



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 14

NEW YORK, FRIDAY, OCTOBER 21, 1949

TEN CENTS

INT'L TELE-FILM NETWORK PROPOSED

BMB Sets Dec. Date For Study Number 2

The Broadcast Measurement Bureau's Study No. 2 is nearing completion and, it is hoped, will be ready for release on Dec. 1, Ken Baker, acting BMB president, said yesterday.

Baker conceded that the coverage figures it contains are based on samplings taken last March and will therefore be somewhat dated upon release. The time lag in the present study method has provoked considerable criticism from subscribers, he said. But, he went on, the figures will nonetheless be considerably more valuable than those in the 1946 study, for which the BMB still gets requests.

Columbia Records Plans Wide Promotion For Fall

Columbia Records will launch one of the biggest promotion campaigns in its history this fall, Paul E. Southard, vice-president in charge of merchandising, said yesterday.

Plans include advertising spreads in 19 national magazines, window displays, pennant streamers, posters, and direct mail. Appropriate tie-ins have been arranged for the Christmas shopping season.

45 RPMs Here To Stay, RCA Says, Citing Sales

Rumors that RCA Victor will abandon its 45 rpm record system were emphatically denied yesterday by Frank M. Folsom, president of RCA.

Attributing such rumors to those with "an axe to grind," Folsom declared: "By no means will the '45'

(Continued on Page 2)

Dixieland Disker

New Orleans—Oscar "Papa" Celestin, 64-year-old musician whose career dates back to the neolithic Dixieland period, has been signed for a weekly disk-jockey show on WDSU, Saturday, 12-1 p.m. For many years Papa and his all-Negro combo held forth on Basin Street, famous in song and story as an incubator of the blues.

Inside Information Was His Specialty

Parchman, Miss.—Listeners to a certain local station are hereby notified of a suspension of service, until further notice. The station's one-man staff, William F. Moody, will be too preoccupied for the next few years to devote any time to broadcasting. He's serving a 50-year-sentence in Mississippi State Prison for armed robbery. To while away the time, Moody built three transmitters, and for the last four years has been broadcasting information intended for his wife, who has been working for a pardon. Five FCC engineers, who did not find it entertaining, spent three weeks scouring the state with mobile units and finally traced the broadcasts to their source. Said Moody: "That's Freedom of Speech for you!"

Pool Arrangements Ready For U. N. Day

The official laying of the cornerstone of the new UN building on New York's East Side, Oct. 24, will be televised by almost all stations connected by cable with New York under a pool arrangement to be handled by CBS and will be broadcast via pooled facilities of the UN by the four major networks and unaffiliated stations throughout the country.

CBS-TV will have three cameras on hand to cover the hour-long proceedings, 12-1 p.m., EST. Douglas (Continued on Page 2)

Chicago Music-Appreciation Being Underwritten By AFM

Chicago — Commercial radio stations throughout the country will indirectly be contributing to a nationwide musical appreciation program through funds to be allocated by the American Federation of Musicians from the union's transcription and recording royalty fund, it was revealed at the School Broadcast Conference which wound up its three-day session at the Sherman Hotel here last night. If the Chicago

Aimed At Promoting Good-will, Easing Shortage Of Dollars Abroad, And Offering Low-Priced Shows

Heavy Registration For NAB Meeting

Over 100 broadcasters have registered for the Third district NAB meeting which will be held at the Skytop Lodge, Skytop, Pa., on next Wednesday and Thursday, George D. Coleman, general manager of WGBI, Scranton, Pa., district chairman, announced yesterday.

NAB speakers who will participate in the meeting will be Justin Miller, president; Kenneth Baker, (Continued on Page 6)

Clipp Sees TV Income Topping AM Gross By '51

Philadelphia — Roger W. Clipp, general manager of the Philadelphia Inquirer stations, WFIL and WFIL-TV, has predicted that the video station's gross income will exceed that of the AM station "within the next year or 18 months."

"By that time," he said, "television (Continued on Page 4)

Ask Action Against Cuba And Mexico Re NARBA

Washington Bureau of RADIO DAILY — Washington — President Truman and the State Department have been asked, in a resolution propounded at a meeting of District 4, NAB, to (Continued on Page 2)

An international television film network that would (1) help promote good will and understanding among the various nations in the Western Hemisphere and Europe, (2) help ease the severe dollar shortage in Marshall Plan countries, and (3) provide TV stations with quality film programming at reasonable cost was envisioned yesterday at a luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt.

Participants in the discussion, which was titled, "Television's Fifth Network," were Norman Corwin,

(Continued on Page 6)

RCA Asks FCC Defer Tests Of Color-Tele

Washington Bureau of RADIO DAILY — Washington — RCA yesterday asked the FCC to delay for two months the scheduled comparative demonstration of competing color TV systems and DuMont black-and-white television. Need for additional field testing, possibility that the awaited single tube for direct view black-and-white and color might be (Continued on Page 7)

Merger Of Technicians Unions Now In Prospect

The recently-authorized affiliation committee of NABET tentatively has scheduled a meeting on Nov. 7 with a similar committee of the IBEW, one of three unions which have in (Continued on Page 2)

Merger?

Washington—Top officials of the National Association of Broadcasters and the Frequency Modulation Assn. met at dinner here last night and discussed the matter of absorption of FMA into the NAB. The conference was held at the Statler Hotel, here, and still was in progress at press time. Announcement of decision is expected some time today.

(Continued on Page 3)

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FINANCIAL

(October 20)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	83 3/4	81 1/4	81 1/4	- 5/8
Admiral Corp.	28 1/4	27 3/4	28 1/8	- 3/8
Am. Tel. & Tel.	144 1/2	144 1/4	144 3/8	- 1/8
CBS A	23 1/8	23	23	- 1/4
CBS B	23 1/4	22 7/8	23 1/4	+ 1/4
Philco	30 3/4	30	30 1/4	- 1/2
RCA Common	13 1/4	12 7/8	13	- 1/4
RCA 1st pfd.	71 3/4	71 1/2	71 1/2	- 3/4
Stewart-Warner	12 3/8	12 1/2	12 3/8	- 1/8
Westinghouse	28 7/8	28 5/8	28 7/8
Westinghouse pfd.	99	99	99
Zenith Radio	29 3/4	29 1/4	29 1/4	- 1/4

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	14 3/4	14	14	- 1/4
Nat. Union Radio	3	3	3

OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	14 3/8	15 3/8		
Stromberg-Carlson	12 1/2	13 3/4		
U. S. Television	3 3/8	5 1/8		
WCAO (Baltimore)	16		
WJR (Detroit)	7 3/4	8 1/4		

Kiernan Anniversary To Be Feted By ABC

ABC news commentator Walter Kiernan's 25th anniversary as a newspaperman and his sixth as a radio newsman will be feted in a special broadcast to originate from the Emerald Room of Cavanagh's in New York City, today, 6:15 p.m., EST, over the ABC network.

