove damned FM with faint praise, wasn't so sure about its "wonderful" characteristics, foresaw tough selling job for dealers in obstacles (such as need for receiver antennas). He took exception to what he termed misrepresentative FM station ad-
SIGHT AND SOUND: It's our guess—but a guess only, for he refuses to confirm the rash of speculative stories—that OPA Administrator Paul Porter is putting bee on Democratic Chairman Hannegan (Porter also saw President Truman Friday) to take him off the OPA hot spot, return him to the FCC chairmanship. Meanwhile, the vacancy remains, with Denny still "acting chairman" while Porter, ever popular with newspaper reporters, is being "mentioned" as possible successor to Henry Wallace as Secretary of Commerce . . . . RMA and NAB officials met in New York Thursday, picked week of Nov. 24-30 for National Radio Week. Advertising committee of both organizations, plus representatives of furniture, music and department store field, meet soon to draw up promotion campaign . . . . Both N. Y. Times' WQXQQ and Bamberger's WBAM will be on air with regular facsimile programming shortly after first of year, Radio Inventions Inc.'s John V. L. Hogan told members of New York Advertising Club Wednesday. His fax demonstration intrigued ad men with advertising potentials . . . . Full 60-day period having elapsed, with advertising for bids bringing no rival offers, $6,000,000 deal for transfer of WCAU and WCAU-FM to Philadelphia Record interests (Vol.2, No. 19) is due to get FCC nod any day now; newspaper has big plans for mutual promotion the instant shift is approved . . . . OPA this week approved adjustable pricing formula for shipment of radio receiver tubes to equipment manufacturers; tube makers will be permitted to deliver tubes but can bill buyers after OPA comes out with new price increases. Buyers, however, are assured that costs will not be more than 12% above present levels, even should pricing agency grant higher price . . . .

Philip M. Baker, Washington radio attorney associated with Andrew G. Haley, on Oct. 1 opens his own offices at 1101 Earle Bldg. . . . L. L. Thompson has resigned as engineering chief, operations manager of Ira Hirschmann's FM independent, WABF, New York . . . . FCC announced Friday proposed rules governing medical diathermy and industrial heating equipment, essence of which is to control frequency emanations which cause dismaying amount of interference to broadcast reception (both FM and AM, as well as TV). Oral argument is scheduled for Nov. 6, with briefs for or against proposals accepted by FCC up to Oct. 25 . . . . Manufacturer of those telescopic Geiger-Muller counters, used by cosmic ray physicists in warhead of German V-2 rocket, boosted July 30 to 100-mile altitude, was Wilmot's Mfg. Co. (Raymond M. Wilmot, who with associate Paul deMars is consulting radio engineer in Washington). Announcement of upper atmosphere findings was made Thursday before American Physical Society in New York.

TELEVISION NOTES: The Louis-Mauricello prizefight may have been fiasco from the sporting viewpoint—but not so the telecast. It went off just as well as momentous Louis-Conn affair, indeed was better handled with 2 Image Orthicons than with the 5 cameras used on Louis-Conn. Gillette again sponsored, with vastly improved commercials, both visual and aural . . . . Washington big-wigs watched fight in NBC studios as received via coaxial, again asked "When can we buy sets?" NBC's Washington TV manager Carleton Smith announced station in Wardman Park Hotel (to be called WNBW) will be on air about Jan. 1, meanwhile extended invitations to WRC studios for regular viewings of New York shows, piped to capital on coaxial, the first "invitation affair" being Friday's New York-Green Bay pro football game . . . . John Donnelly & Sons, New England outdoor advertising firm with headquarters at 3134 Washington St., Boston, is reported planning so-called "dynamic billboards" carrying images received via TV, presumably blown up to sizes not yet accomplished very successfully in TV; got idea from success of drive-in open air movies in Boston area, is talking about a series of such "panels" along Worcester Turnpike . . . . Television Productions Inc. (Paramount) dropped its old New York-Los Angeles TV relay plans when it withdrew applications for 16 relay stations in 8 cities . . . . DuMont is all set to put new transmitters and antenna up for WABD, New York, has asked FCC for okay to install 5 kw visual and 2.5 kw aural transmitters with antenna 640 ft. above average terrain . . . . Bamberger (WOR) has asked FCC for extension of commencement and completion dates for construction of projected Washington TV station (WWBB). Reason is lack of building materials . . . . A mortgage loan for $350,000 has been obtained by Television Center Inc. from Berkshire Life Insurance Co. on two buildings in New York's Bronx (old Biograph studios), which now house Pathé research and production but are expected to be turned into TV facilities (Vol. 2, No. 34).
STATUS OF TV TO DATE: Supplement No. 18A herewith should bring you up to date on the status of commercial TV grants and licenses. It is issued as an interim addenda to our TV Directory (Supplement No. 18) which will be reprinted in revised and complete form as soon as feasible. Those keeping careful records of facility grants should note that there have been a few minor changes (never previously made public by FCC) in power and antenna specifications from those announced by FCC at time of grants. Supplement No. 18A, listing the present licensees, the 31 CP holders, the 41 applications still pending, is as accurate as careful checks against FCC records can make it.

10,000 TV SETS COMING: The barring of newsmen from RCA’s first dealer presentation of its new line of TV receivers last week (Vol. 2, No. 38) had exactly the effect you might expect—it whetted their curiosity. This is what New York reporters found out from “unofficial” sources:

Some 10,000 table model sets, more than all pre-war production, will be channeled into the New York market before Jan. 1, a few being delivered to dealers within the next few weeks. Presumably, there will be some sets for the Philadelphia, Schenectady, Chicago, Washington and Los Angeles markets, too, inasmuch as they also enjoy TV reception.

These table models are for TV sight and sound only, do not include other bands. Lowest priced, with 7-inch tube, is $225; one with 10-inch tube will cost $350. New York dealers placed orders for all they could get, indicated they had a ready market.

Dealers were also shown two console models, but were told these would not be ready for delivery until next year. Approximate retail prices are to be $750 for set with 10-inch tube plus AM-FM-phonograph, $1,200 for projection type that frames an image about size of a full newspaper page.

Dealers were briefed on proper ways to demonstrate and sell, will attend classes on tricks of new TV trade conducted by RCA distributor.

CBS OFFERS UHF STANDARDS: CBS puts the issue of color TV smack up to the FCC, in filing its long-promised petition containing proposed standards for commercial operation on the ultra-high frequencies. Printed petition, 22 pages long, was filed Friday with letter by President Frank Stanton which says CBS tests indicate “that the basic technical stages of uhf color television have been completed, and that further significant advance in uhf color television can be made only under conditions of commercial broadcasting with regularly scheduled programs.”

More than that, though the public hasn’t yet seen what CBS has demonstrated to some 2,700 deeply impressed officials, newsmen, broadcasters, etc. (Vol. 2, Nos. 5, 27), Stanton makes the flat statement: “Color television is now within reach of the public. We do not feel that Columbia can bring it substantially closer to the public without appropriate Commission action.” Asserting that CBS has “brought the art of color television to its present advanced state at major expense and almost single-handed,” Stanton in effect challenges the Commission to change its mind in favor of uhf color now or reaffirm its present policy approving and authorizing low-band monochrome.

Specifically, the petition asks for, commercialization of the 480-920 mc band, and for 16 mc band widths to carry 525-line images at 48 frames per second. It recommends, for the present at least, separate carrier and/or the diplex system of sound. New standards proposed are essentially modifications of Sections 1, 2 and 9 of existing standards (Supplement No. 23).

Now the FCC must call new TV hearings, which it has said it would do, once specific standards are proposed. It must listen to exhaustive technical and economic arguments, and it will probably want to conduct its own tests to determine the validity of the CBS standards. All this will take many months, in the meantime beclouding the whole TV situation again just as the low-band monochrome enthusiasts are getting going or
making big plans (see stories in this and other recent issues).

Whether others will formally join CBS, is conjectural. Major industry entities like Westinghouse and Zenith have avowed belief in CBS's work, but RCA, DuMont, GE and Philco spokesmen have said color is too impractical, uneconomic and unproved as yet to warrant stoppage of low-band activity. Many withdrawals of low-band applicants in recent months were plainly predicated on the masterful job CBS has done, by way of its demonstrations and publicity, in persuading applicants to wait for color.

That the go-ahead-now advocates will oppose the CBS case, goes without saying. Right now they are by far in the preponderant majority. Their chief argument against "waiting for color" is very much like the argument about cars: If you could, would you buy a good new car now, knowing it will wear out or become obsolete, or would you rather wait for the improved, plastic-body, superdooper models promised for the future—in the meantime go without?

**Dissenters Worry About FM:** Their lively solicitude for FM is one of reasons FCC's dissenting minority, Durr and Walker, opposed ABC's purchase of WXYZ, Detroit, approved by Commission majority July 18 (Vol. 2, No. 29). They felt $2,800,000 price is excessive, but, what's more, they're worried about effect of such deals on development of FM. Here's how they reason in their formal dissent made public this week:

"From a technical standpoint, standard broadcasting should reasonably be regarded as an obsolete type of service where at least equal coverage can be obtained through FM." Therefore, they reason, since ABC's President Mark Woods admitted WXYZ would become less valuable with every listener who switches to FM (even though AM-FM duplication is planned), so vast an investment in AM would naturally impel reluctance to encourage FM. Deals like this, which Durr-Walker would stop until Congress defines FCC powers to approve or halt them, mean "the listener will not be encouraged to buy receiving sets with FM bands because it will enable him to hear few, if any, programs not available through his AM receiver." (Ghost of Durr's old non-duplication tenet.) Dissenters also see as FM-retarding, ABC's hesitation to step on toes of any of its affiliates not applying for FM (though network says it has achieved substantial results in urging affiliates to apply).

But FCC majority (Denny, Jett, Wakefield, Hyde) are not so apprehensive. They say: "We can see no basis for concluding that this [sale] will retard the development of FM when ABC, having inferior coverage to NBC and CBS, stands to gain much in terms of equality of facilities by a rapid transition to FM." Majority also took occasion in opinion to make specific point of FCC's continued unanimity on future of FM: "We agree with everything [the dissenters] say about the vital role that FM is destined to play in the future (and we refer to the immediate future) of radio broadcasting."

**'Hope' for FM Decisions:** Swamped FCC hearing section is sweating to smooth way for decisions on FM hearings already held, but best it can give is "hope" for some action next month. Lack of secretarial help is a major delaying factor.

Of hearings ahead (Supplement No. 42), Toledo is postponed indefinitely with dropout of Toledo Blade leaving 2 applying for 2 channels. Indications are also that Baltimore and Buffalo hearings, both slated for Oct. 21, will be postponed because of conflict with Oct. 21-24 NAB convention—as was Los Angeles, now set for Nov. 18. As for New York affair, in which 17 applicants jostle each other for 5 channels, engineering was completed this week so that next Monday's testimony regarding News' editorial policy should bring finale to fracas which started July 8.

Chicago Federation of Labor (WCFL), regretting faux pas during June FM hearings there, has asked records be reopened so it can rectify impulsive testimony of secretary Maurice Lynch. Seems that Lynch, when asked if station would give time to, say, CIO, for discussion of controversial issues, said equivalent of "Not on your life!"

**Facts about KSTP Deal:** There's much more than meets the eye in the report that Crosley, operator of the 50 kw WLW, Cincinnati, and recent purchaser of WINS, New York, was "attempting" to purchase KSTP, St. Paul. As matter of fact, the 50 kw KSTP (also holder of a CP for TV and operator of an FM) was sold last Tuesday—but to Stanley Hubbard, its founder-manager. Owner of 25% stock, Hubbard bought remaining 75% from Shields-Brown estates for $825,000. National Battery Co.'s late Lyton Shields backed Hubbard in organizing the station some 20 years ago, gave him first call on any stock sale.

But deal doesn't end with sale to Hubbard. He borrowed the $825,000 on 13-month note (secured by physical plant worth about $500,000 plus $350,000 in cash assets) from Victor Emmanuel's Aviation Corporation, now parent company of Crosley Broadcasting Corp. Avco received option to purchase the 75% stock from Hubbard for $1,300,000—but not for six months, giving Hubbard break on long-term capital gains tax on $475,000 profit he realizes. If Avco doesn't exercise option, or if FCC balks at transfer to it (as several members did in Avco-WLW case), Hubbard continues to own station outright, has plenty of time to negotiate new
loan. If Avco gets station, Hubbard still has his 25%, gets management contract, then comes under Avco's broadcasting chief, James Shouse.

Avco and/or Hubbard would go forward with TV-FM plans, which trustees of controlling estates were loath to do because of big capital outlay, said to be one of reasons for willingness to sell out. Deal ends bidding for station, in which Ridder and Cowles newspaper interests, Marshall Field and Westinghouse are said to have participated.

THE CUSTOMER-BE-SERVED: As solution to palpable need for dependable home radio servicing, which will be greatly increased with mass distribution of new FM and TV sets, New York Times' T.S. Kennedy recently proposed more organizations like rapidly-growing Philadelphia Service Men's Assn., non-profit membership group promoting trade ethics and work standards. Possible evolution to American Automobile Assn. type of membership service for radio, has long been foreseen. Alleviated only slightly as yet by return of radio-trained vets, customer-be-damned attitude still prevails among many radio service shops, not to mention oft-justified suspicion that they do plenty of gypping.

The problem of television-set servicemen is expected to be solved in New York, where Board of Education is now expanding its year-old video vocational courses to include repairs, construction, installation of TV receivers. Video courses include FM, are part of long-established radio curriculum now offered either to war veterans or industry apprentices.

Chicago, growing TV-conscious and TV-conscientious, has 3 groups bestirring themselves about installation and servicing problems. Television Associates, sparked by TV station WBKB, estimates $60 as average installation charge, figures 2-man team can put in two a day. Commonwealth Edison says 4 per day per team. R. L. Cam, service department chief of R. Cooper Jr. Inc., GE distributor, puts number at one a day at cost of about $50. All are concerned over blank TV pages in most radio repairmen's education.

And in Philadelphia, WPEN's 12-week TV course, in association with the Appliance Dealers Association of Greater Philadelphia, begins Sept. 30. Dealers, servicemen and salesman will undergo course of sprouts in theory and techniques of video, with second half of program devoted to demonstrations by various manufacturers.

Commercially, TV manufacturers contemplate service organizations to work with dealers on receiver installations and servicing. Lates to announce setups are RCA, DuMont, Viewtone and U. S. Television.

TV RELAY TANGLE: So tangled has problem of TV relay and STL allocations become, what with varied objections raised against proposed assignments (Vol. 2, Nos. 29, 32, 33), that principals concerned (telecasters, AT&T, manufacturers) believe an informal conference is best way of settling matter. So, next week you can look for FCC to approve round table meeting as a means of resolving conflicts, thus saving expense and time of oral arguments.

Meanwhile, FCC this week granted New York Telephone Co. authority for 90 days to act as common carrier for remote TV pickups in New York City. Grant, first of its nature, covers 3 stations on 4220 and 4380 mc, employing just 1 watt with highly directional antenna. Company says tests between Hollywood and Mt. Wilson, with similar equipment, have been very successful. Since experimental TV rules (under which remote pickup falls) say only TV licensees can do pickup by radio, this is obviously an exception. Company can start service (for sports, etc.) when it files rates with FCC.

WBAL LEGAL BATTLE LINES: Few if any observers of the radio scene, notably among the Washington legal fraternity, were inclined either to laugh off or to discount the vital implications of the Pearson-Allen application for Hearst's 30 kw WBAL facilities in Baltimore (Vol. 2, No. 38).

We asked the opinion of a dozen or more lawyers. Only one said he thought it a "publicity stunt" for Drew Pearson's column, which has assiduously refrained from mentioning the application. Several gave Pearson-Allen 30-70 or 40-60 chance before Commission, and an even chance in courts if they win Commission round.

Consensus seemed to be here was chance for FCC to test its powers, show whether it means business in its citations of stations on basis of "unbalanced programming." Guessing was that oft-dissenting "liberal" Commissioners Durr and Walker would welcome chance to crack down not only on WBAL (which has reportedly done valiant job of cleaning up horrible examples cited in Blue Book) but on other stations cited for program or other reasons (6 more were set for license renewal hearings last week).

Meanwhile, Cohn & Marks law firm was seeking to intervene in WBAL license renewal hearing, first set for Oct. 1 but postponed until Dec. 1, while Hearst counsel Thursday filed opposition to intervention. Indicating its deep concern, Hearst added William J. Dempsey, onetime FCC general counsel, to its legal forces—Thomas P. Littlepage Jr. and John J. Burns, onetime SEC general counsel.

As for NAB intervention, it was regarded as unlikely in early phases, though it is hell-bent to
batter down Commission’s “usurpation” of authority over programs as infringement upon freedom of speech and thought. NAB’s president, ex-Judge Justin Miller, lashed out again before New York Rotary last week, saying radio, press and movies are in same boat—if government can control one, it can control all.” He even smelled “Communist technique” in tendencies toward “self-enlargement of administrative law,” as manifested in Blue Book. Interestingly enough, it’s the same court on which Judge Miller sat (Court of Appeals of District of Columbia) to which Pearson-Allen case may go after FCC adjudication.

FM ON A SHOESTRING: Senate Small Business Committee must have had in mind James B. Littlejohn, chief engineer of KNAB, Salt Lake City, when it urged modest entrepreneurs to get into FM. Already grantee of an AM station of his own in Ogden, he applied for Class A this week, proposing to spend precisely $500 for FM construction, and $50 for monthly operating cost in addition to his AM outlay. He owns a Bendix transmitter which United Air Lines used for blind landing tests, says he'll rebuild it to comply with FCC standards. Power (it will radiate 370 watts) is virtually all of operating cost, since he plans complete FM-AM duplication.

BOOKLET PLUMPS FOR FM: Written in much the same iconoclastic vein as Siepmann’s “Radio’s Second Chance,” which is almost a counterpart of FCC’s controversial Blue Book, Jerome Spingarn’s pamphlet titled “Radio Is Yours” (Public Affairs Committee, 10 cents) makes the point that public pays for radio programs through its purchase of radio sets, electricity, repairs, so is getting nothing for nothing. Spingarn, ex-FCC attorney, author of Senate Small Business Committee report on FM (Vol. 2, No. 15), plumps hard again for FM, advises wise purchasers against buying sets without FM.

TELEVISION NOTES: You’ll get an earful of lowdown and an eyeful of exhibitions of what TV has and promises, at TBA conference in New York’s Waldorf-Astoria, Oct. 10-11. With intense interest already manifested, with ad agency folk eyeing TV in increasing numbers, arrangers think attendance may top 2,000, as many as are expected at broadcasters’ (NAB) convention in Chicago, Oct. 21-24 . . . . Leading ad agency in fashion field, Chernow, has assumed TV sponsorship of ABC’s “Powers Charm School of the Air,” will divide Thursday night half-hours on WABD among 3 different clients each week, starting Oct. 3, 8-9:30 p.m. It’s not only first time an advertising agency itself has signed as a TV sponsor but is seen as big fillip to TV in that fashion, especially with Powers models, are regarded as “naturals” for the medium . . . . As might be expected, that slight “cosmic static” which FM sets pick up from the Milky Way (Vol. 2, No. 37) can also be detected on a good TV receiver. O. H. Caldwell, editor of Electronic Industries and former FCC commissioner, says at 60 mc it can increase noise output an additional 5 to 8 db . . . . Item from New York Times: “Walkiepeeper, a portable television set, was forecast by Maurice Gorham, BBC television chief, at the Radio Industries Club in London the other day” . . . Emerson is testing TV sets in New York area, but has not yet announced production line; meanwhile is flooding market with table models without F.M.

SIGHT AND SOUND: FCC didn’t meet this week, hence no TV-FM grants. Entire first part of week was devoted to budget preparation, Thursday to Budget Bureau hearing, Friday-Saturday to Camden-Princeton junket to inspect RCA’s TV-FM production and its new Telenar (television-radar for air navigation). Next en banc session is scheduled Monday . . . . John S. Pratt, special assistant to Attorney General, will handle Petrillo-WAAF case from here on, taking over from Chicago Federal District Attorney J. Albert Woll (son of AFL v.p. Matthew Woll) with filing of Government’s brief next Monday; prosecution accordingly will be “master-minded” from Washington, usual with cases deemed certain to go to Supreme Court . . . . Rumors of FM network with union stations as nucleus get no support from ILGWU which emphasizes local service in its program proposals. Further union participation in FM may come from Textile Workers Union which is urging locals to apply—though none has yet done so . . . . FCC has told CBS that conditional FM grant to WAPI, Birmingham, will be counted against its quota, since it holds 45% stock interest in that station. This leaves network with only 2 to go before it reaches limit of 6. CBS holds licenses for WCBS-FM, New York, and WBBM-FM, Chicago; conditional also for St. Louis (KMOX); has applications in for Boston (WEEI), Minneapolis (WCCO), Los Angeles (KNX), Washington (WTOP) . . . . Able to build because project was pre-war, NBC this week poured foundations for its new Washington TV-FM tower at high Wardman Park Hotel site, reiterated promise TV station WNBW and WRC-FM will be operating “first of the year” . . . . “Longest continuous production line in the world” is claimed by Philco at new 3-story addition to main Philadelphia plant which started partial operation this week, auguring hoped-for stepup in production, including TV sets . . . . Succeeding Ruthrauff & Ryan’s Bourne Ruthrauff as radio director of the American Red Cross, with headquarters in Washington, is Walter Huffington, of Richmond, recently manager of WSSV, Petersburg, Va.
TV GRANTEE LIST GROWS: At the rate it's now going, FCC by year's end should dispose of nearly all, if not all, of the remaining low-band TV applications (Supplement No. 18A). This week, it issued CPs to two more:

Philadelphia—William Penn Broadcasting Co. (WPEN-Bulletin), granted Channel No. 10 (192-198 mc) with 25 kw visual power, 26.4 kw aural power, 676 ft. antenna height. Quaker City now is assured of three TV outlets, with Philco's WPTZ already operating and the Inquirer's station authorized; possibly another if Daily News gets CP too.

Minneapolis — Minnesota Broadcasting Co. (WTCN), controlled by Ridder Newspapers (St. Paul Dispatch and Pioneer Press), granted Channel No. 4 (66-72 mc) with 17.9 kw visual power, 9.2 kw aural power, 490 ft. antenna height. Twin Cities are now assured of two TV outlets, all asked for, inasmuch as St. Paul's KSTP Inc. also holds a CP.

So you can take these two out from under the "Applications Pending" heading (now only 39) and add them to "CPs Outstanding" (now 33), as listed in Supplement No. 18A.

Soon to be granted, because FCC says they are now "being processed," are applications of WGN, Inc., Chicago; William H. Block Co., Indianapolis; Associated Broadcasters Inc. (KSFO), San Francisco; Broadcasting Corp. of America, Riverside, Cal.

And though the Commission, in its own recapitulation of last week, lists 10 "applications awaiting information requested," our inquiry develops that it has been given all requisite data on at least four of them—Crosley's three (Cincinnati, Columbus, Dayton), and Ford Industry's one (Toledo). The remaining six whose applications will be processed if and as soon as requested data is submitted, are: Radio Sales Corp. (KRSC), Seattle; Connecticut Television Co., Bridgeport (Darien), Conn.; Institutum Divi Thomae Foundation, Cincinnati; E. F. Peffer (KGDM), Stockton, Cal.; Jacksonville Broadcasting Corp. (WPDQ), Jacksonville, Fla.; Philadelphia Daily News. Several of these are expected to drop out.

Other applications are held up (1) because hearing decisions are awaited on New York and Los Angeles cases, and (2) pending disposition of hearings in related cases, e.g., determinations on multiple ownership, Paramount-DuMont relationship, etc.

WEEK'S BIG BATCH OF FMs: FCC made up for last week's lost time (no meeting) by gathering twice this week, granting 18 FM construction permits, modifying 8, making 4 conditional grants (Supplement No. 44A herewith). Total CP holders to date is now 238. Most grantees are still AM licensees, but examination of the 24 new applicants (Supplement No. 14-0 herewith) shows 11 are new to radio. Trend among newcomers is to file for both FM and AM, or, having filed for one, to mull the problem over and file for the other. Class A is undoubtedly gaining in popularity—11 of these latest 24 being in that category.

GOOD PLACE TO SIZE UP TV: If you have any interest whatsoever in TV, economic or academic, you should make it a point to attend the Television Broadcasters Association's conference and exhibition at New York's Waldorf-Astoria next Thursday and Friday, Oct. 10-11.

Listening to the speakers, seeing the sets on exhibition, exchanging views with the experts, you should be able to appraise the status of TV for yourself. And your observations certainly ought to help you decide just where and how you fit into the new scheme of things the budding video art will inevitably bring about in radio.

The grand scale of this affair, as arranged by RKO Television Corp.'s Ralph B. Austrian, is extremely impressive—a dozen big-name speakers at general and banquet sessions; 14 exhibits of receiving and transmitting equipment; regular
telecasts to and from the sessions and exhibits; and some 50 papers by specialists at a dozen panel sessions covering receivers, programming, management, education, advertising, talent, set servicing.

A glance at the ambitious program is enough to show what a small but well-knit trade organization can do with very little money and hardly any staff, but with fervid enthusiasm for a "cause" which is described thus by TBA's President Jack Poppele: "to provide conclusive evidence that television is ready to proceed on a greatly expanded commercial basis and that the new industry is well on the way to becoming one of the most important in the nation."

TBA consists of only 48 members, operates on a budget of between $25,000 and $30,000 a year, has one paid executive (ex-newspaperman Will Baltin, secretary-treasurer) and headquarters in a modest little suite of offices. It was originally designed primarily for active or prospective TV broadcasters, but since they are as yet so few (see our Supplement No. 18A) it took in others. There are about 15 manufacturing concerns and a handful of film companies, advertising and talent agencies and educational institutions. Dues are $1,000 a year for broadcasters, $500 for the others.

## Windup of FM Hearings

Delay of at least 30 days more on New York FM decision (17 seeking 5 channels) can now be expected, in view of Examiner Al Guest's instructions to parties in the American Jewish Congress-New York News squabble to file their "findings" within that time. Guest himself will be hard-pressed to wrap up the New York affair in his own recommendations to the FCC before he leaves Oct. 15 to become alumni secretary of Amherst (where he was classmate of acting Chairman Denny's).

Four windup days of New York FM hearing this week were spent debating allegations that Patterson-McCormick News slants news copy with racial bias. Close followers of FCC policy feel whole affair—even permitting such charges and probing editorial policy as measure of fitness for a radio license—is part of Commission's implementation of Blue Book policy. And, of course, there is very sharp division of opinion as to whether that is good or bad.

Chicago hearing will be reopened Oct. 12 to permit WCFL to amend testimony (Vol. 2, No. 39)—an unusually lenient FCC action, in minds of some attorneys. Boston applicants can relax a bit, for Raytheon dropped out this week, leaving 8 for 7 available channels. Winston-Salem hearing (5 for 4) was called off when Burlington-Graham Broadcasting Co., amended to ask for Class A, and got grant.

## Color TV Hearing Soon

An early hearing and quick action—that's the inclination of FCC in the matter of CBS's petition for commercial uhf standards for color TV (Vol. 2, No. 39). We should know next week what the Commission intends to do about the CBS proposals. For the moment, it certainly shows no signs of receding from its present policy of encouraging low-band monochrome to go ahead.

Commission has two alternative courses of action. The most likely one is to set early hearing date, invite all and sundry to testify, then render immediate decision. All commissioners have seen CBS color demonstrations. Naturally, none will commit himself, but there's obviously plenty of "doubt" in the air about the readiness of uhf, color TV apparatus and standards for immediate commercialization.

Second alternative, not likely to be followed, is to turn CBS suggestions over to RTPB Panel No. 6, the industry committee working on TV system standards (on which CBS sits), and await its recommendations. That might take months and a hearing would still be necessary. Panel 6 Chairman David B. Smith, Philco engineering v.p., informs us that if problem is turned over to his committee, he will bend every effort to get its answers back within a few months.

RTPB has been working on uhf standards for a long time, and one of its members says, "We are only about half-way through the job. We're right in the middle of deliberations on performance standards," he said, and these must come first. Another RTPB panel member, emphasizing the same approach, added emphatically, "There are a hell of a lot of things about color TV we don't know yet." He intimated CBS's proposed standards are lower than the level of performance a good color system could obtain.

## Obstacles to Decontrol

There's no doubt that production of table model radios now equals or exceeds demand. But there's a good deal of doubt whether OPA will agree, when RMA's industry advisory committee meets in Washington Oct. 16 to petition it to remove irksome price controls, that the supply of consoles equals demand. For, with very few exceptions, it's in the consoles that FM bands are contained; and AM-FM combinations are still pretty hard to get.

That factor, indeed, may make it difficult to persuade OPA Administrator Paul Porter, who as former FCC chairman was an ardent advocate of FM, that over-all supply equals demand as yet. TV sets, incidentally, though still in short supply, are not price-controlled.

On the other hand, RMA has some persuasive figures. August production ran ahead of the pre-
STOP, LOOK AND LISTEN: Everyone who could, including commissioners, stopped to peek as long as they might at the FCC's television set just outside Acting Chairman Denny's office. It's one of the very few TV receivers in Washington, and the occasion was the second game of the National League playoff Wednesday. Over at NBC's studios a few blocks away, scores crowded into the narrow confines to watch the game also.

Off-the-air images were excellently received from WTTG, the DuMont outlet in Washington which had been granted permission to carry it as received via coaxial from NBC's WNBT in New York. NBC's guests in Washington saw it off-the-line. As it did in the case of the recent Joe Louis fights, NBC also allowed Schenectady's WRGB and Philadelphia's WPTZ to carry the game. This despite the fact that NBC paid a reported $7,500 for exclusive TV rights, had agreed to pay twice that much for third game if there was one.

TV enthusiasts were inclined to root for the Brooklyn Dodgers, hopeful that TV might get another chance to strut its stuff with telecasts of part of the world series. But the St. Louis Cardinals effectively squelched that hope by winning the right to play the Boston Red Sox. Since neither Boston nor St. Louis has any TV facilities as yet (though are slated to have stations next year; see Supplement 18A), the world series can't be telecast, even assuming a deal could have been made for video rights.

ALWAYS GOOD COPY: Recommended reading: Current series of three sketches titled “Vandeville to Television” by Alva Johnston in The New Yorker, started Sept. 28; it's built around personality and career of John F. Royal, NBC's TV v.p., given by David Sarnoff in 1940 “one of the toughest jobs in the history of show business.” Article in October Fortune on “Rise of Raytheon” from a $5,000,000-a-year pre-war business to $15,000,000-a-month during war (mostly radar), recounting its acquisition of Belmont and plans for TV production. And, in October Coronet, Norman Carlisle's “Farnsworth of Television,” quoting the inventor's enthusiasm for small-city TV: “We must get television to the smaller cities if it is to achieve its place in our social and economic lives.”

