

## Films Warned--Move Fast or Theater TV Assignments Are Out

NEW YORK, Dec. 4.—The motion picture industry must move swiftly to express its interest in theater television to the Federal Communications Commission (FCC), if it is to obtain any wide-channel assignments. This was stressed by Donald Hyndman, chairman of the Theater Television Committee to the American Television Society (ATS) at the group's first film forum of the season this week. Hyndman, a past president of the Society of Motion Picture Engineers, told the large-screen video panel that, while the film companies had muffed earlier chances to acquire experimental frequency allocations, it could still, by rapid action, get into the channels used for multiple-addressee messages.

The wide-channel assignments are scarce and much sought after for many purposes other than theater video, Hyndman said. The transmissions used on these channels would be a form of "private communications addressed by a single sender to a group of recipients, each of whom receives the same message." Hyndman said that motion picture companies must impress FCC not only with clear intent but also with "financial responsibility, definiteness of construction and operating plans, nature of ownership and affiliation . . . and other obligations."

The ATS panel on network programming heard William S. Hedges, vice-president in charge of planning and development of the National Broadcasting Company (NBC), predict the web would be furnishing its programs to at least 45 stations by the end of 1949, either directly by cable or via kinescope. With the connection of the East and Midwestern cables, next month, Hedges said NBC would be programming to 15 interconnected stations and offering kinescoped shows to eight more.

Other ATS panels were led by Winslow H. Case, of Campbell-Ewald; Lee Cooley, of McCann-Erickson; Jay Williams, of Film Equities Corporation, and Rudolf Kingslake, of Eastman Kodak. Emerson Yorke, ATS secretary, was moderator.

### 24,500 TV Sets Operating in D. C.

WASHINGTON, Dec. 4.—The metropolitan area of the nation's capital now has a total of 24,500 tele sets in operation as of December 1, according to the Washington Television Circulation Committee (WTCC), headed by James W. Seiler, of WNBW. The committee's estimates are derived from monthly set sales figures furnished by the Washington Electric Institute, to which are added sets and kits sold by non-institute members.

The committee's reports include only tele sets actually installed and operating. Other members of the WTCC include Sam Cooke Diggs, of WMAL-TV; Gordon Williamson, of WTTG, and William K. Treyhnor, of WOIC, soon to make its debut.

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# WBKB Reputation-Building Kick

## SHORT SCANNINGS

**ELIZABETH PIERCE** and James Elson have joined the production staff of Dennis James' *Okay Mother* tele stanza aired daily by WABD, New York. . . Pioneer Telefilms has signed Dr. Joseph Ranauld, whose collection of palm prints of famous contemporaries will form the background for its tele aud-participation show, *Your Life Is in Your Hands*. Ranauld will appear on the show as analyst, attempting to identify each performer from the way in which he used his hands to perform an assigned task.

**Ralph D. Kanna**, formerly general manager of WONS, Hartford, and WMMW, Meriden, Conn., has joined the staff of Gross Advertising Agency in Hartford as veepee in charge of television and radio.

**MEL ALLEN**, CBS sportscaster, and Clair Bee, coach of Long Island University's Blackbirds, are teamed for the CBS-TV coverage of Madison Square Garden collegiate basketball games this season for Camel cigarettes. . . William K. Treyhnor, WOL, Washington, account exec, resigned to become director of sales service and research at WOIC, WOR's Washington TV station due to begin operations January 15.

A special tele film edition of Sue Hastings' marionettes will get under way this week at Dynamic Films, Inc., according to Prexy Henry Morley. . . The George Scheck-Lou Dahlman tele production, *Doorway to Fame*, featuring New York News scribe Danton Walker as emcee and telecast weekly over the DuMont network, has signed with Music Corporation of America.

**BEN MARTIN** has been named continuity writer for WFIL and WFIL-TV, Philadelphia. Martin, who joined the station last June, has had three plays televised by WNBT New York, and is the author of several books. . . Ralph Dumke, emcee of WABD's *Friendship Circle* telecast, in Hollywood for a role in the new Columbia flicker, *All the King's Men*.

## Halas Does Nip-Up Over TV Ad Splash on Grid Classic

CHICAGO, Dec. 4.—One of the most complex hassles ever to develop here from the airing of a one-time video program has taken place in conjunction with the planned tele-casting of the December 12 National Professional Football League game between the Chicago Bears and Cardinals (*The Billboard*, December 4). Situation undoubtedly will simmer down and fade. In the meantime, however, plenty of people involved are burning. One of the dangers of the situation is that it might lead George Halas, owner of the Bears and an opponent to the practice of granting video rights for football games, to become more firm in his anti-video position and thus lead to inability of television stations to pick up his games, some of the most important in the spot, in the future.