The entire talent roster of WJZ, the web's New York outlet, will be on hand to honor Kiernan. Allan Prescott, the station's night life reporter, will act as emcee. Presentations on behalf of the station, will be made by Phil Alampi, farm news editor, Ed & Pegeen Fitzgerald, Herb Sheldon, Nancy Craig, Patt Barnes, Joe Bascl and Symphony Sid.

Merger Of Technicians Unions Now In Prospect

(Continued from Page 1)

icated an interest to affiliate with the NABET.

The National Council of the National Assn. of Broadcast Engineers and Technicians, which set up the affiliation committee at its meeting last week, also authorized an affiliation vote by the membership pending the outcome of the committee's meetings with the three unions. The three unions under consideration for affiliation are: the Communication Workers of America, the International Brotherhood of Electrical Workers and International Alliance of Theatrical Stage Employees.

The NABET national council held its election of officers in the course of the week-long meeting. John R. McDonnell will continue in his three-year term of office as president and member of the executive board. Ed Lynch of Rochester was re-elected vice-president and member of the executive board. Also elected to the executive board were: Paul E. Anderson of Washington, Richard T. Parks of San Francisco, and Ed Stolzenberger of New York.

Appointed to the NABET affiliation committee were: James H. Brown of Hollywood, chairman; George Maher of Chicago; Ed Lynch; J. Willard Dean of Raleigh, and Ed Stolzenberger.

Also on NABET's agenda for decision within the next few weeks is the consolidation of the organization's New York chapters, which, if effected, will bring 700 members within a single New York local. The consolidation committee is composed of DeWitt C. Shultis of New York, and Ed Stolzenberger.

Ask Action Against Cuba And Mexico Re NARBA

(Continued from Page 1)

impose "sanctions" on Cuba and Mexico in the event that those two nations do not live up to the provisions of NARBA in affording protection to the wave lengths of the United States stations.

The resolution suggested that this country take action in connection with cane sugar imports and passport regulations to bring pressure to bear upon the governments of Cuba and Mexico in order that the present technical setup be not seriously disturbed.

Smith Rejoins WOAI

San Antonio, Tex.—Melissa Smith has rejoined the staff of WOAI as singing star and will also be featured on WOAI-TV when it takes to the air on Nov. 6. Melissa has been featured with Horace Heidt and his band after joining him in Fort Worth after singing on his radio show.

Wedding Bells

Walt Framer, writer of "Strike It Rich," will be married Sunday to Evelyn Schmeizler, non professional.

Pool Arrangements Ready For U. N. Day

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Edwards and Ned Kalmar will handle the video commentaries. President Truman, UN Secretary-General Trygve Lie, Ambassador Warren Austin, UN Assembly President Carlos Romulo, Governor Dewey and Mayor O'Dwyer will participate in the cornerstone-laying ceremonies.

"Live" radio coverage has been scheduled by both ABC and NBC. 12:30-1 p.m., EST, featuring the speeches of the Chief Executive and the United Nation's Secretary General. MBS will broadcast, via recording, the half-hour program at 2:30 p.m., EST. CBS will air its recording at 4 p.m., EST. Each network will have its own corps of announcers at hand.

The four networks will record portions of the ceremonies for re-broadcast on regular news shows. The UN expects to send abbreviated kinescope recordings overseas.

CBC Board Of Governors Okays 2 New Stations

Winnipeg—The CBC board of governors has approved applications for new private radio stations at Thetford Mines, Quebec, and Victoria, B. C. The board denied two separate requests for establishment of new stations at Saskatoon and deferred a request for authority to construct a new station at St. Johns, Newfoundland.

Application for the station at Thetford Mines has been made by La Compagnie de Radio-Diffusion de Thetford. The board deferred a request by VOCM of St. John's for a power increase to 1,000 watts from 250. It also denied a request from VOAR of St. John's for permission to increase its power to 1,000 watts from 100.

Full Grid Schedules Sold By WROV, Roanoke

Roanoke, Va.—WROV has signed contracts with two local sponsors for broadcasts of the full grid schedules of Virginia Tech and Jefferson High School.

Virginia Chevrolet Dealers will air the Tech games on Saturday afternoons. Jennings-Sheperd Sporting Goods and Salem Bowling Center will sponsor the Jefferson games. Coleman Austin does the play-by-play accounts, with Lee Garrett filling in on color. Gordon Phillips, WROV's assistant manager, produces.

45 RPMs Here To Stay, RCA Says, Citing Sales

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be abandoned. It is here to stay." Sales have increased 260 per cent within the past 60 days, he added, and RCA Victor's facilities are unable to keep pace with the demand for 45 rpm records and players.



Mother's Little Helper

This pretty little fawn seems to have lost its mother. So the friendly dog helps out with the all-important bottle of milk.

Some advertising campaigns in tough competitive markets need a little help these days, too. In Baltimore the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience.

This will really be a help to your sales effort. For W-I-T-H provides you with more listeners-per-dollar than any other station in town. That means you get BIG results from a LITTLE bit of money on W-I-T-H.

So don't put it off another day. If you're not already using W-I-T-H, call in your Headley-Reed man and get the whole story right away.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

NEW BUSINESS

WEWS, Cleveland: Standard Brewing Company—Wrestling, (DM-CHI) once weekly, Saturday nights, ten minutes after end of hockey game. Agency: Gerst Advertising. Pepsi-Cola—Renewal of one-minute spots, five days a week, Mondays through Fridays, on "Dinner Platter," for 13 weeks. Direct contact. Clark Candy Bar—One-minute spots, Mondays, Tuesdays, Thursdays, and Fridays from November 14, 1949 through February 10, 1950. (film spots.) Agency: Batten, Barton, Durstine & Osborn. Airwick—20-second spots, one time weekly on Thursdays. Begins October 27; 26 weeks. Agency: William H. Weintraub, New York.

Penny-Wise Plastics—2-time participation on "Distaff." Direct contact. Transvision, Inc.—Participation, five days a week, Mondays through Fridays, on "Dinner Platter." Direct contact. O'Keefe's Ale—"Mr. O.K. Weatherman"—six times weekly, Mondays through Saturdays. 13 weeks, beginning October 31 through January 28, 1950. Agency: Armand Weill, Buffalo. Reddi-Wip Mfg. Co.—participating spots on "Distaff," three times weekly, Tuesdays, Thursdays and Fridays. 13 weeks. Agency: Richard T. Brandt, Inc.