TELEVISION NOTES: Originally slated to speak before the TBA conference, FCC's acting chairman, Charles Denny, had to beg off, reason being his "judicial" role in color vs. monochrome controversy soon to be subject of standards hearings. TBA, of course, favors monochrome now, which led to CBS's withdrawal from association ... Mr. Denny, however, will address NAB Chicago convention Oct. 23, topic as yet unselected. On previous day, Commissioner Jett talks on "Application of War Developments to Postwar Broadcasting." ... These are the manufacturers who will exhibit their TV receiving sets at TBA conference this week: RCA, GE, Farnsworth, Philco, Telicon, Sonora, Crosley, Belmont; in addition, GE and RCA will exhibit transmitting equipment, AT&T its coaxial ... Indefatigable speaker in the "TV now" cause—and always well press-agented—is Joseph Gerl, president of Sonora. Though sponsors and commercials, let alone stations, can as yet be counted on a few hands, his latest tack (before Philadelphia's Poor Richard Club Tuesday) was to urge "a code of ethics against excessive commercialization of television programs"... RCA for some time has been taking orders for, now has in production, full line of TV transmitters and antennas, together with Orthicon Camera and other studio and field equipment; for details write Engineering Products Dept., RCA Victor Division, Camden, N. J. ... St. Louis U's noted geophysics dean, Fr. James B. Macelwane, was authorized by FCC Thursday to conduct experiments in uhf color TV in 430-920 mc band, for which the Institute of Geophysical Technology has appropriated $160,000 ... Faced with zoning and material problems, Bamberger (WOR, New York) was this week granted 6 month extension of construction dates for its Washington TV station WWER; completion date in now June 23, 1947 ...

SIGHT AND SOUND: What tiny TBA is doing in the way of convening, exhibiting and "selling" TV (see story in this issue) almost gives the laugh to the "problem" of an FMBI-NAB merger, scheduled to occupy first day of NAB's Chicago convention, Oct. 21. In fact, suggestions that TBA, too, should merge into NAB have met with polite but firm refusals even to discuss the matter ... Look for imminent resignation of Joseph Borkin, Dept. of Justice attorney and economist, who has been handling Scophony case. His departure will leave government case in hands of James Wilson, of N. Y. office, and Sigmund Timberg, Washington ... Always hungry for more information on shf equipment and propagation, TV people can expect interesting data to come out of Raytheon's work with two new mobile experimental stations, CPs for which were granted this week; frequencies range from 1750-1825 mc to 26,000-30,000 mc ... In Washington this week, John P. Hearne, FCC's West Coast regional attorney, handed in his resignation, announced opening of his own law offices in Central Tower Bldg., San Francisco. He was Commission counsel in Los Angeles TV hearing, which still awaits Examiner Plotkin's report and FCC decision ... Leader in producing and promoting FM combinations, Stromberg-Carlson foresees no diminution in demand for its products, has just leased an additional plant in Erie, Pa.
war rate—1,442,757 sets, as against the monthly average of 1,100,000 for 1940-41, according to RMA estimates from 90% of the industry (over 1,700,000 for whole industry, according to CPA estimates).

In August, 101,744 consoles were produced (only 13,892 FMs), up 30,244 from July and about equal to pre-war rate. But console production still lags behind pre-war proportion to overall set output.

After OPA gets the decontrol petition—which must be accompanied by all sorts of figures on production, raw material supply, component stocks, inventories, etc.—the pricing agency must, by regulation, announce its decision in 15 days. If petition is denied, hearing can be requested and must be granted within 10 days. After hearing, OPA has 15 days to decide again. If verdict is still negative, industry can turn to the Decontrol Board.

Already the radio parts people have voted to ask OPA for decontrol, are also preparing exhibits to attach to formal petition. Though sets and parts are one industry, OPA has them in different agency division, so that each must seek decontrol separately. Possibility that OPA might consider automatic decontrol of radio industry, under its authority to take price ceilings off products not considered essential to living or business costs (which it must do by Dec. 31), went glimmering when John Bulkeley, assistant deputy administrator for decontrol, told RMA leaders that “present OPA thinking” is not to consider radio sets and parts in that category.

TV’s Big-Time Sponsors: Sponsors aren’t exactly “flocking” to the TV medium, as Television Broadcasters Assn. avers in a current survey of advertisers on New York’s three commercial stations. But those who have bought time—and they’ve optioned the choice segments—are big enough spenders of advertising dollars, with big enough agencies, to warrant optimistic hopes for the commercial future of the medium.

Besides Goodyear Tire’s sponsorship of Army home grid games on NBC’s WNBT, Ford Motor’s sponsorship of Columbia U games on CBS’s WCWB (in addition to Madison Square Garden sports events, other than boxing), and Ford’s sponsorship also of Yankee pro grid games on DuMont’s WABD, the schedule of commercial TV shows on New York stations for a September week is listed as follows (all times p.m.):

On WNBT (NBC)
Gillette Safety Razor Co., Cacabelle of Sports, Mon. and Fri., approx. 9:30 to closing. Agency: Maxon Inc.
Standard Brands Inc., Hour Class, Thu., 8-9; Face to Face, Sun., 8-8:15. Agency: J. Walter Thompson.
The Borden Co., For You and Yours and I Love to Eat, Fri., 8:30-8:45. Agency: Young & Rubicam.
Elgin Watch Co., time signals, two on Sun. and Tue. nights. Agency: J. Walter Thompson Co.

On WABD (DuMont)

On WCWB (CBS)*
Bulova Watch Co., 4 time signals weekly,Agency: The Blow Co.
Gruen Watch Co., 2 time signals weekly. Agency: McCall-Erickson Inc.

* Call letters become WCBS-TV on Nov. 1.

NETWORK SHAPE OF THINGS: First “commercial network” in TV, probable nucleus of an eventual nation-wide network, is the two-way hookup effected by signed agreement this week between NBC’s WNBT, New York, and Philco’s WPTZ, Philadelphia. They will exchange both commercial and sustaining shows hereafter, with compensation rates agreed upon. Up to now, WNBT has been feeding its programs to the other stations wanting them (except rival New York outlets) on a no-pay basis, its purpose being to stimulate interest in TV.

Philco indicated its continuing interest in radio relays, as against coaxial, by announcing that WPTZ would get its programs via relay from New York—WNBT’s signals being picked up and rebroadcast at the Philco relay station at Mt. Rose, N. J., about 44 miles from New York, and then at the WPTZ transmitter at Wyndmoor, Pa., 36 miles farther away. Coaxial cable is available also, of course, but company is still sold on radio relay for inter-city links.

DuMont also has a two-station hookup—between its WABD, New York, and WTTG, Washington, has applications pending for additional stations of its own in Pittsburgh, Cincinnati and Cleveland (allowable limit, 5) with hopes eventually to have nation-wide network affiliates.
BURDEN OF PROOF ON CBS: Last Wednesday, a scant dozen days after CBS had petitioned for commercialization of uhf color TV, with suitable engineering standards, the FCC presented CBS—and whoever else wants to join the argument—with a “bill of particulars” (Supplement No. 45 herewith) to be answered before it will rule on this highly controversial issue.

It set Monday, Dec. 9, as hearing date; Nov. 25, for filing of appearances; Dec. 2, for filing of exhibits.

On Thursday, the Commission granted the 34th CP for low-band TV—to the William H. Block Co., big Indianapolis department store, only applicant remaining out of the four originally asking for TV in that city (Supplement No. 18). It was assigned Channel No. 3 (60-66 mc), with 14.44 kw visual power, 7.6 kw aural power, 331 ft. antenna height.

The Thursday action, the two similar grants the week before and others of a similar nature pending (Vol. 2, No. 40) would hardly betoken any intention on FCC's part to relent now, to withdraw the official blessing it has already bestowed on low-band TV, pending its adjudication of the high-band issues raised by CBS.

On the contrary, you can expect still more low-band grants, including those for New York and Los Angeles, during ensuing weeks. In other words, there is no intention to “stop the works” so far as low-band is concerned.

A good guess is that, in view of the exhaustive technical data the FCC demands, the probable additional tests it will require, CBS and those who will testify in its support will be occupied the better part of 1947 in preparing and presenting “proof positive” that color TV is practicable now.

The burden of proof has been thrust squarely upon CBS. The FCC and its engineering experts have seen CBS's color demonstrations and presumably have been told plenty about its technical aspects. But they are “still from Missouri” so far as the case for commercialization and practical standards are concerned.

Then there are the powerful low-band-now advocates—among them such strong voices as RCA, GE, Philco, Du Mont—who are certain to participate in the momentous hearing. And a strong voice will be that of RTPB Panel No. 6, which CBS as a member has thus far failed to bring around to its way of thinking. That the Technical Planning Board’s TV panel is to be party to the hearing, was indicated in the FCC hearing order requiring that exhibits must be filed not only with FCC and CBS but also with Philco’s David Smith, chairman of the panel and also of RMA’s subcommittee on uhf TV systems. Of RTPB committee, even CBS says in its statement to the FCC:

“The work of this committee has been highly constructive, and we believe substantial agreement can be reached on many of the technical matters connected with uhf color television. In view, however, of the public statements of certain of the organizations represented on the committee, we have concluded that 100% agreement on all such technical matters is not to be expected within the foreseeable future.”

HIGH COST OF TV SETS: Overshadowing all other impressions gained at the TBA show in New York Thursday and Friday is the feeling that the manufacturers of TV receiving sets, probably due to circumstance rather than design, are restricting the medium to the carriage trade. This may be an inevitable consequence of today’s high-cost labor and materials market. But the fact remains that most of the receivers promised will be as far out of reach of the average family as automobiles or radios were in the days before mass production.

It’s in recognition of this factor that the biggest company in the radio field, RCA, is introducing table model sets only the rest of this year—a 7-inch screen at $225, a 10-inch at $350, both TV only—and won’t bring out its proposed $750 and $1,250
console models (with large screen, AM-FM added) until 1947. The images on the "cheap" model are good, and complete servicing is guaranteed, but that's still a lot of money to pay for TV only.

RCA will have at least one demonstration receiver in the hands of each of 1,000 dealers by the end of this month in those cities having TV reception. Its production line is reported to be "moving nicely" and will be geared to demand.

Next cheapest set exhibited was GE's console with 10-inch tube, AM only added, at $425—due to start on their way to GE dealers shortly at rate of 25 per day. In January, GE will bring out this model with FM and phonograph added, possibly at an added $50; in February, it will start selling $1,200-$1,400 sets.

Farnsworth demonstrated a table model it hopes to market in about six weeks—at $300. Sonora showed the cabinet (no insides) of a $300 set without AM-FM not yet in production.

But DuMont showed models at $795, $1,705, $2,495, nothing cheaper even planned, saying it had an immediate market for 5,000 to 10,000 of these. And Telicon showed a custom-built job, which it starts producing next week at the rate of 25 per week, costing $2,640—a super-duper set with all the trimmings, including even push-button TV tuning. It won't go into lower-price field until January, and then it expects to charge at least $425 for a table model with AM-FM.

These give a bit of an idea of the price factors, without telling of extra costs (manufacturers don't know yet exactly what they will be) for installation, service, etc. Even though TV production is not OPA price-controlled, many of the component parts are—partial reason for the high prices. And, of course, there is no real competition as yet.

Merchandise-wise Philco had a booth at the show, but showed only a laboratory model, disclosed no details or prices, stating it was going to unveil its models first to distributors and dealers at their mid-winter convention. It promised a complete line of sets, table and console models, direct viewing and projection screens. Large-scale production begins early in 1947. In a press release Thursday, Philco reaffirmed its belief in black-and-white TV, stated that through certain patented and exclusive features it will present what it believes to be "the clearest and sharpest black-and-white pictures ever achieved in television"—"superior to 16mm home movies." No prices were mentioned.

Apparently it's going to be blue chips for the public as well as the broadcaster—the initial investment in TV. Hopes for small sets at very low cost were dispelled when Viewtone, first promising a 7-inch tube set at $100, finally got on the market with one at $169.95, then added installation cost which brings it up to about $225.

HIGHLIGHT NOTES ON TBA: You got the feeling, attending the TBA sessions and exhibits in New York this week, that you were in on Something Big, a new industry whose high destiny is as certain—yet as incalculable—as the proverbial death and taxes. Here are a few highlight observations and impressions:

Nearly 1,000 registrants, some 1,200 at the big banquet with such figures on the dais as GE's Phillip Reed, RCA's David Sarnoff, Paramount's Barney Balaban, Bell Lab's Dr. Oliver E. Buckley, AT&T's Keith McHugh—among other bigwigs consistently and outspokenly enthusiastic about TV.

At least 2,000 persons milling in and out of the exhibit rooms. Exhibits were relatively few but demonstrations quite convincing—the more convincing in that they bore such solid names as AT&T, RCA, GE, Philco, Farnsworth, DuMont.

Attendance dominantly from manufacturing and technical ranks, with surprisingly few broadcasters and movie people (who often have said TV is their rightful heritage) on hand; and only a sprinkling of publishers and advertising people.

Just about every other person present seemingly an expert with something to say—and saying it—in some 75 set speeches, lay and scientific, long and short, dull and interesting. These, when later published by TBA, should provide a veritable textbook of TV.

Report on coaxial by AT&T's long lines chief, L. G. Woodford: That two more New York-Washington circuits and Philadelphia-Pittsburgh will be operating by spring 1947; that Jacksonville-Atlanta-Dallas-El Paso coaxial will be operating by end of this year; that Detroit-Chicago-St. Louis will be completed and can be tied into Philadelphia-Pittsburgh in 1948; that some 12,000 miles of coaxial will be operating by 1950; that rates for TV, taking up circuits otherwise capable of hundreds of telephone, AM or FM channels, will inevitably be costly.

Reasons given by Standard Brands' advertising manager, D. B. Stetler, whose company is going so heavily into TV as an advertiser when sales results as yet don't justify: "We long ago learned in radio the value of securing good time. We want to be on the ground floor in learning what to do, what not to do, what people want, how to give it to them."

Warning by MBS's Edgar Kobak that TV has had "too much publicity", has been fooling public in promising sets it cannot deliver; and that TV as a new art "should start clean—don't force movie, stage or radio experience on it." Next day Farnsworth sales v.p., Ernest H. Vogel, called upon industry for 750,000-1,000,000 sets during 1947, urged manufacturers to bring starting price down to $200.

Tocsin call to publishers to get into TV, sounded
by M. H. Aylesworth, former NBC president, responsible for many newspapers going into radio with much the same call a decade and more ago: "It is difficult for me to imagine a newspaper of the future without a television station, or affiliated with one."

Well-merited selections for year’s awards for outstanding contributions to TV: to three young RCA scientists for developing the Image Orthicon; to NBC’s John Royal, for bringing the Louis-Conn fight to TV; to Standard Brands’ Donovan B. Stetler, for the best entertainment program on TV, "Hour Glass"; to CBS’s Paul Boulanger, for artistry in adapting music and ballet to TV; to Paramount’s Klaus Landsberg, for his “Our Town” public service programs in Los Angeles; to AT&T, for its coaxial development.

Apparently no trepidation on the part of executives and workers in black-and-white TV that CBS will upset their applecart by proving (at FCC hearings called for Dec. 9) that low-band monochrome is already obsolete and should be halted to give way to uhf color. Quickly added is the remark, “Of course, we’ll have color eventually”—but estimates as to its advent vary from three to ten years.

**THIS WEEK IN FM:** Merry clip of FM grants continues—this week’s 18 CPs and 11 conditionals bringing CP total to 316, conditional total to 236 (Supplement No. 44B herewith).

In an unusual action, FCC granted Fairfield Broadcasting Co., new Danbury (Conn.) applicant, permission to be included in further hearing on Bridgeport area applicants. This, after original hearing was over, and despite protests of other applicants over Fairfield’s tardiness, plus fact that several of the company’s principals are stockholders in the Danbury News-Times which had dropped out of hearing held in September.

**Dropout of Wesley Dumm’s** Pacific Coast Broadcasting Co. (KXLA) from Los Angeles leaves 15 seeking 14 channels in Nov. 18 hearing there with Commissioner Jett scheduled to preside.

**Chicago** applicant Drovers Journal Publishing Co. (WAAF) filed objection to FCC action taking Chicago Class B channel and giving it to WJOB, Hammond, Ind., which had Class A conditional.

**In Baltimore,** where 3 applicants are scheduled to haggle over the remaining channel Oct. 21 (unless postponed), Radio-Television of Baltimore Inc. (TV-FM-AM applicant) tells FCC it can, if it wants to, spread vhf joy throughout Baltimore by borrowing channels from York and Harrisburg, Pa., and granting all 3 without hearing. And in Hamilton, O., Class A conditional grantee Fort Hamilton Broadcasting Co. (WMOH) decided it preferred one of Cincinnati’s plentiful Class B channels, got it.

**SAME TUNE, SHARPER WORDS: N A B President** Justin Miller’s speech before the American Legion convention in San Francisco last week was obscured by the Bradley-Stelle controversy, got very little headline attention. But it was none the less provocative, inevitably widens the breach between broadcast industry and government regulators, even has political implications.

For, if as Judge Miller avers, radio is beset with subversive elements seeking to break down “our free institutions,” if these elements are as “insidious” and “vicious” and “dangerous” as described, his charge can hardly go unheeded. Indeed, they contain perfect political platform material, useful especially to the opponents of Miller’s own Democratic party.

Never once was “Blue Book” mentioned, but the allusions were obvious:

“Beware the government officer or agency who plausibly justifies the encroachments of government into areas of free speech and free press . . .

“Make no mistake, that the concession of power to government to control radio broadcasting will be followed by a demand for government control of the press, of motion pictures and of other media as well . . .

“Once concede to government power to tell our people what they may read or hear—on the theory of good or bad taste—and we have conceded power to tell us what our political beliefs must be; what our religious beliefs must be and whom we shall call ‘Der Fuehrer.’”

There’s a lot more in this most strongly worded speech in the series Miller has delivered since, newly resigned from the Federal appellate bench, he became the organized broadcasters’ guide and preceptor about a year ago. We strongly urge you to ask NAB for a copy and read the last half particularly carefully.

**WHAT ABOUT PORTER?** Inquiry at highest levels of the Democratic party as to OPA Administrator Paul Porter’s probable return to the FCC chairmanship, elicited this response: “We’ve kept the job open for a long time, so draw your own conclusions.” However, a White House aide is known to have approached Maj. Gen. H. C. Ingles, chief of Army Signal Corps, to ask whether he would consider the FCC post. Gen. Ingles wasn’t interested, besides is registered as a Nebraska Republican—and the vacancy must go to a Democrat. Also said to have been under consideration was Gen. Robert McClure, PRO in the ETO. As for Porter, he refuses to discuss the subject, though there seems to be no secret about his desire to get off OPA hot spot and return to the relatively calm atmosphere of FCC or private life.
FM ACTION FROM CO-OPS: Slowly, though rather sporadically, the nation’s ponderous cooperative movement (3-4 million members) is putting its weight behind FM. This week the Connecticut Valley Federation of Cooperative Societies applied for Hartford; and the New York Metropolitan Federation of Cooperative Societies prepared to file for one of New York City’s 4 reserved channels. It’s also reported that groups in Philadelphia, Boston and Albany are mulling over applying.

In the matter of FM set procurement, co-ops are castigating about for them, willing to try any method which promises faster distribution. In fact, a spokesman for Potomac Broadcasting Cooperative, Washington CP holder, says his group was prepared to manufacture an FM-only set, to retail for $30, until manufacturers talked them out of it by assuring (with unjustifiable optimism, he now feels) that a great many low-priced receivers would soon be channeled to the city. So the plan was dropped, but a new one is afoot to join in, or parallel, ILGWU’s scheme (Vol. 2, No. 30). ILGWU, incidentally, is already getting delivery, though many sets is unknown.

Except for the Ohio Council of Farm Cooperatives, rather quiescent lately, principal FM interest of co-ops is in the East, where they’ve begun a bludgeon-like promotion campaign. Theme of promotion: It costs more than $30, and doesn’t have FM, don’t buy it. Co-ops long have had various manufacturers make sets for them to be marketed with “Co-op” trademark, are now doing same with AM-FM combinations, report a $125 set in production, a $250 record-player job due soon.

Meanwhile, “glut on the market” is the phrase being heard more and more in reference to table-model AM sets. One such report comes out of Chicago. From the West Coast come reports of a price war in haste to unload small (particularly off-brand) radios. The St. Louis Bensons (WIL-FM) report some dealers virulently burning them in effigy for advertising that an FM-less set is obsolete.

FM AND FX PANELS: Laying himself open to questions on work of his division, will be Bob Bartley, director of NAB’s FM Dept., added this week to speakers on FM panel of NAB convention (Vol. 2, No. 32). And perhaps the facsimile panel, scheduled for 4 p.m., Oct. 21, will hasten presentation of recommendations on commercial standards to the FCC, since ardent FX proponents will be there. Panel lineup: W. G. II. Finch, Finch Telecommunications; Philip G. Caldwell, GE; Elliott Crooks, Radio Inventions Inc.; John V. L. Hogan, Radio Inventions Inc. Incidentally, more data on FX, though not on FM frequencies, can be expected from Acme Newspictures Inc., which received CP this week to build experimental station near Cleveland. Frequencies run from 3492.5 kc to 23,100 kc.

TELEVISION NOTES: Conspicuous because it bore no signature, was a full-page ad in the TBA conference book, comprising merely one line of 36 pt. block letters in six colors reading: “Compliments of a friend.” It was an obvious dig, quite good-natured but somewhat costly to CBS ($700), which was once a member of TBA but quit over the color vs. monochrome issue . . . Prominent lookers-on at TBA were FCC Commissioners Denny and Jett, Chief Engineer George Adair, Asst. Gen. Counsel Plotkin, TV Engineering Chief Plummer . . . TBA is asking the FCC for further extension, from Oct. 31 to Dec. 31, of TV rules waiver permitting programming less than 28 hours weekly. Reason given is equipment shortage. Association also withdrew petition for oral argument on TV relay and STL allocations (Vol. 2, No. 39) . . . Fearing amateur interference, KOB-TV, Albuquerque CP holder, asks to be moved from Channel No. 2 (54-60 mc) to No. 4 (66-72 mc). Station has RCA equipment contracted for but still can give no estimate of “on air” date . . . Extremely well done, double-spread in Sept. 29 Sunday roto section of St. Louis Dispatch does good job of telling public what TV is all about, pictorializing what it will be like locally when newspaper gets its KSDK-TV on the air, planned by next March . . . Chicago’s Electric Assn., in its current campaign to make Windy City the country’s big TV center, is asking set manufacturers to channel at least 20% of their TV set production to Chicago. Estimate now is that city has slightly under 500 sets, WBKB’s Bill Eddy says there will be at least 30,000 by next July . . . New York-Washington coaxial cable was to be “tapped” at Baltimore this Saturday for pick-up of Navy-Duke grid game (Goodyear sponsoring). Telecasters will relay to TV station WNBT, New York, and viewers will see game directly off-the-line in NBC studios in capital.

SIGHT AND SOUND: Chicago Federal District Court has fixed Nov. 4 for opening of trial of AFM President James C. Petrillo under the Lea Act (Vol. 2, No. 22) . . . Hopes of some broadcasters, particularly smaller ones, of obtaining special programs without high cost of wire lines, were squashed by FCC action this week denying Press Wireless’ request to use its international frequencies to beam programs around country. Denial says frequency situation too tight and insufficient proof of acceptable transmission quality shown . . . In addition to its $56 plastic table model two-band AM-FM set, Zenith is now furnishing its dealers a new AC-only wood-encased table model, also with two bands, to retail at about $95. Only big producer of table model AM-FM combinations as yet, Zenith finds demand so far outrunning supply that it has expanded set production facilities to Wincharger plant in Sioux City, Ia., which it also owns.
NAB AND FM AT CHICAGO: All that remains now is to conduct the requiem and lay away the corpse of the once-vital FMBI. Unless new leadership unexpectedly crops up to rally the weak and ill-financed few favoring a separate organization, the signs seem clear that the consolidation of FMBI into NAB will be made permanent at FM sessions in Chicago's Palmer House Monday (Oct. 21).

What NAB can and will do for FM thereafter, remains anybody's guess—but few hold very high hopes on the basis of the year's "trial marriage." The best that the FM enthusiasts feel they can "salvage" out of the old FMBI setup is a possible pooling of licensee's, manufacturers and others "sold" on FM to do a promotional job for FM outside the purview of NAB. That will take more money than seems to be in sight, for NAB can hardly be expected to provide any.

You have the key to the overwhelming strength of NAB in the fiscal report it published this week, covering the 14-month period from July 1, 1945 to Aug. 31, 1946. It lists 1,079 dues-paying members, of which 35 are down as FM (presumably the relicts of FMBI). It lists an executive, administrative, secretarial and clerical staff of 55. Its income for the 14 months was $691,966, expenses $506,735—general administration accounting for $194,876, the president's salary and expenses $91,352. An item of $9,038 is listed for FM, covering expenses in that field.

Against so well-heeled an organization, willing to take FM's basic problems under wing because they are the same as AM's, a smaller trade association would seem to have little chance—particularly since most of those who would be expected to join the latter are already paying dues to the former. There's also the simple fact that many AMers are not too sold on zealous promotion of FM, which openly threatens eventually to supersede regional and local AM facilities.

To NAB's panel on FM (Vol. 2, No. 32) this week were added two more speakers—A. D. Willard Jr., NAB executive v.p., and Paul A. deMars, veteran consulting engineer and FM station builder. Luncheon and panel are scheduled for 12:30-3 p.m., with FMBI annual membership meeting 3-4 p.m.

FROM 'TOP OF THE MARX': Ideally located for a TV station, towering high above a thickly populated metropolitan area. San Francisco's famed "Top of the Mark" got its expected assignment this week. FCC Thursday granted Associated Broadcasters Inc. (Wesley Dumm), which operates KSFO in the Hotel Mark Hopkins, a CP covering Channel No. 5 (76-82 mc), stipulating 23.6 kw visual power, 12.6 kw aural power, 583 ft. antenna height (above average terrain). Station's engineering chief, Royal V. Howard, has long been planning both TV and FM from site, so that construction awaits only equipment and building approval.

It was San Francisco's second TV grant, one to the Chronicle having previously been made. Now four other applications still pend for the four remaining channels (Supplements No. 18, 18A).

Log of grantees now numbers 33, applications pending 37. Over FCC engineering hurdles are applications of WGN, Chicago; KPRO, Riverside, Cal.; Connecticut Television Co., Darien (Bridgeport), Conn.; Institutum Divi Thomae Foundation, Cincinnati; KRSC, Seattle. If these applications follow usual FCC "production line," they should now be in hands of Legal Dept. preparatory to Commission action. In the engineering works are Crosley's applications for Cincinnati, Columbus, Dayton, new data having just been received. Further engineering data is still awaited from WPDQ, Jacksonville, Fla.; Fort Industry Co., Toledo; Daily News, Philadelphia.

THE FCC AND FM THIS WEEK: FCC staffmen are somewhat less foggy, though still not definite, in answers to hoary question, "When are we going to get decisions?" They say Commission is begin-
ning to catch up, is now rendering decisions on AM hearings finished in April, wants to act chronologically on FM cases, too.

Thus, Boston FM channels (8 seeking 7) would be parcelled out soon, were it not for fact Comr. Durr, who presided last April, is not expected back from Europe until Nov. 10. Period of gestation for Pittsburgh and Cleveland-Akron cases, which closed in May, would thus also appear to be about up, let alone June Chicago cases, July New York cases. (Not to forget May Los Angeles TV cases, June New York TV cases.)

FM-CP grants are steadily paring down backlog of conditionals, this week’s actions making totals 331 and 225, respectively (Supplement No. 44C herewith). FCC’s ultimate hope is to make CPs directly from applications, as in AM.

Like Baltimore applicants (Vol. 2, No. 41), all 5 of Atlanta’s FM aspirants (for 3 channels) are anxious to avoid hearing (set for Atlanta Oct. 28) made necessary by channel scarcity and have dug up new channels, asked FCC to allocate them and make grants without hearing. Baltimore hearing, set for Oct. 21, has been continued without date.

Of the unions, in strong for FM, first also applying for AM is UAW-CIO, which filed Monday for 250 watts daytime on 680 kc in Detroit.

Philadelphia’s WCAU and WCAU-FM passed into hands of Philadelphia Record interests this week, FCC approving $6,000,000 deal (Vol. 2, No. 19), with Comr. Walker alone voting against.

Mounting AM grants (18 more this week, 19 last, making more than 400 outstanding) is leading to inevitable merger of some grantees. This happened recently in Mayfield, Ky., was authorized Friday in Pocatello, Idaho. In both towns, 2 of 3 CP holders joined interests.

MORE FMs ON THE AIR: Eighty-eight stations are now giving FM service. These include the prewar licensees and the post-war STAs. As we’ve said before (Vol. 2, No. 35), the figures on FM station growth that mean the most are not the number of CPs granted (331, so far) or even the number of CPs actually mailed (about 160, to date) but the number of new stations going on the air under STAs (special temporary authority) permitting broadcasting with less than full facilities.

Forty-two post-war CP holders and conditional grantees have been authorized to go on the air, 15 of them just since Sept. 28. A few of the 42, however, have lapsed. Accelerating requests for, and grants of, STAs reflect growing availability of transmitters and associated equipment.

Add to the 27 indicated in Supplement No. 44, the following newly issued STAs: KPOR, Riverside, Cal.; WKAT-FM, Miami Beach; WFS, Freeport, Ill.; WHCU-FM, Ithaca, N. Y.; WSYR-FM, Syracuse; WIBX-FM, Utica; KPRA, Portland Ore.; WSPA-FM, Spartanburg, S. C.; WTJS-FM, Jackson, Tenn.; KERA, Dallas; KYFM, San Antonio; WSAP-FM, Portsmouth, Va.; KANY, Sacramento; K TOK-FM, Oklahoma City; KTHT-FM, Houston.

TRANSMITTER BUSINESS: First RMA reports on transmitter equipment sales come a bit belatedly, covering the early—and lean—months of 1946 (January through June). Hereafter, however, quarterly reports will be forthcoming. Like RMA’s monthly receiver production statistics, these will be audited by independent accountants, who compile over-all totals while keeping individual figures confidential.

FM transmitter orders during the period amounted to $1,931,446; TV, $1,176,022; AM, $4,565,850. Month’s actual billings, however, were: FM, $128,815; TV, $140,300; AM, $453,303. Orders for AM-FM studio equipment were $2,114,610; TV, $165,000. Billings for AM-FM equipment totaled $452,343, no figures being reported for TV. Reporting companies were: Collins, GE, RCA, REL, WE, Westinghouse, Raytheon.

AMs RULE THE FM ROOST: Like it or not, the fact remains that AMers dominate FM better than 3 to 1. AM licensees, CP holders and applicants account for 76.7% of all FM licensees, CP holders and applicants. That was as of Oct. 5. Since then, the FCC has granted more AMs and FMs, received more applications, but the proportions remain about the same and the conclusions still hold. Some of the figures tell us that:

Of the 49 existing FM licensees (Supplement No. 32), 42 are AM licensees. Of the 302 holders of CPs for new FMs (Supplement No. 44, 44A), 221 are AM licensees. Of the 245 holders of conditional grants for FM (Supplements No. 44, 44A), 151 are AM licensees. Of the 358 applicants for FM stations (Supplements No. 14-A to 14-O), 144 are AM licensees.

Despite the encouragement of FCC Commissioner Durr, the Senate Small Business Committee and other FM well-wishers, it would seem that their welcome to newcomers to enter radio via FM has not borne much fruit (less than 250 out of 954). Even among the holders of CPs for new AM stations (377), only 18 hold FM-CPs, only 24 hold conditionals, only 28 are applying for FM. Even among the applicants seeking AM (674), only 29 hold CPs for FM, 24 conditionals, 51 applying for FM.