Complex situation stemmed from duo-telecasting of the game by WGN-TV and WBKB. WGN-TV's pick-up will be aired, locally only, by the Sunbeam Corporation. WBKB's telecast will be sponsored here and in other cities via stations of the American Broadcasting Company's (ABC) Midwest television network by the Pabst Brewing Company. Halas first sold his rights to Pabst for \$5,000. He signed Pabst and the stations involved to a promise that no publicity on the telecast would be used until four days before the game. This was done to protect the gate.

According to a rule of the National League, when the home team sells radio or video rights, the visiting team is able to do the same. Thus, after the Halas deal had been set, Ray Benningsten, owner of the Cardinals, the visiting team in the sense that it will be playing in the Bears' park, sold his rights to Sunbeam.

According to the trade, Benningsten did not exact a four-day publicity ruling. As a result, *The Chicago Daily Tribune*, owner of WGN-TV, Tuesday and Wednesday of this week, carried full-page advertisements announcing the game could be seen on television. These were paid for by television dealers and manufacturers. In addition, appliance stores carried announcements of the

WGN-TV show. This caused Halas and the stations, covered by his four-day rule, to burn plenty.

Another complication, since ironed out, came up when Pabst tried to buy the ABC station in Detroit. For a while it appeared as if this market could not be delivered because of another league rule, which provides that if a game of one team (in this case the Detroit Lions) is being televised locally, a telecast of an out-of-town game cannot be shown. Since the Lions games are televised by WWJ-TV, it appeared likely for a few days that WXYZ-TV, the ABC Detroit station, could not be delivered. Finally, thru special arrangement with the Lions management, this obstacle was overcome, and the ABC station will carry the Bears-Cardinals game.

Now that most of the trouble has simmered down, tempers have calmed. But still many involved are vowing, "never again."

### K-F Buys Spooner Show Over W6XAO

HOLLYWOOD, Dec. 4.—Kaiser-Frazer Corporation this week bought a new tele show featuring radio's Masked Spooner to debut over Don Lee Station W6XAO December 14 in a twice-a-week series. Show was purchased by Motor Sales of America, local company-owned distributor, marking the first time an auto maker has purchased a regular studio series on local video.

Show is packaged by Jack Rourke Productions, who promoted and developed the Spooner gimmick on Mutual Broadcasting System (MBS) and set Spooner's disk deal with RCA Victor. Cast will include fem thesp Meredith Leeds and announcer Terry O'Sullivan.

Feature of the series will be the use of live studio commercials built around a full-scale auto with the cast doubling on plugs. Stanza will be supervised by Ad Associates Agency and Henry J. Kaiser Jr.

## Big Campaign Set To Boost Indie Status

### Accent on Local Pubserv

CHICAGO, Dec. 4.—An intensive promotion campaign to help build its reputation as an independent community operation is expected to be started soon by WBKB, local Balaban & Katz video outlet. The campaign, which is expected to start in about six weeks, will hypo the station's new accent on local programing and community service (*The Billboard*, December 4).

A comprehensive promotion campaign is now being drawn up by Red Quinlan, promotion and publicity director for the station for presentation to John Balaban, head of B&K. Quinlan is asking for a budget based on 6 per cent of gross earnings of the station. This budget, if approved, would have no bearing on net income. Thus, if the station increases gross, even if it loses money, the promotion budget will grow. Quinlan has already received tacit approval on some of the promotion plans.

Kick-off of the campaign is expected to coincide with installation of a new transmitter atop the 33 North La Salle Building. The transmitter is expected to be in operation in January. First part of the campaign will consist of a special, long show to sell the new-type programing of the station.

Parts of the campaign will be worked out in conjunction with B&K theaters. These will include installation of video receivers in B&K houses, lobby signs calling attention to WBKB, movie trailers in B&K theaters and large WBKB promotion signs on the sides of theater buildings suitable for this type of advertising.

One of the most unique facets of the campaign is the plan to purchase spot announcements on local independent radio stations to plug WBKB shows. These will be recordings of voices of talent on shows and description of their work, with the punch line that the talent can be seen and heard on various video shows.

In the talked-about stage is the possibility of conducting talent hunts in various B&K theaters. These are expected to hypo attendance at theaters and provide promotion for the video station, which will promise to use some of the talent.

In the proposal, there is also a request for permission to use money "stunt and novelty" advertising. This will entail use of skywriting and purchase of matches and other novelties.