WMCA, New York: Krasdale Foods, in signing a 52-week renewal of a schedule of programs and spot announcements, will present "Woman's Side Of The News" with Betty Kay, 8:30 to 8:35 a.m., Monday through Friday. In addition to the news feature, Krasdale continues its schedule of 15 spot announcements weekly. The campaign was handled through Green-Brodie with Dick Brahm acting for the station in the negotiations.

Fairmont Foods has begun a 13-week campaign of spot announcements promoting client's frozen food products. Doyle, Dane, Bernbach, Inc., placed this account through Mort Fleischl, WMCA account executive. Fleischl also handled a 26-week spot announcement campaign for Babka Pastry Shops, through A. W. Lewin Company. Geneva Furniture Company will sponsor Larry Curtis in a new "Musical Star Time" session from 5:45 to 6:00 p.m., Sundays. Dickerman Advertising Agency arranged this series.

Whitehall Pharmacal Company has signed a 22-week series of announcements promoting Guards Cold Tablets. This schedule was negotiated through The Biow Company.

Kirby Makes Debut On WAPI

Birmingham, Ala.—Jim Kirby has made his bow on WAPI and WAFM with the "Hayloft Jamboree," a six-day a week program. Kirby, who has 15 years of radio, stage, screen and TV experience, was formerly on some of the leading network programs and orchestras.

Chicago Music-Appreciation Being Underwritten By AFM

(Continued from Page 1)

recitals will be given at the schools within the next six months, according to Petrillo's plan. A special conductor will act as narrator and explain the music that will be played. In addition to the live concerts given by Petrillo's unemployed musicians, the musicians are also planning to give a series of musical appreciation concerts over the Chicago Board of Education's FM station, WBEZ. It is not planned to broadcast these programs over commercial AM stations.

Frieda B. Hennock, FCC Commissioner, who was to have been the honored guest at the final day's luncheon hosted by the NAB's 9th District Association of Women Broadcasters, wired her regrets that urgent business at the FCC hearings in Washington prevented her from coming to Chicago for the event.

At The Drake Next Year

While no definite date has been set for next year's confab, director George Jennings told RADIO DAILY that it is planned to have the 14th annual School Broadcast Conference at the Drake Hotel here in Chicago next October.

Some 1,500 educators were present at this year's three-day conference.

Jennings also thanked RADIO DAILY for its outstanding coverage of the conference.

Robert K. Richards, director of public relations and publications for the NAB made several proposals for cementing relations even further between commercial and educational broadcasters. Richards suggested

Nabors Will Join KTHT As Program Director

Dallas—Bill Bennett, general manager of KTHT yesterday announced the appointment of Ted Nabors as new program director of the Houston MBS outlet. Nabors, formerly program director of KTRH, Houston, comes to KTHT after fifteen years on the staff of the Houston CBS station. According to Bennett, Nabors will be charged with planning and emceeing the expanded program schedules currently planned when the new studios will go into operation.

The modern radio theater, with a seating capacity of 300, will be used to accent local audience participation shows with Nabors at the mike. Nabors will also inaugurate a two-hour participation show "Top of The Morning" from 7:00 to 9:00 a.m. across the board.

King Returns To Radio

San Bernardino, Calif. — Austin King, advertising and radio man, has joined the sales staff of KITO. King was formerly editor of the radio trade magazine "Rim," publicity agent for Spike Jones, Johnny Richards orchestra and other Hollywood personalities.

that the NAB and educational broadcasters work together in putting out a guide book suggesting how educators can get time for public service programs and how best to utilize that time.

Richards also proposed that some method be devised whereby educators and commercial broadcasters exchange personnel so both can get a slant of each other's problems.

As an example of how the two forces can work together, SBC director Jennings pointed to the recently inaugurated "Illinois History Series" in which 15 downstate commercial stations who are members of the Illinois Broadcasters Association are each producing one of the programs in the series, and transcribing it for use by the Chicago Board of Education's station, WBEZ.

In one of the concluding talks, Dr. Franklin Dunham of the U. S. Office of Education proposed the formation of an international educational radio organization. He said European countries, which he visited recently, are already in favor of forming such an organization.

SOUTHWEST


BUSIEST man in Fort Worth radio is probably Fred Edwards, KFJZ staffer and former western bit player in Hollywood. 10:15-10:45 p.m. across-the-board begins to be a chore when added to a Tuesday thru Friday schedule of his "Cowboy Hit Parade," North Side Coliseum wrestling card on Mondays and the "Lone Star Jamboree" on Saturday nights.

"The Old Scotchman's Scoreboard," on KLIF, Dallas, with Gordon McLendon in the title role, is rolling up new records for mail pull with his latest gimmick for Park Cities Frozen Food Company. Listeners pit their skill at predicting the outcome of Southwest Conference football games and divide game tickets, frozen food locker space and merchandise.

Ray Conaway, who heads the news department at KTHT, Houston, has just been signed by Temple Lumber Company, on a Monday through Friday 12:00 noon news period tagged "The Temple Story." Strip will feature local news and interviews with local people who are prominent in the day's news. Conaway has also been bought three times a week on his 7:30 a.m. news stint by Black-Brollier, Inc.

• faces • facts • figures • wins •

faces • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins •




ALLEN BROWN'S CORNER

Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

wins • faces • facts • figures • wins • facts • facts • figures • wins • facts • facts • figures • wins •



CROSLLEY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

JOHN McCORMICK, pilot of WBBM's "Matinee at Midnight," made a recent personal appearance at the Hudson-Ross radio stores from 2:30 to 4:30 p.m. He is hoping for a quick recovery from the kink in his arm—caused by the two rigorous hours of hand-shaking and autograph-scribbling!

Tatham-Laird has a new time buyer in Paul Schlesinger, formerly sales service manager at WBBM for the past two and a half years.

As a result of the recent Polio Marathon broadcast over WCFL's new all-night show emceed by Marty Hogan, \$25,000 will be turned over to the National Foundation for Infantile Paralysis. All "big-name" stars in Chicago participated in the program.

WCFL's bid for the all-night audience has been labelled "The Outer Drive." Don McCarty, formerly affiliated with WBOW, Terre Haute, Indiana, is the "traffic commissioner" from midnight through 6:00 a.m.

Rush Hughes is dickering for a few TV shows to originate in neighboring key cities.

Congratulations to WIND disc jockey Eddie Hubbard on the birth of a daughter, Laura Jacqueline. Although Eddie is one of Chesterfield's top salesmen, the occasion definitely calls for a cigar! Mrs. Hubbard was formerly with Mercury Records.