There are the statistical facts, borne out by our own thorough records of FM and by several weeks of painstaking compilation of AM data, which we now have in our files for the inspection of our subscribers. Inquiry as to trends reveals:

That people seeking to get into radio want AM first, though knowing they will eventually become obsolete in favor of FM, because FM receivers sim
ply aren't in the public's hands in sufficient quantity as yet to warrant revenues; therefore, AM must foot bill until FM can stand on its own feet.

That AM applications are currently so numerous because the FCC has pursued an unusually liberal policy this year in granting AMs, especially local low power and daytime outlets.

That most of the 1,007 licensed AM broadcasters either see the "handwriting on the wall" or bow to the inevitable and seek FM as "an insurance policy" against the future; nevertheless, there are still 44.6% of AMers who have neither secured nor sought FMAs as yet.

That once an AM broadcaster files for FM, he sticks. During the last year, only 8 AMers dropped applications for FM adjuncts—out of a total of 71 dropouts (see listings of Applications Dismissed or Withdrawn in Supplements 14-C to 14-O inclusive).

Worried—and understandably so—are those applicants for both AM and FM who have as yet only received CPs for FM. There is good reason to believe that a substantial number of these will drop their FM-CPs if not granted AM facilities.

**STATUS of AM and FM**

<table>
<thead>
<tr>
<th>Licensed AM stations</th>
<th>1007</th>
</tr>
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<tbody>
<tr>
<td>CPs for new AM stations</td>
<td>377</td>
</tr>
<tr>
<td>Applications for new AM stations</td>
<td>674</td>
</tr>
<tr>
<td><strong>Total AMs</strong></td>
<td>2,058</td>
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</table>

<table>
<thead>
<tr>
<th>Licensed FM stations</th>
<th>49</th>
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</thead>
<tbody>
<tr>
<td>CPs for new FM stations</td>
<td>302</td>
</tr>
<tr>
<td>Applications for new FM stations</td>
<td>355</td>
</tr>
<tr>
<td><strong>Total FMs</strong></td>
<td>954</td>
</tr>
</tbody>
</table>

| AM licensees holding FM licenses | 42 |
| AM licensees holding CPs for FM | 221 |
| AM licensees holding FM conditionals | 151 |
| AM licensees applying for FM | 144 |
| **Total AM licensees in for FM** | 558 |
| Percent of total FMs | 58.55% |

| AM-CP holders granted FM-CPs | 18 |
| AM-CP holders granted FM conditionals | 24 |
| AM-CP holders applying for FM | 28 |
| **Total AM-CP holders in for FM** | 70 |
| Percent of total FMs | 7.3% |

| AM applicants holding CPs for FM | 29 |
| AM applicants holding CPs for FM | 24 |
| AM applicants applying for FM | 51 |
| **Total AM applicants in for FM** | 104 |
| Percent of total FMs | 10.9% |

| Percent of AM licensees in for FM | 55.4% |
| Percent of AM-CP holders in for FM | 18.6% |
| Percent of AM applicants in for FM | 15.4% |
| Percent of total AMs in for FM | 35.5% |

**POSTLUDE ON TBA:** Here's the nub of the reactions of a dozen or more key figures, who were there, whose opinions are worth noting and whom we asked for comment on what they heard and saw at the TBA conference and exhibit in New York last week:

"The technicians are far and away ahead of everybody else in the television field. The problems now are largely these: (1) the production of receiving sets to meet obvious demand, (2) more telecasting stations in operation in more cities, (3) commercial impetus through attractive programs.

"What television needs is big capital—maybe some new blood, too, for at the moment it doesn't look as though it will be either the broadcasting industry or the motion picture industry, as such, who will put it over." (The latter remark obviously referred to the small attendance of broadcasters and movie people at the show, though the fact is that of the 6 TV licensees, 28 of the 33 grantees of CPs for TV, 22 of the 37 pending applicants, are directly affiliated with AM broadcasting.)

And this was FCC Commissioner Jett's observation, after looking over the exhibits with some of his colleagues: "I was impressed and pleased with the progress I saw, especially the advances that have been made over pre-war equipment. There's no doubt that black-and-white is here."

**TV SPONSORSHIP RULED OUT:** Ford Motor Co. and its agency, J. Walter Thompson Co., are so sold on TV, so eager to tie up choice sports features, that they wanted to sponsor telecasts of the recent California tennis championships, would still like to sponsor Los Angeles pro football games—just as they do New York sports events on two TV stations (Vol. 2, No. 40).

But the FCC voted against it this week, under Rule 4.182 stating that experimental stations may not charge for time. Paramount's W6XYZ, which carried some 40 hours of the tennis matches, asked FCC to okay time charges, pegging plea on stand that income could be spent in expanding and improving service. Since Paramount's subsidiary is party to Los Angeles TV hearing (decision awaited momentarily on 8-for-7 channels), FCC felt such approval might bolster "foot-in-door" W6XYZ may think it has by reason of its experimental license.

W6XYZ is carrying grid games anyhow, but won't agree to set precedent of "sponsorship for free" for Ford or anyone else. Besides, whole L. A. area only has about 250 sets as yet, though feeling is that new ones will sell like hot cakes once they reach that market. Tennis telecasts excited lots of comment when shown on receiver in lobby of Hollywood Paramount Theater and in lounging room of the tennis club.
NO TV ON NAB AGENDA: Conspicuous by its absence from the crowded agenda of the NAB convention in Chicago Monday to Thursday, Oct. 21-24, is the subject of Television. Unless TV is mentioned incidentally—as it may be in Tuesday’s talk by FCC Commissioner E. K. Jett or Wednesday’s talk by FCC Acting Chairman Charles R. Denny—it is slated to have no part in the topical discussions. There will be exhibits pertaining to TV, and RCA will televise open sessions in the Palmer House so that those in the exhibition hall and in other places may view the proceedings. But otherwise nothing is scheduled relating to the subject itself.

One reason for eschewing TV is that NAB necessarily can take no sides in the color vs. monochrome controversy. Another is that last week’s TBA conference and exhibits told the TV story adequately enough. Moreover, relatively few broadcasters are in TV, or at present intend to go into it (Supplements No. 18, 18A).

Big subject of convention’s general session will be “freedom” issue on which NAB President Justin Miller has lashed out so vehemently (Vol. 2, No. 41), and probably will again in his keynote address Tuesday. It’s unlikely that Denny will undertake to reply directly to Miller, but there is no secret that FCC members are burned up about implications of Miller’s series of attacks on Blue Book, etc., and Denny can hardly ignore them entirely. Indeed, Commission hierarchy insist they have information that Miller tack does not have support of all NAB boardmen, not to mention rank and file members.

How intent NAB management is on freedom issue, is manifested by scheduling of a panel discussion at Wednesday evening session, “Do We Have Freedom of Speech in the United States?” With MBS President Edgar Kobak as moderator, panelmen will be Byron Price, v.p. of the Motion Picture Assn. of America; Jack Knight, president of the American Society of Newspaper Editors; A. D. Willard Jr., NAB executive v.p. Panel is particularly significant in that Miller has repeatedly put newspapers and movies in same boat with broadcasters so far as danger from encroachment by government is concerned.

TELEVISION NOTES: Detroit News, now installing DuMont equipment, is racing to be first post-war commercial TV licensee, has scheduled opening for about Dec. 15 (which probably means sometime in January), already has contracts for time (at $250 per hour) from big J. L. Hudson Co. dept. store and from Campbell-Ewald agency, which bought time on its own but handles TV-interested Chevrolet account . . . Desiring to get some distinguishing television indication into their TV call letters, CP holders Detroit News and St. Louis Post-Dispatch got their calls changed—from WECP to WWDT and KCEG to KS-D-TV, respectively. Additionl recent call assignments are: WPEN-TV, Philadelphia; WCTN-TV, Minneapolis. Note these in Supplement No. 18A . . . RCA is recommending its field camera equipment ($29,000) for studio as well as remote use, has delivered quite a few orders to non-TV licensees or CP holders, using them for demonstration purposes . . . DuMont remote equipment ($28,000) is in production. DuMont has ceased iconoscope production and is preparing othicons . . . Farnsworth’s so-called “window” TV receiver, a demonstration model with transparent lucite cabinet that permitted seeing its inner workings, was cynosure of TBA exhibit, and New York Times has asked to display it in Times Square windows. Set is only 14½” wide, 17” high in front tapering to 11” high at back, 20” deep, contains 22 tubes, has 10” direct viewing tube. It will sell between $250 and $300 in both wooden and metal cabinets . . . FCC has waived its 28-hours-per-week TV Rule 3.661(a) until December 31, 1946, on plea of TBA.

SIGHT AND SOUND: Looks like OPA price controls on receivers, components and tubes are on the way out, in light of new administration policy. Elated OPA radio set advisory committee, meeting Wednesday, decided to petition for decontrol by Nov. 1, supported only by spot checks proving supply exceeds demand; OPA advisors suggested matter be handled informally, without the usual mountain of documents . . . Consumers Union subscribers got report on FM radios this week, were told Zenith AM-FM-phonograph console (Model No. 12H090) and Stromberg-Carlson AM-FM console (No. 1121-W) were “acceptable.” Report lauds FM, says to get full advantage consumer must buy high-quality receiver, not merely the first set with FM he may find. As to TV, it says don’t buy until better black-and-white sets reach market; opines color may obsolete low-band receivers in few years . . . In Washington to discuss matters with his lawyers and engineers, C. Norwin Dobyns, owner of KGAR, Long Beach, Cal and head of a big shoe distributing firm there, died in his hotel room Tuesday, apparently of heart failure; his wife, prominent in California educational circles, presumably will carry on the business, including participation in Nov. 18 FM hearing . . . Although FCC reports “hundreds of letters” and lengthy testimony at hearings indicating educational institutions have extensive FM plans, figures show only 6 licensees, 20 CP holders, 20 applicants (with CP to Fordham U this week)—net gain of 6 since we issued educational FM log (Supplement No. 32, Part III) March 16. State legislatures don’t match educators’ enthusiasm with appropriations . . . Gates Radio received tentative FCC approval this week for its 250-w FM transmitter (No. BF-250A), joining other manufacturers who have thus far gotten approvals (Vol. 2, No. 35).
THEY SAID WHAT THEY MEAN: Whatever your connection with radio, you should take time out to read and study the three spotlight speeches of this week’s NAB convention—by FCC’s Acting Chairman Charles R. Denny, by CBS’s Chairman William S. Paley, by NAB’s President Justin Miller.

Read them in text (available from NAB, or we’ll get them for you) rather than merely in highlighted form. They are vitally important statements of principles and policies, directly affecting your business—so well put, for the most part, that no amount of excerpting can do justice to their full import.

These were men of high intelligence and good will speaking, men of authority among whom there is now every reason to expect, whatever their disagreement on specific problems, a meeting of the minds on the basic aim of radio—which is to function freely in a free American economy in the service of what Denny called their common boss, the American people.

Read Denny particularly for his clarifying and reassuring remarks (approved in full by his fellow commissioners) on the purport and intent of the Blue Book, and on policy with respect to AM station licensing. (His FM and TV statements are fully reported in this issue.)

Read Paley for his candid and soul-searching, yet certainly not apologetic, appraisal of radio’s strong points and weak points and what should be done to meet its critics, some of them frankly right, some manifestly wrong.

Read Judge Miller for his comprehensive discussion of radio’s problems and (at long last) his calmly judicial rather than name-calling approach to some of the more controversial ones, like the Blue Book and freedom of speech issues.

If an era of mutual understanding and good feeling does not evolve out of such expressions of policy and intent, it will be because these men and others in the industry depart from the calm and measured and sensible (and generally dispassionate) reasoning in these speeches—to this observer’s mind the most significant ever delivered before any NAB convention he has attended over a period of 20 years.

New faces, new names, new call letters, more young men and a lot of GI pins—that’s the most striking impression one carried away from NAB’s first post-war convention.

It was, incidentally, the best-planned and most efficiently conducted NAB convention of all time, attended by well over 2,000 actual delegates plus hundreds of exhibitors, newsman, etc. Biggest yet, its size taxed Chicago’s Palmer House, indicated rather clearly that the next one, like political and other major industry conventions, must be held in a convention hall rather than a hotel.

THE FM RECEIVER STORY: Still harsh is the “one loud discordant note” on FM discussed at the NAB convention—set production figures. If set output is to reach the year’s total (350,000-400,000) predicted by GE’s Dr. W. R. G. Baker, vast portion of it will have to come in last 2 months.

Even as Dr. Baker was speaking at the Chicago panel, RMA released its September figures—reporting 17,541 FM-AM combinations to bring year’s total to about 84,500. And October production isn’t expected to run more than 20,000-25,000, largely because wood for cabinets isn’t yet abundant. (One manufacturer is even offering inducements to his dealers to help him find wood consignments in small or big lots.)

But Dr. Baker feels that current miniscule production may not be a completely unmixed evil, since most FMers are on the air with pipsqueak power pending delivery (expected in next few months) or high-power transmitter units. Therefore, he feels not too many listeners will be forced to learn, as did broadcasters, that not even FM can overcome disadvantages of feeble signal (Vol. 2, No. 34).

Dr. Baker predicted 1947 average for FM combinations will be 15-20% of total radio production,
which means about 2,500,000 units (presuming pre-war production rate); that by 1947 last quarter FM production will rise to 30% of all sets made. At another session, Stromberg-Carlson’s Dr. Ray H. Manson foresaw FM arriving at “adult stature” by spring 1947; said about 5,000 FMs had been produced third week in October out of current rate of about 350,000 radio sets per week.

And at the convention RCA broke its silence on FM receivers by showing its deluxe FM-AM Victrola, to sell for $400, accompanying set with booklet pulling no punches in its attitude on superiority of FM. RCA, of course, had big exhibits of transmitters, tubes, meters, Pylon antenna, etc.

Maj. Armstrong expects a “flood of FM receivers” if only because of AM saturation, evidenced by slow-moving table models. As for regarding FM as a luxury item, he recounted the history of his superhet, which mass production dropped from $250 in the early 30’s to less than $25 now. But RMA’s breakdown on FM-AM types built during 1946 (up to Sept. 13) shows manufacturers have regarded FM as a refinement of higher-priced sets: console-phonograph, 32,207; console, 37,016; table, 6,596; table-phonograph, 22. Zenith still seems most active of the low-price table model proponents, though others have outlined plans. RCA schedules a wood model (approx. $85) last quarter this year, plastic (approx. $70) first quarter 1947. Bendix, too, of the larger companies, plans mass production of low-priced sets.

In matter of price decontrol, RMA set committee expects to have petition in OPA hands next week, hopes to have ceilings off shortly after Nov. 1, certainly by end of year at latest.

LOST BATTLE, WON WAR: Tough fighters, hard losers, Maj. Armstrong and his dwindling retinue of low-band advocates were forced at Chicago to hear the unwelcome sound of the final nail being driven into the coffin of low band. FCC’s Acting Chairman Denny, replying to a panel question on low-band, reasserted that the 88-108 mc band is final, and that manufacturers can go ahead without fear it will be changed. Denny was so emphatic, in fact, that suspicion arose FCC may contemplate early abandonment of low band despite fact that several companies are making two-band sets and some 400,000 low-bands were marketed pre-war.

On the other hand, FM’s inventor was in mellow mood, first as honor guest at the FM panel luncheon, attended by more than 1,200, then in interview with press. “I haven’t changed my engineering opinion as to the error of the FCC move,” he said, “but we can put FM over on any band. We will put it over in the 100 mc band.” Then he revealed that he had put out 100 kw at Alpine, counting antenna gain; predicted 3 kw and 10 kw transmitters in next few months, also 300 stations by end of 1947; warned against low power FM stations, as he had warned FCC; said he still thinks FM needs more space in the spectrum, adding that FCC seems to be saving TV Channel No. 6 (82-88 mc) for possible FM use since it indicated on recent report it was not putting other services on it; spoke of pre-war FM sets requiring a band converter that would cost at least $50; extended his accolade for unswerving faith in FM to Zenith, Stromberg-Carlson, Scott, Freed, GE and “numerous other small companies.”

HOWARD HUGHES DROPS OUT: Hollywood’s unpredictable Howard Hughes, aircraft builder and movie producer, pulled out of both TV and FM in Los Angeles and San Francisco this week, even dropping his FM conditional in latter city. Not even Hughes’ top aides, let alone the attorneys and engineers who got handsome fees for handling his applications, seem to know what prompted the sudden decision to drop after long, elaborate planning for stations.

Withdrawals leave exactly enough TV and FM channels in L.A. for all applicants—7 for 7 and 14 for 14, respectively. TV hearing for L.A. has already been held (see list of applicants in Supplement No. 18A) and decision is awaited momentarily.

Nov. 18 FM hearing probably will be called off now. If FCC considers Hollywood part of L.A., thus unqualified for Class A channels, Class A applicants may want to amend for Class B, upsetting 14 for 14 balance.

While Hughes was pulling out of TV—leaving Paramount alone of the original movie interests still applying—Indianapolis’ WFIM showed renewed interest in TV. After having dropped its low-band application some months ago, it is now going to file for experimental black-and-white.

TV RELAY, STL ARGUMENT SET: Deciding finally to unravel whole tangle subject of microwave TV relay and STL, FCC revised its July 19 proposal and set affair for oral argument Jan. 15, briefs to be filed by Jan. 5 (Vol. 2, No. 41). Revised proposal satisfies some people, partially satisfies others. Common carriers are permitted to become relay and STL licensees, GE can continue its New York-Schenectady experiments, TV broadcasters who would rather use radio pickups instead of wires can do so “where wire service is not economically practicable.” But TBA still doesn’t get its desired inter-city relay services—FCC adducing spectrum scarcity. Oral argument may determine whether inter-city relay is practicable in some areas, and whether it’s economically comparable with, or preferable to, coaxial.
FCC GOES ALL OUT FOR FM: Most powerful intravenous injection of FM ever absorbed by the broadcasting industry was administered by Acting FCC Chairman Denny when he eulogized Commission’s FM policy at NAB convention Wednesday. You can expect reaction in the form of accelerating filing of applications (16 were filed in last 20 days, Supplement No. 14P herewith).

What Denny said about recalcitrant existing AM broadcasters, some 35% of whom have not yet applied, was especially significant. Because of its importance, we publish the text of the FM portion of Denny’s convention address; italics are ours to emphasize the points he particularly stressed:

The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest audio broadcast system attainable in the present state of the radio art. FM is not coming; it’s here. And it is growing fast.

Already [as of early October] there are 66 stations in operation and 564 more authorized (counting both construction permits and conditional grants). In addition, there are 507 applications pending.

Our long range plans for FM look forward to the day when every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered—night and day—with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Coast states. The area in between these two sections is what is now the poorest served portion of our country. FM will serve large parts of it but cannot reasonably be expected to serve it all. Here our long-range plans look for a revamped AM service to fill in the gaps.

Most AM broadcasters are pulling for FM. And well they should. Many local channel operators will, when they get FM, be able for the first time to sit in their homes in the evening and hear their own station [Laughter]. Thus, it is not hard to understand why 770 (65%) of the established AM stations licensed prior to October, 1945 have applied for FM. There are 315 (45%) who have not applied. Of these, 215 are locals and I urge them to get their applications in just as fast as they can. Of the 100 remaining holdouts, 83 are regionals and 17 are 1A and 1B clear channels, who may be relying on their higher power to shelter them from FM. They may find it won’t work that way. I believe they should review their position.

I have heard it said that some broadcasters are afraid that FM is a booby trap. They say they have been told that if they get an FM station, then the duopoly rule will spring into play and they will be forced to sell their AM. As we see it today, the AM broadcaster who goes into FM will continue to operate his AM station until FM replaces AM in that area.

Today there is one loud discordant note in FM—receivers. While the manufacturers have turned out an unprecedented quantity of low-priced AM sets, the FM sets have been coming very slowly except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said “FM can wait—right now there is a lush market for cheap AM receivers and I’m going to get my share.”

I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers. In fact, if a man lives in a town with 3 AM stations and 3 FM stations do you think he will buy a receiver which can only get half of the stations in town?

In a sentence, the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers. I know it’s hard to convince yourself that you should spend money to put on a program that nobody can hear. But it’s even harder to convince the public that it should buy sets when there is nothing to listen to. It’s your next move. Give this new superior broadcast service to the people as soon as possible.

* * *

Here’s how the FCC looks on TV, as related also by Mr. Denny: “The Commission also sees a bright and important future for television. We are convinced that the American people want television and that they need television. Television will not be simply a luxury entertainment service. Its educational potential is unlimited. It will be the most powerful communication tool of them all. Already 41 television stations have been authorized and receiver production lines are in motion.” Denny added he would go into no more detail, in view of Dec. 9 hearing on CBS-suggested uhf color TV standards (Vol. 2, No. 41), after which “we will inform the industry and the public of everything we have learned.”

NAB SIDELIGHTS: FCC came to Chicago in force, like mountain coming to Mohamet—and Comrs. Denny, Jett, Hyde and their considerable retinue (not to forget ex-Chairman Larry Fly, on hand only as an observer this time) were besieged with attention. Denny’s panel invitation to the delegates to consult on FM with Cy Braum, FCC chief of FM engineering, resulted in rush of visitors, most with own FM problems. General tenor of inquiries was how FM grantees could get on air, many asking Braum for application form—indicating panel had acted as catalyst for FM.

Heartiest laugh of convention came when Denny, talking about Blue Book, remarked that the Commission was no place for sensitive souls, having been “a boot camp to toughen an OPA Administrator.”

Toughest remark was NAB President Miller’s, that he wasn’t going to let the broadcasting industry be “pushed around” during his administration.

Tough, too, though smiling, was Denny in call—attention to provocative adjectives Miller had used in previous speeches to describe Blue Book promulgators, and in declaring that “as applied to Blue Book the cry of ‘free speech’ is a red herring.”

Most encouraging remarks were those of both Miller and Denny indicating they eagerly wished a test case of authority implied in Blue Book, and Miller’s announcement he and FCC chairman had agreed to have luncheon at least once monthly to exchange views.

And for significant remarks, there was this passage in Comr. Jett’s speech reviewing technological developments: “Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently
in its present place in the spectrum. The trend has been in the direction of developing and providing higher bands of frequencies, not only to provide for expansion, but also to render an improved service."

Significant also was NBC President Niles Trammell's reply to criticism against too much advertising on the air: "Since American broadcasting is entirely supported by advertising and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazine. The reverse of this is true. In the case of the great majority of successful newspapers and magazines, 50% or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8% of the network's total program time is devoted to commercial announcements. In other words, out of the 1080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes."

**FM's HARDY LITTLE BAND:** Most significant—and eloquent—feature of FMBI's dissolution was the vote which sent it to its demise at the Chicago meeting: yea, 42; nay, 8; not voting, 67.

The latter figure of 67, which included some of the biggest names in radio, tells the story of indifference and apathy that would seem to bode none too well for the hardy little band of FMers who still propose to set up a separate organization to promote FM—it being generally agreed that NAB's FM Dept. cannot be expected to do so.

All but a handful of the 50 voting and those not voting were AM broadcasters, who are far and away the dominant element in FM (Vol. 2, No. 42). Basic reason for the decision—that NAB can do the over-all trade association job best—is practically indisputable. But it's also certain that FM needs promotion—and now it remains to be seen whether the group who want another association can muster enough following and raise enough funds to do it.

The 41 who attended the separate meeting formed a steering committee of 11 (of divergent interests and identities, yet all enthusiasts for FM), to see what can be done about a promotional setup, including possibly salvaging the $7,600 left in FMBI's treasury which presumably is to be returned pro rata to the old membership.

Ira Hirschmann, independent New York FMer (WABF), spontaneously chairmanned the open meeting of "separatists." Roy Hofheinz, Houston (KHTT-FM), whose FM outlet he reports as being already on a paying basis (Vol. 2, No. 34), headed up the steering committee. Others on the committee are: Wayne Coy, Washington (WINX-FM); Stanley Ray, New Orleans (WRCM); Gordon Gray, Winston-Salem (WMIT); Raymond Kohn, Allentown, Pa. (WFMZ); Emile Hodel, Beckley, W. Va. (WCCF); Everett Dillard, Washington (KOZY and WSDC); C. M. Jansky, Washington; Russ David, GE; Frank Gunther, REL.

Dillard heads an Objectives Committee, which meets in his Washington office Nov. 9; Gray heads a Finance Committee; Gunther, Nominations. All are to meet in Jansky's office Nov. 11, by which time Washington Attorney Leonard Marks is expected to have suggestions for charter and bylaws. With Coy, Gray, Jansky and David coming over from the old FMBI board, and with ex-FMBI President Walter Damm promising support (though not attending the organization meeting), the group are encouraged in their belief that an FM promotional group can be financed, manned and made to function.

**CONVENTION VIA TV:** Overflow at NAB general sessions conveniently saw and heard speakers on RCA's 10 TV receivers, 2 large-screen projection models, in anteroom of nearby exhibit hall; pictures, especially closeups, were excellent and interest well sustained by reason of importance of what speakers said and lack of eyestrain in watching . . . CBS's Bill Paley evoked laugh when he moved RCA insignia as he began speaking, knowing he was being televised on its black-and-white system . . . . One TV receiver in an upstairs hotel suite permitted ABC executives, not attending convention since ABC is not an NAB member, to follow the proceedings. Another receiver was in press room . . . . RCA crewmen cooperated with Paramount's WBKB in handling on-the-air televcasts, though most of job was done with field apparatus used inside . . . . There was lots of interest also in pickups and televcasts just outside Palmer House, so crowd could see; sign on RCA mobile unit said this was kind of apparatus WGN (which has ordered equipment) will soon be using in Chicago.

**BRASS EYES FAX:** Finch facsimile was cynosure of exhibits at school broadcast conference in Chicago's Continental Hotel, attracted FCC delegation who were shown streamlined table model, custom-built by GE, which can be marketed for $200; FM-AM-FX console model, custom-built by Zenith, price undetermined; simple facsimile unit alone, costing only $125. Later they were shown industrial film in color telling story of FX uses . . . . Capt. Finch told FX session of NAB that his RMA committee is almost ready to submit long-awaited proposed commercial standards to FCC . . . . Commission delegation also visited Zenith plant Thursday, biggest FM producer to date, and were shown around by Comdr. McDonald.
LEGION LOOKS AT FM: Now comes the American Legion with a dossier, based largely on news stories in the radio trade press and reports in radical publications, warning against "subversive and un-American" organizations seeking to gain a foothold in radio via FM. Whereas left-wingers have had plenty to say and write about FM, this is the first outcry against labor-liberal-consumer groups seeking—and securing—FM grants. In particular, it mentions as "needing watching": Peoples Radio Foundation and National Maritime Union, New York; Metropolitan Broadcasting Co., Washington; and multiple applicants UAW-CIO, Amalgamated Clothing Workers, International Ladies Garment Workers. It suggests local Legion chapters screen applicants, call the attention of the Legion's Americanism Commission to "doubtful" cases. The report comes in 14 mimeographed pages, titled "Monthly Analysis: Subversive Groups and Their Activities," September 1946, and emanates from the Legion's national headquarters, Indianapolis.

Recent publications in behalf of left-wingers seeking to get into radio, says the report, were the CIO-PAC "Radio Handbook" which recommends that "progressive forces" get on air through FM, and Eugene Konecky's booklet "Monopoly Steals FM," published by Provisional Committee for Democracy in Radio, composition of which cannot be ascertained. Konecky is a onetime employee of WOW, Omaha, helped found Peoples Radio Foundation.

FIRST POST-WAR FM LICENSE: Very likely to become distinguished as FM's first post-war licensee, KPFM (Broadcasters Oregon Ltd., no AM), Portland, started program tests Tuesday, should be ready for license Nov. 22. Normally, stations are allowed 90 days for equipment tests, 30 days for program test. But now that FCC doesn't demand field strength measurements for a year, equipment can be tested in fraction of 90 days. A big reason for KPFM's speed is availability of equipment necessary to achieve its 1.5 kw power. There may be other FM beavers just as eager, but their CPs specify powers for which transmitters just aren't around (though Federal, at NAB convention, reported its 10 kw job about ready for delivery, with 15 orders to be shipped). Coming into view, too, is WINC-FM, Winchester, Va. (Richard Field Lewis Jr.), scheduled to start equipment tests Thursday and to radiate 15 kw.

Meanwhile, STA-holders who feel they could sell time if legally permissible can go ahead. There's nothing in the rules that says they can't. As attorneys view it, unless wording of the STA specifically prohibits selling time, salesmen can start trotting. And if they have success of Roy Hofheinz (KHTIT-FM, Houston) they'll be happy (Vol. 2, No. 34).

TELEVISION NOTES: RMA figures on TV set production for September are first with any perceptible weight—3,242, contrasted with 225 reported in year's first 8 months. Mystery to us (and to RMA, which gets figures anonymously from bonded accounting agency) is that some 3,000 were "private brand," i.e., made by manufacturer on order from someone else who puts own trademark on them . . . . October production figures are expected to leap, relatively, in view of RCA's line now being released . . . . "T-Day" is how RCA has denominated Nov. 3, date of release of full-page ads in New York and other areas getting service, urging public to go to dealers to see demonstrations of new TV sets. Press will be told all about company's TV merchandising plans (including immediate marketing of 10" tube model at $350, 7" at $225) at N.Y. conference Oct. 30 . . . . TV pickups of public events are becoming so commonplace now, that the fact NBC's WNBT used 5 cameras to cover opening sessions of United Nations Assembly Wednesday, with Philadelphia's WPTZ also carrying it, was taken as a matter of routine. As it did during Security Council meetings at Hunter College last spring, RCA provided receivers for press and overflow audiences . . . . New York Herald Tribune Forum next week will be televised, too, with WNBT, WPTZ, WRGB, WTTG all carrying it . . . . TV test equipment, consisting of sync generator, monoscope camera and distribution amplifier, is now being made available by RCA; equipment not only is useful for station operators, but assures mass production of sets and transmitters, company says . . . . Another of the Frank Mansfield market surveys for Sylvania, reporting 45.1% of 9,603,000 families thinking of buying a TV set, calculates the market thus: 1947, 420,000 sets; 1948, 780,000; 1949, 1,200,000; 1950, 1,500,000 . . . . CPs for two new experimental TV stations were granted by FCC this week—to North Jersey Broadcasting Co. Inc. (WPAT, Paterson) for Clifton, N.J., a reinstatement of a previous grant (W2XNJ); Allen B. DuMont Labs., Channel No. 13 (210-216 mc), 40 watts, for New York. Los Angeles Times was also granted extension of completion date for new experimental TV station to April 20, 1947 . . . . DuMont hearing for TV in Pittsburgh, scheduled for Oct. 23, was continued without date, depending on results of Paramount inquiry . . . . C. E. "Chili" Nobles, Westinghouse's young Stratovision idea man, is one of subjects in "Interesting People" pictorial section of November American Magazine . . . . As week ended, no appearances had yet been filed for participation in the uhf color TV standards hearing set for Dec. 9 (Supplement No. 45); FCC staffers say some inquiries indicating forthcoming filing have been made.
HOW TO FOOT TV BILL: Zenith's pioneer radio-man Gene McDonald may be firmly convinced that the TV-now advocates are "televisionaries," that advertising can never be made to pay the TV bill, that some form of wired radio by transcription is the answer—but not so Paul E. Chamberlain, GE's manager of receiver sales.

Even as McDonald was reiterated his doubts in the Oct. 14 Broadcasting, repeating what he wrote in the June 29 Collier's (Vol. 2, No. 25), Chamberlain was saying diametrically opposite viewpoints in the Oct. 11 Printer's Ink—asserting that "television is here now," that within two years there may be 90 to 100 TV stations, within five years 150, within 10 or 15 years 500.

Chamberlain firmly believes advertising will pay the bill—and for expensive programs, too. He omits even to mention the coaxial (cost too high?), goes into some length about microwave relays which he believes will make networks feasible, and hence justify expensive sponsored programs with mass audience and potent pulling power.

Even with only New York, Philadelphia, Chicago, Schenectady and Los Angeles covered, as now, and with three more stations which he says will begin operation within a few months (presumably in Detroit and Washington), Chamberlain says that together they will reach a potential audience of 25,000,000, or more than one-sixth our population, when receivers become available. On the subject on which he should be particularly expert—when TV receivers will be available in quantity—he ventures nothing.

CIRCULAR POLARIZATION: Known to be getting unusually favorable consideration from FCC's usually hard-to-convince engineers are recommendations on rotating, or circular, polarization for FM (Vol. 2, No. 9). System would add to complexities of transmitting antennas but, it is claimed, would relieve to great extent the frequently irksome receiver antenna problem.

Recommendations come in a report from Carl E. Smith, engineering v.p. of Cleveland Plain Dealer's United Broadcasting Co. (WHK, WHKC, etc.) who has been experimenting with the system on developmental FM station W8XUB, Cleveland, since early spring. If they are adopted, it means amendments to FM Engineering Standards (Supplement No. 9) to permit circular polarization in addition to present horizontal. So far as TV is concerned, system is said to raise additional problems which might overbalance the advantages.

Net effect of system is this: since both horizontal and vertical waves will be transmitted, receiver antenna, regardless where situated, is virtually certain to get satisfactory signal from one wave or the other. As situation is now (with horizontal polarization), antenna frequently has to be joc-keyed around considerably—and even then, maximum signal from all stations in area cannot be obtained. Principal disadvantages are: cost of adding vertical component to transmitting antenna and probable need for more power, since power is divided between components.

Smith says he has limited number of copies of his report for those interested; write him at WHK, Terminal Tower, Cleveland.

SIGHT AND SOUND: What may be the answer to the FM converter impasse—and also answer to statements there are no good converters selling for less than $50—is reported by Waterproof Electrical Co., Burbank, Cal. Company says it is manufacturing converters in triplet form (Type A, 88-96 mc; Type B, 96-104 mc; Type C, 100-108 mc), any one of which could be used in particular cities. Units will retail for $15 . . . Peoples Broadcasting Corp., farmers' cooperative holding an AM-CP for Worthington, O. (WRFD), this week applied for rural FM to cover virtually all of Ohio from site just north of Columbus. Its engineers say 629-ft. height and 340-kw power should give almost exact equivalent of 880 kc, 5 kw, daytime AM coverage . . . . Insiders discerned the fine hand of Paul Kesten, now back in New York, and still close to CBS operation, in literary quality of Chairman Paley's Chicago speech; inquiry disclosed Kesten and others did advise on it, though speech was actually Paley's own when he finished—putting best foot forward for first major utterance since leaving Army . . . . Retailing at about $25 (mounting extra) is new multi-fingered, broadband, TV-FM receiving antenna just brought out by Andrew Co., Chicago, which estimates on-market date as before Christmas . . . . FCC, hard up for AM engineers, is broadcasting urgent appeal for men with EE degrees plus 2 or more years non-operating broadcasting engineering experience or the equivalent. Pay: $4,150-$5,905. TV and FM divisions are adequately staffed; in fact, some men have been drafted from them for AM . . . . When WGAY-FM, Silver Spring, Md., goes on air late this year or early next, FCC Comr. Jett will have a chance to check his predictions of metropolitan coverage from a suburban Class A station. Mr. Jett used this Washington, D. C., suburb as an example in his article in March issue of FM Business . . . . Promotion-wise WSYR-FM had dropped plan to get FM sets into Syracuse through purchase of 5,000 from private manufacturers, after dealers refused to handle marketing because of fear regular suppliers might not like proposition. However, dealers told Manager Lansing B. Lindquist that big manufacturers promise them FM sets in quantity soon . . . . Harold B. Donley, Westinghouse manager of Home Receiver Division, Sunbury, Pa., is recovering nicely at Mansfield (O.) Hospital from serious injuries suffered in an auto accident.
UP-TO-DATE DIRECTORIES: Just about all of the radio-specializing legal and engineering fraternity who went off to the wars are back at their old stands now. Hence we are revising our directories, starting with Supplement No. 11A here with covering attorneys specializing in practice before the FCC. Soon to come will be up-to-date directories covering consulting engineers and the FCC.

DECISION WEEK IN FM: FCC this week rolled up its sleeves and made up last week’s lack of usual quota of FM grants by authorizing 25 CPs, 27 conditionals (Supplement 44D herewith). But more noteworthy than number of grants was fact that decisions on hearings in two cities (Pittsburgh and Ft. Wayne) were rendered—first since Washington decisions last spring.

It also acted on Los Angeles applications, losing no time after Hughes dropout (Vol. 2, No. 43) had left enough channels to go around without need for hearing. Thirteen of L. A.’s 14 applications got conditionals; the 14th, Hollywood Community Radio Group, was continued because its application is vague and incomplete.

“Two-to-a-customer” rule took a beating in L. A., CBS getting its fifth grant, Unity (ILGWU) and ABC getting their third each.

Pittsburgh and Ft. Wayne decisions were among the easier ones to make, since there are enough channels to go around. However, Liberty Broadcasting Co., Pittsburgh, got proposed FM denial because of overlap with its station in Steubenville. But it did get a proposed AM grant—possibly as a consolation prize!

Tightened situation in Springfield, Mass., necessitated designation for hearing, date not set.

Channel scarcity in Tulsa, Okla., was relieved by finding two more channels by juggling assignments as follows; you should make these changes in your copy of the FM Channel Allocations (Supplement No. 43): Add Channels 257 and 259 to Tulsa; add 236, delete 232, at Pampa, Tex.; add 230 and 232, delete 238 and 240, at Elk City, Okla.; add 238 and 240, delete 257 and 259, at Oklahoma City.

Publisher-broadcaster Gordon Gray got Class B conditional for Winston-Salem, N. C., contingent on moving studio of his pioneer WMIT, atop far-away Clingman’s Peak, out of Winston-Salem.

IS OBSOLESCENCE OBSOLETE? If you’re worrying lest color TV render monochrome transmitters and receivers obsolete, big RCA says “don’t.”

And this time the No. 1 proponent of immediate TV in black-and-white on low band backs up this advice with a revolutionary development—an all-electronic system of color TV that is “flicker-less” and “practical without rotating discs or other moving parts.”

Here’s the real significance of the company’s disclosures and demonstrations to radio manufacturers, FCC officials and newsmen at its Princeton Laboratories Wednesday:

Even should TV move into the uhf band, present TV receivers, by means of a simple converter, would be able with RCA’s system to extract satisfactory black-and-white images out of color transmissions. And black-and-white transmitters can be used either to parallel the upper band system or, with additional equipment, to become part of the color system. Thus, neither receiver nor transmitter becomes obsolete.

It was RCA’s first real powerhouse counter-attack against CBS’s contention that the imminent advent of color TV will render monochrome obsolete, requiring new wave bands and entirely different receivers. In unwrapping it, RCA did not concede that color is here even with its system—Gen. Sarnoff emphasizing that his 5-year timetable for color TV (fixed last December) still holds.

Despite Gen. Sarnoff’s disavowal of any desire to “quarrel” with CBS (“only we don’t want the public to get the wrong impression,” he added to
reporters), the revelation of RCA's system was undoubtedly hastened by the fact that Dec. 9 has been set for the CBS-requested color standards hearing before the FCC (Vol. 2, No. 41).

RCA may demonstrate the system again at the Washington hearings (though most of FCC top officials have now seen it) and challenge CBS to prove that its mechanical scanning system is superior. If electronic color will render mechanical color obsolete, RCA will contend, why adopt standards for the CBS or any other mechanical system?

That the system has excited renewed interest in TV among manufacturers, was manifested by some of the questions they asked. They got firm and affirmative answers when they asked, in effect, "Does this mean that we can go ahead and produce black-and-white receivers without worrying about obsolescence?" And they were assured the converter could be produced for a reasonable price—somewhere between $25 and $40. When top engineers of big patent licensees of RCA, men like Philco's F. J. Bingley and DuMont's T. T. Goldsmith, asked highly technical questions, they got ready and reassuring answers from RCA's research chief, E. W. Engstrom. He frankly told them his company was well aware of the still unsolved problems and was working on them.

Shown at Princeton were color slides and a Technicolor movie received in natural color on two sets with 15 x 20" screens. The images were clear, bright, satisfactory and, as claimed, completely flickerless. Simultaneously, a low-band receiver showed the same scenes in black and white, also quite satisfactorily. Nub of system is this:

Color from subject scanned is split into red, blue and green components, each of which is transmitted separately and continuously. Three kinescopes ("Trinoscope") at the receiver pick up the respective impulses, project the images into color filters, and all 3 colors are superimposed on the screen. Black-and-white pictures are made out of the green component of the uhf color transmission. Simple addition of a frequency converter permits present low-band sets to do the job. However, a new receiver is necessary for color.

Transmission at the demonstration was by cable, but Engstrom said radio transmission offers no serious problem. Radio band width for the 3 colors is expected to run about 13 to 16 mc.

Gen. Sarnoff was in an expansive mood after the demonstration, told newsmen "any claim color is here today is just pure bunk and nothing else." Even what was shown is not ready for the public, he said, because it takes 5 years to bring any new radio system to the practical state. He cited the transitions from rotary spark to quench gap and the change to superheterodyne as examples of what he called 5-year cycles.

"It will be a 5-year job," he said, "to bring any system of color into that state of practical use that black-and-white is now." RCA's color time schedule was stated as: film, 3 months (but achieved Wednesday); studio live, mid-1947; outdoor live, late 1947; theater-size, 1948.

As for mechanical vs. electronic color, Gen. Sarnoff said it was like comparing the horse-and-buggy to the Stratoliner.

One very well informed (and neutral) engineer regarded as an expert in TV sums up the whole color situation this way: "There are about as many color systems as there are TV inventors, all of them with some weakness. CBS's system, of course, would make obsolete present receivers and has that rotating disc with its disadvantages. RCA's system demands three tubes instead of one, close alignment of the three colors, and the black-and-white images derived from the green signal suffer some loss in contrast at this stage of development.

"Further, in RCA's case, satisfactory converters necessary to change low-band sets to uhf will have to sweat out the ills that all converters seem heir to (as in FM). Of course, trouble-free, all-electronic color will be approached when all colors are in one tube, presenting no problem of registration. Developing such a tube is quite a job, but RCA tells us it expects it can do it."

Thus the color pot begins to boil. The Dec. 9 hearing (expected to run 5-8 days) is certain to go into the rival claims, not to mention abstruse discussions of optics, color theory and mechanics, etc. FCC has a wide open mind, its members and staffmen eager to learn anything of value, willing to be shown. For example, the Commission is by no means irrevocably committed to the 490-920 mc band for color. If someone can show good reason for color around, say, 5,000 mc, he too will get an attentive hearing.

WGN GETS 36th TV: Add the Chicago Tribune's WGN Inc. to your log of CP holders for new commercial TV stations, and delete Jacksonville (Fla.) Broadcasting Corp. from the list of applications pending (Supplement 18A). Your log, therefore, taking into account the 5 grants and 3 withdrawals since it was published Sept. 28, should now show 36 CPs outstanding, 32 applications pending.

WGN Inc. got Channel No. 9 (188-192 mc), with 18.4 kw visual power, 11.4 kw aural power, 496 ft. antenna height. It was the fifth Chicago grant to date, 2 more channels (Nos. 11 and 13) still being available, with no seekers as yet (see allocation table in TV Rules, Supplement No. 17). The Jacksonville (WPDQ) withdrawal was expected, indicated by fact it never pursued its application very diligently so far as technical data is concerned.
—though, like a few others also expected to withdraw, it hung on longer than anticipated.

Your Supplement No. 18A will be complete if you delete from the Applications Pending column the Jacksonville application and the Los Angeles–San Francisco applications of Hughes Tool Co., as reported last week; and if you transpose to the CPs Outstanding column, besides WGN, the following grants since Sept. 28: San Francisco, Associated Broadcasters Inc.; Indianapolis, William H. Block Co.; Minneapolis, Minnesota Broadcasting Co.; Philadelphia, William Penn Broadcasting Co.

RCA's TV SETS ON SALE: What it calls "T-Day," this Sunday, finds RCA releasing full-page ads in New York, Newark, Albany, Philadelphia and Chicago definitely offering medium-priced TV sets to the public. Buyers may have to get on waiting lists, as for cars, but dealers in those cities now have demonstration models, a few to sell immediately, more promised soon from an accelerating production line.

RCA sources conservatively estimate deliveries of 5,000 to 10,000 units by Christmas, which means more than that company produced pre-war (about 5,000). The company calls this its "sample year"—the test period for popular reaction to TV. Next year, it anticipates production geared to demand, more models to offer, a widened market as more stations go on the air.

Los Angeles and Washington, with only sporadic service from their still-experimental stations, are not on RCA's marketing schedule as yet, though a few demonstration models will reach those cities, too. And Detroit, where the News promises to get its station on the air before Christmas, and such other cities as secure CPs for TV and build stations (Supplement 18A) will get consignments of sets as they can be channeled—not only by RCA but by rival set producers.

RCA words its "T-Day" ads with circumspection—for obvious reasons. It pictures the $350 model, on the viewing screen of which is a football shot. Underneath is this legend: "Prices start at $225. Table set shown, the 630TS, is $350. Cabinet in fine-grain walnut 25½" wide, 14½" high, 18½" deep. Picture size 52 sq. in. Console and combination models in production. All Victor sets are sold with an RCA Victor Television Owner Policy."

This is the gist of the rest of the story on RCA's TV line—which is not told in the ads:

Only a few of the $225 table models with 7" direct viewing tube are available yet, more will be later, and that is the cheapest set in sight at present. Neither the $225 nor $350 model (latter with 10" tube) contains regular AM-FM bands, though they do of course have "sound tracks" which the ads call the "Golden Throat" tone system. Automatic selector tunes in all of the 13 TV channels, perfectly synchronized ("Eye Witness picture synchronizer"), and pictures are so bright, ad says, you can see them with living-room lights turned on.

The console and combination models mentioned in the ad refer to two models to be available after Jan. 1, one to cost $750 (with 10" direct viewing tube) and the other $1,250 (with 18 x 24" large-screen reflected image). Both will contain AM-FM-phonograph.

The "Owner Policy" is a warranty, entitling buyer to one full year of "perfect operation" of his set, including installation, antenna, replacements, etc. This costs $45 additional. Since TV poses special problems before it can be made to work in the home, RCA has been training special personnel for installation and servicing—and that's the fee for their services. So the actual out-of-pocket cost of a working set, if you can buy one after Sunday, will be $395 for the 10" screen model, $270 for the 7" screen model.

RADIOS DECONTROLLED: It remains to be seen—OPA having decontrolled radio sets and cabinets Wednesday, parts and tubes Friday—whether prices move upward or remain stable. Crosley's R. C. Cosgrove, RMA president, said after the set decontrol order: "Decontrol will not result in any general increase of prices to the consumer." But Bendix's sales manager, L. S. Truesdell, said: "Manufacturers of quality radios can adjust their prices on a fair and equitable basis."

FM comes mostly in console or quality sets. So if prices of consoles go up (since trade sources now predict most will henceforth have FM), it would seem to bode none too well for FM. On the other hand, competitive factors are seen pushing prices down since supply now exceeds demand in all but higher cost radio-phonograph models. Moreover, Zenith has shown way to table models with FM, which others will emulate. In fact, Zenith claims to have produced 70.2% of all table models with FM reported by RMA for whole industry up to Sept. 13, and 62.2% of all radio-phonograph combinations with FM. RMA records for first 9 months of year show 7,187 FM-equipped table models, 42,465 radio-phonographs with FM, produced by whole U. S. industry.

FM vs. 750| KW CLEARS: One of the hurdles the Clear Channel Broadcasting Service will have to leap, when the FCC resumes its perennial clear channel hearings in January, is the CBS plan for a 200-station FM network, plus 2 high powered AM clears, to blanket the country with good, usable, day and night signals (Vol. 2, No. 17). A CCBS spokesman admits the network plan will have to be disapproved.

The CCBS plan makes no reference to FM,
except as one of several means of rural coverage considered by CCBS engineers but found unsatisfactory. The plan, endorsed by all 16 members (all 50-kw outlets), proposes a minimum of 20 clear stations, each with a 750-kw station. How CCBS intends to overcome the 50-kw power ceiling fixed in the 1938 Senate resolution (by Senator Wheeler) is a moot question at the moment. CCBS feels that if FCC is sold on its plan, it will find the means to secure Congressional relaxation of any power limitation. (Wheeler resolution is not law, merely expresses “sense” of Senate.) With some reshuffling of network affiliations, it is claimed the CCBS plan permits practically the whole country to receive good signals from all 4 networks during night hours. Other changes for Class 1-B and regional outlets, to better day and night groundwave service, are also embraced in the plan.

BUSY WEEK IN AM, TOO: Welter of FCC actions this week included 27 new AM grants, 8 proposed decisions granting AMs, 9 changes of station ownership or control (several including FM facilities). Most of AM grants, as usual, were for local low power or daytime outlets in tiny communities—though there was one significant one to owner of Kansas City’s KMBC, authorizing 5 kw daytime on 550 kw in Concordia, Kan., in center of State, designed purely as farm station with major programs piped from KMBC. Among transfers authorized was $450,000 purchase of WWHO, Jersey City, from Cowles interests by Generoso Pope, publisher of Il Progreso Italo-Americano; sale to local interests, for $270,000, of WAZL, Hazelton, Pa., by Steinmans; $700,000 purchase of KJR, Seattle, by Marshall Field interests; purchase of $100,000 interest in KALL, Salt Lake City, by Salt Lake Telegram and Publisher J. F. Fitzpatrick, conditional upon disposal of latter’s minority interest in KSL; $300,000 sale of WEEU, Reading, Pa., to Hawley Bost. Co.

WHAT PRICE FIDELITY? That old FM-involving argument—whether people like high fidelity—flares anew in the professional prints. Sparked by the survey by CBS’s Howard A. Chinn and Philip Eisenberg, concluding most people don’t go for full tonal range, a symposium in the October Proceedings of the I. R. E. goes into a high-dome, psycho-audio discussion on the subject. And the October Fortune, discussing “Music for the Home,” gives it treatment for the layman that boils down to this: If you’ve got a good ear, and want to satisfy it, you’ve got to pay for it.

Fortune publishes a tabular on 1947 consoles, complete with details on prices, pickup and speaker characteristics, frequency ranges, as claimed by manufacturers. These are the consoles with FM, as listed by Fortune, with price ranges:

Ansley, $350-$800; Bendix, $250-$400; Brunswick, $500; Capehart (and Panamuse), $495-$1,295; E. C. A., $175-$325; Emerson, $160; Espey Philharmonic, $210; Fada, $150-$200; Farnsworth, $185-$225; Fisher, $803-$1,000; GE, $325-$475; Majestic, $425; Meissner, $350; Scott, $1,042; Stromberg-Carlson, $200-$600; Westinghouse, $257-$309; Zenith, $229-$314. Those also making consoles with AM only: Ansley, $200-$250; Espey Philharmonic, $180; Farnsworth, $134-$165; GE, $198; Magnavox, $262-$338 [FM optional]; Zenith, $146.

Of course, many more are making, or have announced plans to make, FM-AM consoles—notably Philco, RCA and Crosley. But details weren’t available at time Fortune story was written.


TV cartel case of Dept. of Justice (Vol. 1, No. 17) looks considerably weaker, lawyers say, as result of dismissal of case against Scophony Ltd. (British) Wednesday in Federal district court for lack of jurisdiction. Further long delay in trial of remaining 7 defendants is regarded certain, especially if Justice appeals this week’s decision to U. S. Supreme Court. Also, Justice lost one of spark-plugs in case with recent resignation of Attorney Joseph Borkin.

Scott Radio will introduce a TV companion piece to its present FM-AM-phonograph combination Nov. 7, at New York’s Hotel Pierre; video set, made for Scott by DuMont, will utilize radio console’s audio system through simple attachments.

Look for IBEW to try pushing out NABET at NBC’s WNBT. With IBEW already entrenched at WCBS-TV and IATSE staking a claim in video field, jurisdiction-free-for-all is in the wind.

British set makers have been assured by BBC, which is reviving TV with 405-line definition (as against 525 lines here), that they need have no qualms about TV receiver obsolescence for at least 3 years.

Dr. Douglas Ewing, assistant director of MIT’s respected Radiation Laboratory, has been signed by RCA to head its Teleran (TELVision and Radar Air Navigation) development.

SIGHT AND SOUND: Move is on to postpone scheduled Nov. 11 Washington meeting of steering committee for projected new FM promotional organization (Vol. 2, No. 43); week’s deferment is being asked so as not to disrupt Armistice Day weekend. Chairman Dillard (KOZY-WSDC) of Objectives Committee reports heightening interest in project, more broadcasters and manufacturers seeking to join in... Fillip to FM given by FCC Acting Chairman Denny at NAB convention (Vol. 2, No. 43) was followed Thursday by an ABC directive authorizing all affiliates to carry certain AM programs (10% in number, all non-musical, hence not coming under Petrillo ban), simultaneously on their FM outlets where they have them... Circular polarization has so favorably impressed FCC engineers (Vol. 2, No. 43) that you can look for informal industry-Commission conference on subject sometime in next two weeks. If no great objections are raised, FM rules may be liberalized for broadcasters who desire to go ahead with that type of transmission.
FM POLARIZATION RULE: As expected, FCC this week amended FM Engineering Standards to permit circular or elliptical polarization (Vol 2, No. 43). Emphasized was fact that amendments (Supplement No. 40A herewith) make new polarization optional, and in no way change allocation picture. If broadcaster decides to use circular polarization, he is permitted to double power since half goes to vertical component of antenna.

Though new system promises better service, high powered stations won't be able to take advantage of it until someone develops an antenna with some gain. And Class A stations which can get by with one-bay antennas aren't likely to use it until manufacturers offer an antenna for circular polarization at same cost as present antennas.

TV AND FM LINEUPS: You can expect several more low-band TV applications to be filed soon, prompted (1) by the public interest excited by sets already on the market, and (2) by last week's disclosure of RCA's projected electronic color system and its promise that low-band won't be rendered obsolete overnight. But high cost of TV, real reason why 70-odd applicants have dropped since last December, still militates to hold number of TV broadcasters down (Supplement 18A).

FCC hasn't formally dropped it from the list of pending applicants, but you can eliminate Connecticut Television Co., Darien, Conn. (Bridgeport) whose prime mover, Ralph C. Powell, formerly with Presto, advises us it is not going ahead. In June FCC advised applicant it must complete data in 30 days; applicant failed to respond, so assumed it was dropped.

On the FM front, now that log-jam of hearing decisions has been broken (Vol. 2, No. 44), FCC is striving to clean up cases involving 4 more areas before month is up—New York, Cleveland-Akron, Providence, Dayton-Springfield. It has instructed Examiner Al Guest, who presided over New York cases, to complete recommendations at earliest possible moment. Long-delayed Boston FM de-

cision now is certain to await Comr. Durr's consideration after his return from Europe next week.

Guest also handled New York TV hearing (6 for 5 channels), decision on which may be expected momentarily. Only other TV hearing case, Los Angeles, should be ready for decision now, what with Hughes withdrawal (Vol. 2, No. 43) leaving no contest (7 for 7).

ELECTIONS AND RADIO: It's a bit early to appraise, with exactitude, the effects of the elections on the radio industries. But this much merits comment and speculation:

The radio community — broadcasters, manufacturers, et al.—generally share the country's obvious desire for new management in Washington. They also have high hopes for the promised removals of government restraints, for relief from business uncertainties.

But the Democrats still control the Administration, including FCC—and they will for at least two more years. President Truman must yet fill the Democratic vacancy left by Paul Porter's shift to OPA last February. Though he yearns for the relative serenity of his old FCC chairmanship, the job would seem to hold much less lure for Porter now, even though OPA is fast being liquidated.

FCC faces rough seas ahead—needling by Congressional committees, reduced appropriations, curtailed staff, threatened investigations. Certainly Republican pressures on the FCC will be as great as they were under both Hoover and Roosevelt regimes—probably greater in the flush of the GOP's newly regained power.

Col. Robert McCormick (Chicago Tribune-WGN) having emerged as the Midwest's most powerful political leader, it's possible his influence may be exerted toward reopening the high power issue, quiescent since the Wheeler Resolution fixing 50 kw as ceiling but reviving under the clear channel group's prompting (Vol. 2, No. 44).

If GOP adopts the Congressional reorganiza-
tion plan authorized by last Congress (it doesn't have to), the reduced number of committees will throw traditional seniorities all askew. Normally, Rep. Lea's House Interstate & Foreign Commerce Committee chairmanship goes to Rep. Wolverton (N. J.), Senator Wheeler's Interstate Commerce Committee chairmanship to Senator White (Maine). These are the committees having to do with radio.

Senator Wallace H. White Jr., co-author of the two radio acts, is the best-informed man on radio on Capitol Hill. But he has been minority floor leader, presumably now becomes majority leader, leaving him little time for committee work. If he so chooses, his committee rank devolves on Senator Tobey (N. H.), who is also ranking member of Banking & Currency, which he may prefer to head. In that case, 75-year-old Senator Reed (Kan.) would take the committee.

As for the Blue Book, Leader Joe Martin, next Speaker of the House, has promised a probe, and GOP Chairman Carroll Reece has attacked its "freedom of speech" implications. But that was before the elections—indeed, before the Chicago "love feast" where FCC's Denny and NAB's Miller stopped their name-calling and, as lawyers, averred in friendliest fashion that they would welcome a court test of their different interpretations of the Blue Book's purport.

Lots of broadcasters would rather not have the Blue Book aired by any Congressional committee, as against the courts, in frank fear that its criticisms of excessive commercialism might strike a popular chord among many legislators. They fear it might even lead to legislation they don't want—such as restrictions on kind and amount of commercials, fixing percentages of free time as a license condition, etc., which lawyers say Congress has full power to enact.

(This is a non-partisan subject. Talk to Senator White, for example, and he will berate the broadcasters for overcommercialism and bad taste—has often said Congress ought to do something about it.)

The plain fact is that it's pretty hard to arouse the ordinary citizen on the "freedom of speech" issue when he regularly hears Drew Pearson, Upton Close, Walter Winchell, Fulton Lewis Jr.—and the politicians themselves—in provocative and constantly controversial discourses on the air, without any apparent let or hindrance from Washington.

As for the legislators, who use the radio for their own speeches and who regularly participate in such free discussions as Town Meeting and the American Forum, it will be harder yet to sell them the idea that freedom of the air is being infringed—at least, not until frequent and egregious case examples are forthcoming.

COLOR TV SHOWDOWN: RCA's disclosure of its all-electronic color TV development last week (Vol. 2, No. 44) apparently caught CBS totally unaware, as it did just about all the radio industry—including most of the 30 members of RTPB's TV Panel.

CBS's Dr. Peter Goldmark, in company with other RTPB panelmen, saw a special demonstration at Princeton Tuesday. But he had nothing to say. In fact, official CBS policy is to say nothing for the present, although informal reactions seemed to be that anything that promotes color TV is to the good.

Inasmuch as electronic and mechanical systems are incompatible, it would appear that the Dec. 9 FCC hearings, sought by CBS, will assume a somewhat different complexion from that contemplated at time of the hearing order (Supplement No. 45).

It's a fair guess that CBS will claim its mechanical system is as good as, if not superior to, the RCA system. It's to be expected, too, that CBS will plump hard for color now, as against the 4-5 year developmental period RCA regards as necessary. And it may be assumed also that CBS will stop deprecating black-and-white; this is the one feature of its color campaign that has obviously gotten under the skin of those who want TV now under the monochrome standards approved by the FCC.

As for the mechanical vs. electronic systems, their relative qualities are capable of measurement and comparison, which presumably the FCC will demand. As for CBS's claim that color TV is ready now, so why wait, the burden of proof as to immediacy (standards, equipment, field tests, etc.) falls upon that company and those who go along with it—presumably Federal, Bendix and Zenith and possibly Westinghouse.

Against mechanical scanning, as such, the electronics advocates are expected to make less of a case than their publicity to date indicates—for a lot of engineers pooh-pooh RCA's attack on "moving parts", which they say would be no more annoying in a TV set than they now are in mechanical refrigerators.

On the other hand, there isn't any question about the "sex appeal" of an all-electronic system, both to the scientist and to the electronic-minded public.

It all boils down to this, which the FCC may be expected to insist upon having fully and satisfactorily answered:

Granting that color is the desirable end to be sought, which system holds present or reasonably near future possibility of ideal performance? And which is the most practicable?

Thus far, besides CBS and RCA, the only certain witnesses are those from RTPB's panel—
Chairman Dave Smith (Philco engineering v.p.) and Expert Don Fink (Electronics Magazine), both of whom will be subpoenaed. RTPB is drafting a report with findings and conclusions about uhf TV, but it is understood the report will contain no recommendations.

Individual RTPB panelmen, however, may be expected to appear to present their own and their company views; in fact, Smith himself very likely will appear a second time—for Philco—with some quite positive views favoring monochrome TV now, the avowed policy of his company. Nov. 25 is the deadline for filing appearances.

Members of RTPB Television Panel are: David Smith, Philco, Chairman; I. J. Carr, GE, vice chairman; G. L. Beers, RCA; H. G. Boyle, North American Philips; J. E. Brown, Zenith; F. J. Bingley, Philco (representing TBA); William E. Bradley, Philco; U. P. Case, Hallcrafters; Don Fink, Electronics; D. E. Foster, Majestic; T. L. Gottier, Raytheon; T. T. Goldsmith, Du Mont; P. C. Goldmark, CBS; R. N. Harmon, Westinghouse; A. G. Jensen, Bell Labs; E. Labin, Federal; Paul Larsen, Society of Motion Picture Engineers; M. L. Levy, Emerson; Harry Lubecke, Don Lee; Albert F. Murray, Washington; William A. McDonald, Hazelite; A. E. Newton, Stromberg-Carlson; Frank Norton, Bendix; A. Packard, Colonial; John Rankin, Belmont; John Reid, Crosley; J. D. Schantz, Farnsworth; George Town, Stromberg-Carlson; C. F. Wilcott, Gilfillan (Society of Television Engineers); J. R. Weir, GE.

REACTION TO TV SETS: Not much doubt about public's eagerness to see and buy TV receivers, judging from RCA reports on its initial dealer displays this week in New York, Chicago, Philadelphia, Albany-Schenectady. Crowds blocked traffic before store windows, jammed interior displays of the new sets (Vol 2, No. 44). Watching this reaction, one New York dealer offered a certified check for $1,000,000 worth of sets, reports RCA, and a chain of stores sought to place an order for 2,000. Some 800 retail stores in cities having TV stations were scheduled to sell RCA sets by end of this week, said RCA Victor's Dan Halpin, TV sales manager. Big problem is to train retail salesmen to be able to speak intelligently about the sets. Bigger crowds than ever were anticipated this Saturday when Army-Notre Dame game (Good-year-sponsored) was to be telecast, providing a perfect "show piece" for dealers.