The number of television receivers installed and in use in the Chicago area (50 mile radius) as of August 31, 1949 is 185,275; this figure is based on the totals reported by manufacturers and distributors, and was announced by the Electric Association of Chicago.

Jack Thoma, Wayne King press agent, taking bows for the recent article in "Time" Magazine about the "Waltz King." And it didn't hurt in publicizing Wayne's new TV weekly show over NBC for Standard Oil Co.

Clipp Sees TV Income Topping AM Gross By '51

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will have taken the lead as an income factor in spite of radio's continued greater circulation." He added, however, that the amortization of television's high costs will be a long-term project, and that much of the TV revenue will go toward further video development.

WFIL-TV currently lists 101 sponsors; the station had a total of eight advertisers during its first week on the air in September, 1947. Since that time, the station has stepped up its program schedule from 23½ hours to 42 hours weekly. On Nov. 15 the evening hourly rate will be increased from \$550 to \$700, and the cost of a spot announcement from \$70 to \$100. Clipp foresees a basic evening hourly rate of \$2000 for WFIL-TV in "two or three years."



Mainly About Manhattan. . . !

● ● ● **IT SEZ HERE:** Several midwestern stations have begun to cut down on their disc jockey staffs. . . . Mary Pickford has rejected a fabulous offer to co-star with her hubby, Buddy Rogers, in a new type of Mr. & Missus aircer. . . . International Boxing Club reconsidering its ban on TV with idea of selling telecasts for direct screening to theaters. . . . Bob Crosby, signed as a regular on the Pet Milk show, will shift his family east. . . . Todd Russell, meanwhile, is setting up house in Los Angeles where he's lined up several shows. . . . Rob't Montgomery being paged for his own comment column by one of the syndicates. . . . Nate Blumberg, U.A. prexy, huddling with realtor Walter Shirley on establishing Eastern U.A. studios at Mastic Acres, L. I. . . . Fran Warren signed for the Henry Morgan show starting Nov. 4th. . . . Cathy Mastice being screen-tested by Metro. . . . Leonard Hole, who recently resigned as director of operations at DuMont, off for a month's vacation in Cuba and Jamaica. . . . Guy Lebow, who's shown tremendous strides as a sportscaster lately, negotiating with MGM for a 3-a-week sports radio quiz . . . Carl King up for the emcee role in a video moppet show, which should be right up his alley. (Or should we say right up King's row?) . . . Johnny Thompson sez he knows a guy whose wife is a born radio star. Whenever he stays out late, she starts asking him Twenty Questions.

★ ★ ★ ★

● ● ● **OUR OWN PERSONAL QUIZ** (with no reward for answers): Editorial staffers on what local sheet are being given vacations without pay which may be the beginning of the end? . . . Is Ed Kobak gonna tie up with one of the bigger radio reps? . . . NBC going in for ad copy on laxatives? . . . Is Paul Kesten aiding CBS in its color TV presentation?

★ ★ ★ ★

● ● ● Most touching video bit we've caught in a long while was Bill Robinson's "adopting" of a young orphan lad who danced his way to the voters' choice on Ted Mack's Amateur Hour the other night. The lad, who ironically enough comes from Robinson's own home town, had idolized Bill all his life and Mack had arranged for Bill to appear on the show and meet him. The kid, thrilled beyond words at meeting his idol in the flesh, broke out in tears and Robinson himself wasn't exactly dry-eyed at the display of worship. Bill gave him some solid advice on how to continue on his career and wound up by getting him set with Paramount Pictures and promising him to guide him on the way.

★ ★ ★ ★

● ● ● **SHORT STORY:** In 1935 Robert L. Welch was producer-director of the Kate Smith show. He hired a gal named Dorothy Kirsten (then an opera student) to sing in the chorus. Now Bob has hired her once more to play opposite Bing Crosby in "Mr. Music" which he's producing for Paramount.

★ ★ ★ ★

● ● ● The Protestant Radio Commission's series, "Some One You Know," on ABC, has drawn rave notices from the critics—rare for a religious show. Especially appedling is Morris Mamorsky's musical contribution to the show. Latter is making a rep for himself in radio-religious circles because in addition to his work on this series he also writes the music and conducts "Eternal Light."

★ ★ ★ ★

● ● ● **AROUND TOWN:** Roberta Quinlan moves into the star spot on the Mohawk TV series Dec. 12th when Morton Downey departs the show. . . . "Mr. & Mrs. North," the radio series, is one of the better Mystery and Mrs. programs. . . . Harvey Stone sez a lotta comics think that when color TV comes along it'll permit blue material.

AGENCIES

ALICE ROSS, formerly in the media departments of the Lawrence C. Gumbinner and Franklin Bruck advertising agencies, has been appointed time and space buyer for the New York office of The Joseph Katz Company.

DON WEILL, formerly account executive with Grant & Wadsworth, Inc., and previously advertising and sales promotion manager of Clairrol, Inc., has joined Benton & Bowles as a member of The Procter & Gamble drug division account group.

ANDERSON, DAVIS & PLATTE announce that Jane Scriven has joined the agency as executive in the public relations department. Miss Scriven, whose home was originally in Chicago, has an extensive home-furnishings background. In New York she was with Macy's and Lord & Taylor, and most recently an associate editor of Home Furnishings Trends for the J. M. Blow Co.

NORMAN KNIGHT has resigned as eastern station relations manager of Mutual Broadcasting System to become vice-president in charge of advertising of Sponsor Publications Inc., New York. Prior to his affiliation with Mutual Knight was general manager of WAJR, Morgantown, West Va.