STROMBERG'S FM ADAPTER: Latest effort to salvage the estimated 350,000 pre-war low-band FM sets for high-band reception is that of two-band enthusiast Stromberg-Carlson. Company is field-testing an adapter, to retail for $6.35, invented by George Driscoll, manager of its Rochester FM station WHFM. Stromberg v.p. Lee McCanne says results obtained so far indicate adapter will perform satisfactorily for most pre-war sets, but samples are being sent to distributors to get more extensive data.

TV TIME SALES LOOK UP: Increasing sponsor interest in TV, as the few available receivers seem to be selling like the proverbial hot cakes, is giving heart to television time entrepreneurs. Bigtime network sponsor General Mills is understood to be closing TV deal with ABC for sponsorship of Chicago Blackhawks home hockey games for 27 weeks over WJKB. On that station, next Tuesday, ABC also places a one-time show for Johnson & Johnson (baby powder)—the Disney film, "Bathing Time for Baby."

Success of Chicago TV symposium, conducted last month as part of Electric Association's plan to make Windy City a top TV center, has led to scheduling of forum Dec. 10 to acquaint Chicago account executives with advertising potentialities of medium. Ad agency TV committee is headed by Miss Fran Harris, TV director of Ruthrauff & Ryan. Last month's sessions attracted admen from such big radio sponsors as Dr. Miles Laboratories, Quaker Oats Co., Consolidated Biscuit Co., Reliance Mfg. Co., Lever Bros., William Wrigley Co., among a dozen others.

NEWSPAPERS IN FOR FM: Newspaper interests, now identified with the ownership of approximately one-third of the AM facilities of the United States, account for three-eighths of all FM grants up to Oct. 1. That's what an FCC analysis of AM grantees (CPs and conditionals combined) will show when released shortly by FCC. Closely paralleling our own findings (Vol 2, No. 42), the FCC analysis will also show that of 540 grants up to Oct. 1, three-fourths went to AM licensees and CP holders. Half the remainder went to applicants with neither AM nor newspaper affiliations, the other half to newspapers without AM affiliations.

JUKEBOX, HOTEL TVS: Next in TV—the jukebox-styled receiver for quarter-in-the-slot reception, model of which was shown to newsmen in New York Thursday. It's called "Tradiovision," uses a 5-inch tube (smallest yet) with image designed to be reflected onto mirror on lid. Manufacturer is Tradio Inc., Asbury Park, N. J., which also produces coin-operated radios. While no price has been set, it was stated they would be sold at around $200, or else rented, primarily for gathering places and eventually for homes. It would operate 30 minutes for 50 cents.

Engineering model in steel cabinet contained 20 tubes, was not demonstrated because of auto accident while transporting it from Jersey factory. Model was said to be larger than production line set (5,000 planned after 60 days), which will measure 9x18x16". Larger tube sizes are planned later. Tradio says it already has quarter-in-slot sound radios operating in 1,000 hotels, took full-page ad in Nov. 9 Billboard to offer "Tradiovision" to coin machine trade.
FATE OF LEA ACT: Issue to be decided by Federal Judge Walter J. LaBuy is simply whether the Lea Act (Supplement No. 35) is constitutional. That was the meaning of the hearing in Chicago Monday, based on the motion by AFL-AFM Attorney Joe Padway to dismiss charges against AFM president Jimmy Petrillo on grounds that Lea Act is unconstitutional.

Case can take either of two paths: If the Chicago jurist holds Lea Act constitutional, Petrillo goes on trial for admitted violation in WAAF “featherbed” case (Vol. 2, No. 24, et seq). If convicted, he can appeal to Circuit Court of Appeals. If conviction is upheld there, he can appeal to U.S. Supreme Court, provided it agrees to hear the case. On the other hand, if Judge LaBuy holds the Lea Act is unconstitutional, the Government can appeal directly to the Supreme Court.

In arguments before Judge LaBuy, Padway admitted Petrillo had violated the law (to test its constitutionality) but pictured the AFM chieftain as a benevolent labor leader fighting to save his musicians from technological unemployment resulting from radio, juke boxes, phonographs, sound movies. John S. Pratt, special assistant to the Attorney General, described the AFM as a racketeering organization which has extorted millions from the radio industry.

MOVES TO PROMOTE FM: Promotion of FM among public and dealers heretofore has been spotty and of a localized nature—done particularly well by such individual entities as WELD, Columbus, O; WBCA, Schenectady; KOZY, Kansas City; WATG, Ashland, O. On Monday, the first formal organization devoted to “selling” FM—on the local level—came into being. Some 30 licensees, CP holders and applicants of the New York area met in Manhattan’s plush 21 Club, decided to pool efforts to publicize FM, formed an executive committee comprising Capt. W. G. H. Finch (WGHF); Ira A. Hirschmann (WABF); Ralf Brent (WGYN); A. Lewis King (WFMO, Jersey City).

They did not wait for this week end’s Washington meetings of the steering committee chosen at Chicago to set up a national FM promotion association (Vol. 2, No. 43). Some committee men, meanwhile, were cautioning against too great expectation of quick results.

That FM can count on FCC assistance, was manifested again Tuesday when Comr. Jett went to Hagerstown, Md, spoke to dealers from Maryland, West Virginia, Pennsylvania communities called together by Grover C. Crilley (WJEJ-FM). He told them what to expect from FM, asserted that to retain customer good will they must acquaint buyers with FM.

Meanwhile, a more integrated FM Dept. in NAB is promised. More money, personnel, etc.

await naming of a committee to include all segments of the FM field (FM independents, AM-FMs, manufacturers, etc.). All new NAB committees are due before year’s end.

TELEVISION NOTES: Race for exclusive TV tieups of major sports continues in New York area, CBS reporting Friday it had signed long-term contract to televise all Brooklyn Dodger home games starting next season. Sponsor is expected to be named shortly.

Anticipating greater TV set circulation, NBC’s WNBT will not make video contracts with sponsors for more than 26 weeks. According to spokesman, costs are 3 and 4 times higher (depending on show) than card rate, which goes up to $750 per live telecast hour plus $100 transmission charge for more than 10 minutes of service.

Sears, Roebuck likes its studio quiz and audience participation show so well on Philco’s WPTZ, Philadelphia, it is extending it for 4 Thursdays (9-9:30 p.m.) to NBC’s WNBT, New York, marking first commercial TV origination from Quaker City in what NBC now calls its “television network.” Three other sponsors originate from New York for Philadelphia.

Trustees of Western Reserve U, Cleveland, for whom CBS is to stage color TV demonstration next week, are being prodded into reviving interest in TV (low-band application was dropped) by reason of enthusiasm of Prof. Barclay S. Leathem, dynamic head of dramatic arts dept. City is entitled to 5 channels, has two grantees (NBC and Scripps-Howard), only one pending applicant (DuMont).

SIGHT AND SOUND: Topic of conversation at first Denny-Miller luncheon (touted as harbinger of better liaison between FCC and NAB) was electrical transcription rule due for hearing Nov. 25. With Denny were FCC Comr. Hyde and Asst. General Counsel Plotkin. Accompagnying Miller were: A. D. Willard Jr., NAB executive v.p.; Doris Petty, NAB general counsel; Edgar Kobak, MBS president; T. A. M. Craven, Cowles Broadcasting; Clair Mc Cullough, WGAL, Lancaster, Pa., NAB board members.

Veteran E. C. Page, who took over as MBS engineer v.p. after his return from Signal Corps service overseas, resigns effective Jan. 1 to resume consulting prac tice in Washington, with MBS as one of his clients. Ear M. Johnson succeeds to his post.

To inspect Philco’s newly expanded plant, presume ably also to be shown preview of Philco’s still hush-hush TV set line, FCC Comr. Denny, Jett and Hyde journeyed to Philadelphia Friday.


Shelved, not abandoned, is WSYR-FM’s project to bring 5,000 private brand FM sets into the Syracuse, N.Y. market (Vol. 2, No. 43); Manager Lindquist says reason for temporary dropping of idea is that independent manufacturer could not promise quantity delivery in 60 days period specified and that dealers look for brand name FM sets soon. Some dealers, however, are still considering the proposition, he reports.

Milton J. Kibler, NAB assistant director of em ployer-employer relations, has resigned to open office in Evans Bldg., Washington, to specialize in labor law particularly as applied to broadcasting.

Everett Dillard’s Commercial Radio Equipment Co has taken over the crystal manufacturing division of Aireon Mfg. Corp., Kansas City.
EASING OF CP BAN: Those TV and FM grantees who have been stymied in construction because they can’t get CPA approval needn’t expect the present trend toward decontrol to eliminate entirely their difficulties in that field. But they can expect that their applications will now be given more sympathetic treatment. CPA, it is learned, is thinking seriously of allowing national volume of approvals for non-housing construction under the terms of VHP-1 (Vol. 2, No. 13) to rise from the present $35,000,000 a week to $50,000,000.

Some measure of control seems bound to continue. The Wyatt housing program for vets is scheduled by law to run until Dec. 31, 1947. CPA, which exercises the control functions under VHP, is due to be terminated March 31, 1947, but is permitted to retain its construction activities until June 30, 1947. Even should CPA be liquidated, there is talk of creating a new agency to handle all controls (sugar, rice, rents, construction) that might still be kept in effect.

THE FM OUTLOOK AND FMA: Outlook now is so rosy for FM receivers, as reported in usually reliable trade circles, that promoters of the projected new FM Association (to be known as FMA) appeared more heartened than ever after their Washington meetings of Nov. 9-11. To a man they regard set supply as the crux of their problem of audience-creation.

RCA’s trade literature, not yet generally released, goes all out for FM, even includes offerings of table model combinations. Philco’s new lines, not yet shown to dealers, also will play up FM. And GE will be breaking its FM story in big advertising displays next month.

These big firms, adding their voices to such outspoken and unceasing FM enthusiasts as Zenith and Stromberg-Carlson, are seen giving FM set sales additional impetus during 1947. Highly gratifying to FMers is the RCA attitude, especially in view of the apparent disinterest of its subsidiary NBC in any effort to hasten FM along—partially explained by RCA-NBC preoccupation with TV.

Reason manufacturers have not gone stronger on FM production, the FMA group was told, was that production this year did not warrant it; also that set makers don’t want to embarrass their dealers, who are still liberally stocked with AM. But the confident view was held that the time is near when virtually all consoles will be combinations, with FM-AM table models also making their appearance in gradually increasing quantities. By the end of the year, some profess, the market may be well enough supplied with FM sets to meet all demands—and the budding FM broadcasting industry can then really get going.

* * *

It was with these thoughts that the FMA steering committee formed at Chicago (Vol. 2, No. 43) met in Washington Monday, all save 2 members present. Absent were Ira Hirschmann, WABF, New York, though he attended Saturday meeting of objectives committee, and Gordon Gray, WMIT, Winston-Salem, kept away by bad flying weather but telegraphing his full support.

Plan now is to hold first general meeting in New York sometime in January, inviting membership from FM licensees, CP holders, conditional grantees, applicants, manufacturers, transcription and news services, etc. Arrangements were left to Roy Hofheinz, KHTK and KOPY, Houston (also chairman of the steering committee); Leonard Asch, WBCA, Schenectady; Everett L. Dillard, KOZY, Kansas City, and WASH, Washington. Dillard’s Washington office (International Bldg.) was made temporary headquarters.

As a starter, the 12 steering committee members each put $100 into a kitty. From 250 to 500 members are expected. Support from Maj. Armstrong and several manufacturers has been pledged. And an invitation to lunch next Monday with FMA steering committee, to talk over the projected
FMA, was accepted by FCC Comrs. Denny, Wakefield, Durr and Hyde.

A paid manager is proposed, functioning somewhat as does the manager of TBA. Chairman Dillard's objectives committee laid down these aims and purposes: development of FM broadcasting; publicizing the superior qualities of FM to the public; disseminating information to members; cooperating with manufacturers and suppliers; acting as liaison between members and the FCC and other agencies and organizations.

GOLDMARK'S RIPoste: It looks now as though the whole color TV issue has landed where it rightfully belongs—in the laps of the technicians and the FCC. No longer, apparently, is it to be the subject of publicity campaigns that heretofore have served only to confuse the public, arouse the blood pressures of the principals. FCC's hearing Dec. 9, it now seems certain, will revolve almost entirely around technical issues.

Some inkling of the CBS case for color, which the highly respected and deeply sincere Dr. Peter C. Goldmark has always kept in the realm of scientific discussion, was provided in his talk Tuesday before the New York Electrical Society. What he had to say had been awaited ever since RCA's disclosure of its all-electronic color TV system (Vol. 2, Nos. 44 and 45), for no other CBS executive had publicly made any comment after the RCA demonstrations.

In essence, Dr. Goldmark told his confreres—and this will probably be the basic case of CBS at the Washington hearing—(1) that CBS's "sequential" method for color TV is flexible enough for future developments; (2) that the CBS color system can utilize present coaxial cables for network operation; (3) that receivers under the proposed CBS system would cost less. Inferentially, at least—for he did not openly attack RCA—Dr. Goldmark indicated that RCA's "simultaneous" method is not as flexible, cannot use the coax, will mean more expensive receivers.

Basic question to be asked of CBS at Dec. 9 hearing will be whether its system will accept future TV developments. Goldmark says it will. "The CBS sequential method is a universal one," he stated Tuesday, and it will even accept all-electronic developments. RCA and other engineers opposing CBS proposals claim the Goldmark system is already knocking against the ceiling of expected developments. For example, they say, the CBS system is pegged on a 48 frames-per-second standard. Suppose someone, 6 months after standards are set, develops a tube with greater brilliance than presently used. That development would necessitate a change in frame rate (in order to overcome flicker) but that could not be done because receivers would be thrown out of kilter, since they would have been produced for the standard frame rate.

Goldmark's remarks that the "simultaneous" method "virtually precludes network operation in color" is explained thus: In the RCA system, the transmission band is divided into red, green and blue components. The coaxial cable now only accommodates 2.7 mc. Thus the cable would only pass the center, or green, component. The CBS system, on the other hand, throws each color into the whole band, one after the other. Thus, although the coax's 2.7 mc band width degrades the picture, all colors do get through.

Reason for Goldmark's reference to receiver costs was the obvious fact that the RCA system necessitates a receiving set with 3 cathodes (trino-scope) as against the CBS receiver with only 1 tube, plus color wheel.

Goldmark does admit that salvage of present low-band, black-and-white sets would not be possible through the use of a converter under the CBS system.

PROMISES OF WARTIME VT: If receiver prices begin to jump out of sight, as they're showing a tendency to do, you can expect the set manufacturers to give really serious attention to the shortcut techniques learned in making the wartime VT (proximity) fuse. Dr. Cleo Brunetti, young Bureau of Standards engineer who had a substantial hand in VT development under Harry Diamond, the Bureau's able chief of ordnance development, says that manufacturers haven't been slow to ferret out commercial possibilities.

Dr. Brunetti has received hundreds of inquiries from all over the world, requesting more information, particularly since VT details were made public last February and since publication of articles written by him and other engineers for Electronics Magazine in April and for the Bureau's Journal of Research in July.

Prompted by the continued intense interest in such techniques, Dr. Brunetti is in process of collecting all available data for presentation before the New York IRE meeting next March.

Printed circuits, miniature and sub-miniature tubes, tiny high-capacity condensers, sprayed resistors—all promise enormously accelerated production of cheaper, more compact, more uniform, more foolproof receivers and similar electronic equipment. These are seen as immediate uses while other ideas become less fanciful—for example, a portable TV receiver.

Example of how printed circuits speed production: one girl at Globe-Union (Milwaukee components manufacturer) can turn out 5,000 sub-assembly units in the time it takes to assemble, wire and
solder a score or so conventionally. Another method of circuit-making that promises terrific speed is a photographic process which, however, still has some quirks. Another is the method of Promenette Radio & Television Corp., Buffalo, N. Y., which consists of spraying metal into a grooved plastic chassis.

Dr. Brunetti sees as likely the development of the plug-in sub-assembly. Whole major units of a set can be removed, tested and replaced as easily as are tubes normally. Major set exporters, whose markets seldom have skilled repairmen, are particularly keen about that idea.

Most companies are saying little about their work along these lines, but the following were principal makers of VT fuses and components and can be presumed not to be passing anything up: Emerson, Bendix, GE, Globe-Union, Philco, Western Electric, Westinghouse, Wurlitzer, Zenith, Raytheon, Sylvania.

**STILL MAKING 2-BANDERS:** GE's Dr. W. R. G. Baker hasn't yet answered our telegraphed query, but the two other major manufacturers of two-band FM sets have—and what they say tells its own story well enough to require no embellishment. We asked them, simply, whether FCC Acting Chairman Denny's flat avowal that the high vs. low band issue is settled and that the 88-108 mc band is final (Vol. 2, No. 43), means they will now stop making two-band FM sets. These were the replies:

E. F. McDonald Jr., Zenith: "Re your telegram, Mr. Denny made his statement before election. There is no question in my mind now that the Senate and House investigations will force the restoration of 50 mc to FM and thereby restore FM to the farmer who needs it most. We intend to continue to manufacture two-band FM radio receivers only."

Ray H. Manson, Stromberg-Carison: "Answering question, our plans are to continue production of two-band FM receivers because present indications are that pre-war low-band FM transmitters will continue as main source of satisfactory high power FM broadcasts until late next year when high power FM transmitters with suitable antennas and towers will be available for adequate FM broadcast coverage on the new high band."

**NO SHOWS TO SHOW:** One of the little ironies in TV set merchandising, now that dealers in some cities have sets to show (Vol. 2, Nos. 44, 45), is that there are no daytime programs for demonstrations—except, of course, for Saturday football games. New York's department stores are open Thursday night, but few small or large dealers are open most evenings. How, then, sell sets if there are no programs? There was a lot of chiding of the video folk in the trade press this week, and even *Time* Magazine took cognizance of the anachronism.

**WBKB's Capt. Bill Eddy:** in Chicago was first to come up with an answer, agreeing to transmit daily 12-3 p.m. in addition to 7:30-9 p.m. weekdays. In New York, NBC and CBS are simply putting out test patterns during daytime, although the former (RCA-owned) did put on about 15 hours daytime for initial distributor-dealer promotion. DuMont also telecasts test patterns daytime, but its INS moving tape does offer an element of value for demonstration purposes.

Last Saturday's Army-Notre Dame telecast, incidentally, was hailed by *Variety*—and justly—as the biggest TV promotion since the Louis-Conn fight in June. It was well handled, held interest throughout, attracted scores of viewers wherever TV sets were available.

**STAs FOR FM TOTAL 102:** Topeka's WIBW-FM (Capper) started a hot FM promotional campaign Nov. 10, coincidentally with its first emission of FM signals under an STA—bringing to 102 the total number of FM stations (licensees or grantees) now allowed to program. WIBW-FM is now on the air 3-9 p.m., non-duplicated. As part of big FM buildup it is planning formal opening Dec. 1, with local merchants, Kansas broadcasters and set distributors participating.


There were 9 CPs and 2 Conditionals in this week's FCC decisions (see Supplement No. 44F herewith).

**MOVIES BUY TV SCRIPT:** Understandably, Broadway and Hollywood usually turn up their noses at the often not-so-hot dramatic productions on TV, which of course is still starving for income and still doing its best job on sports and public events. Yet the film fraternity is sufficiently intrigued with the potentials of TV that its moguls seldom miss an opportunity to have a look at it when in New York.

**Thus Sylvan Simon,** president of Radio Cinema Theatres Corp. of California, and a director of some note, while in New York Sept. 22 watched the NBC-Dramatists Guild production of the Nelson Bond-Davis Kent fantasy, "Mr. Mergenthwirker's Lobbles." Offered to the films before
being telecast, the script had evoked no interest. But Mr. Simon, after seeing it in the WNB Tai “Broadway Previews” series, offered to buy it, paid $25,000—first time an original script produced for TV was ever grabbed up for film production. Deal this week was hailed as proving how TV can “showcase” new dramatic productions.

**TELEVISION NOTES:** Chevrolet Motor Co. next Monday signs with DuMont for series of TV programs, format still undetermined but starting Jan. 1, to run 26 weeks (first 13 without cost to sponsor) with options up to 52 and card rate change after New York's first 100,000 receivers are sold. Time reserved is Sundays, 8-9 p.m. Agency is Campbell-Ewald. DuMont also reports its “sample” TV set will go to some dealers next week—the 15" tube model at $1795.

Add these TV call letters, just issued, to those already listed in Supplement 18A: WNTC, Chicago (NBC); WGN-TV, Chicago (Tribune); WOL-TV, Ames, ia. (Iowa A&M); WHAS-TV, Louisville (Courier-Journal); WBZ-TV, Boston (Westinghouse); WNBK, Cleveland (NBC); KRLD-TV, Dallas (KRLD Radio Corp.); KWIS, San Francisco (Associated-KSFO).

Sonora's Joseph Gerl and his RCA excise tax committee, meeting in Washington Friday, decided to duck issue whether TV sets come under 10% radio excise tax, plan to take it up again at next year's IMA board meeting. Committee meanwhile will campaign to persuade Congress to remove or reduce tax on radios.

**Latest efforts of RCA to relieve TV of some of its clumsier technical aspects are development of new streamlined, lightweight mobile TV pickup equipment mounted on a standard 1½-ton truck and an “Antenaplex” system for TV-FM reception in multiple dwelling buildings.** Dan D. Halpin, company's receiver sales manager, speaking before Philadelphia Building Owners and Managers Assn. Tuesday, advised members to include antenna systems in building plans.

WBKB, Balaban & Katz (Paramount) TV station in Chicago, reports it will shortly stabilize operations at 35 hours per week, has nearly completed its new big studio. One of few studios constructed for TV rather than converted from radio use, it is 75 x 50 ft., 26 ft. high, uses special lighting system devised by Director Bill Eddy.

Reason why Compton Advertising Inc., big New York ad agency, dropped its TV Dept. (Wyllis Cooper resigning), was that its accounts, notably Proctor & Gamble, turned down plans for video programs that encompassed considerable filmed material. On the other hand, McCann-Erickson on Dec. 1 adds Lee Cooley as TV director; he formerly handled daytime shows and TV at Ruthrauff & Ryan.

Big pre-Xmas promotion by New York's Wana- maker Store will include five days of toyland pageants televised in DuMont's giant Wannamaker studio, with children visiting Santa Claus and being televised as they get a signed certificate from him attesting their appearance in first telecasts of the kind.

New York's proposed new $20,000,000 Madison Square Garden, Convention Hall and Parking Garage at Columbus Circle includes 2 TV studios to measure about 70 x 150 feet. TV cages are also included for covering remotes.

RKO Television's Ralph B. Austrian leaves Saturday for Churubusco, near Mexico City, to supervise installation of new RKO studio; he will be gone for several months.

**SIGHT AND SOUND:** Favorite figure among Washington trade newsmen is OPA Administrator Paul A. Porter—and favorite topic of conjectural writing is whether he will accept BMI presidency or other private job, return to FCC chairmanship, or take another Administration post. He hasn't resigned yet (though it's reasonable to assume he will, since OPA is fast going out of business); he parries reporters with retorts witty but courteous—and he's obviously enjoying the publicity.

Senator Wallace White Jr. told newsmen Thursday he would accept majority leadership, which now seems assured; he indicated he did not intend to relinquish committee chairmanship due him, which means he is in line (and willing) to take over Committee on Interstate and Foreign Commerce, handling radio.

New York Times' Arthur Krock devotes his Nov. 15 editorial page column to severe—and, many think, well-deserved—castigation of FCC for allowing American Jewish Congress to intervene in New York News case for FM and TV. Quite aside from delaying the decisions and cluttering the record, Krock says any ruling on basis of newspaper's editorial policy would violate Constitution.

Unusual bit of promotion for FM is 5-minute transcribed talk by FCC Comr. Jett which, starting Nov. 16, Washington's WWDC is putting on once a day for 2 weeks. Ten other FM-promoting stations have received the disc from WWDC, which Manager Ben Strouse says he will furnish free to any station asking for it. Write him at 1000 Connecticut Ave., Washington 6, D. C.

Federal's proposal to build a 20 kw FM transmitter, an exception to sizes specified in the FCC's Standards, was granted tentatively by FCC this week. Present standards allow 250 watt, 1 kw, 3 kw, 10 kw, 25 kw, 50 kw, 100 kw transmitters. Federal's reason for odd size: it might take a year to develop 25 kw unit, whereas 20 kw is ready now.

REL's 1 kw FM transmitter (Model 518A-DL), now in use in 20 locations, will be in continuous operation Nov. 19 - 21 during the San Francisco IRE section meeting. Operating under special temporary dispensation from the FCC, the station (with call letters KRVU) will broadcast on 103.1 mc. Frank A. Gunther, REL v.p., will present paper on transmitter. Demonstration is planned to acquaint Pacific Coast technicians with FM's potentials for West Coast broadcasting.

Clamor for space in the versatile 30-40 mc band (fixed and mobile communications) by great variety of groups led FCC to set Dec. 2 for informal conference, preparatory to Dec. 16 oral argument. Usefulness of FM on those frequencies was pointed out last week by grants of stations to link Santa Fe and Abiquiu (pop. 700), isolated area in New Mexico without phone service.

Inquiry among manufacturers who should know indicates they don't hold much hope that German radio cabinets can be counted on to relieve current domestic shortage, despite optimistic tone of availability announcement recently by General McNamary, American Zone commander. Quantities are limited, sizes too small, hardware and in some cases trim would have to be exported to Germany to permit cabinet makers there to meet American specifications.

Critical or on-the-beam tuning of FM receivers should be eased by GE's new 'electron ray indicator tube' which greatly simplifies tuning and is being used in some of GE's new receivers, as well as in sets to be produced by other manufacturers.

Change your Supplement No. 43 to add FM Channel No. 256 (99.1 mc) to San Antonio; FCC this week dug up extra channel to relieve tightening situation.
November 23, 1946

BACK AT THE OLD STAND: Apparently, most of you feel the way we do -- that the letter-like style of reporting can tell more, in fewer words more easily read, than ordinary type. So we're glad to be back with our original printer, back to our old format, now that his strike threat seems over. It's our conception that these newsletters (as distinct from our comprehensive Supplements) should boil down to its essence the more important news of radio (principally TV and FM) -- so that you, in a matter of minutes each week, can keep abreast of major trends and developments. That you like it that way is attested by the fact that these letters, after only a little more than a year of publication, are now read by most top executives in the radio fields.

CROSLEY GETS TWO TVS: Two TV grants Thursday to Crosley -- for Cincinnati and Columbus -- bring total low-band CPs to date to 38, leave only 50 applications pending. Of latter, 7 are involved in last May's Los Angeles hearing cases, now undisputed since 7 channels are available, and are due to be granted any day now. Six are involved in New York hearing of last June, seeking 4 available channels, and decision on these is also due momentarily.

Comm. Durr vainly voting for hearing (he's still unreconciled to recent authorization of sale of Crosley properties to big Aviation Corp.), FCC granted Crosley (for Cincinnati) Channel No. 4 (66-72 mc) with 34 kw visual power, 17 kw aural power, 603 ft. antenna height for station (to be known as WLWT). It granted (for Columbus) Channel No. 3 (60-66 mc) with 48 kw visual power, 24 kw aural power, 546 ft. antenna for station (WLWC) atop Columbus' tall AIU Tower. Crosley's Dayton TV application was passed over for further inquiry into possible Cincinnati overlap (distance 45-50 miles); it may be dropped, as was company's Dayton FM application.

READYING FOR TV HEARING: FCC's concern with comparative costs of TV receivers, as one facet of Dec. 9 hearing on color TV standards proposals (Supplement No. 45), was manifested this week when (1) its economic division held meeting Tuesday with representatives of 11 manufacturers to determine standards of comparison for both production and costs, and (2) it sent out questionnaires to TV set makers, asking for production and price figures for both black-and-white and color receivers. Some idea of who may be parties to hearing may be gleaned from fact that delegates came Tuesday from Bendix, CBS, Farnsworth, Federal, DuMont, GE, Philco, RCA, Telicon, Westinghouse, Zenith.

Meanwhile, no formal appearances for Dec. 9 hearing had yet been filed at week's end, though next Monday is deadline. Last-minute filing is not unusual, however. Meanwhile, also, NBC's TV chieftains (including Messrs. Royal, Kersta, et al) held confab with RCA in Camden Wednesday, presumably to lay plans for future TV promotion -- indicating no fear that color will upset their applecart. Meanwhile, also, FCC junketeers, 19 in number and including all commissioners save Walker, journeyed to Princeton Friday to see another demonstration of RCA's all-electronic color system (Vol. 2, No. 44).
SET PRICES UP, MORE FMs: Upsurging prices seem to be order of day in radio retailing field. Survey of Washington distributors (who may be taken as typical) discloses that during 3 weeks since lifting of OPA controls, prices have gone up on such name-brand sets as Admiral, Bendix, Crosley, GE, Olympic, Sentinel, Westinghouse, Zenith. No jumps were reported as yet for Farnsworth, Freed, Philco, RCA, Scott, Stromberg-Carlson.

What this will do to set market, particularly FM, is still conjectural. One school insists prices will recede as materials shortages are met, production catches up with demand, normal competition resumes -- though these factors still discount main reason for increases: higher cost of component parts. Situation has set makers concerned enough to put it at top of agenda of RMA mid-winter conference Dec. 10-12 in New York's Biltmore Hotel.

RMA monthly set production figures, meanwhile, show all-time record month in October: 1,670,444 sets, of which 1,128,616 were table models (not including battery sets). FMs reached highest monthly total of year: 23,793, of which 22,960 were consoles, 833 table models. The FM total still doesn't bulk large, but it is going up steadily: Jan., 27; Feb., 182; March, 1,771; April, 3,784; May, 15,609; June, 16,923; July, 19,213; August, 12,717; Sept., 16,708; Oct., 23,793.

TV SET OUTPUT DIPS: It's a case now of getting on dealer's list and taking your turn, as you must for a new car, if you want a TV set -- that's how quickly the first batches of medium-priced RCA models have been taken up since its Nov. 2 "T" Day. Some 3,000 sets gobbled up the first few days from 800 dealers, is the story in a nutshell. Production by other firms is still negligible, though certain to increase shortly.

Meanwhile, the RMA's TV set production figures for October (only 827) cause puzzlement, unless last month saw stoppages on wider scale than first believed. (DuMont, for example, is said to have many of its deluxe models on factory floor, all ready to ship except for missing inductor motors, still unobtainable.) September production was 3,242, August only 3. July had 41, according to RMA -- the sum total of post-war production. Thus the total up to Nov. 1 was only 4,113 -- indicating bigger figures may be expected for November and December, inasmuch as RCA alone still promises 5,000 to 10,000 sets by end of year, and Viewtone says it is geared for 300 per week.