Send Birthday Greetings To—

October 21

Tommy Riggs Richard Nicholls
Louis Sobol Frances Scully
Jack Holden Jack McElroy
Richard F. Goggin
Joe Kaselow

October 22

Powell Clark Noel Mills
Frank Danzig Parker Fennelly
Roger De Koven Allen Stuart
Charles A. Nobles

October 23

Frederic A. Willis Ford Bond
Charlie Capps Colleen Ward
Lucy Monroe Margaret Speaks
Martha Rountree

October 24

Regina Schuebel Elinor Sherry
Russell Willis Paul Lindsay
Radie Harris Louise King

October 25

Wallace Butterworth Dan Landt
Vera Barton Fanny Brice
Richard Gordon Anne Dall

October 26

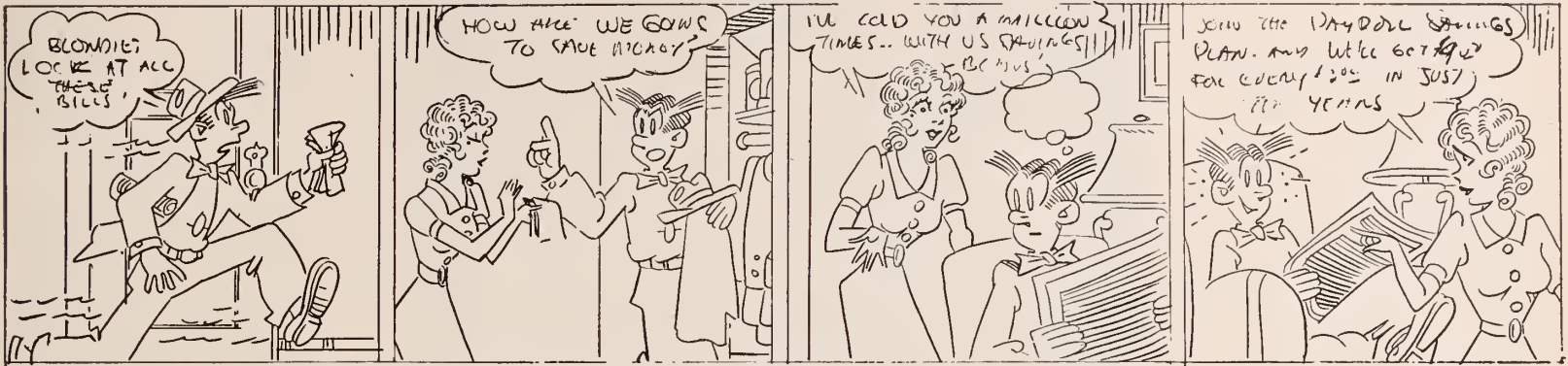
Estelle Brenner Pat Barnes
Charlie Barnett Raymond Caddell

October 27

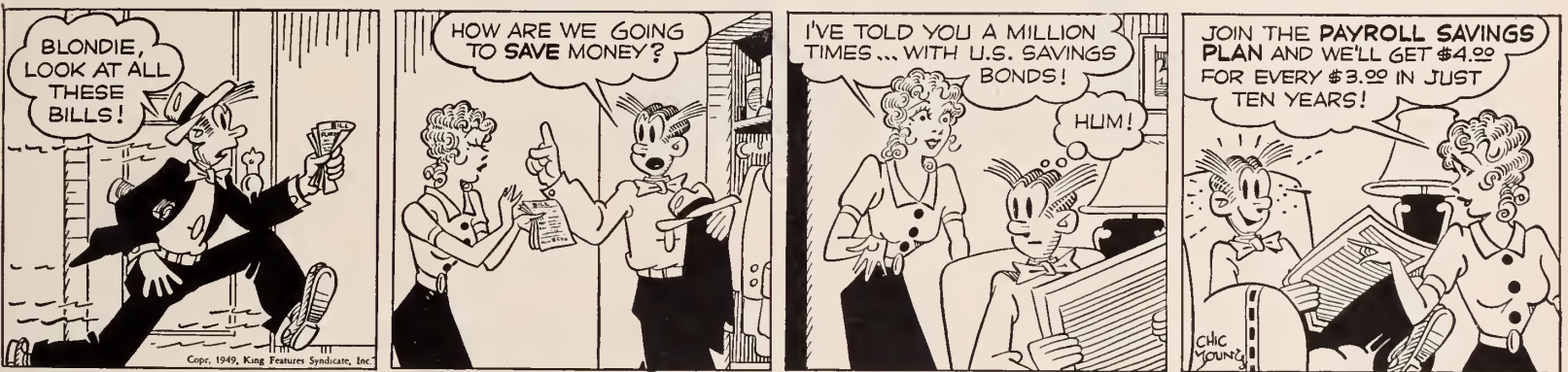
Jack Kilmartin Bob Becker
Kathryn Cravens Jack Carson
Mignon Schrieber



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP . . . that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set

aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

Heavy Registration For NAB Meeting

(Continued from Page 1)

director of research; Ralph W. Hardy, head of the radio division; G. Emerson Markham, TV director and Charles H. Tower. Robert Richards, director of public relations, is also expected to attend the regional confab.

Allied Executives To Attend

The Third district meeting will attract representatives from many organizations allied with the industry. Among those expected to attend are: Madison Amor, RCA Recorded Program Services, New York; J. Frank Beatty, Broadcasting, Washington, D. C.; Paul M. Breining, Associated Press, Harrisburg, Pa.; Frank Burke, Radio Daily, New York; E. J. Fitzsimmons, Weed & Company, New York, N. Y.; James M. Flenniken, Sales Rep. Capitol Records, Inc., Transcription Division, Hollywood, Calif.; Kolin Hager, Sesac, Inc., New York, N. Y.; Mrs. & Mrs. Sydney Kaye, Broadcast Music, Inc., New York, N. Y.; Marvin Kirsch, Radio Daily, New York; E. B. Lyford, National Broadcasting Co., New York, N. Y.; I. Mat-taway, Pres., Radio Television Publicity, Inc., Chicago, Ill.; Robert D. C. Meeker, Robert Meeker Associates, Inc., New York, N. Y.; Mr. & Mrs. John J. O'Connell, Associated Program Services, New York; Linwood Pattee, Broadcast Music, Inc., New York, N. Y.; A. B. Samburg, World Broadcasting System, Inc., New York, N. Y.; Joseph H. Snyder & Mrs. Snyder, Associated Press, Philadelphia, Pa.; Pierre Weis, Lang-Worth Feature Programs, Inc., New York, and David R. William, Standard Radio Transcriptions Services, Inc., New York.

Broadcaster Reservations Listed

The broadcaster reservations follow: Leonard Kapner, WCAE, Pittsburgh, Pa.; Ewing S. Hawkins, WILM, Wilmington, Del.; Mrs. Alethea J. Mattorn, Manager WMAJ, State College, Pa.; W. J. Thomas, station manager, WCPA; W. K. Ulerich, general manager, WCPA & WMAJ, Clearfield, Pa.; Mr. & Mrs. Frank R. Smith, WBVP, Inc., Beaver Falls, Pa.; George E. Joy, WRAK, Inc., Williamsport, Pa.; L. Waters Milbourne, manager, WCAO, Baltimore, Md.; Robert M. Richmond, Asst. Mgr., WCAO, Baltimore, Md.; Ames L. Harper, WACB, Kittanning, Pa.; Wm. J. McKibben, WACB, Kittanning, Pa.; A. David Potter, Jr., WNAE, Warren, Pa.; L. W. Williams, WNOW, York, Pa.; H. E. Dougherty, WNOW, York, Pa.; John O. Border, WNOW, York, Pa.; Murray Goldsborough, WNOW, York, Pa.; Benedict Gimbel, Jr., WIP, Philadelphia, Pa.; Louis H. Murray, WPAM, & WPAM-FM, Pottsville, Pa.; Lester Etter, WLBR, Lebanon, Pa.; Philip J. Reilly, WLBR, Lebanon, Pa.; Julian F. Skinnell, WLBR, Lebanon, Pa.

Also James M. Murray, KQV, Pittsburgh, Pa.; Clifford M. Chafey, WEEU, Reading, Pa.; K. Richard

PICTURE OF THE WEEK



More than a year of continuous negotiations between the TV networks and Ascapi was climaxed this week when a five-year contract covering TV use of Ascapi music was signed in New York. Signers of the pact were (l. to r.): Fred Ahlert, Ascapi proxy; Mark Woods, president of ABC; Lawrence Lowman, CBS vice-president, and Charles R. Denny, executive vice-president of NBC.

Creits, WEEU, Reading, Pa.; C. G. Moss, WLTR, Bloomsburg, Pa.; John S. Booth, WCHA, Chambersburg, Pa.; Mr. & Mrs. Robert R. Eyerly, WCNR, Bloomsburg, Pa.; Mr. & Mrs. Ed Darlington, WCNR, Bloomsburg, Pa.; Mr. & Mrs. Joseph M. Cleary, WESB-FM, Bradford, Pa.; John P. Foster, WJAC, Inc., Johnstown, Pa.; John F. Hanssen, WCRO, Johnstown, Pa.; Thomas G. Tinsley, Jr., WITH, Baltimore, Md.; Victor C. Diehm, WAZL, Hazleton, Pa.; Thomas Tito, WAZL, Hazleton, Pa.; Kathryn E. Kabler, WAZL, Hazleton, Pa.; Frank S. Blair, WSCR, Scranton, Pa.; Judge M. J. Eagen, WSCR, Scranton, Pa.; G. Otis Rawalt, WSCR, Scranton, Pa.; Miss Dolly Banks, WHAT, Philadelphia, Pa.; & WINX, Washington, D. C.; William Banks, WHAT, Philadelphia, Pa.; & WINX, Washington, D. C.; Mrs. M. E. Magargee, WGBI, Scranton, Pa.; Miss Grace MacKenzie, WGBI, Scranton, Pa.; Mr. & Mrs. George D. Coleman, WGBI, Scranton, Pa.

Also Jack Nedell, WGBI, Scranton, Pa.; David M. Baltimore, WBRE, Wilkes-Barre, Pa.; Louis G. Baltimore, WBRE, Wilkes-Barre, Pa.; Walter J. Rothensies, WSBA, York, Pa.; Robert R. Nelson, WARD, Johnstown, Pa.; Joseph E. Cavanaugh, WARD, Johnstown, Pa.; Leroy Strine, WORK, York, Pa.; Clare Miller, WORK, York, Pa.;

Muzak To Pipe Perfumers Music For Corday, Inc.

The Muzak Corp. has announced plans for a nationwide promotional tieup with Parfums Corday, Inc., the first in a series of joint promotions.

Part of the deal is the Corday perfume called "Zigane," (gypsy), around which composer Harry Revel wrote a melody which has been recorded for Muzak by Glenn Osser. "Zigane" will be featured on the night of Nov. 3 on Muzak's dinner music program piped into thousands of restaurants and hotels in the U. S., Canada, Mexico, Hawaii, and Puerto Rico.

Harold Miller, WGAL & WGAL-TV, Lancaster, Pa.; James Appell, WGAL, Lancaster, Pa.; J. E. Mathiot, WGAL & WGAL-TV, Lancaster, Pa.; J. Robert Gulick, WGAL, & WGAL-TV, Lancaster, Pa.; Walter O. Miller, WGAL-TV, Lancaster, Pa.; J. Gorman Walsh, WDEL & WDEL-TV, Wilmington; Elwood C. Anderson, WEST, Easton, Pa.; Raymond A. Gaul, WRAW, Reading; Irvin Howett, WRAW, Reading, Pa.; David J. Bennett, WKBO, Harrisburg, Pa.; Mr. & Mrs. Clair R. McCollough, WGAL, & WGAL-TV, Lancaster, Pa.; Charles R. Petrie, WHWL, Nanticoke, Pa.; Milton Laughlin, WHWL, Nanticoke, Pa.

Int'l Tele-Film Web Envisioned At REC

(Continued from Page 1)

writer and head of special projects in the United Nations radio division; Pierre Crenesse, North American director of the French Broadcasting System; Thomas Flanagan, managing director, National Association of Radio Station Representatives, and Richard W. Hubbell, consultant and producer.

Keynote of the discussion was set forth by Hubbell, who read a cable from William Moffat, managing director of Associated British-Pathe, who said that the British film industry is going ahead with plans to produce pictures expressly for U. S. video stations. Moffat said that the recent devaluation of the pound would make such production available at a lower price and would, in turn, bring sorely needed dollars into England.

Calls Idea "Challenging"

Corwin said that the idea of exchanging cultural values through TV films is "challenging" and added that the UN "will be glad to offer its help" in the project.

Reporting on TV development in Europe, Corwin said that there are two stations in the USSR, one in Moscow and one in southern Russia. Number of receivers there, he said, is estimated at 50,000.

In England, he said, there are two stations operating and a third under construction, with 50,000 sets in circulation. France has one outlet on the air in Paris and others on the way in Lisle and Lyon, with receivers numbering 6,000. Stations are under construction, he added, in Holland and Czechoslovakia.

Crenesse said that the advanced development of tele in this country opens an entire new market for the French film industry and should prove a helpful adjunct to ECA aid. A goodwill TV network on film, he added, would be a "great step toward international cooperation."

The French broadcaster explained that RDF had held up full exploitation of video until its 819-line screen was perfected. This was done, he said, because the Government did not want to necessitate the use of converters and that the 819-line system permits full color pictures on both medium and large size screens.

Metallurgy

Carl Haverlin, president of BMI and president of REC last year, received a silver lifetime membership card in REC from proxy John Karol at yesterday's meeting. In accepting, Haverlin pointed out that now he is working for the Radio Pioneers, and asked the founder of that group, H. V. Kaltenborn, if he could accept the REC card. Kaltenborn rose to say that it was alright, and that the Pioneers would present Haverlin with a gold card.

TELEVISION DAILY

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PHILCO AND DuMONT AIDING C.T.I.