SATEVEPOST PROBES FX: Facsimile -- the "sleeper," the "puzzler," which suffers from recurrent bursts of enthusiastic acclaim and strange periods of neglect (as did TV) -- has stirred the Saturday Evening Post into an article. Staffman Robert M. Yoder's Nov. 23 story is titled "Will Your Newspaper Come by Radio?" It puts FX this way: "It is a prospect that has bored, disturbed and excited newspaper publishers and radio men, for it might have multimillion-dollar consequences, if any." Yoder finds the general attitude: It is wonderful, but what good is it? He tells of its tieup with FM, of Hogan's work and Finch's, of newspapers' and radios' intention not to be caught napping -- how even old Editor & Publisher (its early radio myopia gone) has warned that FX is "no gadget." Regardless of predictions, rosy or otherwise, Yoder sees as most significant fact that FX can transmit, with absolute fidelity, any printed information faster than any other means.

RADIO TIME FOR RADIO: In an introspective mood, radio men are going to give radio a bit of self-analysis, with the public as confessors. CBS's Bill Paley, whose speech on what's right and wrong with radio was a highlight of NAB convention (Vol. 2, No. 43), opens CBS series on "Radio and the Public" to be conducted by Lyman Bryson, Sundays, 1:30-1:45 p.m. (EST), starting Dec. 1, and continuing "as long as necessary to cover the subject." And ABC's Town Meeting Thursday, Dec. 12, 8:30 p.m., has scheduled debate on "Is Radio Serving the Public Interest?" ABC President Mark Wood and another speaker yet to be chosen will argue the affirmative vs. FCC Comr. Durr and Frederic L. Wakeman, author of "The Hucksters."
TV CHANNEL-SHARING: How to permit police and other services to share use of TV channels, at same time precluding interference with reception, is problem that currently has FCC engineers scratching their heads. Newly finalized allocations of frequencies above 25 mc stipulate (as stated in Commission’s report of May, 1945) that "these channels may be shared on a mutually non-interfering basis." Those who want places in TV bands 44-82 and 174-216 mc include police control and relay services, point-to-point, marine control, forestry, rural telephone, broadcast studio-transmitter links, railroad terminal and yard operations. Their applications have been filed in great numbers, and in their "desperate need" for channels they are pressuring the Commission hard.

In fact, some sharing already has occurred, but only experimentally and temporarily. These include Army Signal Corps TV transmissions in the vicinity of Belmar, N.J.; Pennsylvania State Highway Patrol communications for Harrisburg turnpike; Tennessee Valley Authority.

So far, none of these services has been granted permanent space in the TV band. This is because FCC engineers haven’t yet been able to get enough information to determine just how closely (geographically, frequency-wise and power-wise) assignments can be made without mutual degradation of service. Obviously, some types of services in some areas would cause no trouble at all. But such things as mobile units in frequency-crowded metropolitan areas are certain to offer problem, extent of which is yet fully to be determined. To supplement meager information on subject, FCC has asked major TV set manufacturers for what data they have, such as charts on receiver selectivity, plotted to show response 6 mc above and 6 mc below any single channel.

CBS AND TV; NEW RATE CARD: It certainly doesn’t look like CBS has any intention of soft-pedaling its black-and-white TV activity, judging from (1) first formal rate card issued this week for WCBS-TV, (2) attractive mailing piece just published, in form of magazine cover with inside listing heavy schedule of Madison Square Garden and Baker Field sports telecasts, all Ford-sponsored, (3) new card survey by its "Television Audience Research Institute," seeking to learn how many families have TV sets, what New York stations they can get, whether pictures are clear or poor. This survey service will in future report on audience reactions to programs, commercials, etc., and is offered free to clients.

WCBS-TV rates are based on use of facilities rather than time, do not include variable extras such as talent, costumes, sets, props. CBS offers to produce, cast and direct, or else allows client to retain complete authority over program, and as yet imposes no rules governing length of commercials. Rates are: Up to 15 minutes, $60; 15-30 minutes, $90; 30-60 minutes, $150; each additional quarter-hour or fraction, $37.50. Rates are same for sound film. Time signals and weather reports are $30 each when sound film is supplied by client. Editorial supervision of program material and ad copy comes under Leonard Hole, promoted this week to assistant director of TV under Director Worthington Miner.

LEE HATS GOES TV, TOO: Hot on radio are the Lee Hat interests of Danbury, Conn., sponsor of Drew Pearson, seeker of an FM station in Danbury (Supplement No. 14-P), projected sponsor of Pearson on TV hookup of DuMont’s WABD-WTTG, Washington-New York. Pearson would be first regular commentator in TV, starts Dec. 17 or 19 for 13 weeks, telecasting from Washington for half hour with guest politicos, charts, films, etc. Commercial will be already-prepared industrial film. Sponsor was sold by ABC, account handled by Wm. H. Weintraub & Co.

This additional big-time sponsor for TV was announced in wake of unique contract-signing ceremony for TV time Monday. Chevrolet executives, seated in DuMont studios in Washington, signed for reported $200,000 time deal (Vol. 2, No. 46) with DuMont people in New York, each viewing the other on twin screens. Campbell-Ewald’s TV chief, Win Cass, arranged setup, seen presaging new type of business conferences in future.
COAL STRIKE AND TOWERS: Even before John L. Lewis' coal strike, steel output was running under demand -- so that radio construction faced that additional handicap. Now, if coal strike lasts any time, outlook becomes gloomier than ever, particularly for towers. Inquiry among tower makers, which we were conducting before the coal strike, elicited this information: Blaw-Knox was quoting 4 months delay, 6 months on special jobs; Ideco (International Derrick), 5 months delay; Wincharger (Zenith Subsidiary), 3 to 5 months. All complained they were not getting enough steel. Strip-steel user Wind Turbine Co. said it has been getting numerous inquiries because it promised 1 to 3 months delivery.

DIRECTORY OF ENGINEERS: Most noteworthy fact about our newly revised Directory of Consulting Engineers specializing in broadcasting (Supplement No. 12A herewith) since its first compilation some 15 months ago, is the growing number of practitioners since war ended. Same is true about radio attorneys (Supplement No. 11A). It's also significant that quite a few more are practicing in cities other than Washington. As was the case with the lawyers, just about all of radio's large contingent of engineers in war services are back now, partaking of the business opened up by FCC's increased activity in AM, FM and TV fields.

SIGHT AND SOUND: Pearson-Allen application for Baltimore's WBAL channel (Vol. 2, Nos. 38, 39) was consolidated in hearing ordered on WBAL license renewal—and FCC hearing is set for Jan. 13. Consolidation of cases, held as acid test of Blue Book, was ordered on premise (in Asbachek case) that competing applications must all be heard. Counsel are girding for legal battle royal, likely to string out long time and land in courts.

Unless promoters of projected new FM Assn. hire a paid executive, or borrow a full-time organizer from one of its sponsoring companies, plan for FM-promotion setup may come to naught. Very little was accomplished at meetings this week, except for blessing from FCC at luncheon Monday. On Thursday New York group met with NAB's Secretary Arney, convention expert, with thought he might help them organize proposed all-industry meeting in January. But nothing was decided, next moves being left to committee: Hofheinz, Dillard, Asch (Vol. 2, No. 46).

Joint NAB-RMA industry committee to handle major radio problems—"including the development of FM, TV and other public services"—was appointed this week, is due to meet shortly. Named for NAB: T. A. M. Craven, Cowles Broadcasting Co.; William Fay, WHAM-WHFM, Rochester; Gordon Gray, WSJS-WKIT, Winston-Salem; Carleton D. Smith, WRC (NRC), Washington; James D. Shouse, WLW, Cincinnati. For RMA: Dr. W. R. G. Baker, GE; Walter Evans, Westinghouse; Frank Folsom, RCA; Paul V. Galvin, Galvin Mfg.; E. A. Nicholas, Farnsworth.

Washington area itself is saltiest example of FCC liberality in AM grants: with two more suburban grants Thursday, 12 stations are now operating or authorized—double number operating at beginning of year. And 5 applications are pending. This, in addition to 10 FM grants (7 of them to AMs), 4 TV permits.

Seven-hour AFRA-network session in New York Friday led to no agreement. Union's proposal networks cut off programs to non-AFRA stations is still crux of dispute, networks considering such action would constitute secondary boycott. AFRA still threatens nation-wide strike.

Telecast Inc., Roanoke Rapids (N. C.) movie operators this week told FCC town was too small to support one AM, two FM stations, so dropped its CP for FM. With week's grants (Supplement No. 44G herewith), totals are now: CPs, 372; conditionals, 224.

GE has mailed out hundreds of packages of FM promotional material titled, "How to Build an Audience for Your FM Station," and including promotion ideas, sample ads, spot announcements, booklets, window banners, program listings, etc. Incorporated also was clip sheet, which GE offers to supply on weekly basis, for free. Zenith did same thing several months ago, except its was in form of loose-leaf notebook and was accompanied by offer to spot FM sets in new station's area.

Overlapping coverage by commonly-owned AM stations, sometimes permitted by FCC, was attacked this week in petition by Attorney Paul Segal, who charged Commission with inconsistency since overlap is not allowed in FM and TV. Petition grew out of FCC's proposed decisions to allow WGAR, Cleveland, increase to 50 kw, producing overlap with WJB, Detroit, and to confirm present facilities of VJEF, Grand Rapids, to overlap with WKZO, Kalamazoo. Segal represents WADC, Akron, and WKBU, Muskegon, which oppose respective grants.

IRE's 1946 Yearbook, listing names of more than 10,000 members, with business connections, office and home addresses, is now being delivered to membership; also included are directories of manufacturers and products. IRE will shortly move into its own new building at 1 E 79th St., New York City, plans its next convention March 3-7 in Hotel Commodore with engineering exhibit at nearby 34th St. Armory.

Army-Navy game at Philadelphia Nov. 30 is on agenda of TV pickups to be done by Bell Telephone under STA granted this week by FCC—frequencies in 4200-4400 mc band. Granted experimental CP for TV link between Los Angeles and Mt. Wilson was Southern Cal. Telephone Co., to use 3970 and 4170 mc.

ABC's new operating boss: Bob Kintner, named executive v. p. last week; he's a former Washington correspondent, joined ABC after Army service in 1944. In addition to being ABC's general attorney and secretary, Joe McDonald now is also a v. p.

FCC's FM section chief, Charles Hubert, is slated to take over Commission's New York field office, succeeding Al Guest, resigned, and Hubert's successor will be one of senior attorneys in Broadcast Division.

CBS expects to finish installation of rocket-type antenna for its reconverted WCBS-FM, New York, by end of next week; it's atop Salmon Tower Bldg. on West 42nd St.
November 30, 1946

PEEK AT PHILCO'S TV SET: Best kept secret in a trade never noted for modesty or reticence, is the story of Philco's forthcoming line of TV receivers. You can't get a word out of Philco executives or employees. But discreet inquiries elsewhere reveal a few tid-bits of information -- enough to indicate that the sets are going to create quite a stir when the wraps are lifted.

This is what we've been able to learn thus far: Philco utilizes an exceedingly small cathode ray tube (3 to 5 inches) whose images are magnified onto a 15-inch screen. Magnification is through an optical glass, placed midway between tube and screen. Distance from tube to screen is said to be so short (perhaps 6 inches) that light loss is negligible. Considered outstanding is fact magnification is accomplished in such short distance.

Thus one distributor, saying he expects to have display models for his dealers in early January, remarked confidently that Philco sets will "revolutionize the industry, even though there isn't any industry yet." Philco itself did say, in displaying a non-working laboratory model at recent TBA convention (Vol. 2, No. 41), that its TV will have "the clearest and sharpest black-and-white picture ever achieved in television....superior to 16mm home movies." As for prices, models, etc., nothing is divulged yet.

RTPB AND COLOR TV: Here's how RTPB's Panel No. 6 voted, 18 out of 30 members present, at their last meeting on CBS's proposals for uhf color TV: 9-to-3 against the CBS-proposed standards, 9-to-4 against CBS's sequential method. The 3 favoring CBS standards were Dr. Peter Goldmark, CBS research chief; J. E. Brown, Zenith asst. v.p.; R. N. Harmon, Westinghouse. They were joined by Bendix's Frank Norton in favoring sequential TV systems (Vol. 2, No. 46) as against simultaneous. Six panel-men abstained from voting on first issue, 5 on second.

That gives you an idea of how the engineering fraternity may line up at FCC's Dec. 9 hearing. But Panel Chairman David B. Smith by then may also have an even clearer indication of how engineers feel about color TV when he completes a mail poll of all RTPB panelmen, one which it's hoped will be less an expression of "front office" policy. He will divulge results at hearing, at which he himself will testify in a dual role -- first, as spokesman for RTPB (Vol. 2, No. 45); then, as engineering v.p. of Philco.

Star Witness Smith asked to be subpoenaed for RTPB appearance, along with Electronic Magazine's Don Fink, chairman of RMA subcommittee on uhf TV standards.

Here's the rest of hearing lineup, based on appearances filed at week's deadline; note conspicuous absence of spokesmen for GE and Farnsworth, among others active and outspoken in TV field:

For CBS -- Frank Stanton, president; Adrian Murphy, v.p.; Lawrence Lowman, TV v.p.; Dr. Goldmark; Donald Horton, manager of TV Audience Research Institute; William B. Lodge, general engineering director; Paul H. Reedy, chief engineer, engi-
neering and research dept. CBS asked for 6-10 hours for Dr. Goldmark, 2 hours each for Murphy and Lodge -- indicating stress on technical aspects. Having requested the hearing, CBS will probably be first to put in case.

For RCA-NBC -- Dr. C. B. Jolliffe, executive v.p. of RCA Laboratories, and others to be named. Depending on how hearing goes, RCA may call up big guns like Sarnoff, Zworykin, Engstrom, et al., to counter CBS claims and tell story of its all-electronic TV developments (Vol. 2, No. 44, 45, 46).


For the Commission, sitting en banc, hearing will be conducted by Asst. Gen. Counsel Harry Plotkin, with Chief Engineer George Adair and TV engineering chief Curtis Plummer.

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A glimpse into still another all-electronic color development, DuMont's, was afforded Washington engineers Wednesday while its research chief, Dr Goldsmith, was demonstrating his "Photovision" (see story in this issue). DuMont's system, which will be described at FCC hearing, takes form of a cellular cathode ray tube. Each individual cell is triangular in shape, sides of each coated separately with a phosphor sensitive only to one color -- red, green or blue. Thus color picture is obtained by using 3-gun arrangement, electrons of which would energize only phosphors of its corresponding color. Approach is understood to be along lines of late Dr. Baird of England.

Organizing for FM: Much the same personnel that sparked the now defunct FMBI, comprises NAB's newly appointed FM Executive Committee, announced Wednesday: Walter Damm, WMJ-FM, Milwaukee, chairman; Gordon Gray, WMIT, Winston-Salem; John Shepard 3rd, Yankee Network; John V. L. Hogan, WQXQ, New York; Leonard Asch, WBCA, Schenectady; Lester Nafzger, WEID, Columbus; Everett L. Dillard, KOZY, Kansas City; Clarence Leich, WML, Evansville; Cecil Mastin, WNBF-FM, Binghamton; Matthew Bone-brake, KOCY-FM, Oklahoma City. Representing NAB board, which will pass on FM Dept. policies and activities recommended by committee, are Wayne Coy, WINX-FM, Washington, and Martin Campbell, KERA, Dallas.

Since NAB committee is powerless to promote FM as heavily as they desire, FM Association organizers are going ahead with plans for organizational meeting in near future. Encouraged by warm support of FCC (Vol. 2, No 47), Messrs. Hofheinz, Asch and Dillard meet in Washington Tuesday to settle time and place of first FMA meeting. FCC's Acting Chairman Denny, in letter to group, told them, "It is highly gratifying to know that your group has now embarked on a crusade to carry the story of FM to every radio listener in the land."

More Radio Editors: Whatever the reason -- more available space, growing popular interest, prospects of lush advertising again from radio manufacturers -- trend toward more news about radio itself is discernible in more and more newspapers. This week, New York Post started column titled "Radio and Television" edited by Paul Denis, heading staff of 4. Last week, Denver Post added columns on both radio and recordings -- naming Reporter Ken White to do former. Recently, Gannett Newspapers engaged Paul Luther, freelance of Larchmont, N.Y., to write a syndicated column on radio. Most radio columning deals with news and personalities, with special attention to highlighting day's features in advance.

GRID TELECASTS CLICK: Overheard on leaving NBC's Washington studios, after viewing first-rate telescast of Penn-Cornell game Thursday (Atlantic Gas, sponsor): "Boy, oh boy, that's the way to watch a football game!" Buddies of the young veteran, one of the contingent from Walter Reed Hospital, nodded or grunted their agreement. Throughout the show, they had sat as enthralled and excited as if they were in the grandstand. In fact, most eagerly sought tickets in capital today are to grid game telecasts, which NBC is taking off the coaxial pending completion (probably in Feb. or March) of its own station, now being constructed in Wardman Park Hotel. This Saturday, it is accommodating 250 guests, including ranking military and newsmen, at Army-Navy game (Goodyear, sponsor), using 9 receivers. As merchandising tie-in, in New York and Philadelphia, RCA issued simulated stadium tickets "reserving" seat for recipient in dealer viewing rooms.

SLOW WEEK FOR FM: Lean meat of Thanksgiving week was FM, FCC granting only one conditional -- a Class A to Brooklyn Broadcasting Service Inc., New Rochelle, N.Y. (Supplement 14-L), which was disappointed by FCC ruling some time back that no Class A's were permissible in Brooklyn. (Grant will be included in next Supplement.)

UAW-CIO, FM conditional holder in Detroit, ran into competition when it applied for AM there. In hearing Monday, with 3 others applying for same facilities (680 kc, 250 w, daytime), union heard charges by competitor that UAW's charter didn't specifically permit engaging in broadcasting business and that it didn't have enough funds to start station. Union asserted that charter was broad enough to cover broadcasting, that it had enough money and could get more by membership assessment. It's also seeking FMS in Cleveland, Flint, Chicago, Newark.

Meanwhile, it appeared FM Legal Section of FCC, without chief since Charles Hubert was named New York office head, might get genial, able Sam Miller back. Possibility is that Miller, now bossing Hearing Section, may take on old FM job in addition, now that Hearing Section work load is due to decrease as new Administrative Procedures Act is implemented. In interim, FCC's trio of FM attorneys -- Hall, Mallyck, Stevens -- continue competent job of processing applications. Score so far this year: 709 processed, 198 pending.

'PHOTOVISION' BY DuMONT: This is the significance claimed for DuMont's "Photovision" for TV relays, as disclosed Wednesday by its youthful research chief, Dr. Thomas T. Goldsmith, before exceptionally large turnout (over 400) of Washington members of American Institute of Electrical Engineers:

(1) Using light frequencies for transmission, it takes advantage of plenitude of channels in light spectrum, thus overcoming scarcities in radio frequencies.  (2) Cost of relays can be cut to fraction of coaxial cable cost. Goldsmith estimated New York-Washington link, with relays every 5 miles, would cost only about $30,000.  (3) For studio-transmitter links (STLs) where distances are short, system could be utilized to beam video from remote point to telescast transmitter, or from central transmitter to theatres for large-screen showings. (4) It eliminates ghosts, due to sharply defined beam, and maintains resolution of picture. Goldsmith said coaxial pictures lose 40% of definition. (5) It can be used for color.

These are potentials of "Photovision." Drawback, admitted by Goldsmith, is that system won't work in fog, though he added this is being overcome. Demonstration took place over 10-foot space. Five-mile demonstration, with both video and
sound, is scheduled soon -- possibly using DuMont's WTTG, Washington, soon to install new 5 kw transmitter and antenna, which Friday received an STA for commercial operation. Dr. DuMont is inventor of system, which is similar to sound modulated light beam communication apparatus used previously, notably by war services (Photophone). Outstanding characteristic is successful modulation of 600,000,000 mc beam with a 5 mc signal. New $1,795 DuMont receiver used in demonstration, shown first time, excited even more interest than "Photovision."

PORTER PLANS UNCERTAIN: It's practically certain Acting Chairman Charles Denny will be named FCC chairman, now that Paul Porter, in resigning from OPA Friday, indicated he intends to leave Government service. That means a Democratic vacancy, which best guess is President Truman will fill with political appointee -- probably an outgoing Congressman. Denny's term runs to 1951, Porter's unexpired term to 1949. Porter hasn't made up his mind what he's going to do next. First, he said, he'll wind up OPA duties, help his staff get jobs elsewhere; in week or so he goes South for rest. Then he'll decide whether to consider EMI presidency (offer got lots of publicity, never reached terms-talking stage), or take some other job.

SIGHT AND SOUND: AFRA strike apparently has been averted, the major networks and AFRA reporting Friday that they had found a "workable solution" of principal issues, which have been resolved to satisfaction of both parties. No details were given, except that 2-year contract is in sight.

First round in Petrillo case testing Lea Act (Vol. 2, No. 43) is scheduled for decision Monday, Dec. 2, in Judge Walter J. LaBuy's Federal district court in Chicago. He'll rule on AFM counsel's motion to dismiss on grounds Act is unconstitutional. If he upholds Act, Petrillo goes on trial in WAAF "featherbed" case (Vol. 2, No. 24). If he holds Act unconstitutional, Government can appeal directly to U. S. Supreme Court.

Some liberalization of mechanical reproduction (transcription, recording) announcement rule (Sec. 3.407) is due, if tenor of FCC's questions during en banc hearing Monday is any indication. Best guess is that no announcement will be necessary for spots of less than 5 minutes, that present regulation will remain in effect for longer recorded programs.

Polishing up Part I of FCC's Rules (Rules Relating to Organization and Practice and Procedure) is amendment released last week, changes to go into effect Dec. 2. Changes were spurred by suggestions from within and without FCC. Write Commission for Mimeo. 864.

Two radio legalites played major roles in last week's Amvets convention in St. Louis. Raymond Sawyer, 37-year-old FCC Broadcast Div. senior attorney, was elected national commander, and William A. Roberts, of Roberts & McNiss, as Amvets counsel, acted as convention parliamentary. Sawyer will leave Commission to devote full time to his new $10,000-a-year post.

French TV experts Stephane Mallein, Yves J. Angel and Gerard J. Lehmann, who visited NAB and FCC this week, explain that diverse reports on French TV developments are probably due to fact that various American observers saw different systems—one company is working with 1,050-line TV, another with 850-line.

FCC assigned Channel No. 4 (66-72 mc) to Farnsworth's experimental TV station W9XFT, Fort Wayne, this week when it granted license to cover pre-war CP. License calls for 4 kw visual and 6 kw aural power.

J. I. Baird Co., British firm planning to install large-screen TV in London newsreel houses, announced Friday it will demonstrate 3-dimensional color TV in January.

Raytheon, microwave relay proponent, now operating New York-Boston link, this week received CPs for experimental stations in Chicago and Martinsville, N. J., beginning of Chicago-New York relay system. Estimated cost of Martinsville station is $15,000; Chicago, $85,000. Frequencies authorized: 3,700-4,200 mc, 5,850-6,350 mc, 10,500-11,500 mc, 16,000-18,000 mc, 25,000-30,000 mc.

RCA's most frequent public speaker on TV subjects (100 speeches in last 15 months), Dan Halpin, who has been working on TV since before the war, this week was appointed RCA Victor TV set sales manager under H. G. Baker, general sales manager of Home Instruments Dept. And Chicago engineering products sales manager, A. R. Hopkins, was this week appointed manager of communications and electronic equipment sales under W. W. Watts, v.p., handling broadcast and TV among other equipment.

New York Times, Nov. 27, devotes 2 columns to letter from Prof. Alexander H. Pekelis, consultant to American Jewish Committee, taking legalistic opposition to Columnist Arthur Krock's attack on FCC for allowing AJC to intervene in New York News FM case (Vol. 2, No. 46). FCC has right to probe News editorial content since it has broad discretionary power in competitive applications, he argues, and News itself invoked its newspaper policy to support its case. Krock replied sharply next day—and debate will probably continue until FCC decision (unless editors tire of printing it).

Flood of table-model radios now deluging market does not mean market for big sets, including FM combinations, is being killed off. At least, that's conclusion in survey of 3,000 recent buyers of small radios, conducted for Electronic Corp. of America. There will be a continuing market for small radios, it was determined, but few purchasers of such sets regard them as their "ultimate." They want bigger sets, and 32% said they wanted FM when they buy consoles.

Radio Daily reports New York Yankee baseball club is asking $50,000 for TV rights to next season's games, or approximately $1,000 per home game, with NBC, CBS, DuMont all supposedly to be bidding. CBS already has signed Brooklyn Dodgers home games, price undisclosed.

Carl E. Smith, engineering v.p. of WHK, Cleveland, president of Cleveland Institute of Radio Electronics, and chief proponent of circular polarization for FM (Vol. 2, Nos. 43, 43), has authored "Directional Antennas," 300-page book which includes 238 pages of patterns. Book is available from CIRE, Terminal Tower, Cleveland, at $15.
TOLEDO GETS 39th TV: One more city is assured TV service, with FCC's Thursday grant of CP covering Toledo's sole TV channel to Fort Industry Co. (WSPD-George Storer) -- Channel No. 13 (210-216 mc), 27.4 kw visual power, 14.4 kw aural power, 524 ft. antenna height. That brings CPs to 39 (as your Supplement No 18-A will show, if you have kept it up-to-date). Applications still pending now total only 28, for FCC this week dismissed Institutum Divi Thomae Foundation (Cincinnati) and formalized previously reported dropout of Conn. Television Co., Darien, Conn. (Vol. 2, No. 45) -- both for "lack of prosecution."

PETRILLO AND THE LAW: Radio's real ruler wins first round in case of U.S. vs. James C. Petrillo -- Judge LaBuy in Chicago Federal court holding Lea Act unconstitutional (full text of opinion in Supplement No. 35-A herewith). Next move is Government's -- an appeal to U.S. Supreme Court, which the Solicitor General immediately authorized and which, judging from temper of Dept. of Justice and Administration, will be pressed vigorously for decision this session.

Court opinion was frankly disappointing to all who have felt arbitrary hand of AFM boss, especially to broadcasters (facing prospect of more feather-bedding practices than ever); to FM (debarred from duplicating AM programs with music); to TV (debarred from using musicians and musical films). It evoked varying responses:

Rep. Lea, author of the Act (which House passed 186-16, Senate 47-3), didn't like decision at all, disagreed with Judge LaBuy's law, said "we must now look to Supreme Court as controlling authority," expressed confidence in ultimate outcome. NAB, Petrillo's bête noir, had no comment -- its head, ex-Federal Judge Miller, saying matter was still before the courts.

Unlike that other czar of labor, John L. Lewis, who fared somewhat less fortunately in another Federal court this week, Petrillo was bursting with good spirits -- like the coal boss, apparently, caring as little as ever for public opinion and ultimate effect on labor movement as whole. Said Petrillo, "Thank God for the Federal court [which] preaches and practices free speech, Americanism and democracy."

Press opinion, generally lined up against Petrillo, seemed unsurprised by verdict, some agreeing Lea Act was class legislation that does not reach root of evils epitomized by excesses of Lewis and Petrillo. New York Times' Arthur Krock apparently saw significance in fact Judge LaBuy was appointed in 1944 "to hold Chicago Polish vote." Same newspaper speculated on fate of appeal to Supreme Court, in light of fact that "no Federal statute has been declared unconstitutional by this body since 1936."

THE DuMONT SET STORY: DuMont broke with big ad displays this week to announce its plush line of telesets -- two models at $2,495, four at $1,795, one at $795. Beautifully styled period and modern cabinets are featured, including AM, FM, phonograph, shortwave. All are direct-view, tubes being 20, 15 and 12 in., respectively. Orders are being taken "for earliest delivery" of all but one of the $2,495 models.
(Hampshire), by some 25 dealers in metropolitan areas within range of New York's TV stations. Advertising campaign continues through month, first ads appearing Friday in World-Telegram, Sun and Newark News, Sunday in Times and Herald-Tribune.

Hopes for large-scale deliveries are dim, production being hampered by cabinet shortage and now by coal strike. Despite bid for Xmas trade and apparently good cream market, it's questionable whether as many as 1,000 sets will be delivered by year's end. As for other markets, DuMont isn't ready for them yet, though it will soon have some sample sets in hands of a few dealers in other cities. Entry into low-price field awaits well into 1947, or until carriage trade is plucked.

Not so well-heeled as RCA, (whose line is described in Vol. 2, No. 44), nor quite so promotion-wise as DuMont, but concentrating in the lower price range, is Viewtone. Only model it now makes is called the "Adventurer," a TV-AM console with 7-inch tube (giving picture about 5x6). Set is wired to receive only 3 stations, maximum now operating in any city (New York), but provision is made for 6 channels and these can be added as ordered. It sells for $279.95, plus $45 installation charge, $30 for addition of circuits. Farnsworth's forthcoming set also is reported to be 6-channel affair, with circuits tuned for individual city reception.

**MANY GRANTS, FEW HEARINGS:** FCC is now converting FM conditionals into CPs, applications into conditionals, considerably faster than new applications are being filed. New requests are being received only in dribs and drabs, despite fact Chairman Denny urged AM recalcitrants to get on FM band-wagon during recent NAB convention (Vol. 2, No. 43). This week Commission announced 28 CPs, 11 conditionals (Supplement No. 44-H herewith), making totals 397 CPs, 210 conditionals.

Commission Friday released **new hearing schedule for broadcast applications,** mostly AM, Starting Jan. 6, 1947, it fixes times and places for 116 hearings involving 206 applications. Comparative FM hearings in only 5 cities where there are more applicants than channels have been ordered as follows: Baltimore, Feb. 3; Springfield-Chicopee, Mass., Feb. 5; San Diego, Feb. 6; Charlotte, March 5; Atlanta, April 7. A few other individual FM hearings are ordered for such other reasons as overlap, AM renewals, etc. You can get full hearing schedule from FCC by asking for Public Notice 1408.

**NEXT BIG TV BUILDUP:** Next big promotion planned for TV will be televising of opening of 80th Congress in January, with NBC camera crew doing pickup and feeding into coaxial to Philadelphia and New York stations. As it did with prizefighting and football, NBC will doubtless continue cooperating with DuMont's Washington outlet (now WTTG) for local telecasts. Receiving sets will be placed in Capitol, in Senate and House office buildings, National Press Club, etc. for group viewing. In addition to few dozen private sets now in use in capital, Statler Hotel (like New York's Pennsylvania and New Yorker) has purchased sets for guests. Three were installed in Veranda Room, one in manager's office, for recent Army-Navy game, more are planned. Politicians, enthusiastic about TV after seeing Louis-Conn and other shows, are talking already about availability of TV facilities dictating sites of presidential nominating conventions in 1948. City without TV, especially if not on coaxial link with other stations, may automatically find itself ruled out.

**TV SIGNS UP MORE SPORTS:** As J. Walter Thompson agency, on behalf of Ford, casts an eye on what baseball games it wants to sponsor on television next season, DuMont this week signed exclusive rights to 77-game 1947 schedule of N.Y. Yankees. CBS earlier had signed up Dodgers, and NBC's John Royal was reported in Los Angeles to make deal with President Stoneham for Giants. DuMont, in addition, signed up next season's 7 home games of N.Y. Yankee football club. Next big TV sportscasts will be basketball, and Chicago's WBKB reports it has added Chicago Stags pro games to its schedule. Tactic of TV entrepreneurs seems to be: first get exclusive rights to sports (most popular thing on TV), then sponsors will follow as sets increase.
WHERE TV STARTS NEXT: Keep your eye on Washington, Detroit and St. Louis as next TV boom centers. They will have first stations to go on air post-war, and manufacturers may be expected to channel quotas of their receiver production to these cities. In fact, RCA has already sent a few dozen new sets into Washington (our own is being installed as we write this). More may be expected as more stations go into regular operation -- although RCA dealers have taken orders for 10,000 sets in New York City alone since "T" Day (Vol. 2, No. 44), which is more than its entire scheduled 1946 production.

Washington now has DuMont's WTTG operating sporadically, telecasting both DuMont and NBC New York programs off coaxial. New 5-kw transmitter will be installed this month in Harrington Hotel, in about center of saucer-shaped Washington. But present 700-watt signal from antenna 216 ft. above ground (atop Harrington) even now enables FCC commissioners, engineers and others with sets to get good reception both downtown and in residential sections.

First on list of promised RCA transmitter deliveries are: (1) NBC's WNBW, Washington, whose 150 ft. tower atop Wardman Park Hotel is being completed, its transmitter room ready, studios coming along; (2) Washington Star's WTVW, which has 2 Orthicons already delivered, plans laid for transmitter on American U campus, but fulfillment of order for tower not yet in prospect; (3) St. Louis Post-Dispatch's KSD-TV, whose studio is nearly completed and for which work has started on tower base and last concrete poured for transmitter house. **They are now promised delivery in February.**

These jobs will run $160,000 to $170,000, but that's for transmitting equipment only and does not include cost of real estate, tower, studios, etc. After Washington and St. Louis deliveries, RCA hopes to be able to deliver 2 to 4 installations per month to other grantees (Supplement No. 18A) from whom it has orders.

Racing to be first post-war commercial TV station on air is Detroit News' WWDT, whose start is now postponed to about Jan. 15. Its Penobscot Bldg. tower is up, temporary studios in newspaper plant being readied, plans laid for 4 hours of telecasting daily, 7 days per week, mostly sports and news events. Sponsors have already spoken for half the schedule. DuMont equipment is being used. Only other DuMont transmitter sale as yet disclosed is to Scripps-Howard for Cleveland.

EYE OF BIG TV HEARINGS: Here are the four main points to keep in mind as pros and cons of CBS’s proposed uhf TV standards are expounded before the FCC Monday, and probably all the rest of next week:

(1) **Systems.** The contending systems are sequential vs. simultaneous.

(2) **Standards.** Major consideration is whether proposed ceiling is high enough to permit utilization of future developments. (3) **Receivers.** Corollary to first two is question whether receivers can be made that will accept both high and low band signals. (4) **Colorimetry.** Physics of color will play big part in hearing.

Several new appearances were filed this week, so that now the lineup and tentative order of testimony is: CBS, RTPB, RMA, RCA, Philco, DuMont, Westinghouse, Cowles, Zenith, TBA, Federal, Bendix, Farnsworth, Continental Television, Emerson, Federal Telecommunications Lab, Thomascolor. In addition to those reported last week, CBS will present report on antennas and propagation by Andrew Alford, wartime asst. chief of MIT's famed Radiation Lab. Thomascolor (new method of making and projecting color movies) will be represented by Carl Haverlin and E.C. Page, MBS vp's but appearing in private capacities. Continental (Boston) will report on its uhf tests (Vol. 2, No. 34), for which it got experimental TV license this week for 580-650 mc.

**Pre-hearing sidelight:** Neatly timed, but not very well executed, says our New York reporter, was unveiling of Bendix color TV receiver with 12-inch picture, Wednesday. Reception from CBS color laboratory (live and film) was marred by both transmitter and receiver difficulties. However, picture was brightest yet seen, with remarkable clarity, though reception quality fell short of previous CBS showings. Bendix made sets on CBS order, is expected at hearing to give cost figures.

FCC has become so TV-conscious since monochrome vs. polychrome issue was
ordered to showdown, that TV Engineering Chief Curt Plummer and staff conducted two-a-day seminars all this week for top echelon staffmen. FCC itself has set aside Monday, Dec. 16, for another field foray — first to New York, to do some testing on its own of CBS uhf signal propagation in various parts of city; then to Passaic, to look over DuMont TV set production (as it already has RCA's and Philco's).

FMA MEETING SET JAN. 10: Complications of full-scale convention (lack of time, scarcity of hotel accommodations, no one man to organize and run affair) caused projectors of new FM Assn. to abandon plans for New York meeting, decide instead on one-day business session in Washington's Hotel Statler Jan. 10. Invitations to attend go out Dec. 10 to all FMers, plus manufacturers, transcription companies, news services, etc. Four-page membership form asks FMers detailed data on operations or plans. They are also asked to pay $100 membership fee in advance of meeting, which will elect officers, discuss promotion plans, perhaps name executive director.

SIGHT AND SOUND: It's open season again, now that Charles R. Denny has been upped to FCC chairman, for speculation (usually guesswork) on who will get vacancy. At moment it looks like it will be deserving Democrat, probably, as so often in past, without any radio background. Known to be urged upon President Truman are: Maj. Gen. Harry C. Ingles, Army Chief Signal Officer, due to retire in June; Maj. Gen. Frank E. Stoner, Asst. Chief Signal Officer, now heading UX's telecommunications committee; Commodore E. M. Webster, wartime Coast Guard Chief Communications Officer, now directing telecommunications for Federation of American Shipping, an ex-FCC asst. chief engineer under Comr. Jett when latter was chief engineer. And while we're in the speculative realm, here's one from Printers Ink, Nov. 29, day Paul Porter's resignation from OPA was accepted: "He may resign any minute to be president of the American Broadcasting Co."

If a transcribed program runs 1 minute or less, broadcasters don't have to announce it as such. That's the only change FCC made in its rules respecting mechanical records, hearing on which was held last week (Vol. 2, No. 48). FM Rules Secs. 2.288 (Supplement No. 7) and AM Rules Sec. 3.407 were changed only by the addition of this sentence to paragraph (c): "Provided, however, that each such program of one minute or less need not be announced as such."

In filing for FM, new applicants generally haven't asked for specific channels, since one is about as good as another. But Regional Broadcasting Co., Chicopee, Mass. (Supplement No. 14-F), scheduled for hearing with Springfield area applicants Feb. 5 (now 5 for 2 channels), points to requirements of Communications Act and asks for particular channel. Attorneys are curious what FCC will do about it. Conceivably, if permitted to specify channel none other has requested, Regional could petition for immediate grant.

Electronic Engineering, published in London, in November issue shows picture of new Philco TV receiver, resembling sloping-front desk when closed, with push-button raising lid to bring up viewing screen. There are 3 controls — for brightness, sound volume, sound tone. Circuit is 16-tube t.r.f., with 12-in. tube. Inquiry at Philco here elicits information that this is British set only, made by independent British company, not to be confused with forthcoming American models (Vol. 2, No. 49); that Philco has not yet set date for distributor convention, when it will first unveil its still "top secret" receiver.

CIO's official stand on FM, contained in report on radio approved at recent Atlantic City convention, repeats allegation of "conspiracy" against FM: "Radio manufacturers have tried to unload outdated radio receivers on the public at inflated prices. Certain large broadcasting interests have sabotaged the early and rapid development of FM."

Report also regrets grants to newspapers, urges unions to get FM — especially in rural areas "to dissipate the distorted views of labor held by certain segments of the farmer population."

TV got such impetus from RCA's recent 5-day demonstration in Mexico City—highlighted by bullfight telecasts—that Latin American broadcasters are considering TV service for their respective countries, reports Meade Brunet, RCA International's managing director. Demonstration drew 32,500 persons. And DuMont's crew, after making portable TV cygnus of recent Miami Exposition (with WGBS) is now demonstrating in Havana, where Compania Importadora de Lubrificantes, S.A., expects to have DuMont-equipped station in regular operation in 6 months.

Pearson-Allen petitioned FCC this week in renewed attempt to get WBAL's past performance in Jan. 13 hearing record; they were disappointed when FCC failed to include question of station's Blue Book discrepancies in issues announced 2 weeks ago (Vol. 2, Nos. 38, 39, 47).

New company going into manufacture of magnetic paper tape for recordings is Indiana Steel Products Co., Valparaiso, Ind., whose research engineer, Hugh A. Powell, gave demonstration Tuesday in Chicago; company engineers estimate cost of 30-minute spool at $1.50, compare to $5 for wire.

Although Bendix took wraps off its color TV receive this week (see story this issue), it's not passing up monochrome market. Company will show pilot model of 10-inch direct view black-and-white set at Chicago Furniture Market beginning Jan. 6. It will also reveal FM line, schedule for February production.

New peak-limiting amplifier, developed by E. E. Schroeder, WBXM-CBS, Chicago, is "good, better, than most, according to engineers familiar with it; GE is now makin it under designation "BA-5-A Auto Gain."

RCA is sampling some dealers with its less expensive TV model, the 621TS, with 7-inch tube, due to retail: $225, plus installation and servicing charge.

BBC may film own news or features for TV presentation under new 5-year charter effective Jan. 1. Lond reports this ends deadlock with opposing film industry.
3-4 MILLION FMs IN 1947: Audience-hungry FM broadcasters may get some solace out of "educated" estimates of 1947 FM production heard during RMA conferences in New York this week. Consensus was that FM should constitute 3-4 million out of 13-18 million total. RMA President Cosgrove (Crosley) predicted 20-25% of total would have FM, said 90% of consoles would include FM. Most of year's production, of course, would be AM table models; high 18 million figure includes reviving export trade. Mr. Cosgrove estimated 320,000-360,000 TVs.

Optimism, however, can be tempered by prospect of November figures, due next week, which indicate FM production rate little better than October's (23,793). Likelihood is that entire 1946 production will run 150,000-175,000 FMs, far short of 350,000-400,000 estimate of GE's Dr. W. R. G. Baker at NAB convention (Vol. 2, No. 43). RMA intends to feature FM and TV heavily in $50,000 promotion campaign beginning next year, carrying theme "a radio in every room."

COLOR AT THE CROSSROADS: No matter how the FCC decides the color TV issue -- and the outlook for adoption of CBS's proposed uhf standards doesn't look very bright -- observers at this week's FCC hearings were agreed on one thing: the knowledge and literature of TV have been immeasurably enriched by the brilliance of the cases laid before the Commission by TV's ablest minds.

Indeed, it was generally conceded that more is known about color TV today than about black-and-white when it was approved in 1941, only to have its commercial progress stopped dead by war. What the FCC must decide is (1) whether, having given one system its blessing, it should abandon it in favor of a new system, which is subject of bitter dispute; or (2) whether to authorize two incompatible systems to operate in what would inevitably become a life-and-death competition.

Even at this writing, with hearing scheduled to resume "sometime after Jan. 6" it is certain present low-band TV will not be abandoned or even discouraged by the Washington authorities. Too many broadcasters and manufacturers are embarked in it. Most of commissioners themselves are enthusiastic TV fans, and like the black-and-white images; and popular acceptance of today's service, albeit still limited in scope, lends to belief they would hesitate to place any obstacle in its path.

If the FCC should caution delay, while agreeing that the ultimate in TV is color, we have this testimony of CBS President Frank Stanton: If uhf color standards are not approved now, CBS cannot continue its work in color. That means even limited FCC approval will not have backing of the company that has poured $2,000,000 into this development.

Now that all parties to the hearing (except DuMont) have had their say, they will next spend their energies on cross-examination and rebuttal designed to break down one another's cases. Hearing was adjourned Friday, after 5 full days; Monday, FCC and top staffmen go to DuMont plants to look over its production line and DuMont's electronic color development. Same day they will inspect CBS's re-
ently completed dual-band receiver (for low-band monochrome as well as high-band polychrome), which is Dr. Goldmark's answer to allegations his sequential system would obsolete monochrome sets.

Reducing to its essence the week-long technical testimony -- noteworthy for the keen respect the statements of such men as Goldmark, Lodge, Smith, Jolliffe, Kell, et al., commanded -- the hearing shaped up about like this:

**CBS says color TV is ready now, is vastly superior to black-and-white.** It claims its sequential system is better than any yet devised; that it will permit of future development; that uhf offers propagation characteristics good enough for color TV; that, although it doesn't regard interchangeability as a major consideration, it has developed a dual-band receiver; that FCC should adopt uhf standards, and let public choose between polychrome and monochrome.

Additionally, CBS asserts RCA's simultaneous color system (Vol. 2, No. 44) was tried many years ago, found wanting, still has same defects as then -- lack of flexibility (3-tube cameras and receivers); inability to utilize present coaxial cables for networking; transmission difficulties.

RCA rests its case not only on fact that black-and-white already has FCC go-signal and that public is already buying receivers and getting satisfactory pictures. **It also bases opposition to CBS proposals on: lack of interchangeability of sequential system with present monochrome; inexperience with, and uncertainty of uhf propagation characteristics; inadequate field testing of system; flicker, color fringing, color breakup; lack of full color fidelity; picture brightness kept at uncomfortably low level; lack of flexibility in networking.** In addition, RCA advances its own simultaneous method of color TV -- though asserting it is not yet ready, won't be for 4-5 years, then can easily be fitted into existing pattern.

Each of these arguments, plus questions of cost and availability of transmitters and receivers, plus other technical and trade data, was subject to long disquisitions, pro and con -- still to be fought out in cross-examination. Siding with CBS position were: Bendix, Cowlis, Federal, Westinghouse, Zenith. Allied with RCA position were: Television Broadcasters Assn., Philco, Farnsworth, Emerson, Thomas Color, Sonora (latter by mail). There was Continental (of Boston), proposing use of uhf for high-definition monochrome.

RTPB video panel entered what might be called a demurrer, although it carefully termed its presentation an "interim report." Indeed, CBS's inability to obtain support of RTPB's 30 members (Vol. 2, No. 45), organized at FCC's behest as a cross-section of industry's best engineering talent, militates probably more than any other single factor against CBS's brilliantly-publicized effort to sweep the radio industry into its camp.

On establishment of color standards now, 11 RTPB panelmen had voted no, 3 yes; on compatibility of simultaneous system with present monochrome system, 9 had favored, 4 opposed. Results of RTPB questionnaire mainly bore out report's implication that further work should be done before color standards are set; indicated mos panelmen favored 60-frame speed as against CBS-proposed 48-frame speed. But CBS spokesmen were inclined to deprecate importance of these votes, saying they were sure Commission would take into consideration company affiliations of voters.

**Excise Tax on TV sets:** With RCA's Excise Tax Committee, under Chairman Joseph Gerl (Sonora), preparing to hit new Congress for excise removal or reduction, DuMont approached Bureau of Internal Revenue this week for ruling on what is taxable in it TV sets, i.e., what parts come under 10% excise tax. RCA, which got ruling in September, submitted list of portions of TV combinations which are in radio or phonograph sections of sets (taxable) and list of parts in TV section only (nontaxable). Bureau said list was satisfactory, that tax could be computed on RCA's list. From wording of ruling, it would seem that TV sets sans radio and phonograph are not taxable. Presumably, DuMont will get some sort of answer.
STRAWS IN THE TV WIND: Back into the TV swim this week came Milwaukee Journal, AM-FM pioneer and pre-war holder of CP for Channel No. 3, which it dropped last May on plea it preferred to experiment with uhf (Vol. 2, No. 18). Without even waiting for FCC to resolve low vs. high band argument, Journal reapplied for No. 3 (60-66 mc), proposing 5 kw video and aural and asking (though rules require at least 500 ft.) that it be permitted for time being to use old 300-ft tower originally designated. Thus it can get on air reasonably soon, for it already has much of necessary equipment. Application says RCA transmitter is on order, proposes total $390,500 expenditure on TV plant, including these major items: transmitter, $78,000; antenna system, $88,750; studio, $93,000; building, $102,000.

Milwaukee Journal application, only one from that city (though it is entitled to 4 channels) and first new one for TV to be filed in many months, reached FCC at about time it was advised Dorothy S. Trackrey (New York Post) had withdrawn from New York and San Francisco, though retaining Los Angeles application. This necessitates rewriting of nearly-ready report on New York hearing (5 now seeking 4 channels), and we're now told neither New York nor Los Angeles hearing reports will be ready before Christmas. (Mrs. Trackrey's WLW, incidentally, also dropped out of New York FM contest this week, having previously withdrawn FM in Los Angeles and San Francisco, too.)

Another significant TV note: Zenith's J. E. Brown, testifying at FCC hearing Wednesday in support of uhf color TV, repeated Comdr. Gene McDonald's avowal Zenith has no faith in black-and-white, will never manufacture low-band sets. Thereupon, he was asked by Comdr. Jett what Zenith intends to do with Chicago TV grant it got last May (Vol. 2, No. 18). Brown replied it may be assumed it will be dropped, which means 3 channels are still available in Chicago.

JUMP IN FM APPLICANTS: After long hiatus, new FM applications filed with FCC showed sudden spurt this week (Supplement No. 14-Q herewith). Seven arrived in last 2 days, making total of 22 since issuance of Supplement 14-P. All applications, incidentally, are now being recompiled and collated, along with grants, into a new FM Directory we will issue first week in January. This will be kept up to date with regular addenda, then republished quarterly.

Vast majority of latest applicants are AM licensees or applicants, including proposed purchasers of WOOD, Grand Rapids, Mich., and late-coming Citizen-Times of Asheville, N.C. (WWNC). Latter may have difficulty getting channel since all 3 currently assigned that city have been granted. Noteworthy also is withdrawal of WLW from New York FM contest, leaving 16 for 5 channels, while New York News filed long and vigorous brief claiming editorial policy of newspaper applicants was no concern of FCC; it added American Jewish Congress charges of editorial bias were untenable, anyway (Vol. 2, No. 48).

NEXT TV SET PRODUCERS: Next brand-name TV set to be offered public, now that RCA and DuMont lines are out (Vol. 2, No. 44, 49) will come from General Electric -- some time next month. It will be console with 10-in. tube and with AM, costing around $500. Later in year, GE's costlier TV-AM-FM-phonograph combination will be ready. Production at Bridgeport receiver plant is still limited, as with others, by materials and components shortages.

Early in 1947, Philco's still hush-hush set (Vol. 2, No. 48) should be unveiled. Also Farnsworth's, whose engineering v.p., B. Ray Cummings, at FCC hearing Thursday reported this 1947 production schedule (prices all approximate and not including $50-$60 installation-servicing cost): table model, TV only, $350, due February, 15,000 sets; console, TV and AM, $500, due April, 5,000; console with AM-phonograph, $650, due May, 3,500; console with AM-phonograph, $800, due August, 2,500. All will have 10-in. tube, tune in 8 channels.

New Viertone table model, 7-in. tube, TV only, is due next week, priced at around $225 as compared with previous $169.50. Company is now making 7-in. TV-AM,
retailing for $279.50. Its estimated 2,500 sales to date include 500 sent to Philadelphia, Albany-Schenectady-Troy, Washington, Detroit, and initial shipment this weekend to Chicago. Viewtone's goal is 200 sets per week.

RCA's VIDEO PRODUCTION: Here are facts about RCA's TV production, keystone to whole industry, as disclosed at FCC hearing Friday by RCA Victor's George Beers:

Set production up to Dec. 1, only 2,950 — but 8,000 will be total for year (which impelled RCA Lab's Dr. C. B. Jolliffe to estimate that by end of 1946, between 15,000 and 20,000 receivers will be in hands of public, counting pre-war sets). Orders have been placed on RCA manufacturing departments for 90,000 sets, having total retail value of about $36,000,000. Estimated 1947 production is 160,000 sets, retailing for about $85,000,000. Production schedule first two quarters of 1947 calls for 25,000 each, third quarter 50,000, fourth quarter 60,000.

As to transmitters, $6,000,000 worth of monochrome equipment is now being manufactured — including 40 transmitters and antenna systems, 150 Image Orthicons, 205 monitors, 50 film projectors and cameras, 75 synchronizing generators.

SIGHT AND SOUND: Federal is now promising only 30-day wait on new orders for 1 kw and 3 kw FM transmitters, together with single square-loop antenna and transmission line. With all manufacturers hitting stride, list of stations going on air with STAs shows substantial gain weekly, now totals about 125. This week's: WSAV, Savannah, Ga.; WRRN, Warren, O.; KFMB, San Diego, Cal.; KGDM, Stockton, Cal.; WELL, Battle Creek, Mich.; KMUS, Muskogee, Okla.; KCMM, Texarkana, Tex.

Paul Porter's mission to Greece for Government, if it takes until April as reported, may end prospect he will assume presidency of BMI. After BMI board met this week, it still had no comment. Fact is, neither BMI nor Porter has ever verified job proffer, though it is known they have conducted conversations.

WOKO decision of Supreme Court Monday gives little or no hinting of Court's thinking about FCC's powers over programming, some attorneys feel, since no question of freedom of speech was involved—issue being falsification of ownership report rather than program promises. Yet some, particularly FCC lawyers, feel Blue Book spine has been stiffened.

Onetime owner of Atlanta's WGST, which it gave to Georgia Tech, only to see it become a commercial outlet, Atlanta Constitution, first getting back into broadcasting via FM-CP, this week also got 5 kw fulltime grant on 550 kc, directional; also newly assigned to that channel is new 1 kw outlet in Butte, Mont., hitherto the lone domain of E. B. Craney, KGIR.

FM Assn. promoters have completed mailing of 2,500 invitations to Jan. 10 business meeting in Washington (Vol. 2, No. 49), express confidence that attendance will exceed original 250-500 estimate. They report GE round-up manufacturers to exhibit sets, growing number of inquiries and requests for reservations.

High-band FM advocate K. A. Norton, whose calculations were used by FCC to substantiate shift of FM "upstairs" (thus incurring professional wrath of FM's inventor, Maj. Edwin H. Armstrong), has been appointed chief of frequency utilization research section, Central Radio Propagation Lab, Bureau of Standards.

New York's WABD (DuMont) is putting up new RCA 3-bay super-turnstile antenna, to be ready for operation Feb. 1; rising 689 ft. above sea level, it will increase radiated power from 1.81 kw to 17.8 kw.

Racketeering, TV-age version: After a Camden, N. J. tavern reported its TV set had increased business 28%,

juke-box interests, obviously worried, sent goons around to keep sets out of Atlantic City bars, restaurants, etc. New Jersey Beverage Assn. fought back, threatened to pull out juke-boxes altogether, reports Newark News, and no fuss ensued. Clash points up fact that tavern owners, like hotel operators, are most eager seekers of new sets (harder to get than cars), and are prepared to buy most expensive models.

FCC is expected soon to tell the few old FM licensees using 42-44 mc frequencies (Supplement No. 32) whether they can move temporarily into 44-50 mc band or have to go directly to 88-108 mc by Jan. 1. In July, FCC said they must move by Jan. 1 to make way for other services. Those affected: WMNE, 45.9 mc (Yankee); WFMN, 45.8 mc (Armstrong); WINX-FM, 43.2 mc; plus the educational FMs.

Highest man-made FM tower in land is that for WE 8-bay Cloverleaf antenna installed atop 915 ft. broadcast tower of WKY, Oklahoma City, about 6 miles from town. From this 963 ft. pinnacle, with 3 kw RCA transmitter on way, WKY-FM expects to lay down signal covering whole state. One of costliest items of installation was 900 ft. of rigid 6-in. transmission line up the tower and 770 ft. on ground ($17,000). Dixie McKey, ex-chief engineer of WKY, now Washington consultant, has been working on this unique job.

RCA Victor TV promotion men next take camera crew to Chicago's big Furniture Mart, Jan. 6-18, to televis annual furniture fair, where company itself will feature its own 620TS (10 in. tube) and 691TS (7 in. tube) table models, plus rest of 1947 line of radios.

American Taxicab Assn., excited over prospect of two-way (FM) radio, has engaged law firm of Jeremiah Court-

ney, ex-FCC asst. gen. counsel handling special services, to handle its radio problems.

Bristol-Myers Co., retaining choice Sunday 8:15 p.m. period on hookup of WNBT and WPTZ, this Sunday replaces Mrs. Carveth Wells' "Geographically Speaking" with variety show called "Tele-Varieties."

Gulf Oil Co. started sponsorship Thursday (9 p.m.) of John Guag's "Are You an Artist?" program on WNBT, teaching various forms of art; agency is Young & Rubicam.
614 FMs, 518 AMs SO FAR: Look for flock of FM grants and several hearing decisions next week, for FCC wants to wind up year with flourish. This week's 24 CPs and 8 conditionals (Supplement No. 44-I herewith) are symptomatic. Grand total of FM grants to date (614) compares with 518 new AMs for year to date (26 this week). Also pouring in are more FM applications, mostly from AMers, on which we will report fully next week.

"Not yet ready." is still word on Boston, New York and other big hearing cases. Comr. Durr, who conducted Boston hearing way back in April, and who has always prodded for action on FM, says case is "in hands of staff." New York situation, heard in July, is back to 17 seeking 5 channels, Dorothy Thackrey's WLIB having changed its mind, deciding not to withdraw after all.

STAs, truest gauge of FM broadcasting, are now being granted at rate of about one-a-day. Seven more allowed on air this week with temporary facilities: WASH, Washington, D.C.; WELLM, Battle Creek, Mich.; KRON, San Francisco Chronicle; WAPO-FM, Chattanooga, Tenn.; WIZZ, Wilkes-Barre, Pa. (Scranton-Wilkes-Barre-Pittston Bstg. Co.); WTCN-FM, Minneapolis. And WPRO, Fremont, O., was second to apply for FM license -- first having been KPFM, Portland, Ore.

As expected, old FMers using 42-44 mc were told this week to move by Feb. 1 to make way for other services. Into 44-50 mc band must go: Maj. Armstrong's WFMN, Alpine, N.J., assigned 44.1 mc; Washington Post's WINX-FM, 44.7 mc; Yankee Network's WMNE on Mt. Washington, N.H., 45.1 mc; plus 6 educational licensees. Of latter, New York's WNYE and Illinois U's WIUC say they will stay off air till ready for high band operation. In announcing reassignments, FCC again says it will try to let low-banders keep operating until high-band receivers are plentiful.

PACIFIC COAST GETS 8 TVS: TV box-score for week: 6 grants in Los Angeles, one in nearby Riverside, Cal., one in Seattle. FCC thus comes near to cleaning up low-band TV applicants -- having granted 47 to date, which leaves only 19 yet to be acted upon. (We'll have a new detailed log for you shortly; meanwhile, your records should be complete if you have been keeping Supplement No. 18-A up-to-date.)

Of the still-pending applications, 5 await momentarily expected decision on New York hearing (on 4 available channels). Several others seem snafued, for time being at least, in Commission dictum on DuMont-Paramount inter-relationship. Don Lee application for Los Angeles was not acted upon because company faces hearing Jan. 14 (before Comr. Hyde in Los Angeles) on alleged infringements of network rules; meanwhile, Channel No. 2 now used by its experimental W6XAO is held in reserve. This week's grants:

Television Productions Inc., Hollywood (Paramount subsidiary), granted Channel No. 5 (76-82 mc), 29.2 kw visual power, 15.7 aural power, 2,921 ft antenna height. Transmitter site, Mt. Alta. Equipment, DuMont. Company now operates experimental TV station W6XXZ, using same channel, will thus have first commercial TV outlet in area. Paramount also controls Balaban & Katz, Chicago (WBKB).
American Broadcasting Co., Los Angeles (KECA), granted Channel No. 7 (174-180 mc), 4.5 kw visual power, 2.7 kw aural power, 2,831 ft antenna height. Transmitter site, Mt. Wilson. Equipment, GE. Company also holds CPs for TV stations in Chicago, Detroit, has applications still pending for New York, San Francisco.

Times-Mirror Co., Los Angeles (Los Angeles Times), granted Channel No. 11 (198-204 mc), with 19.15 kw visual and aural powers, 3,096 ft antenna height. Transmitter site, Mt. Wilson. Disappointment. Equipment, RCA. Company also holds CP for uhf experimental color station and conditional for FM.

Dorothy S. Thackrey, Los Angeles (KLAC-New York Post), granted Channel No. 13 (210-216 mc), with 16 kw visual and aural powers, 2,841 ft antenna height. Transmitter site, Mt. Wilson. Equipment, RCA. Mrs. Thackrey also owns WLIB, Brooklyn, and KYA, San Francisco; has dropped applications for TV in New York and San Francisco; is applicant for FM in New York, but has dropped FM applications for Los Angeles and San Francisco.

National Broadcasting Co., Los Angeles, granted Channel No. 7 (66-72 mc), with 15 kw visual power, 8 kw aural power, 3,130 ft antenna height. Transmitter site, Occidental Peak, Mt. Wilson. Equipment, RCA. NBC operates TV station WNBT, New York, holds CPs for TV also in Washington, Chicago, Cleveland, thus filling its quota limit of 5 stations.

Earle C. Anthony Inc., Los Angeles (KFI), granted Channel No. 9 (186-192 mc), with 16.1 kw visual power, 17 kw aural power, 3,037 ft antenna height. Transmitter site, Mt. Wilson. Equipment, RCA. Cours. Durr and Hyde were outvoted in asking grant to be held up pending AM renewal.

Broadcasting Corp. of America, Riverside, Cal. (KPRO-William L. Gleeson), granted Channel No. 1 (44-50 mc), 1 kw aural and visual powers, 5,132 ft antenna height. Transmitter site, Cucamonga Peak, San Bernardino. Equipment, DuMont. This is first Community Class TV station authorized to date under Sec. 3.603 of TV Rules (Supplement No. 17). Though located on ideal high site, it may radiate no more than 50 watts toward Ventura area, cutting its signal into Los Angeles (43 mi. away) to less than 500 uv/m.

Radio Sales Corp., Seattle, Wash. (KRSC), granted Channel No. 5 (76-82 mc), 18.95 kw visual power, 9.79 kw aural power, 408 ft antenna height. Transmitter site, Third Ave. N. & Galer, in downtown Seattle. Equipment, RCA. This station is owned by Capt. Palmer K. Leberman, publisher of Family Circle Magazine, part owner of FM station WGYN, New York.

* * *

Only movie concern still showing active interest in TV station operation, Paramount was held in FCC's opinion, issued late Friday (Docket No. 7264), to be amenable to Sec. 3.640 of TV Rules limiting commercial TV grants to any one company to 5 (Supplement No. 17). First, Commission cites Paramount's stock interests in DuMont (42,200 out of 1,471,040 outstanding Class A shares, and all of 580,000 Class B shares which are entitled to elect 3 out of 8 directors).

Then, it points out that Paramount controls Chicago and Los Angeles TV subsidiaries, plus these applicant companies: United Detroit Theatres Corp.; New England Theatres Inc., Boston; Interstate Circuit Inc., Dallas. Paramount was found to have no interest in Maison Blanche Inc. application for New Orleans, as previously reported, so that grant should come soon. Commission also held Paramount's involvement in Government's anti-trust patent suit against Scophony (Vol. 1, No. 1) "does not appear to be such as to require a denial of a grant on that ground."

On its part, DuMont holds one TV license for New York, one CP for Washington and seeks outlets also in Cleveland, Cincinnati, Pittsburgh. Thus Paramount-DuMont have 2 grants each, so jointly are entitled to only one more station.