TELE TOPICS

ONCE AGAIN we doff our lid to ABC for giving a top-notch writer a free hand in building a TV series—a step which the other webs seem reluctant to take. Several months ago it was Wyllis Cooper's exciting "Volume 1, Numbers 1-6," and now Arch Oboler has come along with his Comedy Theater. We think Cooper's series made several important contributions to the maturity of TV drama; we hope he'll return very soon. After seeing one of Oboler's initial efforts Tuesday nite, we feel that he too is a man the medium sorely needs. . . . "Love, Love, Love" was the title of the Oboler play this week. Beginning with a lecture by an elderly professor on the various definitions of love, program showed the day-dreamed interpretations of these varied meanings by several students. There were six such sequences; one was hilarious, one was very funny, one was funny and the other three continued the descending progression. Oboler was at his best when writing about Hollywood and its people, the funniest sequence being an excellent broad satire on a movie love scene. The honeymoon of two movie stars was next best, we thought, followed by a Tin Pan Alley interpretation, sung by Benny Rubin. . . . An MCA package, program originates in Los Angeles and is seen here on recording, quality of which is as bad as all the other off-the-tube footage.

THE FOLLOWING LETTER was received yesterday from John V. L. Hogan, and we are printing it here to obtain the reaction of the rest of our readers to Mr. Hogan's suggestion. "I note in your column, and elsewhere in RADIO DAILY," he writes, "an increasing tendency to contrast 'Video' (or TV) against 'Radio' (meaning AM or FM sound radio). Remembering your efforts to find a good name for sound-on-film recordings of TV programs, I think you might be interested in straightening out the confusion that such use of the terms 'Video' and 'Radio' is bound to cause. Television is radio, just as much as AM or FM is; without radio transmission of sound and pictures, we could not have TV. If you want a different word for AM-FM sound alone, and a term to contrast against 'Video,' why not adopt the good old word, 'Audio?'"

ALTHOUGH BUICK IS CANCELLING the Olsen & Johnson show after next week's ainer, it still is committed for the time on NBC but is trying to get out of it. . . . Faye Emerson begins a chatter and interview show on WCBS-TV Monday nite for Ansonia, in the seg Diana Barrymore was supposed to have started last week. . . . Leonard Hole, formerly with DuMont and CBS, departed this week for a vacation in Cuba and Jamaica and will announce his future plans when he returns in three or four weeks.

Short-Neck 16" Tube Developed By RCA

Harrison, N. J.—New 16" metal picture tube five and one half inches shorter than present kinescopes for 16 inch sets was announced yesterday by the tube department of RCA. The new kinescope, which will for the first time utilize an RCA "filter-glass," face plate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in receivers that will be available next year. The new tube designated the RCA-16GP4, will be supplied in limited quantities to makers of receivers in December. Appreciable quantities will be available early next year, company officials revealed.

The new tube, is 17 and 1/8 inches long, which compares to 22 1/2 inches of the present 16-inch tube and 18 inches of the widely used 10-inch tube.

American Oil To Sponsor Navy-Notre Dame On CBS

The American Oil Company, Baltimore, will sponsor CBS coverage of the Navy-Notre Dame game from Babe Ruth Memorial Stadium, Baltimore, Saturday. Red Barber will broadcast the play-by-play commentary.

Agency is The Joseph Katz Company.

Game will be carried over stations in New York, Philadelphia, Baltimore, Washington, D. C., Boston, Cleveland and Erie, Pa.

Rogers Seg Held Up By Dearth Of Talent

A severe shortage of variety acts that have not been worn out in the public eye through too many appearances on TV, has pushed back the opening of the "Buddy Rogers Showcase" stanza on ABC, two months, Mal Boyd, producer of the show, reported yesterday. Originally scheduled to debut Nov. 2, show will not go on the air until Jan. 4, Boyd said.

Decision to postpone the preem was made yesterday, Boyd said, at a meeting between Rogers, Bud Barry, ABC programming veepee, and himself, after three weeks of auditions had failed to unearth enough acts to fill one show. More than 50 acts were seen, Boyd said, adding that three installments had to be lined up before the kickoff.

Most of the more than 50 acts seen, he said, had been seen several times on network shows using the same routine.

On weekends, Boyd said, he and Rogers will travel to cities on the Eastern seaboard in search of talent, with Philadelphia, Baltimore, Washington, Boston and Providence among the first stops.

Rogers, however, will continue his across-the-board AM stanza, "Pick A Date" on ABC.

Arthur Knight Named

Arthur Knight has been appointed chairman of the film, television and radio department of the Dramatic Workshop and Technical Institute at the President Theater, New York.

RCA Asks FCC To Postpone Tests Of Color-TV Systems

(Continued from Page 1)

ready for demonstration and the prospect that CTI might be able to participate in comparative tests here were all advanced as reasons. RCA officials said the cross-examination slated for December, need not be held off.

The petition said: "The only purpose of demonstrations, comparative or otherwise, is to demonstrate to the Commission the principles and operating characteristics of the color television systems which have been proposed. If a comparative demonstration is to be held and is to accomplish its purpose, the demonstration must be

made with apparatus which will fairly reflect the principles and operating characteristics of the various systems, must provide an opportunity for the parties to demonstrate their systems with comparable types of receivers and must provide an opportunity for all proponents of color television systems to demonstrate their systems simultaneously. Unless these basic requirements are met, no useful purpose will have been served. To conduct comparative demonstrations on any other basis would not provide a fair hearing to the parties concerned."

Now Co-Operating On Direct-View Color Tubes

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday was told that both DuMont and Philco are co-operating with Color Television, Inc., on problems of circuit design and development of direct-view color tubes. The disclosure came from Samuel Burrows Smith, CTI attorney, in response to a question from Commissioner Robert F. Jones concerning the extent of outside aid CTI has sought.

RMA attorney Edward Wheeler appeared to confirm the CTI statement. He said two RMA members "have gone to CTI to help them build a direct view tube."

Possibility that a tube might be ready for the CTI demonstration to the FCC late next month was voiced this week by Dr. George Sleeper, inventor of the CTI system.

Smith said, "our tube expert is here from San Francisco to confer with the DuMont people. Two of Philco's experts will be in San Francisco Monday to confer with our people." DuMont plans to build 20 direct-view color tubes from samples submitted by CTI, a spokesman said—but it is not at all certain that any of these will be ready next month.

Jones again sought to get CTI to bring its equipment here, but the company spokesmen maintained their position that it was not physically possible to do so.