However, because it is so keen about getting into TV on its own, Paramount may next take one of these steps: (1) dispute FCC opinion in courts, an unlikely course; (2) dispose of its DuMont holdings, a more than likely course; (3) ask FCC to lift 5-limit rule, which TV-minded Commission might very well do if it means more stations in cities where no one else has applied.
KEEP YOUR EYES OPEN: Watch out for high-pressure, fast-talking promoters who periodically infest radio -- especially if you're a newcomer FM'er or one of the 500-odd new AMers authorized this year. We hear they're abroad in the land again, promising all things to all broadcasters, particularly to the neophytes. Your best sources of information on their background and bona fides, aside from your own Washington attorney if you have one, are your Better Business Bureau and the NAB. In any case, don't sign anything until you check thoroughly. Typical tactic, as reported to us by one broadcaster:

Five FM grantees in midwestern state, accustomed to meeting occasionally to discuss mutual problems, allowed two strangers "to present network proposition." First they were told AM operator in neighboring city had been "sold" project calling for 6 new AM outlets around the state, which strangers said they had contracted to build at $10,000 each and have on air by March. Then FMers heard promise that new network was prepared to spend as high as $35,000 for talent on single half-hour program, implying that "Crosby, Jolson and other top talent had already been signed and that they would have 3,000 outlets before the end of next year." Group was also told if they did not sign, new stations would be put in their respective cities. Contract blanks were offered. Next day the neighboring city AM operator phoned to say he also had been contacted, had been told the 5 FMers had signed. Close perusal of contracts, our informant says, revealed one contract would cost his FM station, which he describes as "network hungry," guarantee of $100 per day minus $40 which company would pay as compensation for 4 hours per day it agreed to buy.

BLUE BOOK, NETWORKS AND NAB: It's apparent now the FCC really doesn't intend to "bleach the Blue Book." This week, it suddenly thrust upon networks the job of submitting lists of stations offered, accepting or rejecting their sustaining programs for typical week (Nov. 17-23). Blue Book last March said this would be done quarterly, but Commission only now is getting around to it.

You can read all sorts of implications into this latest move to implement Blue Book -- pre-censorship and threat of program control (against which NAB so bitterly inveighs); made-work for already overburdened FCC staff and more useless statistics (of sort sure to get short shrift from new Congress when appropriations come up); nuisance upon networks (who would like affiliates to carry their sustainings, but don't want government directly or indirectly forcing them to do so).

So you'll hear lots of shouting and tumult about this. Maybe one or another network will actually refuse to turn in data, thus precipitating what NAB's President Justin Miller says he would welcome -- a showdown in court or Congress on FCC's authority over programs or program structure. NAB makes no secret of its desire, indeed says it knows of 2 stations which have declined to furnish specific program-promise data under the other (and main) phase of Blue Book requirements.

The few Blue Book "test" stations set for hearing (KMAC and KONO, San Antonio; KBIX, Muskogee, Okla.; WTOP, Toledo) haven't made any move to question the FCC's jurisdiction over program structure, and apparently don't intend to. What they are doing, or plan to do, is what KM A C has done -- petition for reconsideration and grant on grounds Blue Book citations of bad practice are either erroneous, due to unfortunate circumstances, or corrected entirely by now. WHAL, Baltimore, the other Blue Book case set for hearing, Jan. 13, has made same plea, but its case is further complicated by Pearson-Allen application for facilities (Vol. 2, No. 38, 39).

In NAB President Miller's recent speech (before Florida broadcasters), and again in his talks with newsmen at luncheon he gave them this week, you get idea of
changes in radio law and reforms in FCC regulation NAB will seek from new Congress — if it gets chance. Meanwhile, he and top staff have been continuing "love feasts" with FCC Chairman Denny and aides. Both are taking cooler legalistic stock of situation (and, like lawyers, are far from mutual agreement); Miller is using less explosive verbiage in his criticisms; and both seem to recognize all will not be beer and skittles for either FCC or industry when and if they are called before Congressional committees.

In a nutshell, Miller wants FCC powers limited largely to technical fields; wants law to make plain broadcaster has same privilege to editorialize as newspapers; wants property rights in spectrum (as with homesteaders in old days) to accrue to radio entrepreneurs who develop new spaces; wants automatic license renewals, with FCC taking any complaints to Federal court rather than itself acting as both prosecutor and judge; denies "scarcity of wavelengths" theory, using FM and uhf as examples. These and his other proposals will inevitably arouse keen debate, academic and political, with new Republican regime by no means assuring any clearer sailing for industry proposals than prevailed during halcyon days of Hoover.

SIGHT AND SOUND: Comr. Jett said "nothing to it" when queried on rumor in Leonard Lyons' column, Dec. 19, that he had had "attractive offers from private industry which might lead to his resignation from FCC." Lyons, who has been running spat of FCC items recently, also said Paul Goldsborough, TWA v.p. in charge of radio, is being boomed for FCC vacancy on plea aviation problems need representation. Goldsborough was unavailable for comment.

FCC Chairman Denny said Dec. 21 that Mayflower decision (against editorializing on air) "should not apply to facsimile"—topic of hot debate, particularly among newspaper FMers. Denny's remark was in denial of statement by NAB attorney Bryce Rea Jr. (in Dec. 21 letter to Washington Post objecting to favorable editorial on Blue Book) that Denny had said Mayflower decision applies to FX.

California got 7 more TV grants this week (see story this issue) at about same time FCC authorized Pacific Telephone & Telegraph Co. to construct coaxial between Marysville, Cal. and Portland, Ore. Bell System says cable should be ready by spring 1948, is part of Los Angeles-Seattle hookup projected for Coast link into transcontinental. Company as general rule expects to have cables available for TV when stations are built and ready for networks.

TRA has asked FCC again to waive putting into effect 28-hours-per-week rule for TV broadcasters—this time to June 30. Plea is based on shortage of equipment, construction difficulties, Petriillo ban, lack of coaxial network links. This is third postponement requested.

NAB's Robert T. Bartley, who has been doubling in brass as head of its FM Dept. and as director of government relations, drops latter duties and confines himself henceforth solely to FM. Latter title had lobbying implications, might have required registering under new lobbyist law.

Los Angeles Times, in for both TV and FM, has been forced to defer ambitious $5,000,000 Hollywood radio building project (Vol. 2, No. 13) due to building conditions; instead, according to its radio chief, R. A. Montfort, it will occupy smaller building at Pasadena Community Playhouse, where construction for TV will start soon.

Mrs. Andrew D. Ring, 41, wife of the Washington consulting engineer, died of cerebral hemorrhage Friday night at Bethesda (Md.) Hospital.

ILGWU signed $300,000 contract Friday with Raymond M. Wilmitte Inc. (Paul A. de Mars) to supply equipment as well as engineering services for FM stations projected by union's subsidiary, Unity Broadcasting Corp.—holding CP for Chattanooga, conditional for St. Louis, Los Angeles; applicant also for New York, Boston, Philadelphia. Three authorized stations will be built simultaneously, completion date planned next June.

Experimental TV relay CP, granted KSD-TV last week, means St. Louis Post-Dispatch station probably will be first to get new RCA microwave TV relay system, maybe in January. RCA unit sells for $8,000 and consists of transmitter and receiver on 7,000 mc. Transmitter operates at .1 watt, but 5,000 gain for antenna (4-ft parabolic reflector fed via waveguide from transmitter housed on rear of "dish") gives output of 500 watts.

War Assets Administration says it has millions of tubes for sale, some commercially useful immediately, others not designed for present commercial equipment but available in such numbers as to raise possibility of designing equipment around them. Inquiries should be addressed to: WAA, Office of Aircraft Disposal, Electronics Division, 425 Second St. N.W., Washington, D. C.

Add radiodities: AP story Dec. 19 telling how Johns Hopkins chemistry professor, Dr. Donald H. Andrews, accidently found that a pin-sized piece of columbium nitride, cooled to about .433 degrees, picked up and fed WBAL and other stations' signals through speaker. Story quoted "unofficial" sources as saying discovery may have great value for long-distance communications, but not for home receivers, since elaborate refrigeration is needed.

TV hypnotism experiment tried on its staff by BBC scared hell out of all hands. Because it worked. AP story quotes BBC official as saying, "My goodness, think what would happen if everybody had a television set and a Hitler-sort of fellow started working on them all!" Never again, said BBC.

Paramount has ordered 2 RCA Image Orthicons for delivery to Television Productions' WGXYZ (TV experimental, which now goes commercial under FCC grant this week), and on their delivery shortly Director Klaus Landsberg plans to expand schedule to 6 nights weekly.

Dixie B. McKey has purchased interest of Robert C. Shaw in Washington consulting engineering firm of McKey & Shaw, and is continuing business under his own name. Shaw's plans have not been announced.
VHP-1 still in effect: If you've been reading beyond headlines of news stories about relaxation of housing controls, you know that VHP-1 (Vol. 2, No. 13) is still in effect. So you still must get permit to do any radio construction above $1,000. However, possibility is that sometime in February VHP may be overhauled or revoked entirely. And some liberalization of non-housing construction approvals can be looked for next week, when order is expected raising approval quotas from present $35 million a week to $50 million (Vol. 2, No. 46).

FM set production up: FM set production is still going up, slowly but steadily -- RMA's audited total for November reaching record high to date of 27,330 units. This compares with 23,793 for October, best previous month (Vol. 2, No. 47). November FM figures included 25,241 consoles with AM-phonograph, 1,024 consoles without phonograph, 1,065 table models. FM total still lags small in total radio set production for November -- 1,496,482, of which only 124,000 were consoles. Current trade reports are that all radios are moving fast, thanks to holiday trade.

1947 TV production: Production-wise, TV receiving set picture is beginning to shape up a bit more clearly. Added to the 160,000 sets RCA and 26,000 Farnsworth promise for 1948 (Vol. 2, No. 50), we now have word from DuMont that its various models (Vol. 2, No. 49) will be produced in these quantities between Dec. 1, 1947 and about July 1, 1948: 5,000 of $795 model, 4,000 of $1,795, 1,000 of $2,495. Despite trade reports of early production of $350-$400 DuMont sets, they won't be ready until next autumn. DuMont table model, shown privately to FCC and others last Monday, is unofficially described as having 12-in. tube, covering all 13 TV channels, including FM broadcast (but not AM) band.

Only other firm which has given out figures is Viewtone, claiming 3,000 sets sold to date (nearly all in New York), and scheduled for 200 per week (10,000 total) for 1947. Philco is still the dark horse, and may, if its set is as good as alleged (Vol. 2, No. 48) and not too expensive, sweep market when quantity production is available. Data on CE production is still not available, nor is it known yet what Crosley, Belmont, Sonora, the others who have promised early TV production, have in mind. Chances are these and others, also limited as to supplies, are sitting tight, studying how market develops before plunging into TV set production.

Meanwhile, RMA monthly report discloses 1,884 TV sets produced in November, 1,551 of them table models (meaning nearly all RCA). RMA also took occasion to correct its September TV output figure of 3,242, saying it was actually only 19 -- the great disparity being blamed on auditor's error. RMA expects to have recapitulation for year in late January, which presumably will show 1946 total exceeding the 8,000 estimate for RCA alone reported at FCC hearing last week (Vol. 2, No. 50).

Cooking with Raytheon: Adding to complications of TV relay and STL frequency allocation oral argument (Vol. 2, No. 43), now postponed to Jan. 28, is Raytheon's bid for 2,600-2,700 mc or 2,400-2,500 mc assignment for its "Radarange" system of cooking. Raytheon made request at FCC's diathermy-industrial heating hearing this week. Diathermists objected to stringent shielding of such equipment suggested in FCC's proposed rules, but broadcasters felt step would reduce interference from machines to reasonable minimum. RCA presented illustrations of interference to TV, which proposed rules would obviate.

RMA promotion and FM: Radio-in-every-room slogan of $50,000 promotional campaign, voted by RMA last week, would seem to preclude FM in view of fact such an appeal is directed to table model sales and so few table models with FM are being made. Nevertheless, RMA board made plain it wants FM emphasized, for they foresee majority if not all consoles including FM -- also more AM-FM table model production. Publicity campaign, for which agency has not yet been selected, will consist largely of merchandising, promotion, advertising aids to manufacturers-dealers. Budget isn't big enough for space buying. It should get started in February, by which time dealers would be adequately stocked. That FM won't be ignored seems assured by fact Farnsworth's John Garceau heads ad committee, Zenith's Ed Taylor campaign subcommittee.
ENTRACTE IN COLOR: FCC commissioners and staffmen, quite properly, are generally non-committal -- but it's an open secret that they were all deeply impressed by CBS's field demonstration of its color TV system (Vol. 2, Nos. 48, 49, 50). Indeed, remark of one important member of big official party that went to New York Monday may be considered significant: "The decision on the FM low vs. high band issue was child's play compared to this."

At Tarrytown, N.Y., 25 miles from Chrysler Bldg. antenna, they saw clear and constant polychrome images that indicated Dr. Goldmark's system can do a wider range coverage job than previously demonstrated. At CBS laboratory, they saw his dual-band receiver (which he said should cost about 15% more than a straight color set in mass production) and his neutral density filter (which heightens contrast range while cutting down glare of reflected outside light).

Question now is: Was this demonstration enough, added to last week's testimony and in face of powerful opposing arguments, to impel Commission to adopt proposed CBS standards -- thus causing life-and-death struggle between low-band system already authorized and under way and CBS's high-band system with its entirely different channels, entirely different transmission and reception apparatus?

Here's an observation by another of Monday's inspection group: Maybe, said he, question of interchangeability (compatibility with black-and-white TV) should not be prime consideration. He was thinking aloud when he added: If CBS system works, as it seems to, and if standards are high enough to permit natural advances in art, fact it may conflict with current TV system is no matter. FM's relation to AM was cited as analogy.

In Passaic, N.J., same day, Washington party also visited DuMont plant, saw DuMont's color work (Vol. 2, No. 48); saw its not-so-fast-moving set production line; were shown new picture tube said to have brightness approaching 300 foot lamberts (average set today rates 60).

Meanwhile, CBS was distributing "Tale of Two Glimps," written and illustrated in children's book format as a sort of allegorical addenda to its color TV promotion literature. It's an obviously expensive job, cloth-bound, with "color vs. monochrome" drawings cleverly done by author-artist Ludwig Bemelmans. FCC staffmen all got copies, of course, with which presumably to bemuse themselves while awaiting closing hearings (mainly cross-examination and rebuttals) scheduled to resume soon after first Monday in January (date not yet set).

MAKING MONEY OUT OF TV: Here's reason big power companies are so keen about TV, as explained by Chicago Commonwealth Edison's Arden B. Rodner, mainspring of Chicago Electric Assn's current video promotion campaign: Average TV set consumes 280 watts per hour. Assuming ordinary radio (which averages 65 watts per hour) is off when TV is on, power consumption chargeable to video is 215 watts per hour. Rodner estimates average TV set will be used 3.4 hours per day, thus consuming 731 watt-hours per day, 267 kilowatt-hours per year. At Washington's relatively low power rates (averaging about 2 cents for household utilities), extra cost of operating TV set runs a little under $5.50 per year.

Chicago's rate is somewhat higher. Rodner calculates Chicago will have 174,000 TV sets by January, 1948 (a too liberal estimate, as outlook is now), so he figures 46,458,000 kilowatt-hours added consumption for the year. Even at 2-cent rate, that's a tidy extra sum in power company's exchequer. For, as Rodner points out, it compares with 38,950,000 added kilowatt-hours estimated in same area for such new home appliances as ranges, water heaters, coolers, freezers, heaters, etc. Hence Commonwealth's enthusiasm for TV, now spreading to New York Consolidated Edison, Detroit Edison, St. Louis Union Electric -- all planning big TV promotions, including (as on Detroit News' new WWDT) sponsorship of telecast programs.
NOW COME THE PATENT SUITS: Year's end points up one fairly certain 1947 development in radio, involving FM particularly: a rash of patent suits. It's one of those things no one wants to talk about, yet you can feel its imminence in the air. You can safely bet that refusal of RCA and several other big and little radio manufacturers to take out FM patent licenses from Maj. Armstrong will not go unchallenged. On their part, it can be assumed that RCA, et al., regard their own FM patent positions as strong. Or else they would not be willing to take on so bitter and unrelenting (and financially formidable) an adversary as Armstrong — let alone guarantee (as RCA does FM transmitter purchasers) against patent infringement suits.

Not related particularly to FM, but significant to radio as a whole, was the suit filed in Federal District Court in Wilmington last week by Zenith against RCA, GE and Western Electric challenging certain patents owned or administered by RCA. Zenith's blanket license with RCA, like those of all other licensees, expires Dec. 31, 1946. Zenith says it will continue to make radios without paying license fees, which generally amount to 2½% on receivers, minus certain deductions on cabinets, etc. It asks court for declaratory judgment of invalidity and non-infringement, heralding long-drawn-out litigation that may test RCA's radio patent structure — once before target of bitter Congressional and court battles.

RADIO'S GOLD RUSH YEAR: Actually, the waning 1946 produced almost as many new standard broadcasting station grants as FMs — 523 AMs, to be exact, as against 427 CPs for FM, 206 conditionals. So the roster of AM stations, licensed and CPs, stands at 1,579 as the year draws to end. It was slightly over 1,000 at beginning of 1946.

There was a veritable "gold rush" for AM wavelengths during 1946, and the FCC gave them out so freely as to cause deep concern to existing stations. Predictions are still freely heard that 1947 will see big mortality among AMs in communities unable to support so many. Example of profusion of grants is Washington (D.C.) area, which had 6 stations operating at start of year, now has 9, has CPs outstanding for 4 more — and 6 more applications pending. These aside from 10 FMs granted, 2 already operating. Fewer new stations were granted, but probably even more acute economic situation obtains, in such smaller communities as Durham, N.C.; Gadsden, Ala.; Roswell, N.M.; Fort Smith, Ark. (to mention only a few that got multiple new AMs).

As for FM, grants were predominantly to AMers (about 3 to 1). Yet we still count 423 AM licensees not yet applying for FM — among them such 50 kw's as WINS, New York; WLS, Chicago; KWWK, Shreveport; KOB, Albuquerque; WLAC, Nashville; KV00, Tulsa; KWBU, Corpus Christi. And there are still two States — Montana, South Dakota — and 2 territories — Alaska and Hawaii — from which no FM application has been received.

THE MOVIES EYE TV ASKANCE: It's a curious fact that the movies, with presumably the biggest stake of all in TV, have pulled up such claimstake as they did have and are now conspicuously absent from the budding industry. All that is, except Para-
mount, which owns a sizeable block of DuMont, owns 2 TV stations, seeks at least 3 more (Vol. 2, No. 51).

The closing year saw these movie companies all withdraw their applications for TV stations: Walt Disney Productions, Twentieth Century-Fox, Metro-Goldwyn-Mayer, Warner Brothers, Hughes Productions -- all seeking outlets in Los Angeles, several in New York and San Francisco, too. Some gave as reasons for dropping out that they intended waiting for color TV, others gave no reasons at all -- but inquiry revealed they were really scared off by heavy capital costs.

Thus, from the sidelines, it looks as though radio history is repeating itself. The movies are simply blinding their eyes to the inevitable, just as the newspapers until a scant dozen years ago did toward radio. Yet no less a tycoon than Twentieth Century's Spyrous Skouras was quoted recently as saying that TV is the "ultimate in show business."

It would seem indeed that TV, as a blue chip business, is more a handmaiden of the movies than of broadcasting, which does a much smaller business (around $300 million a year as compared to $2 billion). Ask movie people who ought to know, and you get varying reactions:

Yes -- we're just about as shortsighted in television as we were toward the talkies. No -- we're too busy with our own current problems (especially labor) to bother ourselves with something new altogether -- something that hasn't even got a promise of box-office. Well -- when we want to get into television and if the wavelengths are all gone, we'll just go out and buy up stations and networks. So -- what are the television boys going to do about talent and production when that's our business? And -- what can we do, what can the television people do, when Petrillo says musicians can't go on television and won't even let us carry trailers having music to advertise our films, much less allow us to rent our musical films to television?

FMA READYING FOR JAN. 10: Optimism pervading FM Association headquarters this week stems not so much from number of responses to invitations to Jan. 10 meeting (more than 100 thus far, half with checks for dues) as from enthusiastic tenor of replies. Estimates of attendance at big one-day conclave in Washington's Hotel Statler range from conservative 300 (Everett L. Dillard) to 500-1,000 (Counsel Leonard Marks).

Meeting of full steering committee (Vol. 2, No. 43) is scheduled in Washington Jan. 8, when applicants for paid job of executive director will be interviewed.

Agenda of Jan. 10 meeting includes morning session of speeches by FCC Chairman Denny, Maj. Armstrong, Stromberg-Carlson's Ray Manson, McCann-Erickson's Hugh Lavery, GE's Russ David, Zenith's Ed Taylor, and representative of Maxon, Inc., ad agency. GE film on FM will wind up a.m. session. Panel and open forum on FM promotion will feature p.m. session, plus election of board. Receiving set displays are promised by Stromberg, Zenith, GE, RCA, Hallicrafters, Scott, Freed-Eisemann.

Transmitter manufacturers with representatives on hand will include Collins, Federal, GE, RCA, REL. Cy Braun, FCC chief of FM engineering, will also be present to consult with delegates.

CONGRESS VIA VIDEO FRIDAY: You buy a TV set today, if you can get one at all, pretty much the way you buy an automobile -- without even a demonstration. In TV that's largely due to paucity of programs during daytime hours when retail stores are open, except for test patterns and occasional sports or special events. Next big special event calculated to heighten interest in TV will be opening of Congress at noon next Friday, Jan. 3. It will be telecast over all eastern TV stations. Though United Nations sessions have been telecast (delegates and press enabled to watch proceedings from anterooms), Congress never has been. Even CBS is joining forces with NBC, DuMont and Philco in putting on this event -- first combined effort of the sort. Plan is to have two cameras focused on joint opening session, one outside picking up members as they arrive, another possibly in Statuary Hall. Just as Louis-Comel fight epitomized TV's potential for sport coverage, this event is expected to showcase its big news-possibilities. Those of you in Washington area who want to watch Friday telecast are cordially invited to do so in our office.
BREAKING UP FM BACKLOG: With grant of FM conditional to Westinghouse-Portland's KEX (one of 21 reported in Supplement No. 44-J herewith), all vestiges of 1, then 2, then 5-to-a-customer rule have gone by the board. Grant makes Westinghouse first to get full complement of 6 FM's, since it holds 5 pre-war licenses (Supplement No. 32). Grant points up breakup of artificial log-jam created by now ignored unwritten rule.

Fact is, FCC attorneys say, whole backlog of 230-odd FM applications not yet acted on (including 117 in hearing) could be cleaned up in 3 months if applicants would submit requisite data. This despite recent rather heavy influx of new applications -- 18 in last 2 weeks (Supplement No. 14-R herewith). This comment also in face of Commission's own unaccountable delays in acting on hearings held way back in April (Boston, Cleveland-Akron), June (Chicago, Providence), July (New York).

Proposed decision on Peoria (6 for 4 channels) would deny Radio Peoria Inc. and West Central (Supplements No. 14-A, 14-K) on basis of out-of-town ownership. Yet latter concern, with Oklahoma's Gov. Kerr and Oklahoma City Oklahoma & Times interests as principals, recently got an AM grant in Peoria. Among week's FM drop-outs are 4 applications of Ohio Council of Farm Cooperatives, which decided it can cover virtually entire state with single station just north of Columbus -- sought in name of Peoples Broadcasting Corp. (Supplement 14-P).

ANTENNA SITE BOTTLENECK: Still another bottleneck in TV, FM and AM construction is Civil Aeronautics Authority, and it in turn is plagued (1) by lack of inspection personnel, (2) by fact that, as FCC Asst. Chief Engineer John Willoughby puts it, "the airlines object to anything above ground." Inquiry at CAA reveals William J. McKenzie, chief of aids and hazards staff, handling problems of sites and tower heights all by himself. FCC lacks jurisdiction, can't do anything about it, Chairman Denny told NAB President Miller when latter asked for relief.

Result is 9 CPs for TV are still undelivered, though some were granted months ago: Philadelphia Inquirer, Portland Oregonian, Iowa State College, ABC Chicago, KRDL-Dallas, Westinghouse-Boston (which must get FCC approval first for new antenna site), Fort Industry-Toledo, Crosley-Cincinnati and Columbus. Also, 64 FM grantees have not yet gotten their "slips of paper" among them: St. Louis Globe-Democrat, New Orleans Times-Picayune, Detroit Free Press, ABC-San Francisco.

FM's 10-50 kw TRANSMITTERS: FM's weak-signalled STAs and other grantees, awaiting new transmitter deliveries so they can go to high enough powers to offer decent reception, can look to 1947 for 10 kw deliveries -- also some 50 kw. Here is a digest of promise-of-delivery reports we have received from the manufacturers:

Federal, 10 kw now ready (deliveries already made to WEF, St. Louis, and WELD, Columbus), first 25 kw due Jan. 20, 50 kw in March; REL, 10 kw in February or March, 50 kw "some time in 1947"; Raytheon, 10 kw in February or March, no 50 kw "for at least another year"; Collins, 10 kw by August or earlier, depending upon availability of components; GE, no information on 10 kw now but promises new 10 kw orders within 9 months, 50 kw within 11 months after firm order. RCA says it has "large number" of 10 kw orders, is keeping customers advised, declines further data.

COLOR HEARING IN N.Y.: Something unique in FCC procedure is the on-the-spot "hearing" it will conduct in New York City Monday, Jan. 27 as part of its consideration of CBS's proposals for uhf color TV standards (Vol. 2, No. 50). While CBS actually demonstrates its system, other parties to hearing may propound questions about propagation, brilliance, flicker, contrast, etc. In effect, New York session (location not yet specified) will permit a sort of animated cross-examination. After 2 or 3 days, hearing will resume in Washington, mostly rebuttal testimony (though DuMont must yet present case). Significant of New York session seems to be that commissioners were so impressed by recent CBS field demonstration (Vol. 2, No. 51) that they want to hear practical as well as theoretical arguments of "other side." FCC is also offering RCA, DuMont, et al., opportunity to demonstrate their systems under similar conditions.
RED-HUNT AND RADIO: Mississippi's fiery Rep. Rankin, in an AP interview Thursday, gave tipoff on next quarries of House Committee on Un-American Activities -- "Communists in the moving picture industry, the radio and other methods of communication." So far as radio is concerned, it looks like Red-hunt will involve certain radio commentators and the Communist-tinged American Communications Assn. (CIO union); also effort to pin pink if not Red label on certain FCC staffmen. Fact committee gets new (GOP) chairman next week, Rep. Thomas (N.J.), is not expected to alter its policy of ferreting out subsversives or alleged subsversives. Labor and other "group" interests seeking footholds in radio via FM have already drawn scrutiny of American Legion's Americanism Commission (Vol. 2, No. 43).

You FM broadcasters who want FM receivers channeled into your market would do well to obtain copy of new RMA Trade Directory, just published by Radio Manufacturers Assn, 1317 F St. NW, Washington 4, D. C., which can be had for asking (or we'll get it for you). It lists officers, addresses, etc. of 335 electronic manufacturing firms, 90-95% of entire industry, tells what each makes. It's the best directory of set makers we know, and some of these may be persuaded to come into your market if you have on-the-air service that gives FM sets added sales appeal (Vol. 2, No. 38).

It had to happen to an FCC commissioner, of all people! Seems that Comr. Wakefield's apartment house landlord, despite all reasoning and pleading, obdurately refuses to permit him to erect outside aerial for his new RCA video set. Wakefield family says, however, they get "good" signals from an under-the-rug antenna, but they're troubled by distorted pictures at times—ghosts, that is.

John E. McCoy, 35, newly appointed chief of FCC Law Dept. FM section, joined the Commission in March 1946 after two years as a Navy lieutenant (s.g.) aboard a Pacific destroyer. Up to this week he was senior attorney in the AM law section. He is a graduate of Dartmouth '34, Yale Law '37.

First descriptions of RCA's TV consoles, one with 10 in. direct viewing tube (cost probably about $750), other with 18x24 in. large-screen reflected image (about $1,250), are contained in new RCA Victor folder out this week. Both will include AM-FM, the first also phonograph. Folder also describes 2 table model TVs now on market (Vol. 2, No. 41), does not say when consoles will be ready.

Westinghouse has placed order with RCA for its Boston TV station (Supplement No. 18-A), with Blaw-Knox for 600-ft. antenna, plans to start work early in 1947. TV along with all other radio activities will be centralized on recently acquired 10-acre tract on Soldiers Field Road, adjoining Harvard Stadium.

Joseph L. Brehchner, ex-radio director of Veterans Administration, is author of "So You Want a Radio Station," due for Jan. 25 Setevestop publication. He is manager of new VGAY and VGAY-FM, Silver Spring, Md.

First big Broadway producer to turn interests to TV is John Wildberg ("Anna Lucasta," "Porgy and Bess," "One Touch of Venus"), who has formed John Wildberg Television Production Corp., 228 W. 47th St., New York City. DuMont is firm's first client as advisor on production, scripts, casting.

E. C. Page, recently resigned as engineering v.p. of Mutual, returns to consulting practice in Washington Jan. 1, with offices in Suite 600, Bond Bldg.

1947 TV production: Under that heading in last week's issue (Vol. 2, No. 51), we inadvertently referred to 1948 set production schedules. We meant, of course, 1947.

SIGHT AND SOUND: New AM interference standards have been codified by FCC in proposed revision of its Standards of Good Engineering Practice Concerning Standard Broadcast Stations, issued Friday as Public Notice 1786. New standards appear to justify numerous recent AM grants, regardless of apparent peripheral interference, by reducing calculated adjacent channel interference. Interested parties have until Jan. 23 to file written statement or brief opposing formal adoption. (Note: We'll get you a copy if you want it.)

At least one network may politely refuse FCC request for data on station acceptance and rejection of sustaining programs for Nov. 17-23 week (Vol. 2, No. 51). There's no regulation requiring such data, though Blue Book said it would be sought. Network attitude is that Commission should get dope from stations, not expect networks to act as sort of "police spy." Efforts have been afoot to get networks to act together to refuse to submit schedules, with NAB favoring such move. Jan. 31 is deadline.

In appealing direct to Supreme Court this week, Government claims Lea Act constitutional (Vol. 2, No. 49), since "it represented deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system of the nation and as to the best method of remedying such evil." Appeal takes issue with Chicago court's reasoning on freedom of speech, due process, involuntary servitude. There's even talk in Congress of broadening the Lea Act, if Supreme Court upholds lower court, to cover all labor.

Maine's GOP Senator White, new Senate majority leader who co-authored radio law (also an ardent critic of radio programs), got tentative assignment to head radio-ruling Interstate Commerce Committee, but New Hampshire's Tobey and Kansas' Reed are still disputing his claim to 2 major posts. It's still a horse race, to be decided next week.

REUS FM Engineering Clinic, set for Jan. 20-23 at its New York Plant No. 2, has on agenda, in addition to company engineers, such notables as Maj. Armstrong, Paul deMars, C. M. Braum, Stewart Bailey. Topics include station building, propagation, standards.

TV operators got another 3 months' breathing spell from FCC this week. Commission once more waived 28-hours-per-week programming rule — this time until March 31.

Conflict of dates with color TV hearing caused FCC to postpone again oral argument on 1,000-13,000 ma land allocations (which include video STL and relay channels) from Jan. 23 to Feb. 4.

TBA's annual membership meeting, election of 3 directors, take place at New York's Waldorf-Astoria, Jan. 7. Scroll commemorating 40th anniversary of invention of audion will be presented Dr. Lee deForest.