Earlier Col. D. K. Lippincott, for CTI, had declared that the problem of flicker is still not solved in TV, and the objective now is to make the best compromise between flicker and color. Said he, "We are fighting the battle between color resolutions and flicker in all these proposed systems. If you are going to eliminate flicker, you've got so far away you can't see the pictures at all."

Lippincott is expected to conclude his testimony Monday, although he may have to be in San Francisco. If he is not on hand, consulting engineer Frank H. McIntosh will be heard for CTI.

Capehart Sales Up

Dollar volume sales of the 1950 line of Capehart TV receivers were up 314 per cent during September, compared with the same month a year ago, it has been announced by Capehart-Farnsworth Corporation, Fort Wayne, a subsidiary of International Telephone and Telegraph Corporation. Demand for the new line continues unabated, the firm said.

Section of RADIO DAILY, Friday, October 21, 1949

New RCA Turntable Set For Audio Fair

A new type studio turntable to accommodate the RCA Victor 45-rpm records as well as standard 33 1/3 and 78-rpm records will be demonstrated by RCA at the first annual United States Audio Fair, being held in conjunction with the Audio Engineering Society's initial annual convention at the Hotel New Yorker in New York, for three days, from October 27 to 29.

The turntable, a new version of the RCA "70-D" studio turntable will be shown linked with a new amplifier and LC-1A duo-cone loud-speaker.

Improved Polaroid Filter

An improved TV filter, the new DeLuxe Polaroid Television Filter with the exclusive "glare-lock" feature, which eliminates all direct and indirect glare from the TV viewing screen, was announced this week at a press conference held at the offices of the Pioneer Scientific Corporation, N. Y. The new filter is composed of six different layers; two of outside protective coating, one on each side, to prevent scratching, two layers of acetate butyrate, one on each side, to give body and rigidity, a linear polarizer to eliminate eye strain, and a new ingredient, a circular polarizer to trap day and night reflections. Prices for the new filter range from \$7.50 for 7-inch tubes to \$27.50 for 19 and 20-inch tubes.

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TV Sales Training Program Launched By DuMont Labs.

An unusual merchandising and sales training program is currently being undertaken by Allen B. DuMont Laboratories, Inc. as well as an intensive six week's sales training drive, which commenced this week. Announcement of this new program was made by Walter L. Stickel, national sales manager for the TV receiver sales division of the DuMont organization.

Statement By Stickel

Stickel told a press gathering that "television has grown so rapidly that manufacturers just haven't had the time to train salesmen at the retail level adequately. The result has been that the consumer has been confronted with some pretty weird tales at his local store.

"This training plan is the most comprehensive we have seen. It approaches sales problems at the consumer level, translating the technical into layman language."

The plan, prepared by Buchanan

and Company, DuMont's advertising agency, under the supervision of their advertising sales departments, is the result of more than 10 months of intensive research in the field.

The Sales Training Unit consists of a 52-page master easel, 18 x 28" in three colors which will be demonstrated at regional, distributor and retailer sales meetings.

In explaining the plan, Stickel stated, "People buy television receivers for five reasons—Name or Reputation, How The Set Looks, How It Performs, Its Features and Price. This sales training plan which we have worked out gives salesmen specific facts to cover all of these points to make the sale."

Booklet Prepared

At the conclusion of each meeting, all those present will receive a pocket-sized 64-page booklet which will contain the essence of the sales information contained in the easel, as a handy reference.

PRODUCTION PARADE

Motorola TV Sales Soar

An all-time high in TV set sales, quadrupling 1948 figures, was achieved by Motorola, Inc. in September, W. H. Stellner, vice-president in charge of merchandising, reported this week. Dollar volume sales of the Chicago firm's 1950 line of video sets were up 424 per cent over the same period for 1948. Unit sales were running at a rate of 403 per cent greater than sales in September, 1948, with no slackening in sight.

Andrea Distrib. For Northern N. J.

Lynn Eaton, general sales manager of the Andrea Radio Corp., has announced the appointment of Igoe Bros., Newark, N. J., as exclusive Andrea distributor for Northern New Jersey, and Orange, Rockland and Richmond Counties of New York State. A series of sales and service training meetings were held at Igoe Bros. following the announcement of their appointment as distributors.

New Sylvania Germanium Diodes

Germanium crystal diodes that are more compact, moisture-proof and enclosed in hermetically sealed glass cartridges have been announced by George C. Connor, general sales manager for the Electronics Division of Sylvania Electric Products, Inc.

The new crystal diodes are available in two types: IN34A, a general diode, and 1N58A, a hundred-volt diode.

Admiral Adds To TV Line

Admiral Corporation has announced production of 3 new video receivers, to round out its current line. Model 24X15, a TV-radio-phonograph combination, retailing at \$299.95, a console, Model 20X145, with 12½" screen at \$279.95 and Model 20X136, a wood table model, with 12½" screen to retail at \$249.95. All receivers are equipped with Admiral's new exclusive Built-In Directional "Roto-Scope" Antenna.

To Install G. E. Antenna

A 12-bay super-gain TV antenna, one of the largest ever built, has been sold to WHAS-TV, Louisville, Ky., by G.E.'s Transmitter Division. The antenna weighs four tons and is 86 feet long. Electric power equivalent to that used in a dozen average homes will be required to keep ice from forming on the antenna in the winter.

Film Prod. And TV Equip. Catalog

S. O. S. Cinema Supply Corporation, New York, is about to release a new catalog, entitled "Sturelab 8A" on Film Production and TV Equipment. The new volume will list approximately 1,600 items, with about 200 photographs, totaling 88 pages, embodying every type of Film Production Equipment that is required in producing motion picture and TV films. Free copies of the new catalog may be obtained by writing S. O. S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

TV Film Camera Has Video Pre-Amplifier

A new television film camera, featuring a new video pre-amplifier and other improvements is now available for commercial use, according to Walter M. Boland, western district manager of General Electric's Electronics Department.

The video pre-amplifier in the new film camera (Model 4PC2B2) is sturdier, simpler and more accessible than previous units, he said, and is also available for modernization of existing GE TV film cameras.

Virtually free of microphonics, the pre-amplifier has excellent transient response and is free from objectionable overshooting, according to company engineers. One of its main features is the simplicity of alignment since only three speaking circuits have to be adjusted. All electrolytic capacitors in the pre-amplifier are hermetically sealed and are of the "plug-in" type. The latter feature permits easy replacement of capacitors and rotation of spare capacitors—thus prolonging their life.

1st Microwave Installation

The first actual installation of microwave radio equipment on a power system in this country was recently placed in operation on the Pennsylvania Electric Company system. Westinghouse Type FB microwave equipment is used.

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